

LOUISVILLE DOWNTOWN

ECONOMIC IMPROVEMENT PLAN 2022



LOUISVILLE
DOWNTOWN
PARTNERSHIP

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LOUISVILLE DOWNTOWN PARTNERSHIP



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INTRODUCTION

For Downtown Louisville, 2022 is the year where our revitalization efforts will prove the resilience of Downtown, and the year that will demonstrate that our improvements will provide a more vibrant, clean, safe, equitable and inclusive community than ever before. We have seen a tremendous amount of positive, exciting, and diverse economic improvements occurring in our Downtown in recent months, and we anticipate many more to come.

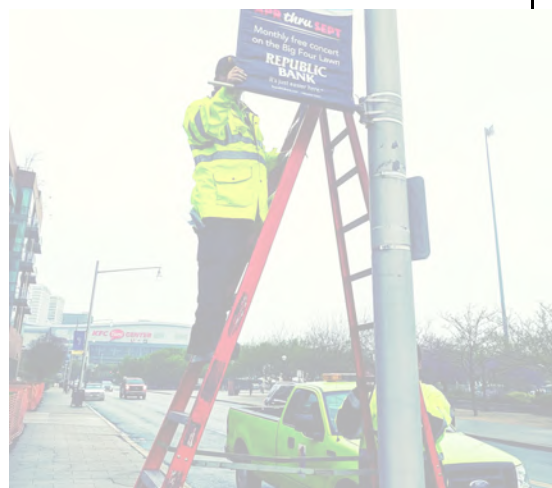
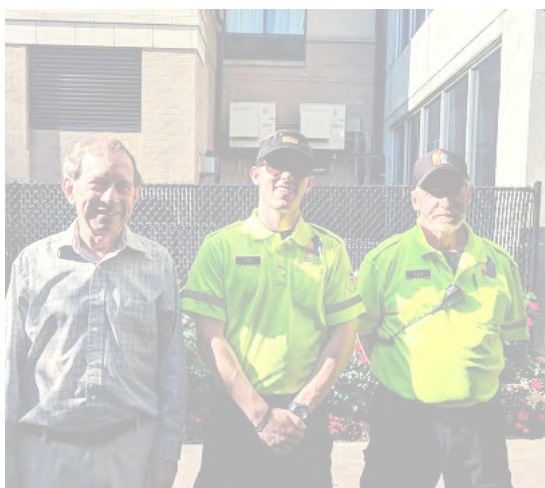
As was the case in 2020 and 2021, Covid-19 will continue to have an impact on our Downtown's revitalization throughout much of 2022. Therefore, it is extremely important that we, as a community, do everything possible to continue to support our Downtown, its businesses, its visitors, and its residents. Our Downtown is Metro Louisville's neighborhood for all the people. It's the place that was designed to be used by everyone. We will continue to do everything we can to ensure its success.

The Louisville Downtown Management District (LDMD) has been and continues to be an integral part of our Downtown's growth and success by providing the vital services that help ensure Downtown is clean, safe, and welcoming to all, as well as being economically strong. We, like cities throughout the world, are facing new challenges like we have never seen before, but we will succeed because the people of Louisville are creative, hardworking, and caring people. We will come together to support our Downtown, and because of that, we will come out of this stronger and more welcoming than ever before.

The team of the LDMD will continue to work every day to provide the services needed to revitalize our Downtown. We thank every business, worker, resident, and visitor for their continued support of our great and wonderful Downtown.

- Bill P. Schreck





LDMD 2022 PROPOSED BUDGET

(APPROVED BY THE LDMD BOARD OF DIRECTORS)

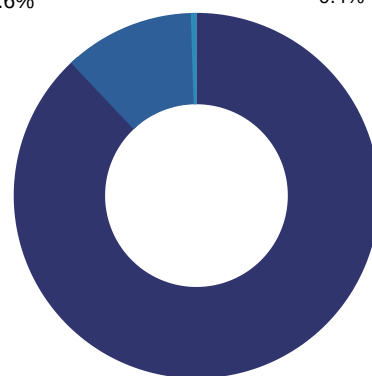
REVENUE

Assessments	\$ 1,434,050
Contracts for Services	\$ 188,450
Other Income Sources	\$ 8,095
TOTAL	\$ 1,630,595

REVENUE

Contracts for Services
11.6%

Other Income Sources
0.4%



EXPENDITURES

Environmental/Appearance/Use	\$ 1,074,930
Economic Development	\$ 206,940
Marketing & Communications	\$ 163,270
Administrative	\$ 185,455
TOTAL	\$ 1,630,595

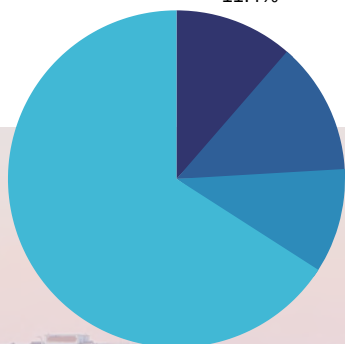
EXPENDITURES

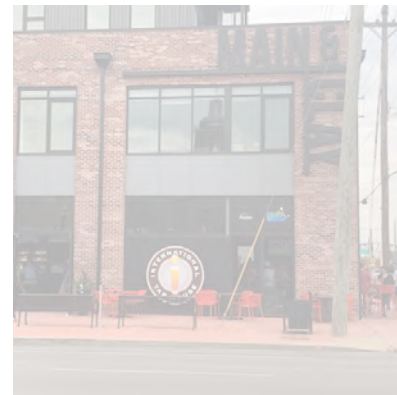
Administrative
11.4%

Economic Development
12.7%

Marketing & Communications
10%

Environmental/Appearance/Use
65.9%





ECONOMIC DEVELOPMENT 2022

Downtown Louisville is the heartbeat of the region. The economic stability of not only Metro Louisville, but of the surrounding counties, is directly impacted by the commercial, residential, and cultural success of our Downtown. To support our stakeholders, the Louisville Downtown Partnership extensively 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

Businesses can use the data to make critical investment decisions, analyze office or retail locations, conduct market studies for retail and service businesses, and investigate new development opportunities.

Our plan for 2022 focuses on supporting the revitalization efforts of our community and business partners, implementing innovative financial programs for new and existing businesses, and promoting residential development within Downtown.



WE WILL CONTINUE TO:

- Provide technical assistance to Downtown businesses, focusing on the retail/entertainment/dining sectors and office space
- Employ our economic stabilization and recovery plans to mitigate the impacts of the Covid-19 downturn
- Maintain a real-time inventory/map of businesses and tenants, implementing additional CRM capabilities to better connect and support our Downtown partners
- Implement new methods to attract tenants that would normally not occupy Class A office or office tower space. These include small businesses, start-ups, and non-professional services





DOWNTOWN IS A PLACE WHERE BUSINESSES CAN THRIVE, A
PLACE WHERE PEOPLE CAN THRIVE.

WE WILL BUILD UPON EXISTING INITIATIVES TO:

- Establish partnerships among the different business sectors of Downtown. Communication and coordination among retailers, restaurants, businesses, and event hosts can ensure that the full Downtown “offering” is always available to everyone that comes to Downtown.
- Grow the number of restaurants and retailers in Downtown. We will continue to advocate for financial and legislative support of Downtown to ensure that the dream of opening a business is as attainable as possible.
- Support developers with site selection while maintaining a specific focus on adaptive re-use. The conversion of underutilized spaces into productive, occupied spaces will create a critical density needed for long-term stability.
- Advocate for a healthy mix of market-rate and workforce housing options in Downtown. We believe that creating diverse and inclusive housing opportunities will amplify businesses and services in the area.

LONG TERM GOALS

Our long-term economic development goals revolve around creating a self-sufficient Downtown and developing diversified offerings that are supportive of retail, entertainment, dining, and a healthy mix of small and large businesses.



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BUILT ENVIRONMENT 2022

The Louisville Downtown Partnership helps manage the built environment of Downtown in three ways:

Assessment. Support. Advocacy.

We ASSESS the needs of the Downtown to address the pressing issues facing our vital infrastructure

We SUPPORT current projects to ensure limited impact to our stakeholders and timely completion

We ADVOCATE for our stakeholders during planning stages for future built environment work

Our plan for 2022 focuses on continuing the vital management work for maintaining our built environment and beginning new projects to enhance our Downtown environment and general infrastructure.



WE WILL CONTINUE TO:

- Monitor traffic, construction, and permitting developments in Downtown
- Ensure dynamic streetscape design to provide an inviting pedestrian space
- Identify and catalog the repair needs for our streetscape furniture and light poles
- Provide insight and guidance on paving projects on behalf of our Downtown stakeholders
- Coordinate with Metro Public Works to ensure proper restoration of roads and sidewalks
- Provide technical assistance for the replacement of litter bins and streetlights
- Advocate in the interest of Downtown for future business and residential developments
- Provide timely notification to property owners and businesses that will be impacted by infrastructure work and advocate on their behalf during construction





AS DOWNTOWN BEGINS TO LIFT ITSELF UP FROM THE CHALLENGES OF 2021, DEVELOPMENT PROJECTS AND INFRASTRUCTURE IMPROVEMENTS CONTINUED THROUGHOUT THE CENTRAL BUSINESS DISTRICT. WE EXPECT 2022 TO BRING EVEN MORE PROJECTS THAT IMPROVE THE DOWNTOWN EXPERIENCE.

WE WILL BEGIN TO:

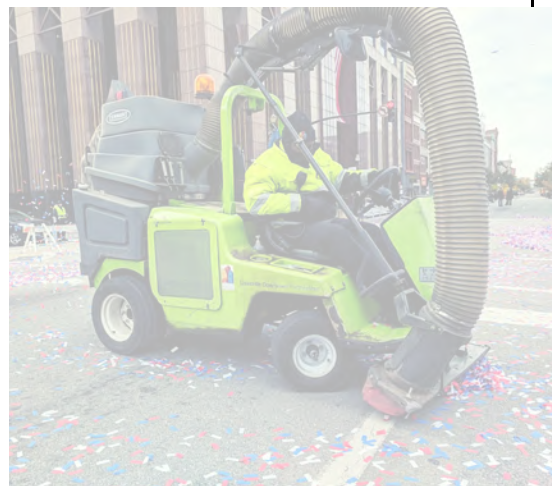
- Engage in the update of the Downtown Master Plan
- Advocate for redevelopment best practices to enhance the quality of life for our Downtown residents
- Examine infrastructure improvements needed to support electric vehicles
- Monitor the street conversions from one-way to two-way

LONG TERM GOALS

Our long-term built environment goals will be concentrated on creating safe and accessible spaces. We will also focus on creating a sustainable Downtown and promoting multimodal access and transportation.



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BID SERVICES 2022

The Louisville Downtown Partnership 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 directions for visitors and residents alike.

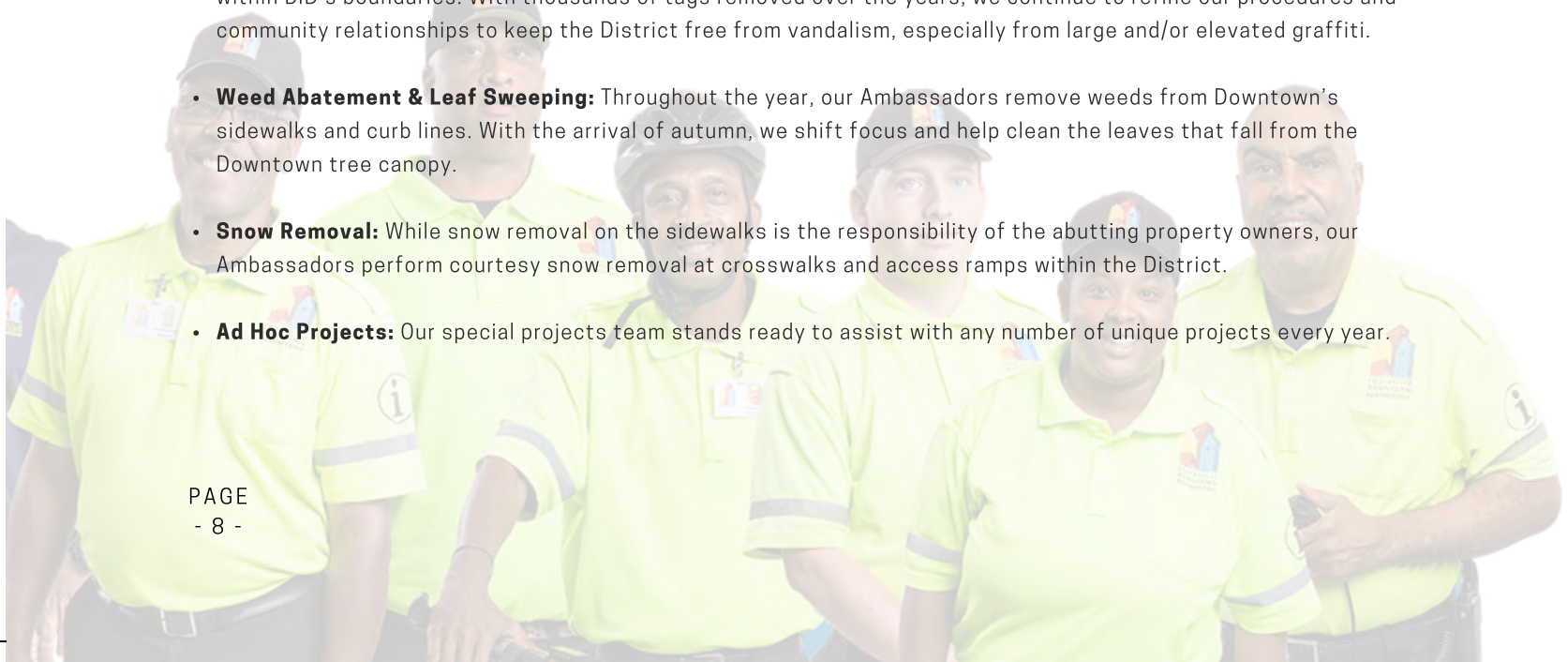
These services, designed to supplement and enhance the cleaning and maintenance efforts of both private business owners and Louisville Metro, operate seven days per week and provide the following core services: Supplemental Cleaning Services, Hospitality Assistance, Business Interactions, and Public Space Initiatives.



SUPPLEMENTAL CLEANING SERVICES

Our Downtown Ambassador team provides a number of services that are supplemental to those provided by Louisville Metro government:

- **Litter Abatement:** We 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 a typical year, our team collects and disposes of over 100,000 pounds of litter from Downtown right of ways.
- **Graffiti Abatement:** Almost every day our team identifies, reports and helps to remove graffiti from properties within BID's boundaries. With thousands of tags removed over the years, we continue to refine our procedures and community relationships to keep the District free from vandalism, especially from large and/or elevated graffiti.
- **Weed Abatement & Leaf Sweeping:** Throughout the year, our Ambassadors remove weeds from Downtown's sidewalks and curb lines. With the arrival of autumn, we shift focus and help clean the leaves that fall from the Downtown tree canopy.
- **Snow Removal:** While snow removal on the sidewalks is the responsibility of the abutting property owners, our Ambassadors perform courtesy snow removal at crosswalks and access ramps within the District.
- **Ad Hoc Projects:** Our special projects team stands ready to assist with any number of unique projects every year.





HOSPITALITY AND 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 businesses and governmental services. We further increased the scope of our hospitality program with the launch of a mobile information kiosk that deploys during peak times around local attractions and venues. As part of the county-wide program funded by Metro Council, three additional hospitality Ambassadors will be deployed in 2022, dedicated to providing a friendly, helpful presence at large gatherings and conventions Downtown.

BUSINESS INTERACTIONS

During the performance of their daily duties, our Ambassadors have a great opportunity to interact with street-level businesses across the District. These interactions allow for our team to share information with our Downtown businesses and respond to their needs or concerns.

PUBLIC SPACE INITIATIVES

The Partnership works on a variety of sponsored initiatives to make the streets and alleys of Downtown more interesting and appealing to visitors, workers, residents and guests. These projects range from the annual Flower Pot program, which brings over 125 self-watering flower planters to the sidewalks of Downtown every spring, to art installations such as Alley Gallery, which brought local artwork to over 200 service doors in the alleys and forgotten spaces throughout Downtown.



Frank Kalmbach
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MARKETING, COMMUNICATIONS, AND EVENTS

The Louisville Downtown Partnership will continue to be a strategic leader of the marketing and communication initiatives that support the growth of Downtown. We provide key information on development activity, special events, and construction impacts to assist those who live, work, play, and visit Downtown. As we look to rebuild our Downtown's relationship with the greater Louisville community, the importance of positive messaging and a uniform strategy has never been greater.


In 2022, we will continue our successful programs from previous years while we also implement new campaigns that expand and promote businesses and events in our Downtown.

WE WILL CONTINUE TO:

- Host, support, or provide key operational and promotional assistance for Downtown festivals and events
- Communicate key traffic alerts and any long-term construction impacts, and distribute our regular newsletters to Downtown businesses, residents, and stakeholders
- Support locations in Downtown that drive tourism dollars into our community, including the Bourbon District
- Promote spaces in Downtown that can be activated for retail and entertainment (Re-purposed, Music Alley)
- Partner with other Downtown organizations to create an effective and uniform marketing strategy for Downtown




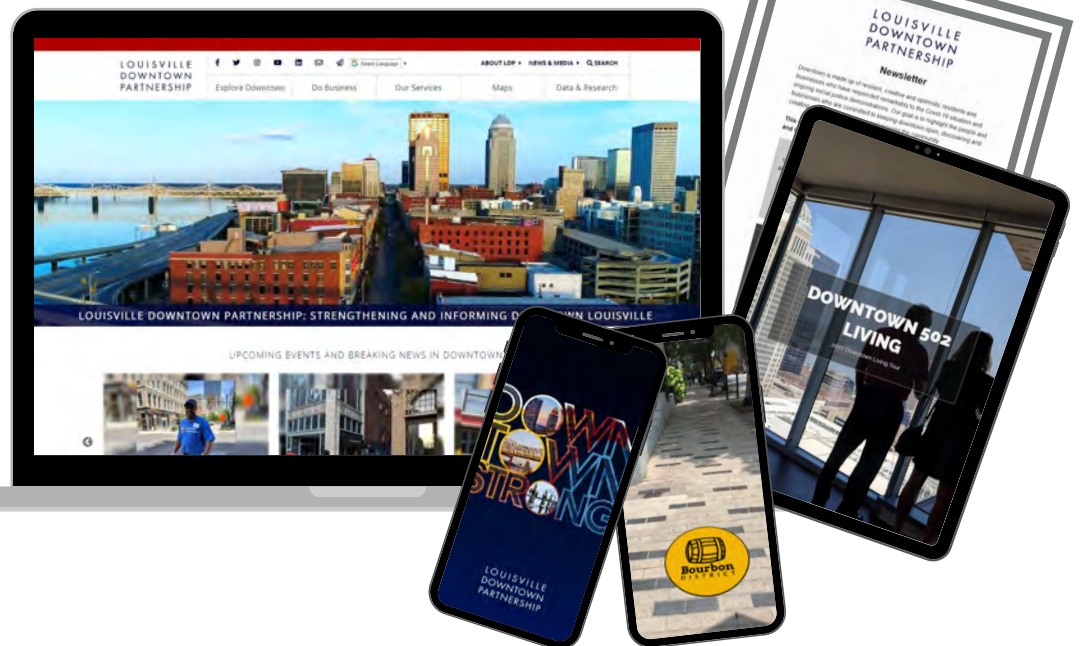
Leslie Proasi
Accounts and Benefits Coordinator
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OUR LONG-TERM GOALS FOR MARKETING REVOLVE AROUND COMMUNICATING THE SUCCESSES OF DOWNTOWN WHILE MAINTAINING ESSENTIAL AND INFORMATIVE CONTACT WITH OUR RATEPAYERS.

WE WILL EXPAND ON OUR CURRENT STRATEGY TO:

- Provide resources to less-established event hosts to promote a variety of diverse, equitable, and inclusive events in our Downtown
- Improve our communications to Downtown businesses, residents, and stakeholders by providing clear and concise updates regarding events, business openings, and infrastructure news
- Grow the Downtown502Living Showcase and increase our outreach to prospective Downtown residents
- Develop a Downtown residential listings and resource portal to demonstrate the livability of Downtown and provide a one-stop-shop for residential real estate
- Enhance our interactive Downtown events page and increase utilization of the platform
- Launch a new mobile projection vehicle for community use Downtown to support events and cultural attractions



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ABOUT LDMD:

The Louisville Downtown Management District (LDMD), Kentucky's first Business Improvement District (or 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 that are designed to enhance the physical environment of the Downtown, including improvements for better security, maintenance, cleanliness, and marketing.

LDMD 2020 BOARD OF DIRECTORS

The Louisville Downtown Management District (LDMD), Kentucky's only Business Improvement District (or 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 that are designed to enhance the physical environment of the Downtown, including improvements for better security, maintenance, cleanliness, and marketing.

Councilman Jecorey Arthur	Metro Council-District 4	Louisville/Jefferson County Metro Government
Ms. Belinda Baser	Managing Member	Domino Partners LLC
Mr. John Duffy	President	RJE Business Interiors
Ms. Rebecca Fleishaker	Chief, Louisville Forward	Louisville/Jefferson County Metro Government
Mr. John Ford	General Manager	Riverside Parking
Mr. Paul V. Ford	President	Riverside Parking
Mr. Brian Funk	Engineering Dept	Louisville Metro Public Works & Assets
Ms. Mariah Weyland Gratz	Operations Director	Weyland Ventures
Ms. Celia Robbin Hansen, CCIM, MCR	Work Place Solutions	Humana Inc
Mr. Kenneth E. Haskins	General Manager	Jones Lang Lasalle Americas, Inc.
The Hon. David James	Metro Council-District 6	Louisville/Jefferson County Metro Government
Mr. Stan A. Moore	Partner	MAPS Security, LLC
Mr. Bill Schreck	Intreum Executive Diretor	Louisville Downtown Partnership
Lt. Caleb Stewart	Sector Commander	Louisville Metro Police
Ms. Shannon Tivitt	Liaison Director, One Water Project	Louisville Water Company
Mr. Andy Treinen	President & CEO	The Frazier History Museum
Mr. T. Lee Weyland	Director of Leasing & Branding	Weyland Ventures
Mr. J. Scott Wright, CFM	Director of Facilities Management	Kindred Healthcare, Inc.

