

RESOLUTION NO. 128, SERIES 2019

A RESOLUTION APPROVING THE BUDGET AND ECONOMIC IMPROVEMENT PLANS FOR THE LOUISVILLE DOWNTOWN MANAGEMENT DISTRICT FOR THE PERIOD JANUARY 1, 2020 THROUGH DECEMBER 31, 2020.

SPONSORED BY: COUNCIL MEMBER YATES

WHEREAS, the Louisville Downtown Management District ("District") is established pursuant to LMCO Chapter 160, Sections 160.01-160.98 ("Ordinance") which provides for the financing of economic improvements that specifically benefit privately-owned property within the District; and

WHEREAS, the Board of Directors for the District has developed a budget for the period from January 1, 2020 through December 31, 2020 ("Budget") and economic improvement plans ("Plans") as required by the Ordinance; and

WHEREAS, the Board of Directors has submitted the Budget and Plans as attached hereto as Exhibit A.

NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATIVE COUNCIL OF THE LOUISVILLE/JEFFERSON COUNTY METRO GOVERNMENT ("COUNCIL") AS FOLLOWS:

SECTION I: That as required by the Ordinance, a public hearing was held for the purpose of soliciting comments upon the Budget and the Plan.

SECTION II: That the Budget and the Plan are approved as attached.

SECTION III: That this body directs the Board of Directors of the District to publish the Budget and the Plan pursuant to KRS Chapter 424.

SECTION IV: That this Resolution shall take effect upon its passage and approval.

Stephen Ott

H. Stephen Ott
Metro Council Clerk

David James

David James
President of the Council

Greg Fischer

Greg Fischer
Mayor

12/2/19

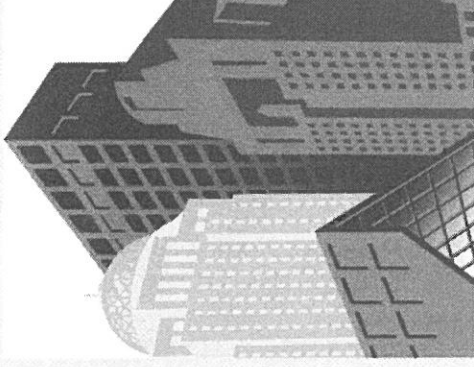
Approval Date

APPROVED AS TO FORM AND LEGALITY:

Michael J. O'Connell
Jefferson County Attorney

LOUISVILLE METRO COUNCIL
ADOPTED
November 21, 2019

BY: *[Signature]*



LOUISVILLE
DOWNTOWN
PARTNERSHIP

Louisville Downtown Partnership

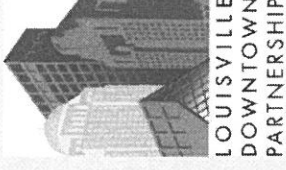
Louisville Downtown Management District

2020 Economic Improvement Plan and Operating Budget

Labor & Economic Development Committee Meeting, October 24, 2019

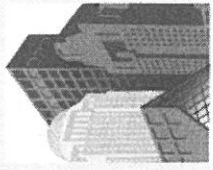
Rebecca Matheny, Executive Director

Operating Budgets



	Proposed 2020 Budget	2019 Approved Budget	2018 Audited Results
<u>REVENUES</u>			
Total Revenues	\$1,756,000	\$1,763,990	\$1,657,939
<u>EXPENDITURES</u>			
Environmental / Appearance / Use	1,091,640	1,071,480	914,595
Economic Development	209,235	240,340	399,333
Marketing & Communications	246,760	242,500	242,216
Administrative & Finance	209,140	202,290	237,336
Total Expenditures	1,756,775	1,756,610	1,793,480
<u>NET ORDINARY REVENUE</u>	775	7,380	135,541
Non-Operating Revenue / (Expense)	(775)	(7,380)	9,217
<u>NET REVENUE</u>	\$0	\$0	\$(126,324)

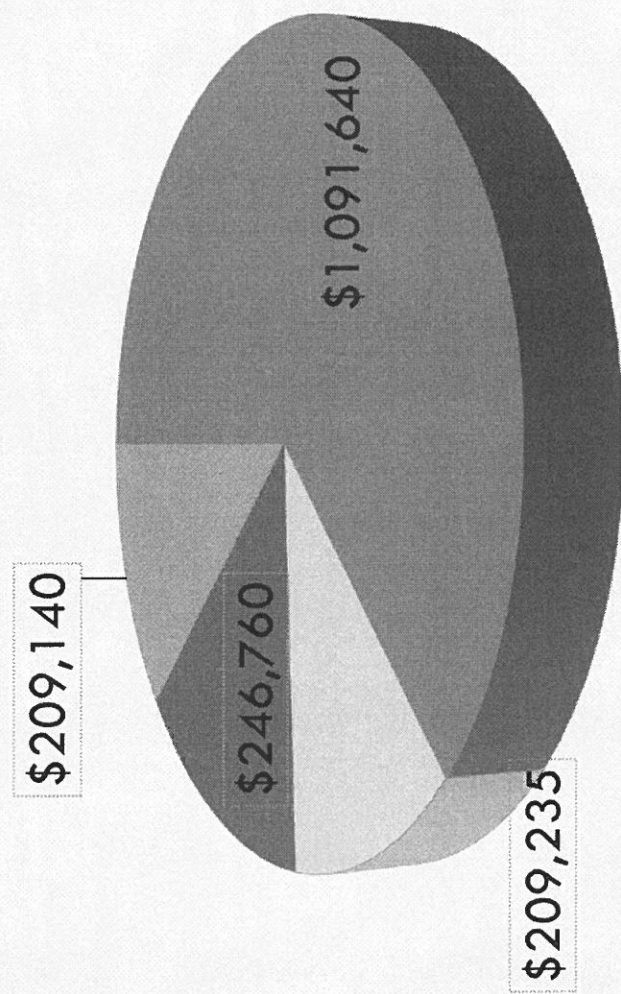
Note: Independent auditor financials for 2018 Actual include Non-Operating Revenue/(Expense) within each appropriate functional expense category.



LOUISVILLE
DOWNTOWN
PARTNERSHIP

2020 Operating Expenditures

- Environment, Appearance and Use
- Economic Development
- Marketing & Communications
- Administrative and Finance



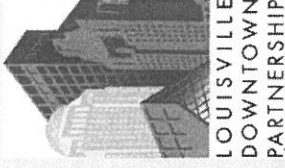
Research

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**

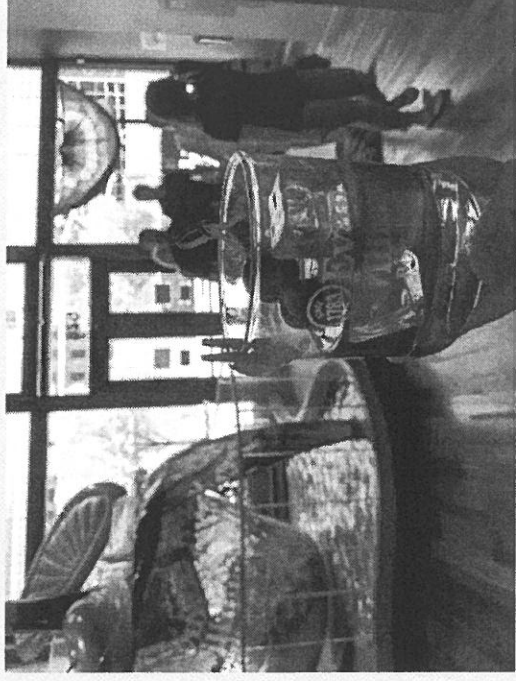


Marketing, Communication & Events

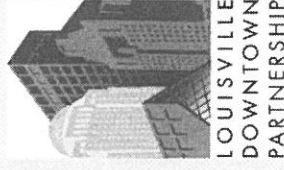


2019 Initiatives

- Republic Bank First Friday Hop
- Derby Week Pop Up Shops
- Old Fashioned Fortnight Bourbon District Event
- Bourbon District Branding and Support
- Downtown Open House
- Dia de los Muertos on South Fourth Street
- Reactivation of ReSurfaced/RePurposed
- Cornerstone Awards
- State of the Downtown
- Annual Report
- Traffic Alerts
- Downtown Events Coordination
- Downtown stakeholder support
- Provided key operational and promotional support for all Downtown festivals and events



Physical Improvements & Safety



Some of the supplemental services provided by the BID include:

- **15 Ambassadors** — Over 31,000 staff hours of on-street services throughout the year
- **137,065 lbs.** of trash collected from daily litter pickup throughout the BID
- **12,818** served by hospitality assistance
- **2,015** business contacts
- **322** safety Escorts
- **1,599** graffiti tags removed
- **15,020** zone checks
- Panhandling and homeless outreach
- Snow removal at crosswalks



Special Beautification Projects

- **130 Alley Gallery Doors**
- **124 Earth Planters** – these self-watering units replaced the normal flower pots that were used for the first 12 years of the program. Some long-time flower pot sponsors helped to buy 67 of the 104 as a one-time donation in addition to their annual sponsorship.
- Painting of numerous streetscape items with high-gloss, black exterior paint.

