

The Louisville Downtown Partnership

The Louisville Downtown Management District (LDMD)
The Louisville Downtown Development Corporation (LDDC)

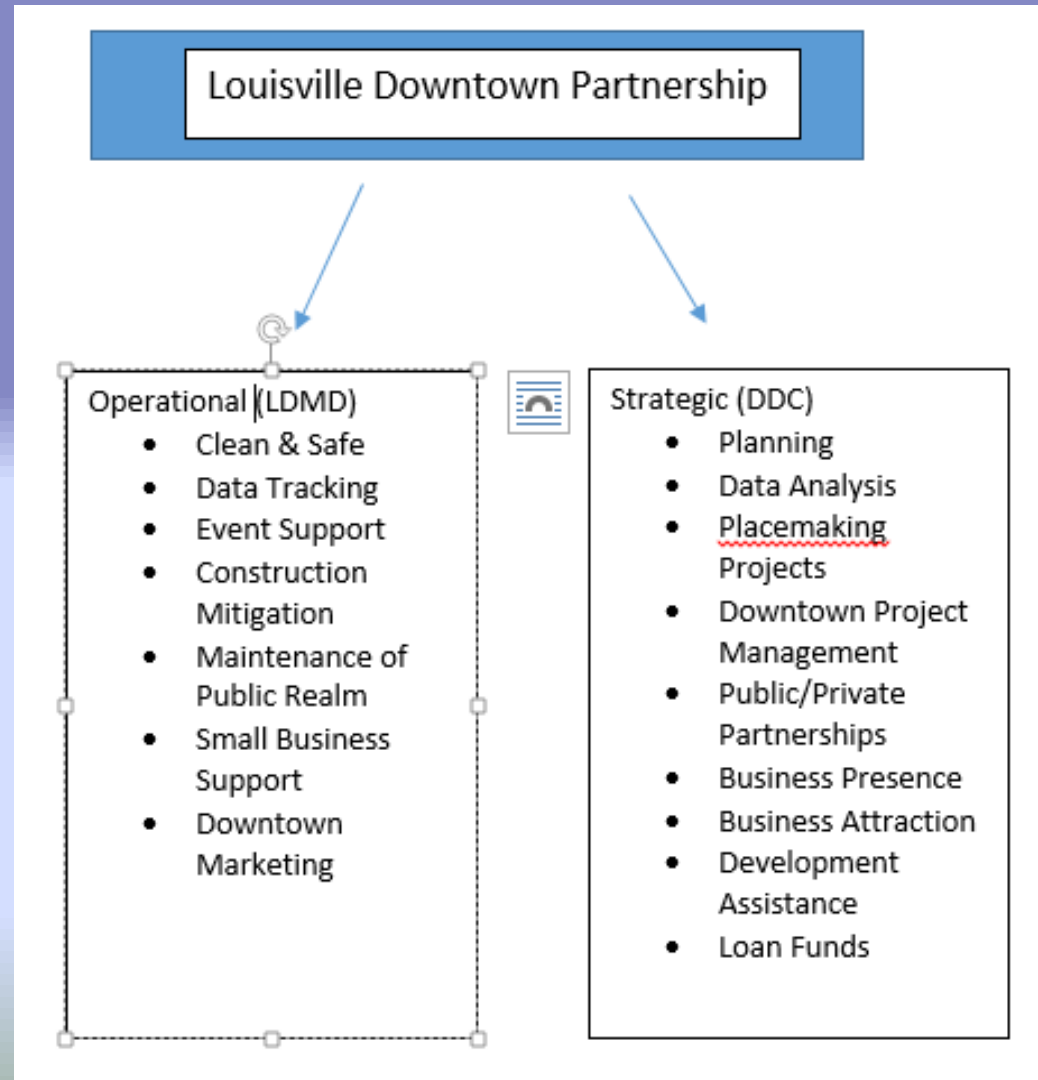


Mission Statement

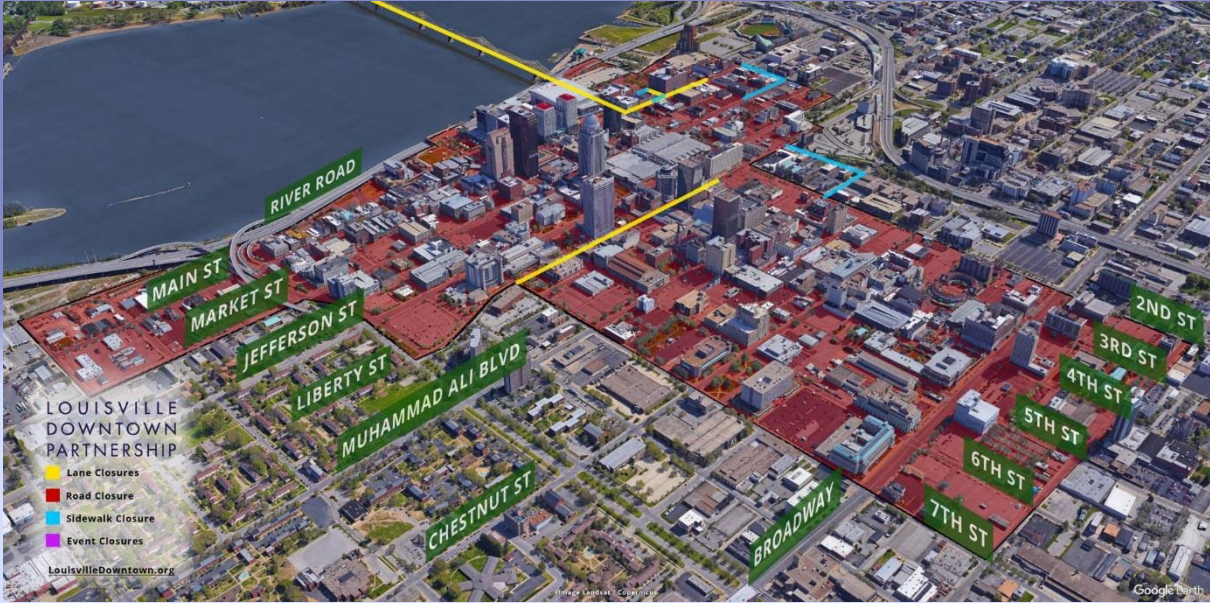
The mission of the Louisville Downtown Partnership is to take the long view on Downtown success, through strengthening commerce, providing high-quality place making, improving visitor, resident, and workforce experiences, and to simulate high-quality development and vitality in Louisville's Downtown.



Our Structure



Geographical Area of Focus

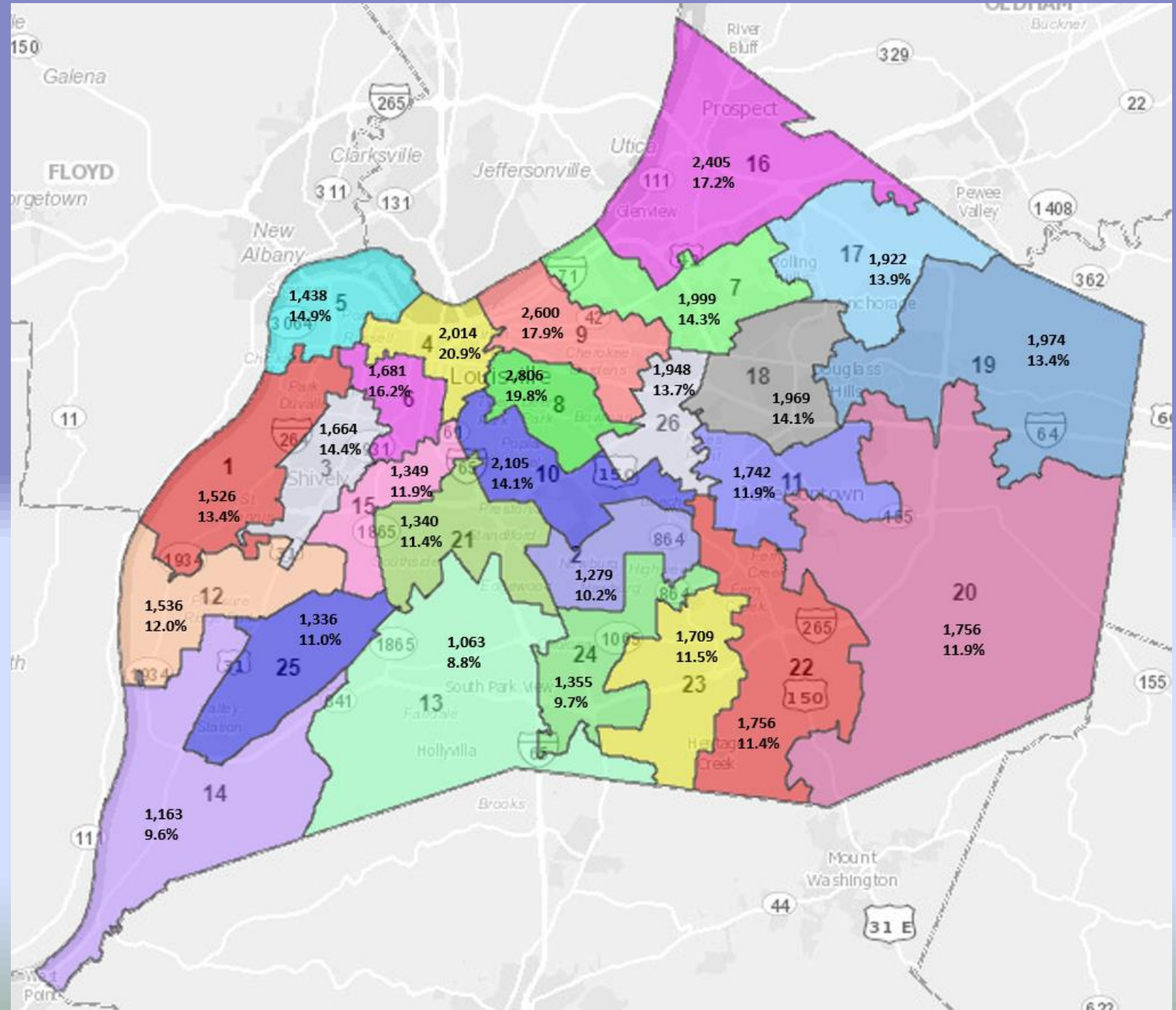


Areas of Engagement

- Current Businesses
- Current Property Owners
- Active Development
- Potential Businesses
- Potential Development
- Worker Experience
- Workforce Pipeline
- Regional Visitors
- Tourists/Conventions
- Events
- Metro Interests
- Transit
- Utilities
- Policy/Regulation/Enforcement



Downtown Workforce by District



Recent Outcomes

Strategic Planning

We are experts at urban design. LDP works in tandem with Louisville Metro, Greater Louisville Inc., Waterfront Development Corporation, Louisville Tourism, and other Downtown stakeholders, developers and investors, to guide the development and subsequent execution of the Downtown Master Plan.

- **South Fourth Street Revitalization Plan**
- **Arena District Development/Connectivity Plan**
- **Washington Street Master Plan**
- **Nucleus/NuLu Connectivity Plan**
- **Traffic/Parking/Two Way Street Analyses**
- **Retail Analysis and Strategy**
- **Housing Market Study**
- **Bourbon District Master Plan**
- **East Portland CNU Legacy Project**



Recent Outcomes

Economic Development

As an indispensable collaborator with all relevant economic development agencies, including Louisville Forward and GLI, LDP strategically plans, facilitates, and positively mitigates Downtown development to best achieve the long view on Downtown's success. LDP provides guidance and support for developers and investors in the residential, retail, and hospitality industries, ultimately elevating Downtown Louisville's local, regional, national and international appeal.

- **Business Outreach (Own It)**
- **Targeted Development Strategy – South Fourth Street**
- **Bourbon District**
- **Regulatory Issues – plumbing code, signage regulations**
- **Commercial Loan Fund**
- **Housing facilitation/support**
- **Omni/KICC**
- **Whiskey Row**



Recent Outcomes

Project Management

LDP takes a lead role in overseeing and stimulating the revitalization of Downtown by identifying vacant buildings and other pertinent data that helps attract prospective tenants and businesses; researching and proposing new and innovative development opportunities to Downtown's built environment, and by creating and supporting special events that add to a vibrant urban environment.

- **Second Street Bridge Improvements**
- **Washington Street Streetscape**
- **Main Street Streetscape**
- **Whiskey Row Sidewalk**
- **South Fourth Street Streetscape**
- **East Market Street Streetscape Design**



Recent Outcomes

Communication/Marketing/Events

As Downtown transforms, LDP's role is to maintain a vibrant, high-quality environment for current stakeholders, while keeping an eye toward the future. Old and new best practices come together and adapt in order to meet the needs of a thriving urban community. With ongoing development activity and continued infrastructure improvements, LDP provides key information on development activity, special events, and construction impacts to assist the Downtown community.

- **Event Coordination/Enhancement Committee**
- **Republic Bank First Friday Hop**
- **Traffic Alerts**
- **Construction Navigator**
- **ReSurfaced/RePurposed**
- **Day of the Dead**
- **Partner Event Support (NuLu Fest, Veteran's Parade, NCAA, Derby Festival)**
- **Community Marketing Project**
- **Bourbonism**
- **Bourbon District Responsibility Initiative**

Recent Outcomes

Environment/Appearance

The Louisville Downtown Partnership focuses efforts on providing an enjoyable, comfortable, and accessible environment for everyone. Our Ambassadors provide supplemental cleaning for 25 miles of sidewalks and alleys within the boundaries of our 69 block service area in the heart of Downtown Louisville. Other initiatives focus on developing a positive experience for Downtown workers, residents, and guests.

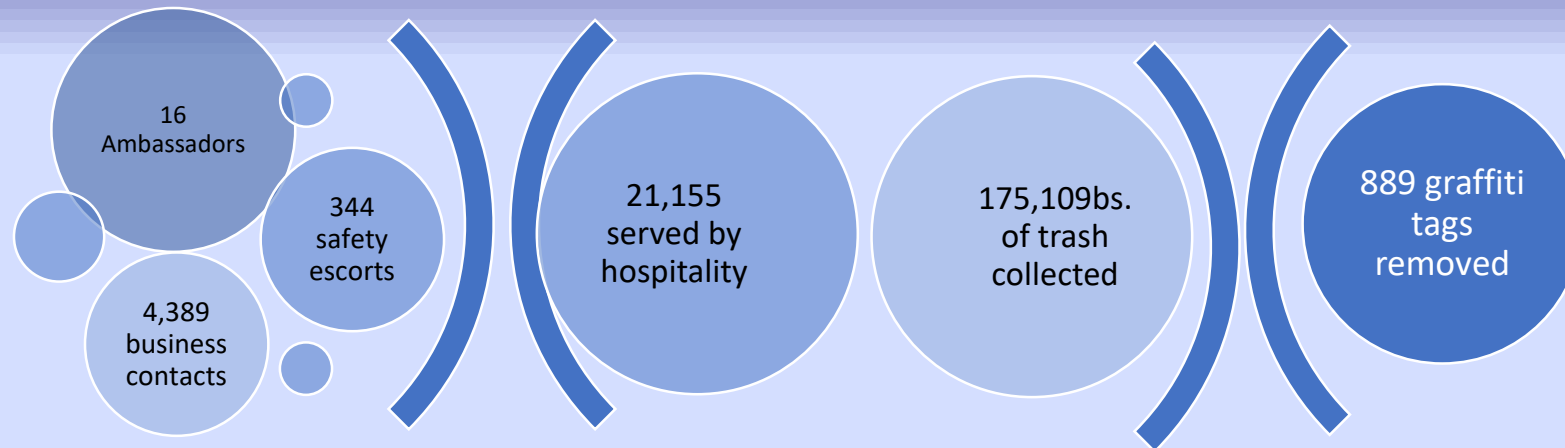
- **Own It Implementation**
- **Clean and Safe Services Reprioritization**
- **Problematic Street Behavior Strategies**
- **Street-level Issues Inventory**
- **Interstitials: Alley Gallery, Music Alley**
- **Ohio River Bridges Project Aesthetics**
- **User Experience Improvements**
- **Pilot Block on West Main Street**
- **Digital Kiosks: Safety and Civic Engagement**



Recent Outcomes

BID Operations

The Downtown Ambassadors work seven days a week to help make Downtown Louisville clean, safe and attractive. The 16-member hospitality-trained Team creates a positive Downtown experience by providing cleaning, security, and maintenance services supplemental to Louisville Metro Government services.



Recent Outcomes

Data/Research

As part of the Louisville Downtown Partnership's mission to facilitate and strengthen commerce, stimulate quality development, and be an economic catalyst, we manage and share data and research that is specifically focused on Downtown.

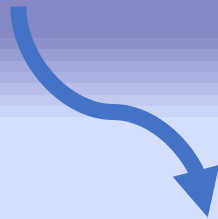
- **Continuing fine-grain data collection**
- **Expanded contact with Commercial Real Estate Industry**
- **Strengthened focus on Office Market**
- **Archival/Digitization Initiative**
- **Downtown Economic Trends/Peer-to-Peer Results**
- **Annual Survey of Downtown Perceptions**



Recent Outcomes

Growth Indicators

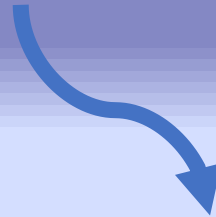
Existing Population: 4,910



Population 2021:
5,343 residents

Existing Market Rate
Residential Units: 6,864

Total Residential Units: 6,864

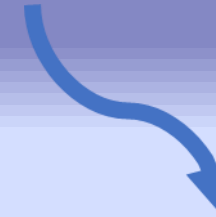


Market Rate Residential Units by
2021: 3,666

Residential units 2021:
7,558 units

Existing Hotels: 23

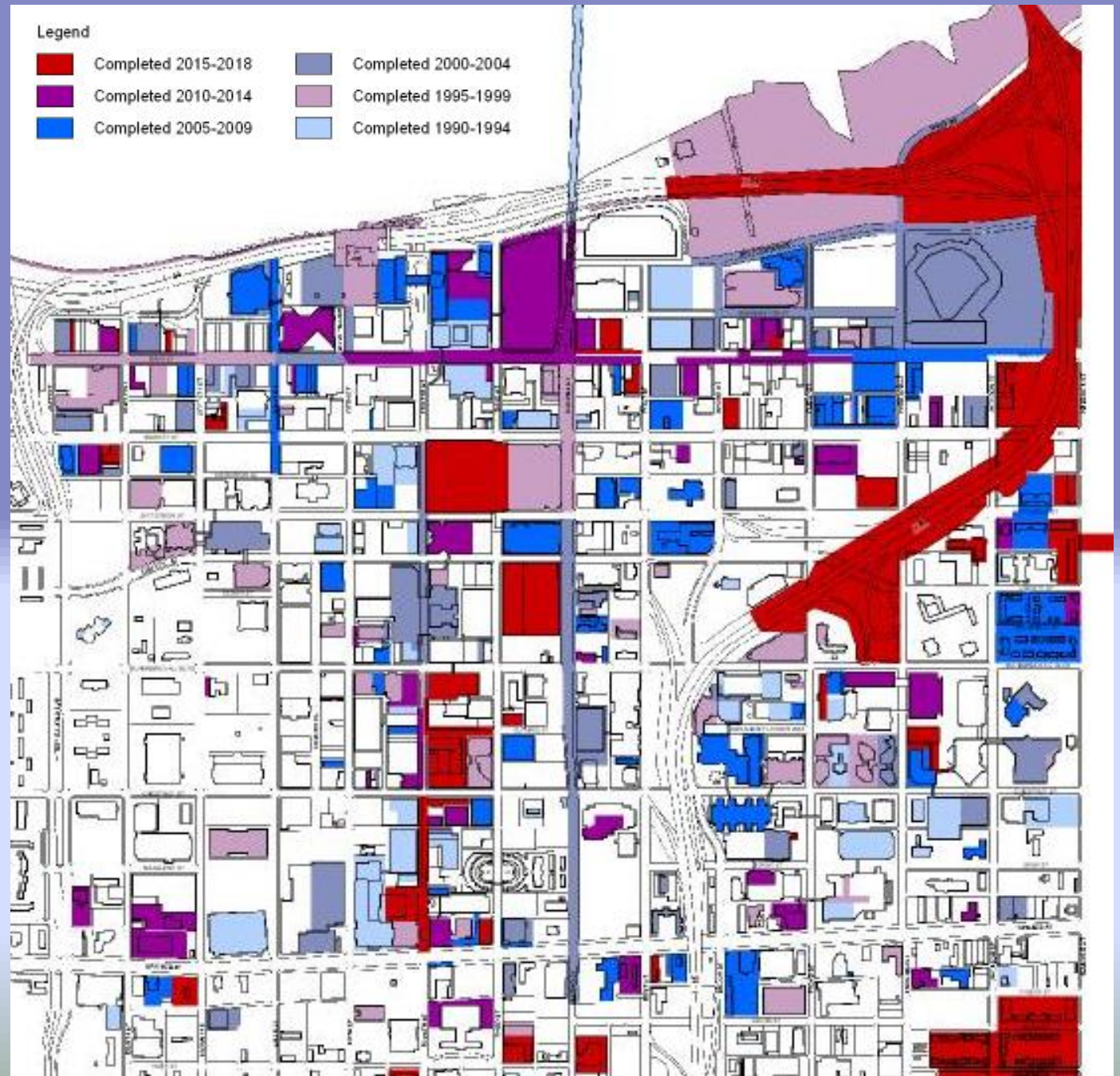
Existing Hotel Rooms: 5,862



Hotels 2021: 30

Hotel Rooms by 2021: 6, 717

Historical Development



Louisville Central Business District

Prepared By:
Louisville Downtown Partnership

Scale: 0 200 400 800 feet

Walking Time: 0 1 2 3 minutes

Date: June, 2019



Recent Outcomes

Downtown Innovation

Louisville Downtown partnership is able to use Downtown as a lab to test new and innovative concepts. As we a closely to the ground, we are able to determine how to improve new ideas to become a model for other Downtowns.

- **Digital Kiosks**
- **Construction Navigator**
- **Direct Homeless Outreach**
- **De Montfort University Partnership**
- **Emotional Cartography**
- **Panhandling Reduction Strategy**
 - **Positive Change Program**

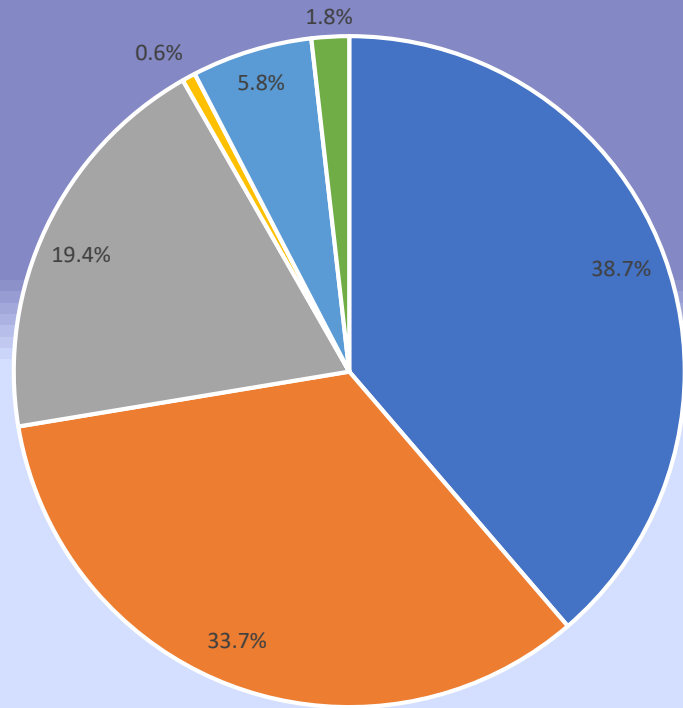


Next Priorities

- Medical District
- Floyd Expansion of the LDMD Business Improvement District (BID)
- Bourbon District Next Phase
- Broadway Issues
- Downtown Mobility Plan Implementation
- “Own It” Campaign Next Phase
- Problematic Street Behavior Next Steps
- State of the Downtown
- Reimagining Downtown Wayfinding
- Office Space Utilization
- Soccer Stadium Connectivity
- Waterfront Connectivity

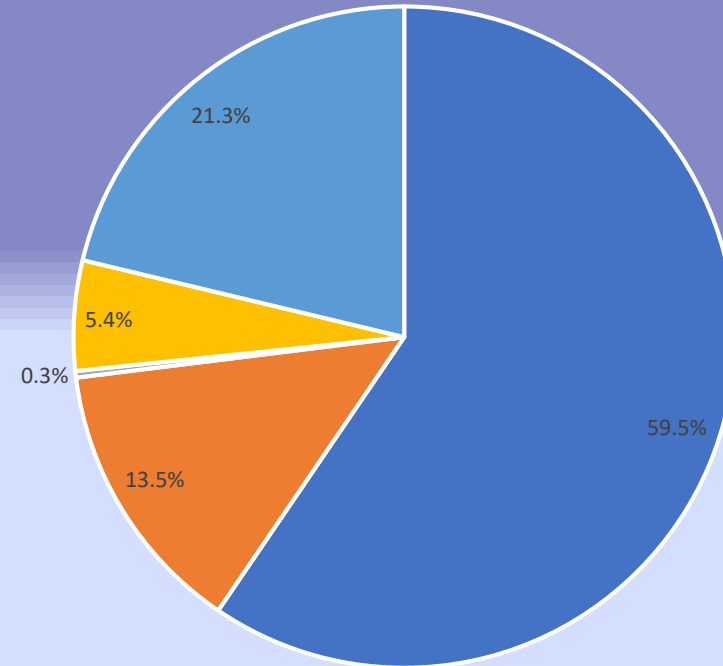
2019 DDC Budget

Downtown Development Corporation
2019 Budget - Sources of Income



- Slugger Field Lease Assignment
- Private Funding
- Lease Income
- Managed Services (LDMD Agreement)
- Support Services
- Event Income

Downtown Development Corporation
2019 Budget - Uses of Funds



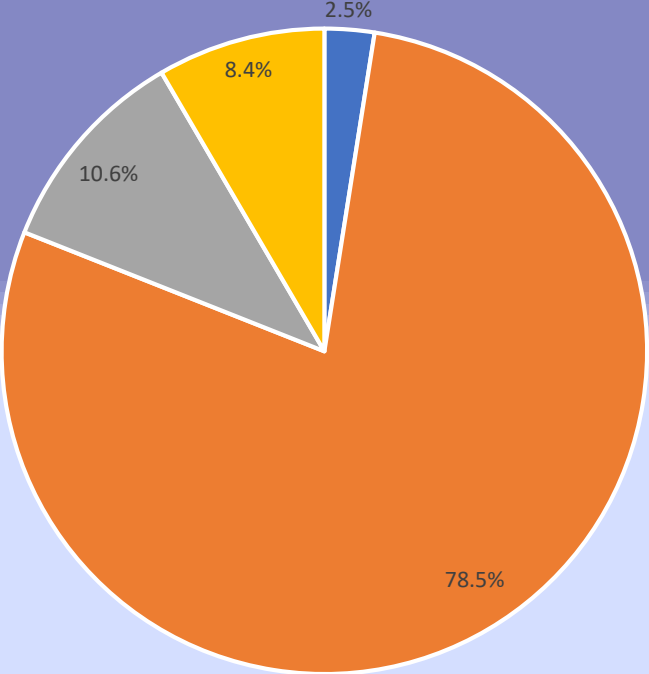
- Employee Compensation
- Support Services
- General & Administrative
- Economic Development
- Marketing, Communications & Events

Total Revenue: \$1,550,060.00



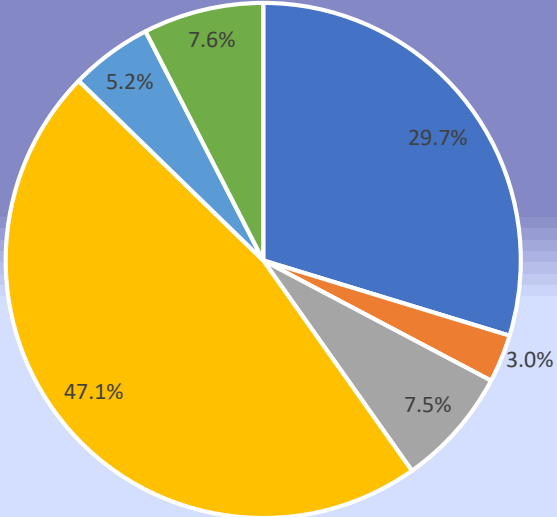
2019 LDMD Budget

Louisville Downtown Management District
2019 Budget - Sources of Income



- Event Income
- Rate Payer Assessments
- Payments in Lieu of Assessments
- Special Projects

Louisville Downtown Management District
2019 Budget - Uses of Funds



- Management Agreement
- Economic Development
- Special Projects
- BID Operations
- Marketing, Communications & Events
- Dedicated General & Administrative

Total Expenses: \$1,763,990.00



Conclusion

The Louisville Downtown Partnership is committed to implementing its goals and strategies for 2019, for the greater enhancement of the Downtown. The ambassadors will be hard at work as they continue to provide clean and safe services and collect data that confirms positive results. Through continued partnership with all of our Downtown stakeholders, LDP looks forward to increasing the growth of Downtown for visitors, businesses, residents, workers, and investors.

