



# **Louisville Downtown Partnership**

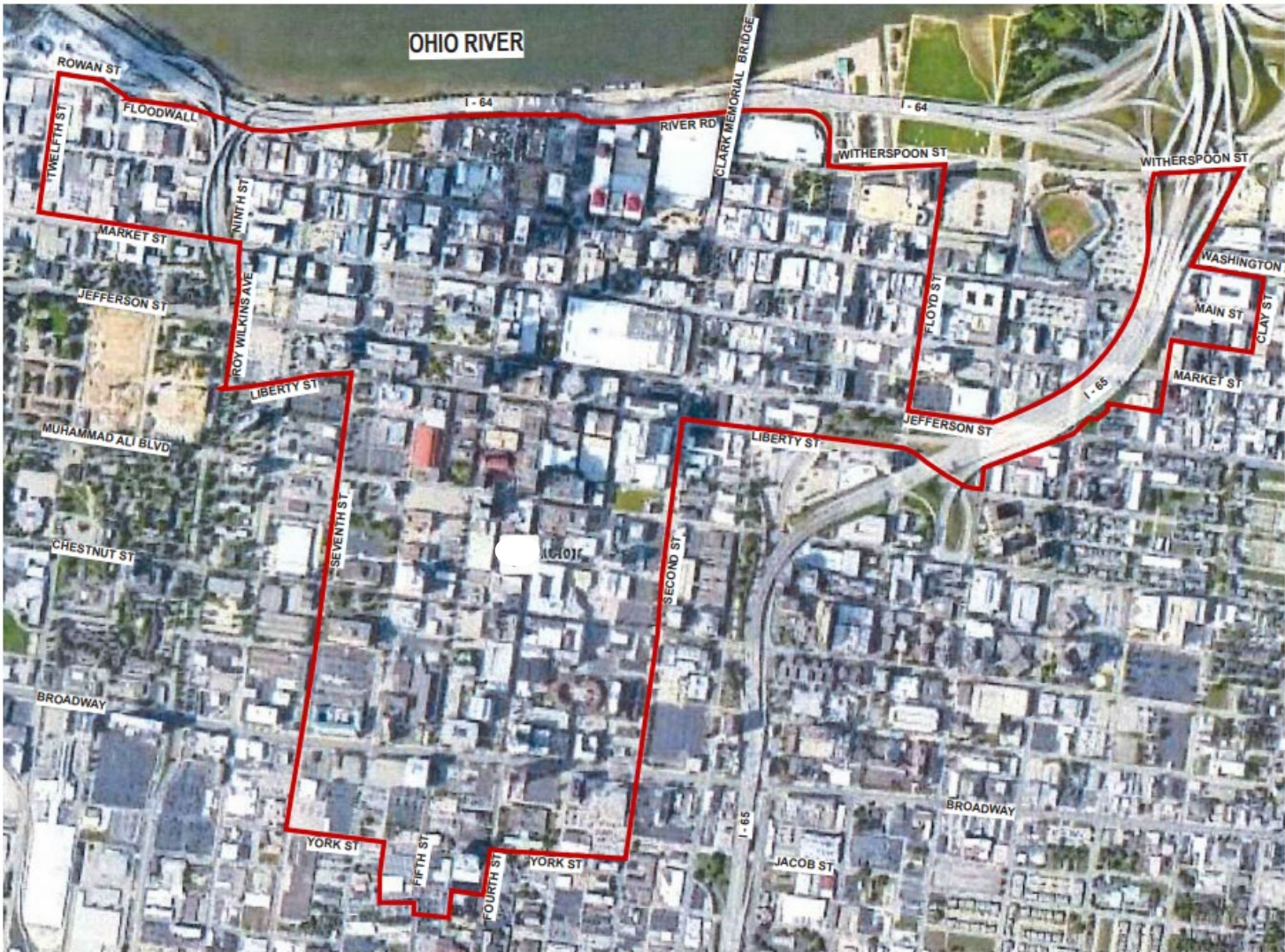
Louisville Downtown Management District

2022 Economic Improvement Plan and Operating Budget

Labor & Economic Development Committee Meeting, October 19, 2021

Bill Schreck, Executive Director

# Louisville Downtown Management District

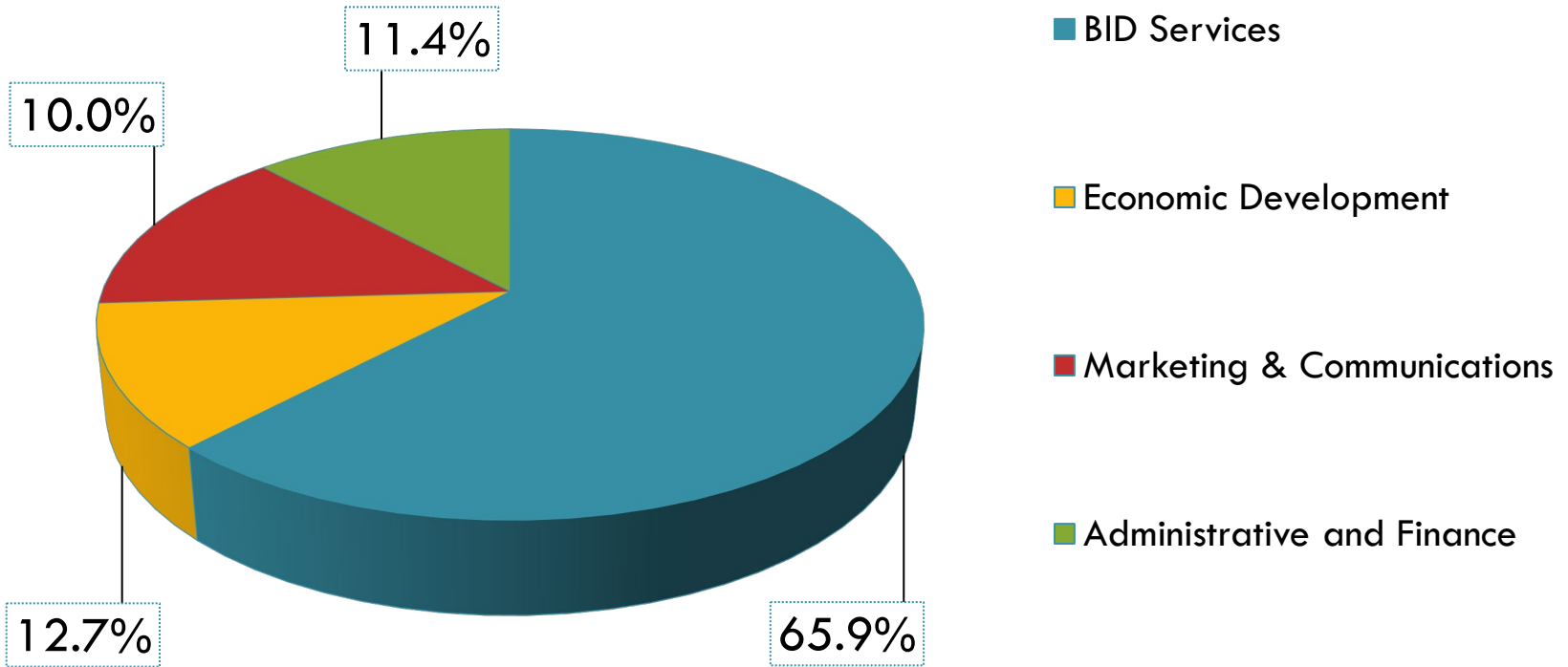


# Operating Budgets



	<b>Proposed 2022 Budget</b>
<b><u>REVENUES</u></b>	
<b>Assessments</b>	<b>1,434,050</b>
<b>Contracts for Services</b>	<b>188,450</b>
<b>Other Income Sources</b>	<b>8,095</b>
<b>Total Revenues</b>	<b>1,630,595</b>
<b><u>EXPENDITURES</u></b>	
<b>Environmental / Appearance / Use</b>	<b>1,074,930</b>
<b>Economic Development</b>	<b>206,940</b>
<b>Marketing &amp; Communications</b>	<b>163,270</b>
<b>Administrative &amp; Finance</b>	<b>185,455</b>
<b>Total Expenditures</b>	<b>1,630,595</b>
<b><u>NET REVENUE</u></b>	<b>0</b>

# 2021 BID Operating Expenditures



# Economic Development



**Our plan for 2022 focuses on addressing a changing retail and tourism landscape, while also providing a home for a workforce that will anchor the financial resilience of our Downtown.**

## **We will continue to:**

1. Provide technical assistance to Downtown businesses, focusing on the retail/entertainment/dining sectors and office space
2. Employ our economic stabilization and recovery plans to mitigate the impacts of the Covid-19 downturn
3. Maintain a real-time inventory/map of businesses and tenants, implementing additional CRM capabilities to better connect and support our Downtown partners.
4. Implement new methods to attract tenants that would normally not occupy Class A office or office tower space. These include small businesses, start-ups, and non-professional services.

## **We will begin to:**

1. Establish partnerships among the different business sectors of Downtown. Communication and coordination among retailers, restaurants, businesses, and event hosts can ensure that the full Downtown “offering” is always available to everyone that comes to Downtown.
2. Grow the number of restaurants and retailers in Downtown. We will continue to advocate for financial and legislative support of Downtown to ensure that the dream of opening a business is as attainable as possible.
3. Support developers with site selection while maintaining a specific focus on adaptive re-use. The conversion of underutilized spaces into productive, occupied spaces will create a critical density needed for long-term stability.
4. Advocate for a healthy mix of market rate and workforce housing options in Downtown. We believe that creating diverse and inclusive housing opportunities will amplify businesses and services in the area.



# Research



**The BID** maintains an extensive database of information on nearly every aspect of Downtown. This includes fact sheets and inventories covering economic information, demographic information and data on the physical environment.

- **Investment and Development**
- **Census Information**
- **Hospitality**
- **Office Space**
- **Transportation and Parking**
- **Residential**
- **Retail Space**
- **Streetscape and the Built Environment**



# Built Environment



**Our plan for 2022 focuses on continuing the vital management work for maintaining our built environment and beginning new projects to enhance our Downtown streetscapes and general infrastructure.**

## **We will continue to:**

1. Monitor traffic, construction, and permitting developments in Downtown
2. Ensure dynamic streetscape design to provide an inviting pedestrian space
3. Identify and catalogue the repair needs for our streetscape furniture and light poles
4. Provide insight and guidance on paving projects on behalf of our Downtown stakeholders
5. Coordinate with Metro Public Works to ensure proper restoration of roads and sidewalks
6. Provide technical assistance for the replacement of litter bins and streetlights
7. Advocate in the interest of Downtown for future business and residential developments
8. Provide timely notification to property owners and businesses that will be impacted by infrastructure work and advocate on their behalf during construction



## **We will begin to:**

1. Engage in the update of a Downtown Master Plan
2. Advocate for redevelopment best practices to enhance the quality of life for our Downtown residents
3. Examine infrastructure improvements needed to support electric vehicles
4. Monitor the street conversions from one-way to two-way

# BID Services



**In 2022, through its Business Improvement District (BID), LDP will continue to provide hospitality-focused, supplemental services to enhance the appearance and condition of our Downtown sidewalks, curb lines and public right of ways while serving as a friendly source of information for visitors, workers and residents.**

These services, designed to supplement and enhance the cleaning and maintenance efforts of both private property owners and Louisville Metro, operate seven days per week and provide the following core services within the boundaries of the District:

- **Supplemental Cleaning Services:** These services include 1) removal of litter and debris using both manual and mechanical means, 2) graffiti identification and abatement, 3) weed abatement, 4) leaf sweeping, 5) snow removal at crosswalk access ramps and 6) ad hoc projects in response to unique public and weather events.
- **Hospitality & Safety Assistance:** Our Ambassadors are a friendly, uniformed presence on the streets and provide assistance to Downtown guests, workers and residents every day. They provide safety escorts as well as liaison with Metro emergency responders to provide help to those in need.
- **Business Interactions:** During the performance of their daily duties, our Ambassadors have a great opportunity to interact with street-level businesses across the District. These interactions allow for our team to share information with our Downtown businesses and respond to their needs or concerns.
- **Public Space Enhancements:** The Partnership works on a variety of sponsored initiatives to make the streets and alleys of Downtown more interesting and appealing. These projects range from the annual Flower Pot program to art installations such as Alley Gallery which brought local artwork to over 200 service doors in the alleys and forgotten spaces throughout Downtown.





# Marketing, Communications & Events



**In 2022, we will continue our successful programs from previous years while we also implement new campaigns that expand and promote businesses and events in our Downtown.**

## **We will continue to:**

1. Host, support, or provide key operational and promotional assistance for Downtown festivals and events
2. Communicate key traffic alerts and any long-term construction impacts
3. Support locations in Downtown that drive tourism dollars into our community, including the Bourbon District
4. Promote spaces in Downtown that can be activated for retail and entertainment (Re-purposed, Music Alley)
5. Partner with other Downtown organizations to create an effective and uniform marketing strategy for Downtown

## **We will begin to:**

1. Provide resources to less-established event hosts to promote a variety of diverse, equitable, and inclusive events in our Downtown
2. Improve our communications to Downtown business, residents, and stakeholders by providing clear and concise updates regarding events, business openings, and infrastructure news.
3. Grow the Downtown502Living Showcase and increase our outreach to prospective Downtown residents
4. Develop a Downtown residential listings and resource portal to demonstrate the livability of Downtown and provide a one-stop shop for residential real estate
5. Enhance our interactive Downtown events page and increase utilization of the platform



# LDMD Board of Directors

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QUESTIONS?



LOUISVILLE  
DOWNTOWN  
PARTNERSHIP