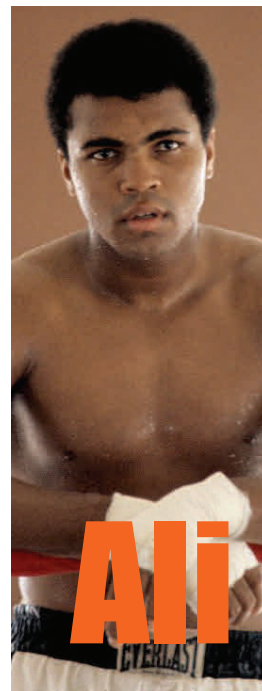


# I Am Ali

On June 3rd, 2016, Louisville lost one of its native sons. Muhammad Ali left a legacy of compassion and toughness that was embraced by communities far and wide. During the celebration of his life, the Louisville Downtown Partnership, led by the Ambassador team, sprung into action. From greeting many of the 2,500 international media members to assisting with events sponsored by Mayor Greg Fischer, Downtown Louisville truly represented the vibrancy of the Ali family.



## Louisville Downtown Management District 2017 Budget & Economic Improvement Plan



556 South 4th Street  
Louisville, KY 40202  
502.584.6000 Fax 502.584.6009  
[www.louisvilledowntown.org](http://www.louisvilledowntown.org)



## Introduction

As integral parts of the Louisville Downtown Partnership, the Louisville Downtown Management District (LDMD) and Business Improvement District (BID) promotes, markets and advances the economic vitality of Downtown Louisville by making the Downtown experience the best it can be for businesses, workers, visitors and residents. LDMD pursues its mission by providing exemplary services directed at the now 69-block commercial core of Downtown Louisville. In the past 24 years, LDMD has been a key part of the success of Downtown, enhancing services furnished by local government and making Downtown a more vibrant place.

As Kentucky's first Business Improvement District, LDMD services are funded by incremental assessments of properties that are not governmental and are located within the perimeters of the Management District, the boundaries which are shown on the map on the next page. Additional revenue is secured through contracts for services, as well as advertising and sponsorship programs and project-specific fundraising. The core benefits LDMD provides boost Downtown commerce and provide an exceptional Downtown experience for businesses, residents and visitors; one that is clean, safe, fun and singular.

Downtown Louisville now boasts 65,900 workers, 4,700 residents and over 11 million visitors each year. LDMD provides outstanding "on street" services, as well as countless community enhancements. Our commitment to excellence is one of the solid cornerstones of Downtown Louisville's significant growth and positive momentum into the future. The continued growth and economic vibrancy of Downtown is critical to our community and region. Our partnership with the Downtown Development Corporation and both organizations' participation in the formation of the Louisville Downtown Partnership has been an important step in ensuring that future. We expect great things from Downtown in 2017, as well as from our staff and Ambassador team.



**Business address:**  
Louisville Downtown Management District  
556 South 4th Street  
Louisville, Kentucky 40202

Phone: 502.584.6000  
Fax: 502.584.6009  
Website: [www.louisvilledowntown.com](http://www.louisvilledowntown.com)

**Find us on:**  
Facebook- Downtown lou  
Twitter- @Downtown\_lou

**Clean and Safe team hours:**  
Monday-Saturday 7:00 AM – 10:00 PM  
Sunday 7:00 AM – 3:00 PM

## Summary of Profit and Loss for 2017

### Revenue

Assessments	\$1,236,922.00
Contracts for Services	\$187,344.00
Other Income Sources	\$120,483.00
<b>Total Income</b>	<b>\$1,544,749.00</b>

### Expense

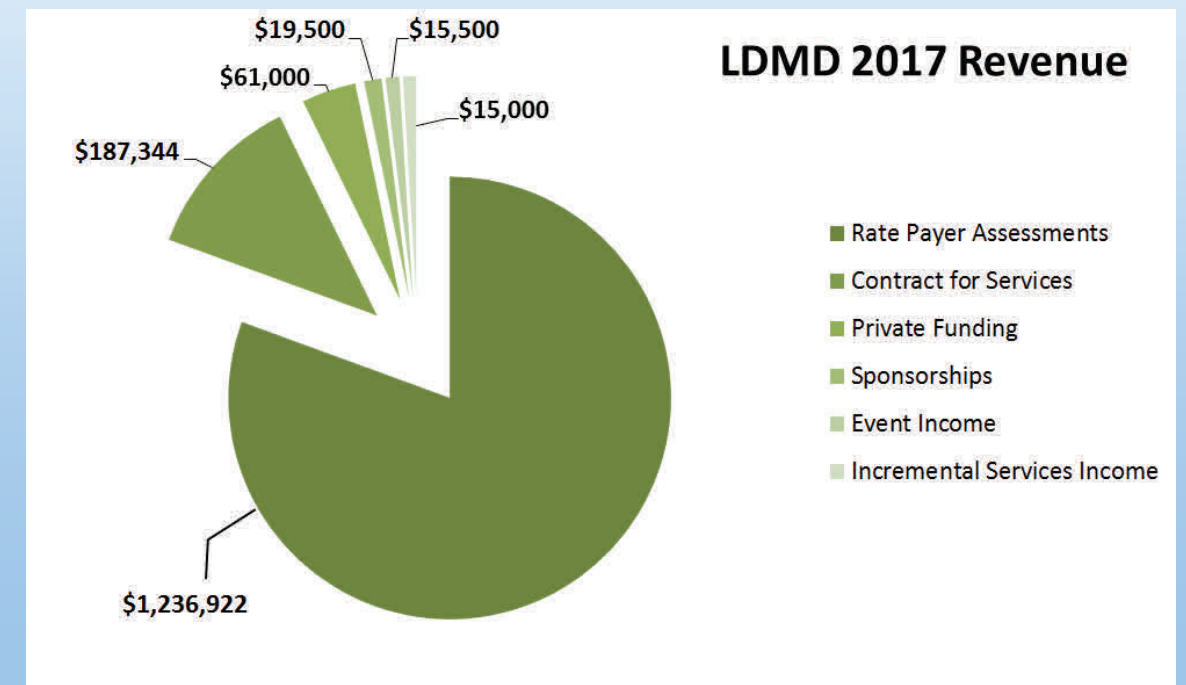
Environmental/Appearance/Use	\$820,990.00
Economic Development	\$189,074.00
Planning/Project Management/External	\$305,429.00
Administration & Finance	\$187,703.00
<b>Total Expense</b>	<b>\$1,473,968.00</b>
Revenue / Loss Before Depreciation	\$41,553.00
Depreciation Expense	\$41,553.00
Net Revenue / (Loss)	\$0.00

In 2017, LDMD will continue to provide a high level of services to its rate payers that enhance the properties in the District, improve the daily experience of workers, visitors and residents and continue to facilitate economic development.

The service area will expand to support redeveloping areas adjacent to the current boundaries; physical improvement and marketing efforts will continue in a targeted manner that is responsive to the current needs of the District's ratepayers; and the Ambassadors will continue to be a recognizable presence in Downtown for locals and visitors alike.

Continuing and expanding the aforementioned services outlined throughout the report will enrich residential, business and entertainment experiences Downtown, which provide a tangible economic benefit to the ratepayers.

For a complete budget, visit our website at: [www.louisvilledowntown.org](http://www.louisvilledowntown.org).



### Marketing, Communication and Events

Marketing, communications and events are some of the core functions of LDMD. In the past year, a variety of programs were used to engage stakeholders and visitors Downtown. These efforts include small urban interventions such as handing out peanuts on the Bat's opening day, professional sidewalk chalk drawings, street musicians and artists - all designed to enhance the Downtown ambiance both during large events and day-to-day. In addition, key partnerships with Louisville Public Media were developed throughout the year as supplemental marketing during key events.

LDMD also provided vital support to a number of other Downtown events through increased ambassadorial services, lending of event equipment and logistical coordination. LDMD directly ran events in targeted areas of Downtown as a way to attract visitors, support ancillary retail and provide benefits to Downtown workers.

Communication efforts are critical both to inform the community about upcoming events and to notify stakeholders of road closures and other issues that might affect their daily business. The Flash email blast provides updates on Downtown events and the Virtual Block Watch continues to be a critical tool in alerting people to detours, upcoming construction, runs/walks and other route changes in Downtown. A new web site was also launched, which will continue to be expanded and populated with information on Downtown, upcoming events and ways to do business Downtown.

#### 2016 Initiatives

- Gonzofest
- Idea Festival Support
- Day of the Dead
- South Fourth St. Retail Support
- Light up Louisville Support
- NCAA Division I Men's Basketball Tournament Support
- Managed the Republic Bank First Friday Hop
- Resurfaced Support
- LCVB Convention Assistance and Support
- Greater Louisville Sports Commission Event Support
- Virtual Block Watch
- Utility and Infrastructure Coordination
- NCAA Men's Basketball Block Party Support
- Giant Pillow Fight on South 4th Street
- Pre-Derby Fashion Show on South 4th Street
- Derby City Jazz Festival Support
- 82nd Airborne National Chorus Lunchtime Performance
- Unveiling of Kentucky's Largest Disco Ball
- NuLuFest Support
- Downtown Living Tour
- Cornerstone Awards
- Ali Memorial Week Support



#### Virtual Block Watch

To sign up for the LDP Virtual Block Watch, log onto our website and enter your email address in the box on the bottom right of your screen

### Physical Improvements and Safety

LDMD works to improve the physical environment of Downtown on a daily basis. The Ambassadors provide an enhanced program of cleaning, litter removal, power washing, weed abatement and takes immediate action on issues affecting the physical environment. Ambassadors also engage panhandlers, provide safety escorts and work with Louisville Metro Police on criminal issues. Additionally, Ambassadors interact with stakeholders to provide information on Downtown, visitor assistance and staff the informational kiosk stationed at key intersections in the District.

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

- 14 Ambassadors - 27,000 staff hours of on-street services
- 108,000 lbs. of trash collected from daily litter pickup
- 17,375 served by Hospitality Assistance
- 1,500 graffiti tags removed
- 536 hours of Power Washing
- 1,800 block faces of weed abatement
- Panhandling Outreach
- Assistance of 900 Motorists
- 738 served by Safety Escorts
- Snow removal at crosswalks

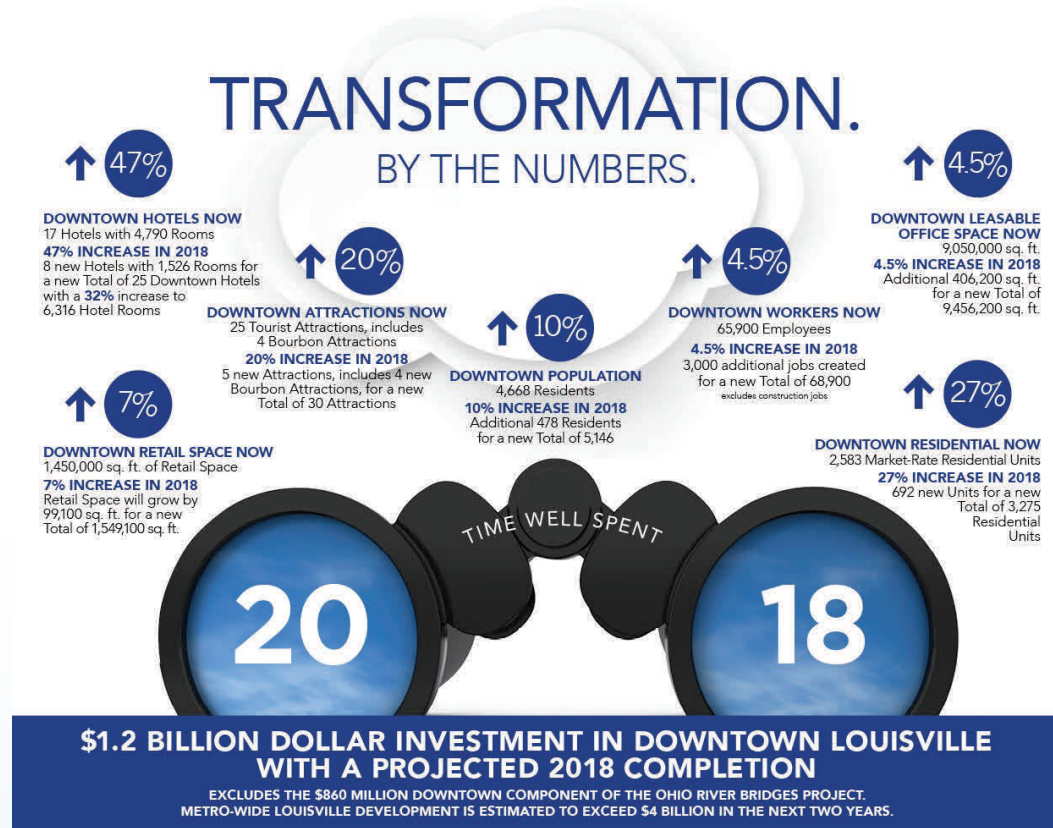
### Special Beautification Programs

In addition to its other services, LDMD also provides supplemental beautification programs in conjunction with private sector partners. Flower pots throughout the core area dramatically enhance the street and replanting dead or missing trees enhances air quality, reduces the urban heat island effect and mitigates storm water runoff. The new Porous Pave project fills tree wells with a walkable surface, made from recycled tires, that still catches storm water, all while being flexible enough to prevent future trip hazards. LDMD's beautification projects both enhance the sense of place and provide sustainable solutions for Downtown challenges.

- 30 trees planted and maintained through MSD grants and private sector partnerships
- 197 Flower pots planted and maintained
- 2,300 waterings per month during growing season
- Expansion of beautification plantings from 37 tree wells to 70
- Implementation of Porous Pave Tree Well Project for Sustainable Tree Wells







**Research**

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**

LDMD offers the most complete source of up-to-date, accurate information about the Downtown marketplace. Businesses can use LDMD's data to make critical investment decisions, analyze office or retail locations, conduct market studies for retail and service businesses, and investigate new development opportunities.

**Census**

CBD jobs, employee demographics, historical employment; population; enrollment at Downtown colleges & universities

**Investment and Development**

Complete record of new construction and rehabilitation investments since 1965; projects currently under construction, announced or planned; list of properties for sale; maps depicting development activity, zoning, design review overlay and potential redevelopment sites; list and map of historically designated properties and districts.

**Hospitality**

Inventory including number of rooms, meeting and conference space; attendance for major downtown attractions and events; restaurant inventory listing seating, cuisine, price ranges, and hours of operation; list of theaters/performance halls including seating capacity and description of venue; list of museums and attractions; visitor map includes list of restaurants, hotels, attractions, and retailers.

**Office Space**

Inventory of all buildings showing total square footage, vacancy, classification, date and cost of construction or renovation, ownership, building management and/or leasing agent; absorption trends from 1983.

**Transportation and Parking**

Complete parking inventory - total supply, long/short-term allocations, availability, rate structure, accessibility and owner/operator; automobile and pedestrian traffic counts for selected intersections; bike lanes and bike facilities; transit accessibility.

**Residential**

Inventory of condos and apartments in or adjacent to CBD, showing number of units, size, rental rates, occupancy, and owner/leasing agent; list of downtown amenities. Inventory of churches, schools, fitness facilities and child care centers in or adjacent to CBD, showing location, phone and other related information.

**Retail Space**

Inventory of all space organized by building or establishment including square footage, vacancy, date of construction or renovation, ownership, building management and/or leasing agent.

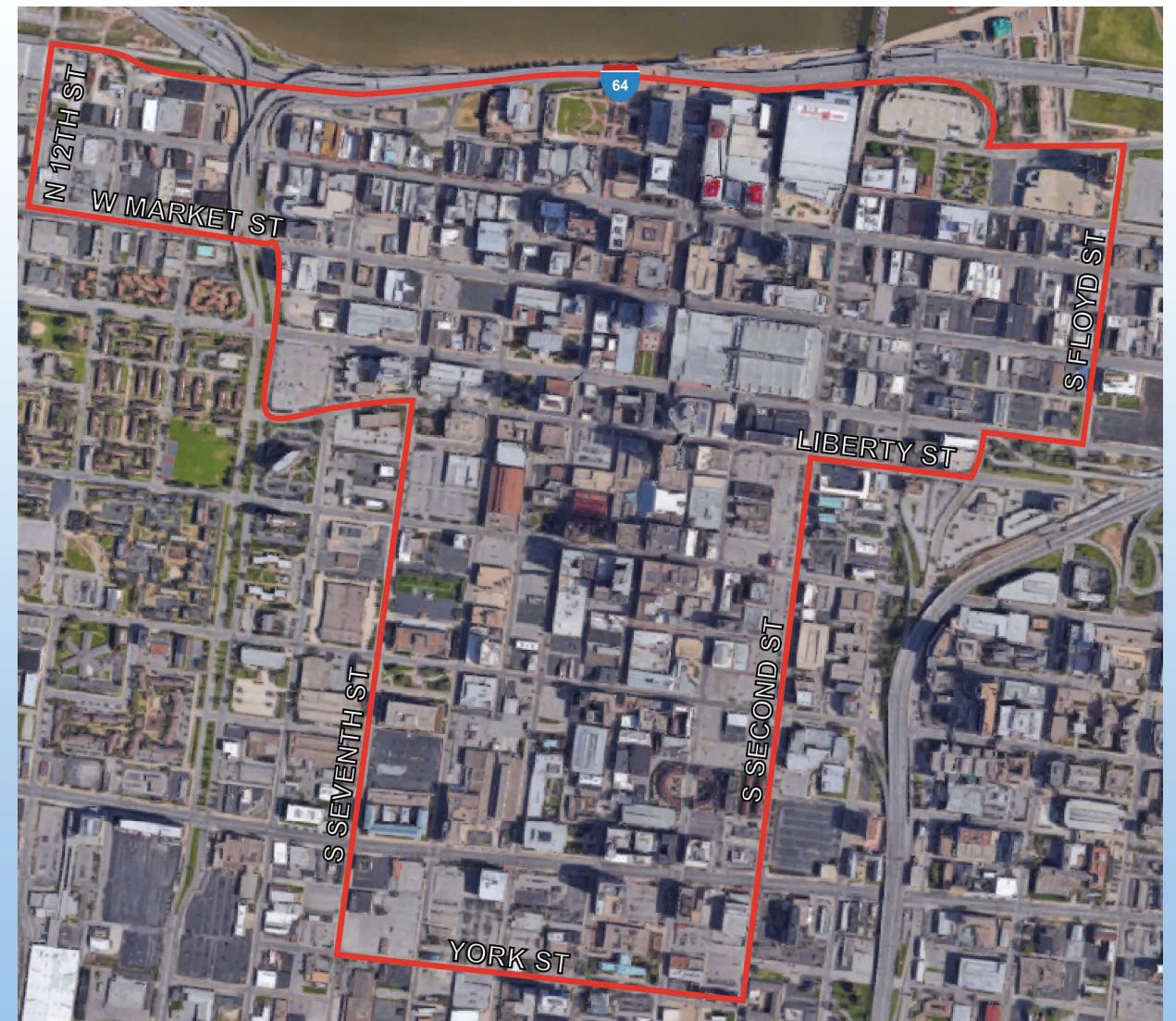
**Streetscape and Built Environment**

Inventory of streetscape amenities; signage, trees, lighting, sidewalk conditions, flower pots, trash cans, bike racks, etc.

For a complete list of all research categories and data, contact our office at 502.584.6000

**Management and Administration**

Throughout the past year, the Louisville Downtown Partnership and LDMD have continued to improve internal processes in order to provide the most efficient, transparent and responsible services possible. A new financial reporting system was implemented that better represents the financial information of the organization and better ties private donations to projects. The employee handbook and other policies have been updated to reflect current industry best practices.



2017 LDMD Boundary