

ECONOMIC IMPROVEMENT PLAN 2023

Introduction

The Louisville Downtown Management District (LDMD) oversees clean and safe initiatives to promote the economic, residential and cultural vitality of Downtown. Together with its sister agency, Downtown Development Corporation, both of which are overseen by the Louisville Downtown Partnership (LDP), our mission is to promote Downtown's quality of life and economic development through beautification, safety, and activation efforts.

Downtown represents just 0.34% of Jefferson County's land area and its output includes 13.2% of all workers, 63% of all visitors, 60% of museums, 43% of leasable office space, and 36% of hotel rooms. There are more than 6,500 hotel rooms with another 1,400 in development, that help support 10.2 million stays and accommodate the 738,627 convention and events attendees who visit annually.

As the region's cultural, business, and social hub, Downtown Louisville is the heartbeat of the region. If Downtown does well, Louisville does well.

LDMD is critical in helping to keep Downtown clean, safe, and attractive through its supplemental services. Because of this extra level of service, our Downtown businesses, visitors, residents, and property owners have a more positive experience, and we will make it even better in 2023.

Our plan for 2023 focuses on continuing to add public art, expand beautification efforts, increase the number of Ambassadors on our streets every day, create new activations of public spaces, work with local and state legislators to create new incentives that help breathe life into under-utilized buildings, and promote residential development within Downtown.

LDMD couldn't exist without the commitment of the property owners, residents, and businesses in Downtown. We are here to serve you and make the heart of our community the best it can be.

Rebecca Fleischaker

Proposed 2023 Budget

Revenues		
- Assessments	\$1,552,800	82.7%
- Contracts for Services	\$ 321,500	17.1%
- Other Income Sources	\$ 3,945	0.2%
TOTAL Revenues	\$1,878,245	
Expenditures		
- Environmental/Appearance/Use	\$1,318,465	70.2%
- Economic Development	\$ 196,075	10.4%
- Marketing & Communications	\$ 161,665	8.6%
- Administrative	\$ 202,040	10.8%
TOTAL Expenditures	\$1,878,245	

BID Services

LDMD provides hospitality-focused, supplemental services to enhance the appearance and condition of our Downtown sidewalks and curb lines while providing a friendly source of information and safety presence for visitors and residents alike.

These services occur in the Business Improvement District (BID or District), as enhanced cleaning and maintenance for both private business owners and Louisville Metro. These services are in operation seven days per week and provide the following core services: Supplemental Cleaning Services, Hospitality Assistance, and Business Interactions.

Our Downtown Ambassador team will grow from 14 to 15 in 2023.

Supplemental Cleaning Services:

- **Litter Abatement:** Our Ambassadors work within the boundaries of the District to assist with the removal of litter and debris from public sidewalks and curb lines using both manual and mechanical means. In 2021, our team collected and disposed of more than 123,000 pounds of litter from Downtown right of ways.
- **Graffiti Abatement:** Almost every day our team identifies, reports, and assists in removing graffiti from properties within the BID boundaries. The Ambassadors removed 1,318 tags and stickers in 2021, and we continue to refine our procedures and community relationships to keep the District free of vandalism.
- **Biohazard Clean-Up:** As a critical service for maintaining a safe and healthy environment, the Ambassador team removes biohazardous materials from the public right of way, which totaled over 700 instances in 2021.
- **Weed Abatement & Leaf Sweeping:** Throughout the year, our Ambassadors remove weeds or clean the fallen leaves from Downtown's sidewalks and curb lines.
- **Snow Removal:** While snow removal on the sidewalks is the responsibility of the abutting property owners, our Ambassadors perform courtesy snow removal at crosswalks, access ramps, and TARC bus stops within the District.
- **Ad Hoc Projects:** Our special projects team is deployed to assist with any number of unique projects every year. In 2022, this meant installing a brand-new banner program on the street lights, distributing chocolates at Valentine's Day and Derby weekend, prepping the event site for Food Truck Wednesdays, and clearing debris and fallen branches after particularly bad storms.

Hospitality & Safety Assistance

Our Ambassadors are a friendly, uniformed presence on the streets and provide directions and assistance to Downtown guests, convention goers, and those coming Downtown to access business and governmental services. In 2022, three additional hospitality and safety ambassadors were funded by Metro Council to provide more friendly, helpful Downtown representatives, and this program will continue into 2023.

Business Interactions

During the performance of their daily duties, our Ambassadors have a great opportunity to interact with street-level businesses across the District. In 2021, our Ambassadors logged nearly 400 of these

interactions which allow for our team to share information with Downtown businesses and respond to their needs or concerns.

Placemaking

LDMD works on a variety of sponsored initiatives to make the streets and alleys of Downtown more interesting and appealing to visitors, workers, residents and tourists. These projects range from the annual flower pot program, which increased by 15 new pots in 2022, and 416 new banners on street poles. In 2022, a new Placemaking Manager was contracted to focus on these sorts of projects.

In 2023, we will expand our beautification program, including:

1. the 3rd phase of the banner program with 120 new banners
2. an expanded flower pot program
3. additional Alley Gallery doors
4. the launch of a new art program on electrical signal boxes at 21 intersections throughout Downtown
5. new wayfinding signage for Downtown districts and attractions, in partnership with Louisville Tourism
6. new lighting in public spaces that adds safety, connectivity, and vibrancy

In addition to our beautification programs, LDMD works closely with Louisville Metro Public Works to enhance the appearance of Downtown's physical assets, including reporting and making recommendations regarding street lights, roadways, signs, markings, and sidewalks.

In 2023, these efforts will include:

1. Identifying and cataloguing repair needs and safety hazards of our streetscape furniture, sidewalks, curbs, and street lights
2. Coordinating street paving, utility cut restoration, new sidewalks, and sign needs
3. Conducting on-the-ground counts for the replacement of litter bins and street lights
4. Providing supplemental notification to property owners and businesses that will be impacted by infrastructure work and advocate on their behalf during construction

Economic Development

LDMD's primary mission is to drive economic development in Downtown. The economic stability of not only Louisville Metro, but of the surrounding counties, is directly impacted by the commercial, residential, and cultural success of our Downtown. To support Downtown property owners, businesses, residents, tourists, and visitors, Louisville Downtown Partnership tracks data on nearly every aspect of Downtown's vitality. Our data includes:

- Census
- Investment & Development
- Hospitality
- Office Space
- Transportation & Parking
- Residential
- Retail Space
- Streetscape & Built Environment

In 2023, LDP will complete and implement the new 10-year Downtown Strategy, updating our goals and projects to meet the needs of a post-pandemic, welcoming, and equitable Downtown. We also expect to have a new Small Business Program Manager on board by the new year, whose responsibilities will include attracting new storefront businesses to Downtown, serving as a liaison for businesses for any regulatory or business environment needs, and advocating for public policies, programs and initiatives that support small and medium-sized businesses, with a special focus on minority and women-owned businesses in Downtown Louisville.

We also will continue to advocate for American Rescue Plan (ARP) dollars and other financial/legislative support that will create a vibrant, active Downtown and will assist with new businesses and residential developments. The conversion of underutilized spaces into productive, occupied spaces will produce a critical density needed for long-term stability.

2023 Plans:

1. Recruit new Downtown businesses, focusing on the retail/entertainment/dining sectors and office space
2. Maintain a real-time inventory of businesses and tenants, implementing additional customer relationship management capabilities to better connect and support our Downtown partners.
3. Meet regularly with different sectors of Downtown stakeholders, including commercial brokers, major employers, and residents, to understand their needs and to incorporate their suggestions for Downtown's revitalization.
4. Support developers with site selection while maintaining a specific focus on adaptive re-use of underutilized properties.
5. Advocate for new financial tools and incentives that will attract investment and development in Downtown, in particular for Downtown housing at all price points.

Marketing, Communications, and Events

LDMD is the strategic leader of the marketing and communication initiatives that tout and support the vibrancy and growth of Downtown. We provide key information on development activity, special events, activations in public spaces, and the impact of construction to assist Downtown users. The importance of positive and consistent messaging, and activities that invite people to Downtown, cannot be understated.

After the successful launch of two new LDP-hosted events in 2022 – Food Truck Wednesday and sports leagues at Baird Urban Sports Park – we will unveil several new marketing tools. In development now, these include the Downtown Cine-Bus, a retrofitted ambulance that will have projection capabilities for art and event activations, and a new mobile app for Downtown walking tours.

In 2023, we also will expand our traditional and social media reach and story-telling platforms that expand and promote businesses and events in our Downtown, including sponsorships that help other organizations put on events that also shed a positive light on Downtown.

2023 Plans:

1. Host, support, or provide key operational and promotional assistance for Downtown festivals and events
2. Distribute regular newsletters and other communications to Downtown businesses, residents, and stakeholders
3. Support and promote 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 (RePurposed, Baird Urban Sports Park, Music Alley)
5. Create an effective and uniform marketing strategy for Downtown, in partnership with other agencies where necessary
6. Develop a cohesive and coordinated Downtown residential listing and resource portal to demonstrate the livability of Downtown and provide a one-stop shop for residential real estate
7. Improve and enhance the LDP website to increase usability and to better engage stakeholders