



Louisville Downtown Management District



LOUISVILLE  
DOWNTOWN  
PARTNERSHIP

# Louisville Downtown Partnership

Louisville Downtown Management District EIP & Budget 2016  
Rebecca Matheny, Executive Director

# 2016 Operating Budget Recommendation - Income

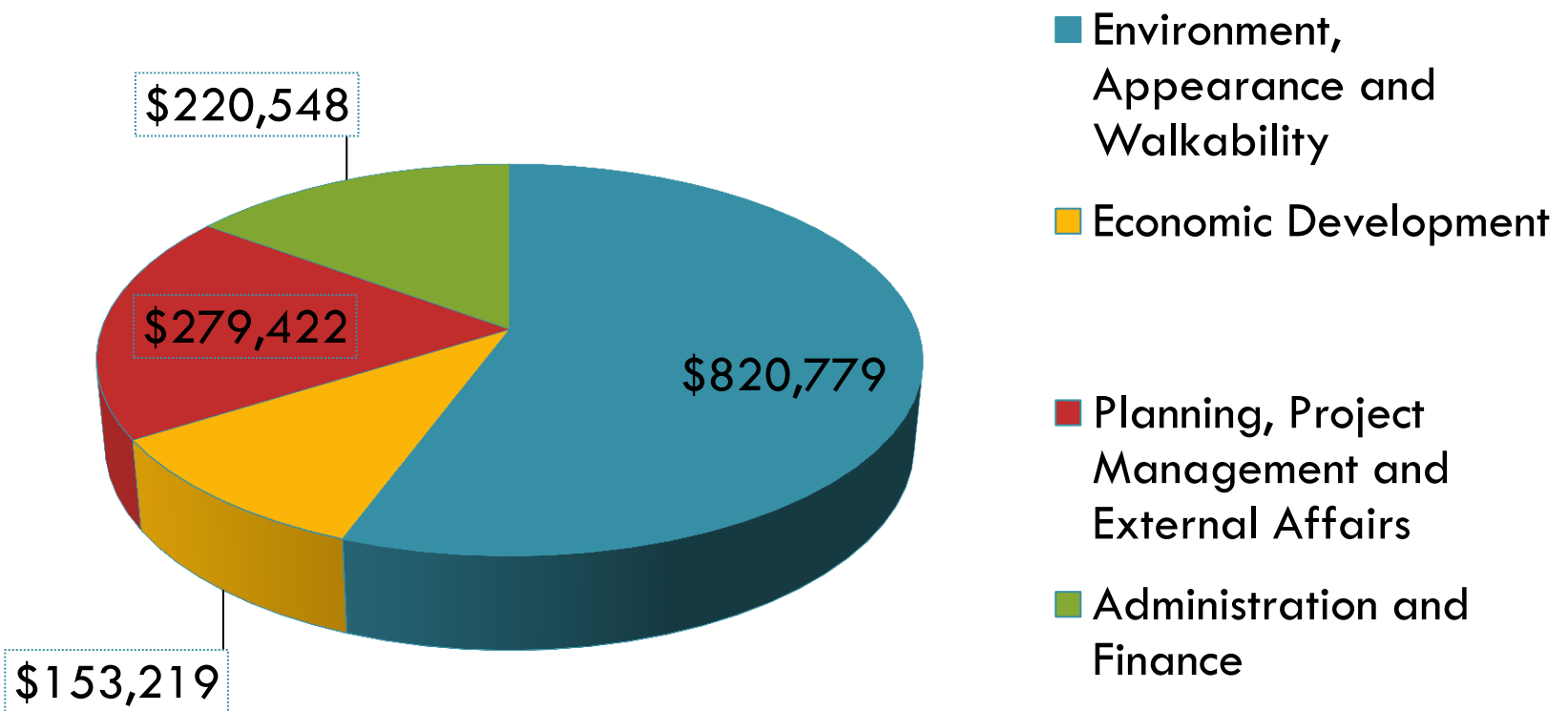
| Categories / Accounts                  | 2016 Budget      | Aug-2015 Forecast | Variance      |             | 2015 Budget      | 2016 Budget Assumptions / Notes   |
|--|------------------|-------------------|---------------|-------------|------------------|---|
|  |                  |                   | \$\$          | %           |                  |   |
| <b>INCOME</b>                          |                  |                   |               |             |                  |   |
| 4000-00 · Assessments                  | 1,177,917        | 1,138,853         | 39,063        | 3.4%        | 1,127,000        | Based on 2016 PVA assessment projections @ 95%  |
| 4180-00 · Contracts for Services       | 205,694          | 202,546           | 3,148         | 1.6%        | 197,000          | KICC, METRO, Arena Authority & KY Lottery (3.1K)  |
| 4190-00 · Downtown Partners            | 10,000           | 7,500             | 2,500         | 33.3%       | 10,000           | Downtown Partners (renewed campaign)  |
| 4600-00 · Sponsorships                 | 17,900           | 16,100            | 1,800         | 11.2%       | 0                | Event Sponsorships (Cornerstone, Living Tour, METRO Grant - Day of the Dead)                      |
| 4820-00 · Banner Program               | 15,750           | 15,740            | 10            | 0.1%        | 23,000           | Banner sponsorships & fees for services   |
| 4820-05 · Support Services - BBB       | 3,881            | 20,354            | (16,473)      | -80.9%      | 2,500            | Add'l services billed to and paid by LDDC and/or supported by other grants/donations/sponsorships |
| 4820-10 · Beautification               | 55,000           | 55,400            | (400)         |             | 0                | Beautification sponsorships   |
| 4840-00 · Event Income                 | 3,000            | 3,045             | (45)          | -1.5%       | 0                | Cornerstone Awards ticket sales   |
| 4860-00 · Friday Hop Sponsors / Income | 18,750           | 18,050            | 700           | 3.9%        | 31,000           | Republic Bank, et al  |
| <b>Total Income</b>                    | <b>1,507,892</b> | <b>1,477,588</b>  | <b>30,304</b> | <b>2.1%</b> | <b>1,390,500</b> |   |



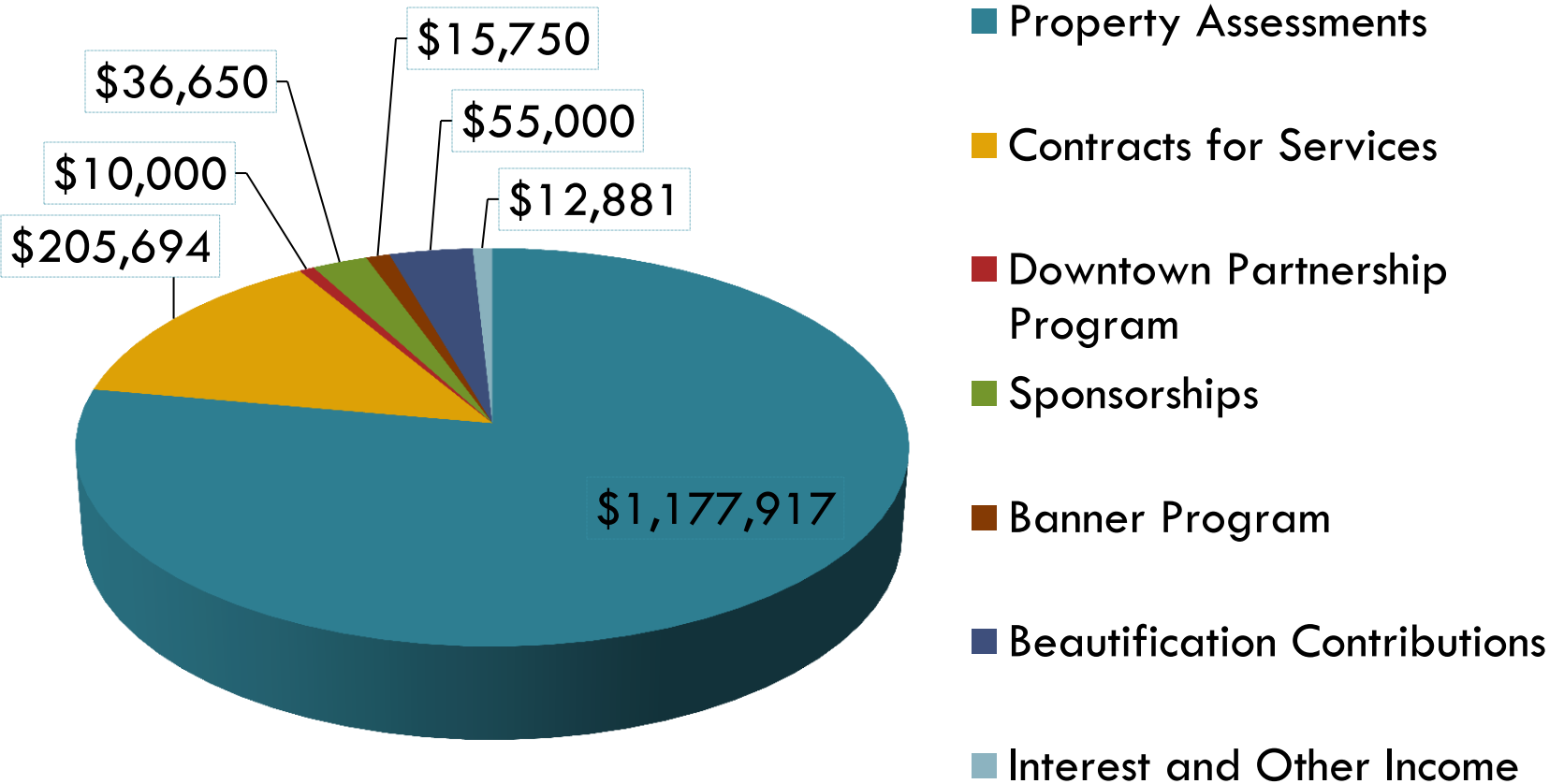
# Expenses

| Categories / Accounts                            | 2016 Budget      | Aug-2015 Forecast | Variance        |                | 2015 Budget      | 2016 Budget Assumptions / Notes   |
|--|------------------|-------------------|-----------------|----------------|------------------|---|
| EXPENSES   |                  |                   | \$\$            | %              |                  |   |
| <b>5000-01 · Environmental /Appearance /Use</b>  | <b>820,779</b>   | <b>796,113</b>    | <b>(24,667)</b> | <b>-3.1%</b>   | <b>734,033</b>   | Increased street presence with associated expense   |
| 5000-00 · Clean and Safe program                 | 610,786          | 582,129           | (28,656)        | -4.9%          | 582,000          | Increase coverage 11 hrs/wk; staff retention adj.   |
| 5000-05 · Support Services                       | 3,881            | 20,354            | 16,473          | 0.0%           | 0                | Cost for add'l services , i.e. LDMD event support, econ. dev. activites & other services paid by LDDC |
| 5000-10 · Beautification                         | 55,000           | 55,400            | 400             | 0.0%           | 0                | Flower pots, tree wells, plant material & supplies  |
| 5100-10 · Maintenance & Repair                   | 19,400           | 18,639            | (761)           | -4.1%          | 27,000           | Separated Maintenance & Repairs/Fuel - see below  |
| 5100-11 · Equipment - Fuel                       | 6,000            | 7,644             | 1,644           | 21.5%          | 0                | Separated Maintenance & Repairs/Fuel - see above  |
| 5100-12 · Streetscape & Banners                  | 8,681            | 7,644             | (1,037)         | -13.6%         | 9,000            | Banner purchase, increased due to BID expansion   |
| 5100-21 · Small Repairs                          | 2,000            | 1,787             | (213)           | -11.9%         | 5,500            | Misc. small equipment repairs/part replacement  |
| 5400-80 · Personnel Expenses                     | 115,032          | 110,160           | (4,872)         | -4.4%          | 110,533          | 28.0% total compensation  |
| <b>5000-20 · Economic Development</b>            | <b>153,229</b>   | <b>148,446</b>    | <b>(4,783)</b>  | <b>-3.2%</b>   | <b>142,912</b>   |   |
| 5500-10 · Pedestrian Counts                      | 9,760            | 9,312             | (448)           | -4.8%          | 8,000            | Three counts including pedways during bball season  |
| 5500-30 · Business Development Marketing         | 4,300            | 4,290             | (10)            | -0.2%          | 0                | Visitor Maps  |
| 6900-04 · Downtown Living Tour                   | 5,000            | 5,286             | 286             | 5.4%           | 5,000            |   |
| 7050-00 · Business Development Services          | 25,300           | 25,300            | 0               | 0.0%           | 25,300           | LDDC MOA-Scope of Services 46%  |
| 7050-80 · Personnel                              | 108,869          | 104,259           | (4,611)         | -4.4%          | 104,612          | 26.5% total compensation  |
| <b>5000-40 · Planning / Proj Mgmt / External</b> | <b>279,412</b>   | <b>264,648</b>    | <b>(14,763)</b> | <b>-5.6%</b>   | <b>262,196</b>   |   |
| 5290-10 · Marketing                              | 42,100           | 42,250            | 150             | 0.4%           | 49,000           | Mktg & promo materials, i.e. posters, brochures, signage  |
| 5290-20 · Events                                 | 29,000           | 29,196            | 196             | 0.7%           | 33,000           | Heart Candy; NCAA; Cornerstone; YUM! Plaza (2); Universal Calendar Launch; 4th St. Bus. Assoc., etc.  |
| 5290-30 · Website / App System                   | 28,800           | 18,450            | (10,350)        | -56.1%         | 2,400            | Social Media + Phase 2 Website 24K 50/50 = 12K  |
| 5300-35 · First Friday Hop Expenses              | 44,410           | 44,314            | (96)            | -0.2%          | 25,000           |   |
| 5300-30 · Zero Bus - TARC                        | 25,000           | 25,000            | 0               | 0.0%           | 36,000           |   |
| 6900-80 · Personnel                              | 110,102          | 105,439           | (4,663)         | (0)            | 105,796          | 26.8% total compensation  |
| <b>5000-60 · Administration &amp; Finance</b>    | <b>220,548</b>   | <b>224,085</b>    | <b>3,344</b>    | <b>1.5%</b>    | <b>209,321</b>   |   |
| 5509-90 · Financial Services                     | 29,700           | 29,700            | 0               | 0.0%           | 29,700           | LDDC MOA-Scope of Services 54%  |
| 5510-00 · Professional Services                  | 12,000           | 22,913            | 10,913          | 47.6%          | 7,000            | MCM Consulting Services 1.5K 50/50; Audit 7.5K; \$750/Q for bookkeeping consult                       |
| 5551-00 · Office Space, Phone & Data Serv        | 61,140           | 57,843            | (3,297)         | -5.7%          | 50,000           | Data services inc. \$345/mo., from 3MB to 20MB  |
| 5552-00 · Equipment, Supplies, Postage           | 10,238           | 10,275            | 37              | 0.4%           | 12,000           |   |
| 5558-00 · Travel, Training & Meetings            | 13,000           | 12,939            | (61)            | -0.5%          | 13,000           | Learning trip, May-Jun  |
| 5800-00 · Insurance                              | 14,465           | 13,631            | (833)           | -6.1%          | 13,600           | 5% increase Jul-2016  |
| 6580-50 · Personnel                              | 76,825           | 73,571            | (3,254)         | -4.4%          | 73,821           | 18.7% total compensation  |
| 6180-00 · Other Expenses                         | 3,180            | 3,213             | 33              | 1.0%           | 10,200           | Supplies, memberships, Amazon, bank fees, misc.   |
| <b>Total Expenses</b>                            | <b>1,473,968</b> | <b>1,433,352</b>  | <b>(40,616)</b> | <b>-2.8%</b>   | <b>1,348,462</b> |   |
| Net Income                                       | 33,924           | 44,236            | (10,312)        | -23.3%         | 42,038           |   |
| 4850-00 Other Income - Interest                  | 6,000            | 6,277             | 277             | 4.4%           | 6,000            |   |
| 5710-00 Other Expenses - Depreciation            | 39,924           | 39,924            | (0)             | 0.0%           | 41,885           |   |
| <b>NET OPERATING INCOME</b>                      | <b>0</b>         | <b>10,589</b>     | <b>(10,588)</b> | <b>-100.0%</b> | <b>6,153</b>     |   |

# Expenses



# Income



# Research

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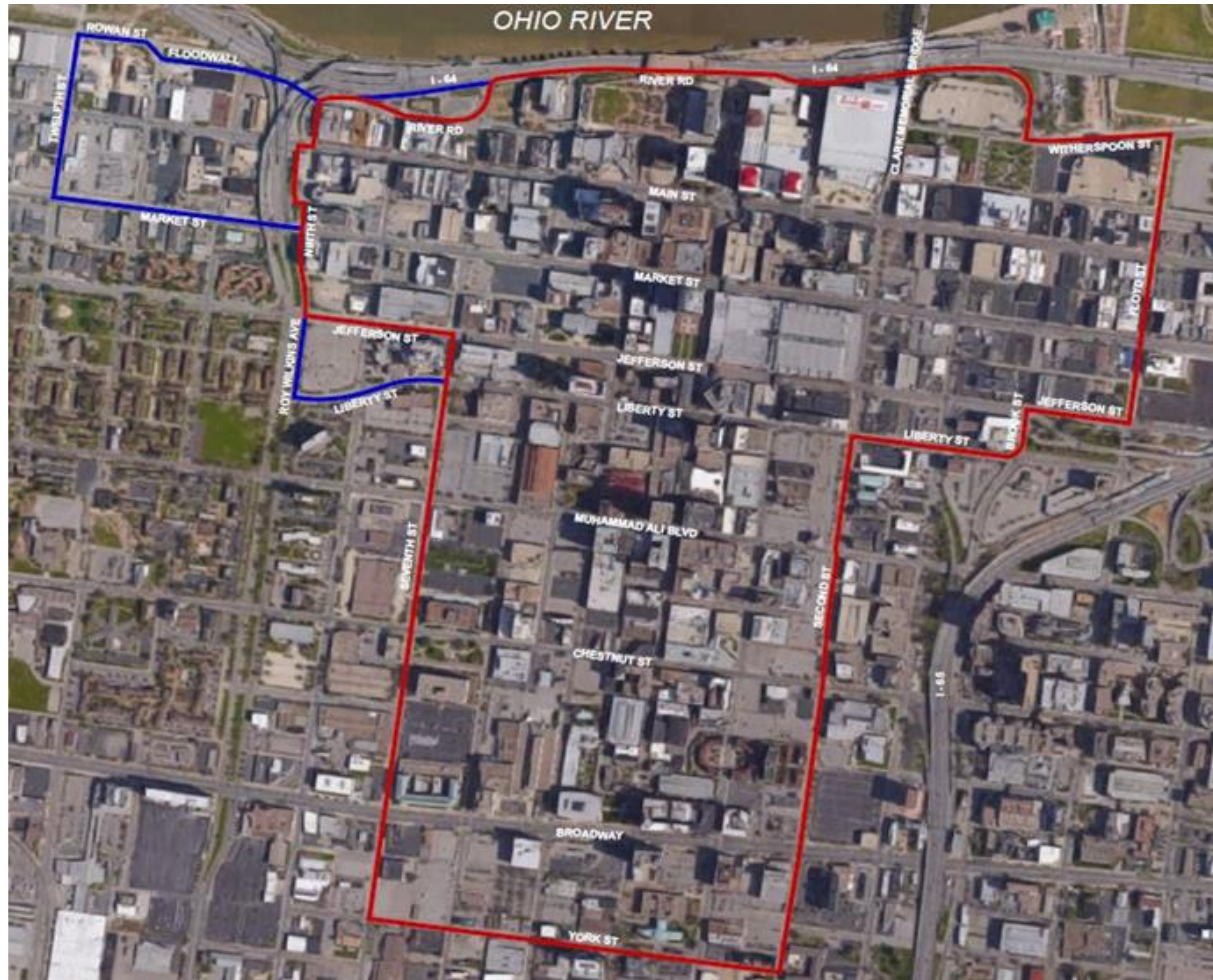
**LDMD** maintains an extensive database of information on nearly every aspect of Downtown. This includes over 175 fact sheets and inventories covering economic information, demographic information and data on the physical environment.

- **Data Categories and Fact Sheets Maintained**
  - **Investment and Development**
  - **Hospitality**
  - **Office Space**
  - **Transportation and Parking**
  - **Residential**
  - **Retail Space**
  - **Streetscape and Built Environment**
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# BID Expansion

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# Marketing, Communication & Events

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## 2015 Initiatives

- Gonzofest
- Idea Festival Support
- Day of the Dead
- South Fourth St. Retail Support
- Light up Louisville Support
- NCAA Division II Fall Festival Support
- Resurfaced Support (pictured right) →
- Color Run
- LCVB Convention Assistance and Support
- Greater Louisville Sports Commission Event
- Virtual Block Watch
- Utility and Infrastructure Coordination
- NCAA Men's Basketball Block Party Support
- Re-Opening of Guthrie Street
- 10-Year Anniversary of Beautification Program





# Physical Improvements & Safety

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*Some of the services provided include but are not limited to:*

- **16 Ambassadors** — Over 27,000 staff hours of on-street services throughout the year
- **138,000 lbs.** of trash collected from daily litter pickup throughout the district
- **31,500** served by Hospitality Assistance
- **1,300** graffiti tags removed
- Power Washing
- **1,850** block faces of weed abatement
- Panhandling Outreach
- Motorist Assistance
- **738** served by Safety Escorts
- Snow removal at crosswalks



# Special Beautification Programs

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- **332 trees planted** and maintained through MSD grants and private sector partnerships
- **191 Flower pots planted** and maintained
- **2,300 waterings per month** during growing season
- Expansion of beautification plantings from **37 tree wells to 65**
- Implementation of Porous Pave Tree Well Project for **Sustainable Tree Wells**



# 2015 Annual Report

The Annual Report highlights LDP accomplishments from 2015 and how we will build on those in 2016 to further our mission.

## FOSTER BUSINESS DEVELOPMENT – “In 2016, We Will” (pg. 5)

- ▶ Locate a grocery in downtown
- ▶ Help launch Louisville’s first bike share program
- ▶ Host the 6<sup>th</sup> annual ‘State of Downtown’ event
- ▶ Continue to recruit new retail and restaurant businesses to open downtown locations

## PLACEMAKING – “In 2016, We Will” (pg. 6)

- ▶ Project manage streetscape improvements
- ▶ Initiate a ‘Bourbon District’
- ▶ Provide LDMD services past the ‘Ninth St. divide’
- ▶ Begin the conversion of downtown streets to two-way
- ▶ Facilitate the development of Whiskey Row

## DETAILS THE APPROVAL OF THE DOWNTOWN MASTER PLAN

## HIGHLIGHTS THE BOURBON DISTRICT PROJECT



# Current Development



- Legend**
- Projects Underway
  - Projects Announced

**Louisville Central Business District**  
 Prepared By:  
 Louisville Downtown Partnership



2013 Downtown Master Plan,  
 approved August 3, 2015