



**LOUISVILLE
DOWNTOWN
PARTNERSHIP
2018**

WELCOME

Dear Downtown Stakeholder:

Downtown is currently in an exciting state of revitalization. With 16 major development projects completed this year and 44 development projects announced or underway, Downtown Louisville's revitalization momentum is moving faster than ever. That's \$1.5 billion of investment for the Central Business District (CBD).

The Louisville Downtown Partnership (LDP) works collaboratively every single day with a wide array of partners to serve Downtown and to advance Downtown's interests. We play a critical role in helping the current Downtown community experience, maximizing effectiveness, and adding to the operational efficiency within the urban core. We also help plan for the future and as a result, our fingerprints are on every aspect of Downtown's vitality and growth. Along with our Boards of Directors, we believe the economic engine of any great city starts with a strong Downtown. Our focus has us operating within the heart of the city and its edge neighborhoods, but LDP's positive impact and reach goes far beyond Downtown to include the entire Louisville Metro region.

"It's truly an exciting time in Downtown Louisville. I am encouraged by the continued revitalization that has developed in 2018. LDP's vision and goals have played a key role in the strategic development and growth of Downtown Louisville and we look forward to the continued work in 2019."

Kevin Smith, 2018
LDDC Board Chair

This annual report highlights the continued revitalization of Downtown and the major accomplishments of 2018. For more information about LDP, and to take a closer look at ongoing Downtown news and activity, I invite you to visit our website: louisvilledowntown.org

Sincerely,



Rebecca S. Matheny
Executive Director

"The Louisville Downtown Management District is proud to see this period of revitalization happening in Downtown Louisville and happy to enhance the street level experience for all those who live, work, and play Downtown. We look forward to seeing continued success in the CBD in 2019."

Mariah Gratz, 2018
LDMD Board Chair



Louisville Downtown Partnership's mission is to take the long view on Downtown success, through strengthening commerce, providing high-quality placemaking, improving visitor, resident, and workforce experiences, and stimulating high-quality development and vitality in Louisville's Downtown.

Louisville Downtown Partnership's vision is to collaboratively develop Downtown Louisville into the economic catalyst for all of Louisville and be a vibrant and dynamic urban core recognized for growth, innovation, and as an engaging destination.

Louisville Downtown Partnership was formed in 2013 and is comprised of two long-standing organizations: the Louisville Downtown Management District (LDMD) and the Louisville Downtown Development Corporation (LDDC). LDMD, Kentucky's first Business Improvement District (BID), was established on August 27, 1991 to promote the economic, residential, and cultural vitality of the core of Downtown. LDMD's mission has been to promote Downtown's quality of life by creating a safer, cleaner, and more enjoyable environment, providing services designed to enhance the physical environment of the Downtown, including improvements for better security, maintenance, cleanliness, and marketing. LDDC is a private, non-profit 501(c)(3) organization dedicated to the long-term economic health of Downtown Louisville, and represents the community's civic and business leadership. For the past 22 years, LDDC has played a crucial role in bringing together both the public and private sectors as partners in Downtown Louisville's redevelopment and long-term planning, with LDDC serving as the lead entity in the development and implementation of the Downtown Master Plan. LDP also manages two economic development gap loan funds: the Downtown Commercial Loan Fund (DCLF) is designed to stimulate commercial development in Downtown Louisville, while the Downtown Housing Assistance Fund (DHA) is dedicated to promoting residential development in Downtown Louisville.

Our Mission

Our Vision

Our Legacy

Economic Development

As part of Louisville Downtown Partnership's mission to facilitate and strengthen commerce, stimulate quality development, and be an economic catalyst, we manage and share data and research that is specifically focused on Downtown living.

In 2018 there were 2,802 market-rate apartments and 444 condominiums. Currently, there are 255 apartments under construction and 352 planned. The inventory is projected to grow to 3,853 units by 2020. New places to live Downtown this year: Main & Clay (269 apartments); The Residences at the Omni Louisville (226 luxury apartments); Theater Building (2 condominiums and 2 apartments).

In 2018 there were 5,842 hotel rooms in Downtown Louisville. Currently, there are 7 hotels under construction or planned that will deliver 831 additional rooms. The inventory will grow to 6,673 hotel rooms. New places to stay Downtown this year include: AC Hotel in NuLu (156 hotel rooms); Homewood Suites (133 hotel rooms); Omni Louisville Hotel (612 hotel rooms).

In 2018 there were 32 Downtown Activity Generators, including 8 Bourbon Attractions. With at least one more distillery opening in 2019 on Main Street, Whiskey Row is becoming revitalized. New places to visit Downtown this year: Kentucky Bourbon Trail Welcome Center (renovation); Kentucky International Convention Center (renovation); Old Forester Distillery (new development); Rabbit Hole Distillery (new development).

POPULATION
4,910 residents



HOTELS & ROOMS
5,842



VISITS TO ACTIVITY GENERATORS
10.8 million visits





We are experts at urban design. LDP works in tandem with Louisville Metro, Greater Louisville INC, Waterfront Development Corporation, the LDDC Board of Directors, Downtown stakeholders, developers and investors, to guide the development and subsequent execution of the Downtown Master Plan.

Bourbon District

In partnership with Solid Light Inc., "The Barrel" at Fourth and Main has been installed. This showpiece is a landmark and gathering space at the center of the Bourbon District. Also, in the Bourbon District wayfinding signs were added as distilleries opened – Rabbit Hole and Old Forester opened their doors in 2018. LDP has also continued its work on creating a responsibility initiative for the Bourbon District.

S. 4th Streetscape

The streetscape enhancement in the 600-block began in 2018 with an expected completion in spring of 2019. The project will realign South Fourth Street between Broadway and Chestnut Street, add parking, expand the tree canopy, enhance lighting, and improve the overall pedestrian experience.

NuLu BID

Downtown is the heart of Louisville, and as it grows so does the rest of the city. As edge neighborhoods, like NuLu, become revitalized, LDP has worked with the NuLu Business Association to create a NuLu BID.



Digital Kiosks



25

A pilot program was launched, bringing 25 Digital Kiosks to Downtown, which are equipped with: Wi-Fi Hotspot, 360-degree cameras for safety, wayfinding, Downtown business listings, and Downtown events.

Beautification



134

The BID's Ambassador team watered and cared for 30 trees Downtown and maintained 104 self-watering flower planters. Many of our long-time flower pot sponsors helped to buy the new planters.

Street Signs



800

More than 800 redesigned street signs were installed in the Central Business District (CBD). This was made possible by multiple corporate partners, led by Fourth District Metro Councilwoman Barbara Sexton-Smith. The project is expected to be completed in 2019.

Milestones



1,100

\$41,000 was raised to plant 1,100 Junipers on both sides of Second Street from Main to Broadway. More than 70,000 pavers were removed to make way for the project, allowing for storm water run-off, and to enhance the 2nd St, streetscape. Those pavers were donated to Brightside.

Alley Gallery



114

In May of 2018, Alley Gallery reached its 100-door milestone, and an additional 14 doors have been completed since that celebration. The Alley Gallery program was presented to the International Downtown Association at it's Annual Meeting and won the association's Pinnacle Award for Innovation. The program has inspired other larger public art initiatives such as the alley between the Mercury Ballroom and the Louisville Public Media building, which has been transformed into a large public art space with the generous support of our partners: Weyland Ventures, Louisville Public Media, and PARC.



BID IMPROVEMENTS

LDP leads revitalization efforts Downtown by identifying vacant buildings and pertinent data that help attract prospective tenants and businesses. LDP also researches and proposes new and innovative development opportunities to Downtown's built environment, and creates and supports special events that add to a vibrant urban environment. As Downtown grows, LDP is the primary source of information promoting the city's historic growth to internal and external partners.

“Downtown is the heart of any vibrant, **growing city** and the most dynamic place for **businesses**.”

44 Development Projects announced or underway.

BID Operations

The Downtown Ambassadors work seven days a week, starting at 7a.m., to help make Downtown Louisville clean, safe, and attractive. The 16-member hospitality-trained Ambassador Team improves Downtown's physical environment by providing extra cleanliness, as well as security and maintenance services that are supplemental to Louisville Metro Government services and create a positive Downtown experience.

Physical Improvements & Safety



16 Ambassadors

175,109lbs. of trash collected

21,155 served by hospitality

4,389 business contacts

344 safety escorts

889 graffiti tags removed

“Start Helping to Make Positive Change”

Louisville Downtown Partnership's relaunch of its Positive Change program is designed to reduce panhandling in Downtown Louisville by raising funds to support social service agencies in our city. Help those in need by giving to the Positive Change boxes instead of to panhandlers. By giving to the boxes, the public will be directing money to benefit those in need and served by social service providers.

Since inception, the program has raised \$9,656.19 in support of Coalition for the Homeless initiatives.



2018 Initiatives

- Republic Bank First Friday Hop
- Derby Week Pop Up Shops
- Old Fashioned Fortnight Bourbon District Event
- Fete de la Musique
- Digital Kiosk Pilot Program
- Relaunch Positive Change Program
- The Barrel – Phase IV of the Bourbon District
- Alley Gallery First 100 Doors Celebration
- Downtown Open House
- Dia de los Muertos (Day of the Dead) on South Fourth Street
- South Fourth Street Alley Makeover
- Downtown Holiday Night Market
- Provided key operational and promotional support for all Downtown festivals and events

Traffic Alerts

- Over 55 alerts sent to Downtown stakeholders
- Alerts play an important role in informing the community about upcoming road closures
- Communicated important information related to the critical MSD situation on Main Street, as well as the Waterway Protection Tunnel Project

#IgoDowntown

- Received the International Downtown Association's Award of Excellence for Marketing & Communications

Louisvilledowntown.org

- Awarded two gold Horizon Interactive Awards in the categories of Towns and Municipalities and Non-Profits
- Serves as key source of information on Downtown events, news, and happenings

Newsletter

- Launched Quarterly E-Newsletter
- The publication covers Downtown news and events, as well as clean and safe, beautification, and Ambassador updates.

“We are about the **business** of **Downtown**”



New Residents



Residential Units Now



Hotels Underway



Population 2020



Residential Units 2020



Hotels 2020



C COMMUNICATION

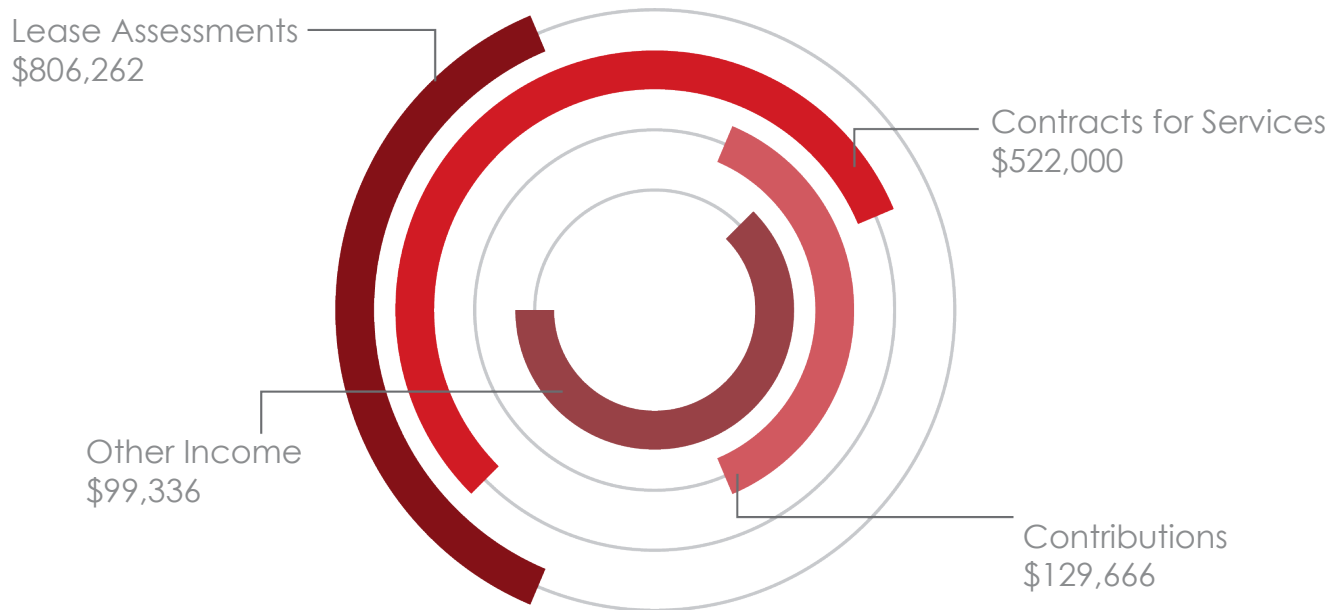
Louisville Downtown Partnership works hard to stay in contact with our Downtown stakeholders, residents, visitors, and workers in order to communicate impactful information. We send out traffic alerts regarding road closures and detours for events. In order to have events that help our Downtown thrive, it's important to make those traveling Downtown aware. We are happy that our social media reach and email lists continue to expand, providing the public information that is crucial to the smooth operation of Downtown.

- **83,364** Website Users
- **1,431,900** Impressions on Twitter
- **816,000** Impressions on Facebook
- **9,100** Followers on Instagram
- **356,000** Impressions on Instagram

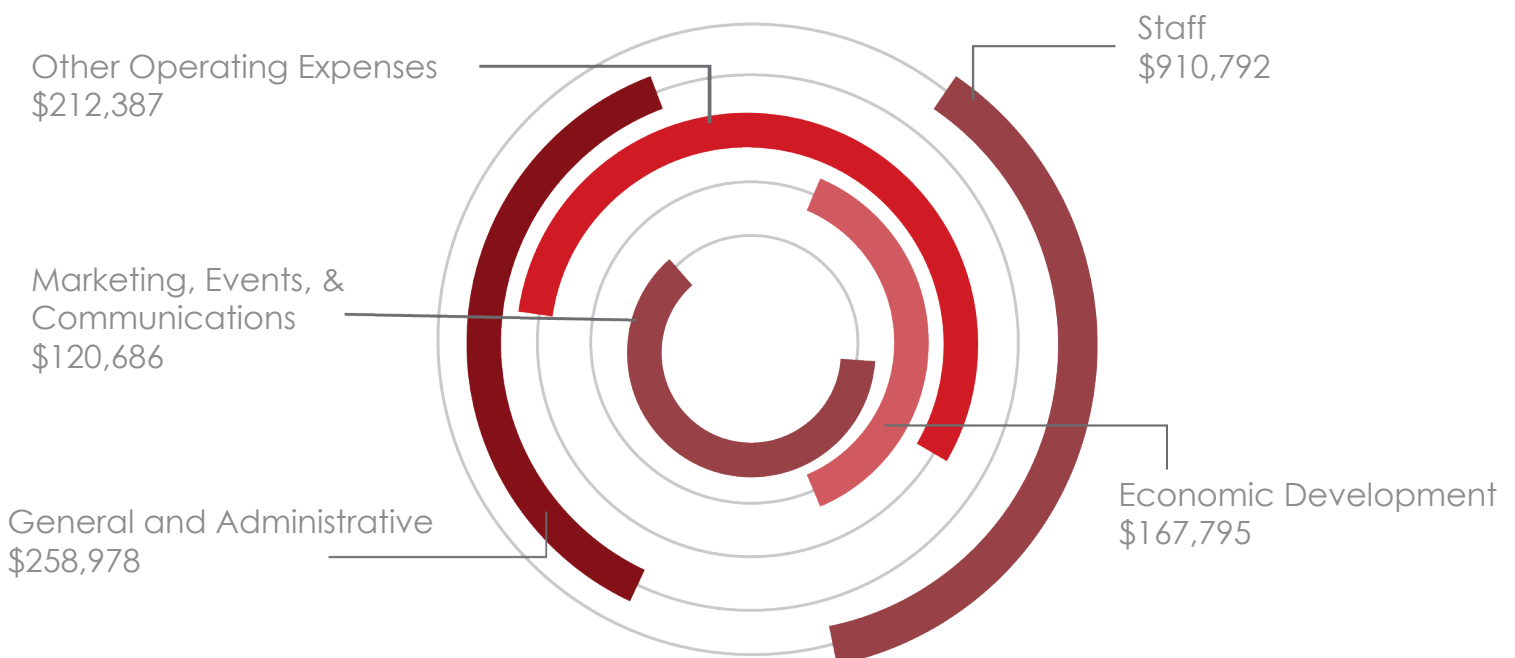


FINANCIALS

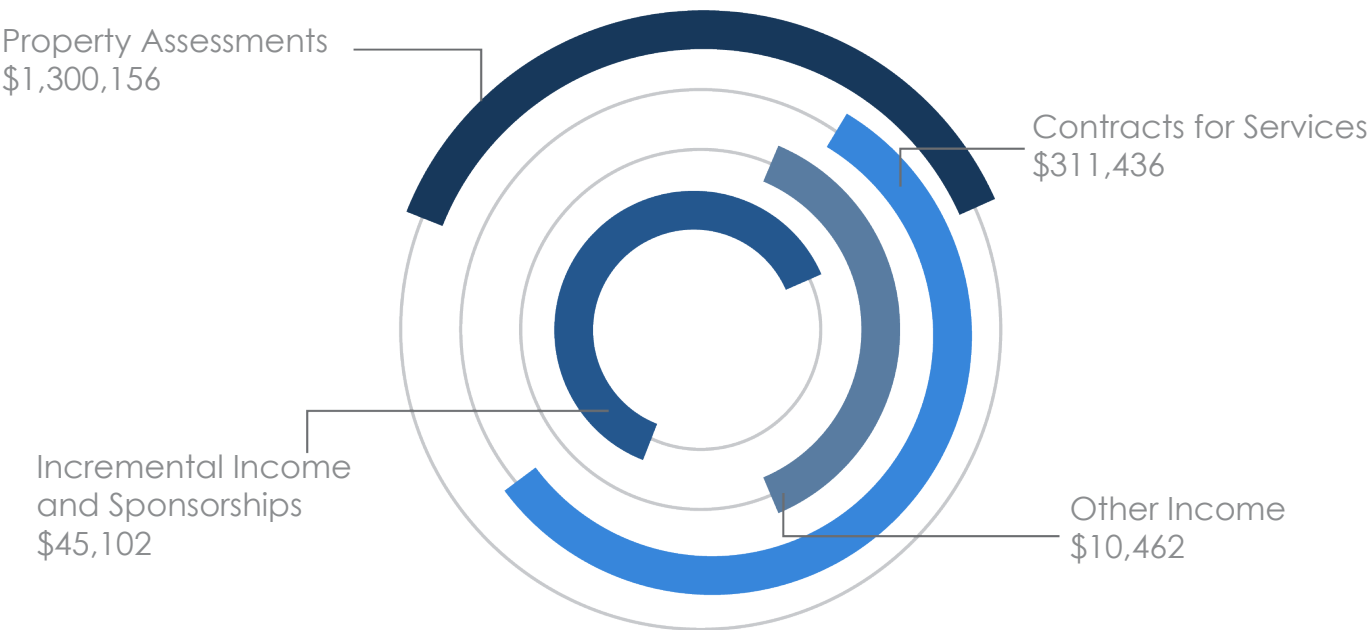
LDDC 2018 Revenue = \$1,557,264



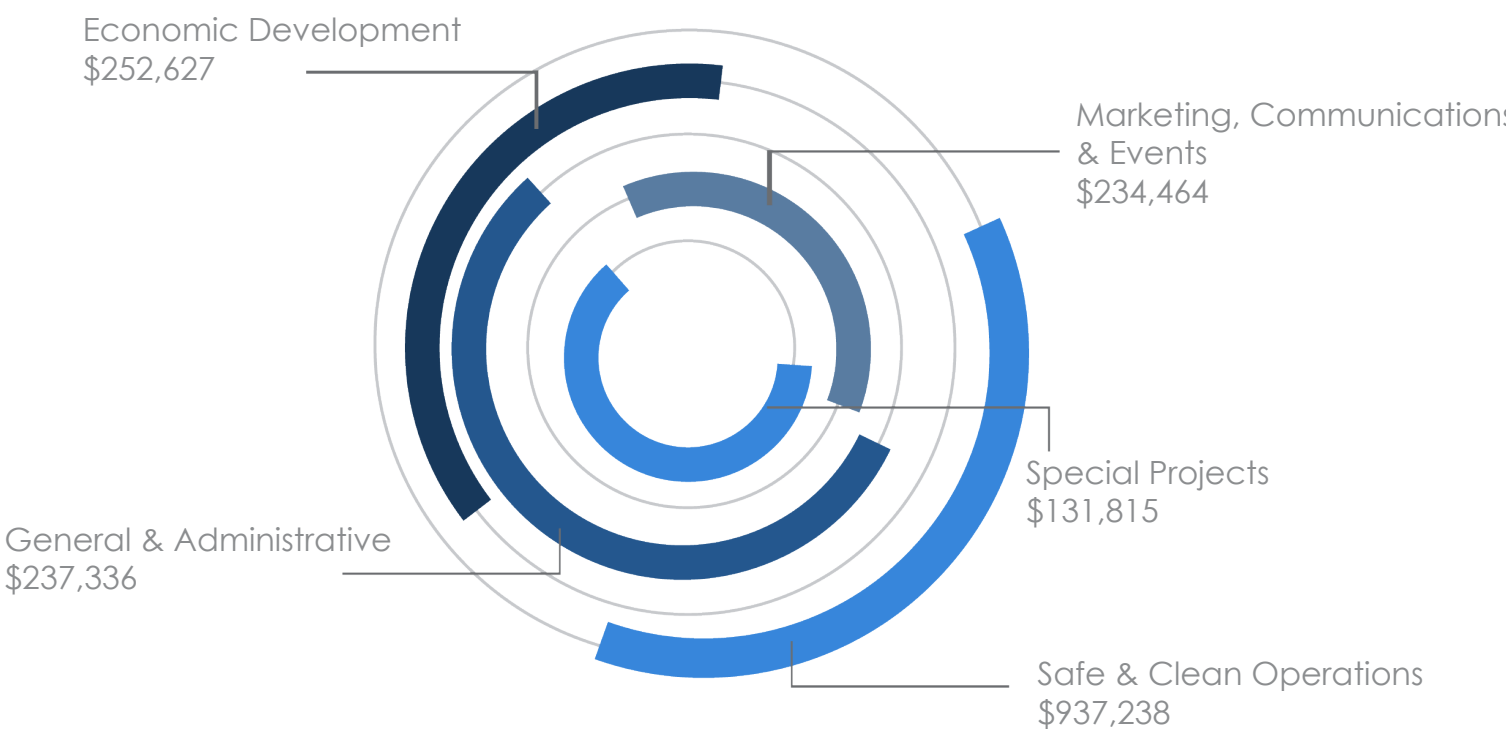
LDDC 2018 Expenses = \$1,670,638



LDMD 2018 Revenue = \$1,667,156



LDMD 2018 Expenses = \$1,793,480





2018 BOARDS

2018 DDC BOD

COMPANY

| | |
|---------------------|--------------------------------------|
| James R. Allen | Hilliard Lyons |
| Matthew Ayers | Norton Healthcare |
| Kent Blake | LG&E |
| Christen Boone | Fund for the Arts |
| Campbell Brown | Brown-Forman Corporation |
| Carolle Jones Clay | Republic Bank |
| Paul T. Costel | Chase |
| Chuck Denny | PNC |
| Lance Gilbert | Net Results Group |
| C. Edward Glasscock | Frost Brown Todd, LLC |
| Ty Handy | JCTC |
| Ryan Jordan | Churchill Downs |
| Cynthia Knappek | Leadership Louisville |
| Allan Latts | Heaven Hill Brands |
| Tori Murden McClure | Spalding University |
| Jeffrey A. McKenzie | Bingham Greenebaum Doll, LLP |
| Timothy M. Mulloy | Mulloy Commercial Real Estate |
| Tom Noland | Humana Inc. |
| Steve Poe | Poe Companies |
| Henry Potter | Potter & Associates Architects, PLLC |
| Matthew Ricketts | NTS Development |
| Keith Sherman | University of Louisville Foundation |
| Kevin Smith, Chair | Beam Suntory |
| William Summers V | Republic Bank |
| James A. Tutt | Old National Bank |
| Harold Workman | |

Ex Officio

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|-----------------------|--|
| Kim Baker | Kentucky Center for Performing Arts |
| Stacey Church | Kentucky International Convention Center |
| Mayor Greg Fischer | Louisville Metro Government |
| Mariah Gratz | LDMD Board |
| Brandon Jagers | Republic Bank |
| Aimee Jewell | YPAL |
| David Karem | Waterfront Development Corporation |
| Kent Oyler | Greater Louisville, Inc. |
| Barabara Sexton Smith | Louisville Metro Council |
| Mary Ellen Wiederwohl | Louisville Forward |
| Karen Williams | Louisville Convention & Visitors Bureau |

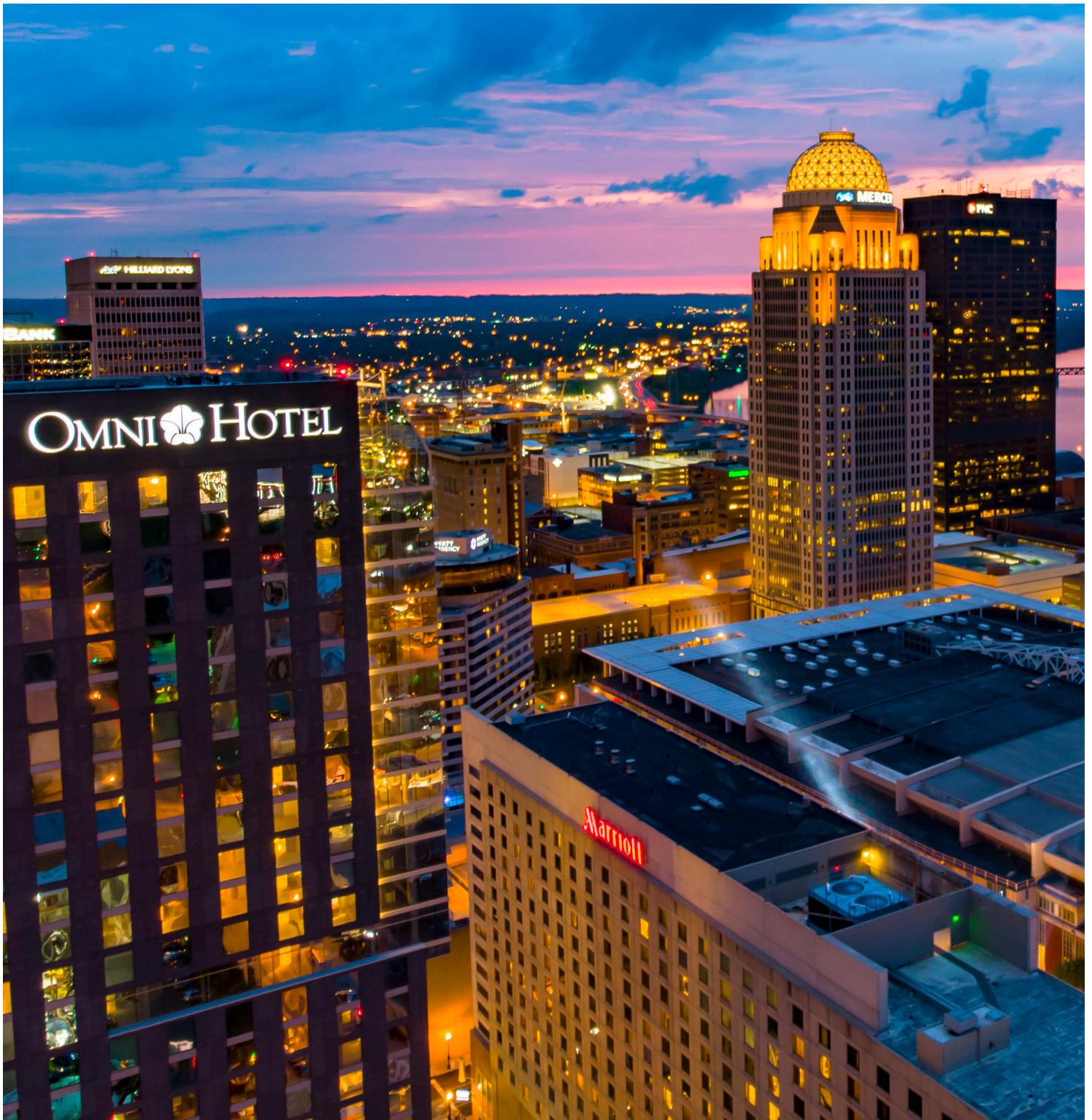
2018 LDMD BOD

COMPANY

| | |
|---------------------|-------------------------------------|
| Jecorey Arthur | Louisville Public Media |
| Belinda Baser | Domino Partners LLC |
| Mike Beach | Brown-Forman |
| Paul Ford | Riverside Parking |
| John Ford | Riverside Parking |
| Mariah Gratz, Chair | Weyland Ventures |
| Robbin Hansen | Humana Inc. |
| Ken Haskins | CBRE |
| Prewitt Lane | Financial Analytics, LLC |
| Donald Lassere | Muhammad Ali Center |
| Stan Moore | MAPS Security, LLC. |
| Shane Moseley | Humana Inc. |
| Penny Peavler | Frazier History Museum |
| Eric Spears | Kentucky Center for Performing Arts |
| Michael Sadofsky | Republic Bank |
| Robbie Valentine | AEG/YUM! Center |
| Brad Walker | The Brown Hotel |
| Lee Weyland | Weyland Ventures |
| Scott Wright | Kindred Healthcare, Inc. |

Ex Officio

| | |
|-----------------------|------------------------------------|
| Vanessa Burns | Public Works and Assets |
| Lt. Ron Heady | Louisville Metro Police Department |
| David James | Louisville Metro Council |
| Rebecca Matheny | Louisville Downtown Partnership |
| Barbara Sexton Smith | Louisville Metro Council |
| Mary Ellen Wiederwohl | Louisville Forward |



CONCLUSION

The Louisville Downtown Partnership is committed to implementing its goals and strategies for 2019, for the greater enhancement of Downtown. The Ambassadors will be hard at work as they continue to provide clean and safe services and collect data that confirms positive results. Through continued partnership with all of our Downtown stakeholders, LDP looks forward to increasing the growth of Downtown for visitors, businesses, residents, workers, and investors.



LOUISVILLE DOWNTOWN PARTNERSHIP

2018 ANNUAL REPORT

Louisville Downtown Partnership
556 South Fourth Street
Louisville, KY 40202