



## Louisville Downtown Management District 2015 Budget & Economic Improvement Plan





# Introduction

As an integral part of the Louisville Downtown Partnership, the Louisville Downtown Management District (LDMD) 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 61-block commercial core of Downtown Louisville. In the past 22 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 only 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, the LDMD Downtown Partner Program, 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 nearly 70,000 workers, 5,000 residents and over 14 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 the continued growth and economic vibrancy of our community and region. Our partnership with the Downtown Development Corporation and both organizations' participation in the formation of the Louisville Downtown Partnership is an important next step in ensuring that future. We expect great things from Downtown in 2015, 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: 502.583.1677

Website: 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





## 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.

With the Board's approval, LDMD has met with property and business owners in the Main and Market corridor just west of the current BID boundaries to explore expansion towards 12th Street. This connects current development with the rest of West Main and Market and aids in breaking down the 9th Street divide. The expansion process will continue through the end of 2014 and will likely be finalized in the first quarter of 2015.





## 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.

### 2014 Initiatives

- Gonzofest
- Idea Festival Support
- Movie Series
- PB and Jams
- Day of the Dead
- Light Up Louisville Support
- World Cup Viewing on KFC Yum! Center Plaza
- Managed the Republic Bank First Friday Trolley Hop Program
- Resurfaced Support
- Children's Fair on KFC Yum! Center Plaza
- Centennial Festival of Riverboats Support
- Bourbon Chase Support
- Color Run
- LCVB Convention Assistance and Support
- Greater Louisville Sports Commission Event Support
- USA Gymnastics Event Partnership
- Flash Email Blast
- Virtual Block Watch
- Utility and Infrastructure Coordination
- Launched New Web Site





## 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 that picks up trash, power washes, kills weeds 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. Ambassadors also 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:*

- 16 Ambassadors – Over 27,000 staff hours of on-street services throughout the year
- 150,000 lbs. of trash collected from daily litter pickup throughout the district
- 6,600 graffiti tags removed
- Power Washing
- Weed Abatement
- Panhandling Outreach
- Motorist Assistance
- 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.

- 332 trees planted and maintained through MSD grants and private sector partnerships
- 191 Flower pots planted and maintained
- Expansion of beautification plantings into 37 tree wells
- 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.

- **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, occupancy and 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, occupancy, rate structure, accessibility and owner/operator; automobile and pedestrian traffic counts for selected intersections; 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 all fitness facilities and child care centers in or adjacent to CBD, showing location, capacity, amenities, hours of operation, cost and ownership.

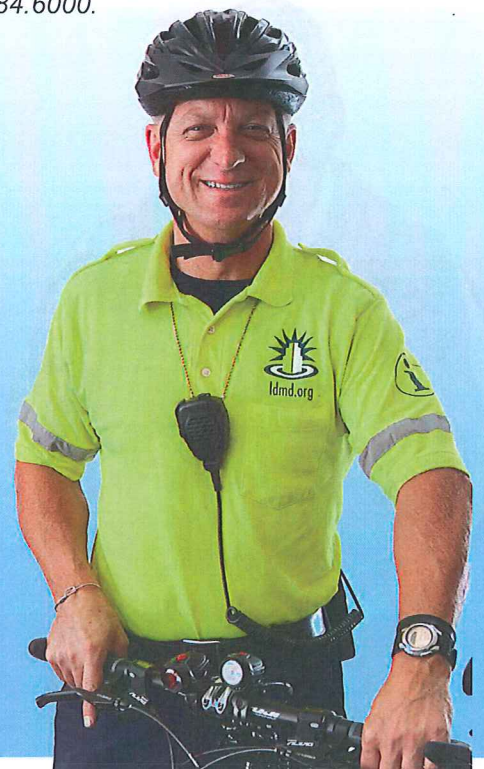
- **Retail Space**

Inventory of all space organized by building or establishment including square footage, occupancy and vacancy, date and cost 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, etc.

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





## Summary Profit & Loss Budget for 2015

### Ordinary Income/Expense

#### Income

Assessments	\$1,127,000.00
Contracts for Services	197,000.00
Other Income Sources	72,500.00
<b>Total Income</b>	<b>\$1,396,500.00</b>

#### Expense

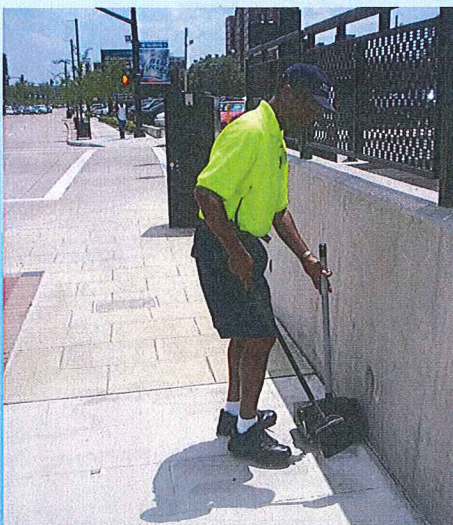
Environmental/Appearance/Use	\$730,883.46
Economic Development	\$141,337.02
Planning/Project Management/External	\$260,306.31
Administration & Finance	\$215,936.45
<b>Total Expense</b>	<b>\$1,348,463.24</b>
Profit / Loss Before Depreciation	\$48,036.76
Depreciation Expense	\$47,979.67
Net Profit / (Loss)	\$60.09

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

In 2015, 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 rate-payers.





# 2014 LDMD Board of Directors

## *Chair*

**T. Lee Weyland\***  
City Properties Group

## *Vice Chair*

**Cash Moter\***  
Joseph & Joseph Architects

## *Secretary/Treasurer*

**Brad Walker\***  
Brown Hotel

**David Bingham**  
Business First

**Vanessa Burns**  
Public Works and Assets

**Randy Childress\***  
Stock Yards Bank

**Henry Cubero\***  
The Cubero Group

**Carolyn Davis**  
Barrington Place

**Celia Robbin Hansen**  
Humana Inc.

**Lt. Shawn Hensler**  
Louisville Metro Police  
Department

**The Honorable  
David James**  
Louisville Metro Government

**Michael LeGrand**  
4<sup>th</sup> Street Live!

**Donna Marquez**  
Hyatt Regency Louisville

**Rebecca Matheny**  
Louisville Downtown  
Development Corporation

**Jeff Meschel**  
Marc Realty

**Shane Moseley**  
Cauttrel Agency

**Andrew Nichols\***  
Humana Inc.

**Mohammad Nouri**  
Concepts 21

**Jeff Rodgers**  
Actors Theatre of Louisville

**Michael B. Sadofsky**  
Republic Bank

**Jenny Denise Simon**  
LG&E and KU Energy LLC

**Raymond Smith**  
Midtown Enterprises LLC

**Eric Spears**  
The Kentucky Center

**The Honorable  
David Tandy**  
Louisville Metro Government

**Mary Ellen Wiederwohl**  
Office of the Mayor

*\*Members of the Executive  
Committee*



**Louisville Downtown  
Management District**

556 South 4th Street  
Louisville, KY 40202  
502.584.6000 Fax 502.583.1677  
[www.louisvilledowntown.org](http://www.louisvilledowntown.org)





## Louisville Downtown Management District Profit & Loss 2015 Budget

	2015 Budget	Variance vs. 2014 Forecast	Variance vs. 2014 Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000-00 · Assessments	1,127,000.00	22,000.00	22,000.00
4180-00 · Contracts for Services	197,000.00	0.00	0.00
4190-00 · Downtown Partners income	10,000.00	-6,000.00	-6,000.00
4600-00 · Marketing sponsorships	0.00	-15,000.00	-15,000.00
4820-00 · Banner program income	23,000.00	4,000.00	4,000.00
4850-00 · Interest & Other income	8,500.00	500.00	500.00
4860-00 · Trolley Sponsors / Income	31,000.00	-1,000.00	-5,000.00
<b>Total Income</b>	<b>1,396,500.00</b>	<b>4,500.00</b>	<b>500.00</b>
<b>Gross Profit</b>	<b>1,396,500.00</b>	<b>4,500.00</b>	<b>500.00</b>
<b>Expense</b>			
<b>5000-01 · Environmental /Appearance /Use</b>			
5000-00 · Clean and Safe program	582,000.00	-2,000.00	-2,000.00
5100-10 · Maintenance & Repair & Fuel- Eq	27,000.00	3,000.00	2,340.00
5100-12 · Streetscape Support & Banners	9,000.00	23,700.00	3,700.00
5100-21 · Small Repairs	5,500.00	-500.00	-500.00
5400-30 · Downtown Safe Program	0.00	10,000.00	20,000.00
5400-80 · Personnel Expenses	107,383.46	-383.46	-342.46
<b>Total 5000-01 · Environmental /Appearance /Use</b>	<b>730,883.46</b>	<b>33,816.54</b>	<b>23,197.54</b>
<b>5000-20 · Economic Development</b>			
5500-10 · Pedestrian Counts	8,000.00	4,000.00	4,000.00
5500-30 · Business Development Marketing	0.00	8,000.00	8,000.00
6900-04 · Office & Living Tour	5,000.00	0.00	3,000.00
7050-00 · Business Development Services	25,300.00	-10,300.00	-10,300.00
7050-80 · Personnel Expenses	103,037.02	-37.02	-266.02
<b>Total 5000-20 · Economic Development</b>	<b>141,337.02</b>	<b>1,662.98</b>	<b>4,433.98</b>
<b>5000-40 · Planning / Proj Mgmt / External</b>			
5290-10 · Marketing	49,000.00	-29,000.00	-18,500.00
Project Consultant	11,000.00	-11,000.00	-11,000.00
5290-20 · Events	33,000.00	2,000.00	-2,000.00
5290-30 · Websites / App System	2,400.00	22,600.00	12,600.00
5300-30 · Trolley - TARC	25,000.00	0.00	0.00
5300-35 · Trolley Hop Expenses	36,000.00	0.00	0.00
6900-80 · Personnel	103,906.31	93.69	-138.31
<b>Total 5000-40 · Planning / Proj Mgmt / External</b>	<b>260,306.31</b>	<b>-15,306.31</b>	<b>-19,038.31</b>



	2015 Budget	Variance vs. 2014 Forecast	Variance vs. 2014 Budget
<b>5000-60 · Administration &amp; Finance</b>			
<b>5509-90 · Financial Services</b>	29,700.00	-9,700.00	-9,700.00
<b>5510-00 · Professional Services</b>	7,000.00	16,000.00	16,000.00
<b>5551-00 · Office Space, Phone &amp; Data Serv</b>	50,000.00	1,000.00	987.00
<b>5552-00 · Equipment, Supplies, Postage</b>	12,000.00	0.00	-100.00
<b>5558-00 · Travel, Training &amp; Meetings</b>	13,000.00	-5,000.00	-5,000.00
<b>5800-00 · Insurance</b>	13,600.89	-3,600.89	-3,600.89
<b>6180-00 · Other Expenses</b>	10,200.00	-7,200.00	-7,450.00
<b>6580-50 · Personnel Expenses</b>	80,435.56	-435.56	-227.56
<b>Total 5000-60 · Administration &amp; Finance</b>	215,936.45	-8,936.45	-9,091.45
<b>Total Expense</b>	1,348,463.24	11,236.76	-498.24
<b>Profit / (Loss) Before Depreciation</b>	48,036.76	15,736.76	1.76
<b>5710-00 · Depreciation expense</b>	47,976.67	-5,976.67	-6,091.67
<b>Net Profit / (Loss)</b>	<b>60.09</b>	<b>9,760.09</b>	<b>-6,089.91</b>