



LOUISVILLE
DOWNTOWN
PARTNERSHIP

LOUISVILLE DOWNTOWN MANAGEMENT DISTRICT

2020 BUDGET & ECONOMIC IMPROVEMENT PLAN



To our Downtown Stakeholders

A MESSAGE FROM THE EXECUTIVE DIRECTOR

The Louisville Downtown Partnership (LDP) 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 is Kentucky's first Business Improvement District (BID), established on August 27, 1991 to promote the economic, residential, and cultural vitality of the core of Downtown. LDMD's mission is to promote Downtown's quality of life by creating a safer, cleaner, and more enjoyable environment, and by providing services that are designed to enhance the physical environment of the Downtown, including improvements for better security, maintenance, cleanliness, and marketing (Economic Development, Special Projects, BID Services, Marketing, Communications, and Events).

In addition to annual property taxes, Downtown property owners pay a special assessment on parcels located within the Business Improvement District (BID) to fund the Louisville Downtown Management District.

The BID provides supplemental services in the public right of way beyond those provided by Louisville Metro Government, as well as additional community enhancements such as beautification of the streetscape and public art installations. Our commitment to these services is one of the 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.

Downtown is on the move and we welcome everyone to discover how it is changing everyday.

Sincerely,



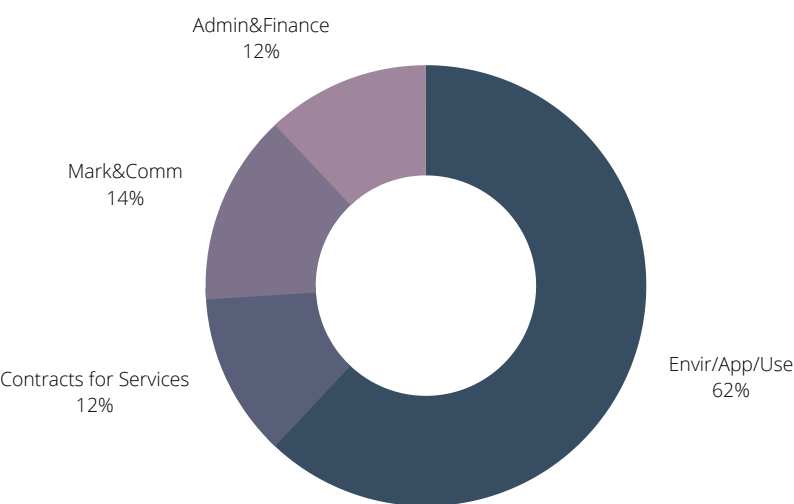
Rebecca Matheny
Executive Director



Where we are
TODAY

In 2020, the BID will continue to provide supplemental services to its ratepayers that enhance the properties in the District, improve the daily experience of workers, visitors, and residents, and continue to facilitate economic development.

As physical improvement and marketing efforts continue, along with the responsibilities of the Ambassadors, services will enrich residential, business, and entertainment experiences Downtown and provide tangible economic benefit to the ratepayers.



Revenue

Assessments	\$1,442,100
Contracts for Services	\$175,100
Other Income Sources	\$138,000
TOTAL	\$1,756,000

Expenditures

Environmental/Appearance/Use	\$1,091,640
Economic Development	\$209,235
Marketing & Communications	\$246,760
Administrative & Finance	\$209,140
TOTAL	\$1,756,775

Net Ordinary Revenue **\$(775)**

Non-Operating income/(expense) \$775

Net Revenue **\$ --**

Finance

2020 BUDGET SUMMARY



In 2020 we will...

Track extensive data that has information on nearly every aspect of Downtown. Some information includes reports on: Census Information, Investment & Development, Hospitality, Office Space, Transportation & Parking, Residential, Retail Space, and Streetscape & Built Environment Information.

Continue to track Downtown investment, including projects that are underway or have been announced.

In 2018:

Hotels and Rooms: 23 Hotels with 5,862 Rooms

Residential Units: 6,596

Population: 9,973

By 2021:

***Hotels and Rooms: 32 Hotels with 7,006 rooms
Increase: 39.1%/19.5%***

***Residential: 8,027 units
Increase: 21.7%***

***Population: 11,984 Residents
Increase: 20.2%***

Businesses can use the BID'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.

Economic
Development
2020 GOALS

SPECIAL PROJECTS



In addition to its core services, the BID will provide supplemental beautification programs with support of private sector partners. Flower pots throughout the core area dramatically enhance the streetscape. Replanting dead or missing trees enhances air quality, reduces the urban heat island effect and mitigates storm water runoff. The BID's beautification projects both enhance the sense of place and provide sustainable solutions for Downtown

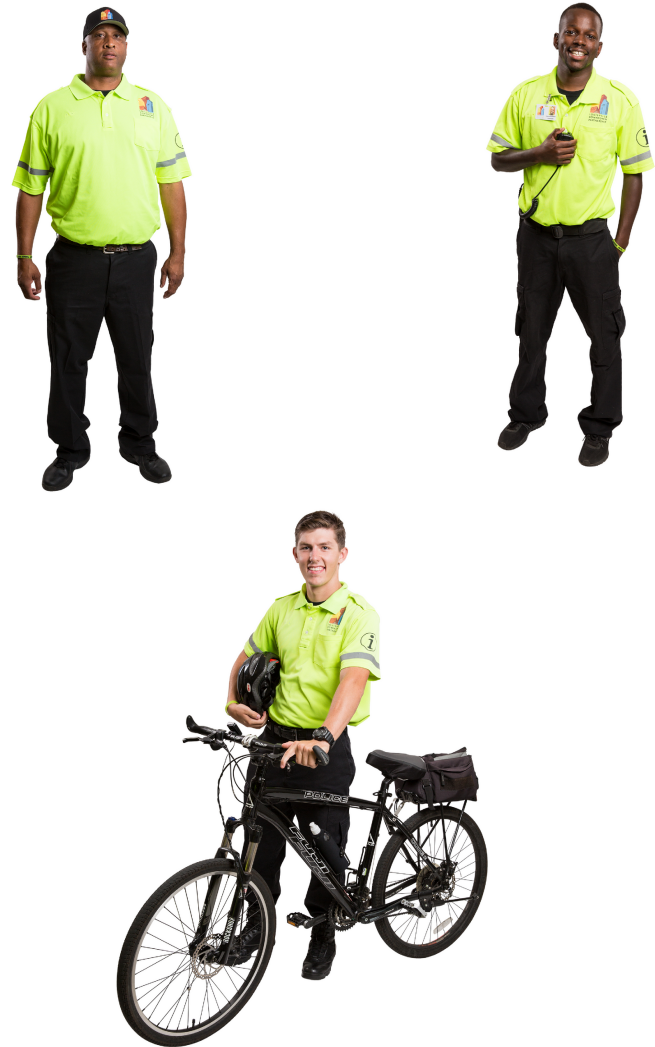
In 2020 we will...

Identify areas of Downtown that need support, work with stakeholders to plan sustainable solutions and implement that solutions as soon as possible.

Support businesses and property owners in an effort to help Downtown continue to grow in its beautification initiatives.

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**



As our Downtown continues to grow, the work of the Ambassadors become increasingly important. Ambassadors will continue to provide quality clean and safe services in Downtown, which supplement the services provided by Louisville Metro Government.

BID Services

2020 GOALS

2019 Marketing Initiatives:

- Republic Bank First Friday Hop
- Old Fashioned Fortnight Bourbon District Event
- Bourbon District Branding and Support
- Bourbon District Responsibility Initiative
- Downtown Open House
- Dia de los Muertos on South Fourth Street
- Reactivation of ReSurposed/RePurposed
- Cornerstone Awards
- State of the Downtown
- Annual Report
- Traffic Alerts
- Community Marketing Project
- Downtown Events Coordination/Enhancement
- Downtown Stakeholder support
- Provided key operational and promotional support for all Downtown Festivals and Events

In 2020 we will...

Provide key information on development activity, special events, and construction impacts to assist those who live, work, play, and visit Downtown.

Continue to provide key traffic alerts.

Support the growth and marketing of Downtown



Marketing,
Communications,
& Events
2020 GOALS

2019 LDMD Board of Directors

Jecorey Arthur, Louisville Public Media
Belinda Baser, Domino Partners LLC
Juan Merzalde-Carrillo, Old Forester
John V. Ford, Riverside Parking
Mariah Gratz, Weyland Ventures
Robbin Hansen, Humana Inc.
Ken Haskins, Optima Management Group
Prewitt Lane, Financial Analytics, LLC
Donald Lassere, Ali Center
Stan Moore, MAPS Security, LLC.
Shane Moseley, Humana Inc.
Penny Peavler, Frazier History Museum
Michael Sadofsky, Republic Bank
Robbie Valentine, KFC 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

As Downtown continues to grow, the Louisville Downtown Management District is committed to keeping its strategies for 2020. The ambassadors will continue to provide clean and safe services and through our continued partnership, LDMD will continue to aid in the continued growth of Downtown.



In Conclusion
2020