

LOUISVILLE DOWNTOWN

ECONOMIC IMPROVEMENT PLAN
2021



LOUISVILLE
DOWNTOWN
PARTNERSHIP

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OCTOBER 2020





LOUISVILLE
DOWNTOWN
PARTNERSHIP



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INTRODUCTION

As we prepare for 2021, we face a remarkably changed city and landscape. If anything is clear, the events of 2020 have proven the value and importance of Downtown Louisville and the Business Improvement District, with its emphasis on providing clean and safe services, economic development, and fact-driven resources for our ratepayers, stakeholders and potential investors. We remain steadfast in our belief in our community and, most importantly, in our Downtown's ultimate resilience and significance to our overall local and regional economy.

All over the world, Downtowns are facing the challenges that have arisen due to Covid-19. For us, Downtown Louisville is our sole focus. We welcome feedback and look forward to any way we can support businesses, residents, property owners, and our institutional and non-profit partners as we help to guide Downtown's recovery from the impacts of 2020.

- Rebecca Matheny



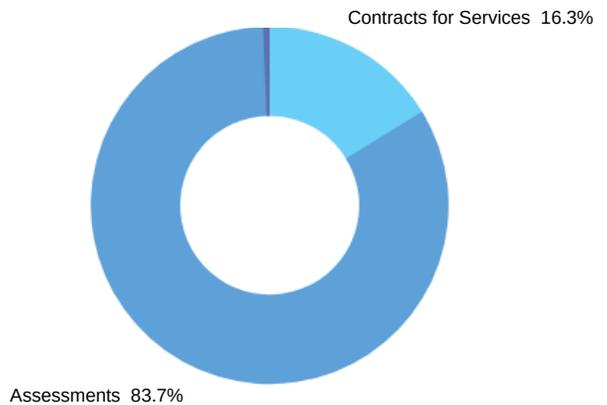
LDMD 2021 PROPOSED BUDGET

(APPROVED BY THE LDMD BOARD OF DIRECTORS)

REVENUE

Assessments	\$1,437,100
Contracts for Services	\$280,120
Other Income Sources	\$100
TOTAL	\$1,717,320

REVENUE



EXPENDITURES

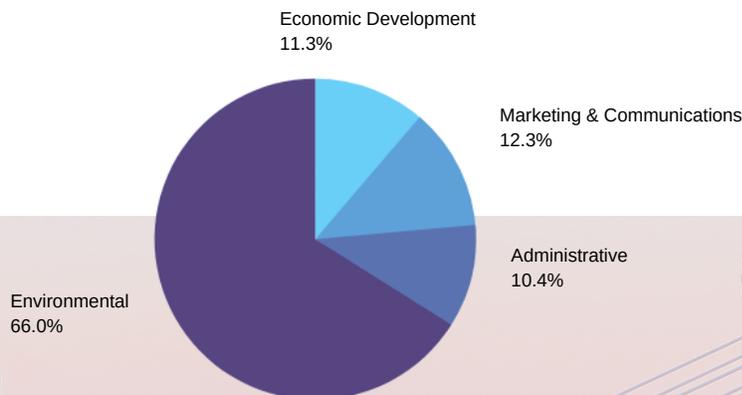
Environmental/Appearance/Use	\$1,131,900
Economic Development	\$192,985
Marketing & Communications	\$211,060
Administrative	\$177,960
TOTAL	\$1,713,905

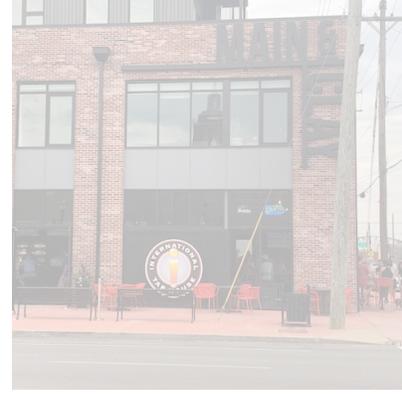
NET ORDINARY REVENUE \$3,415

NON-OPERATING INCOME/EXPENSE \$(3,415)

NET REVENUE \$ -

EXPENDITURES





ECONOMIC DEVELOPMENT 2021

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 Business Improvement Districts's (BID) 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 2021 focuses on addressing a changing retail and tourism landscape, while also providing a home for a workforce that will anchor the financial resilience of our Downtown.



WE WILL CONTINUE TO:

Provide technical assistance to Downtown businesses, focusing on retail/entertainment/dining sectors.

Implement our economic stabilization, recovery, and organizational response procedures to mitigate the impacts of the Covid-19 downturn and the civic unrest of 2020.

Maintain a real-time inventory/map of businesses and tenants, implementing additional CRM capabilities to better connect and support our Downtown partners.

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DOWNTOWN IS A HUB OF INNOVATION. WE CAN CREATE A SPACE THAT SUPPORTS THE BUSINESSES OF THE FUTURE.

WE WILL BEGIN TO:

Identify 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. Open office floor plans provide the ability to safely social distance and configure a space to the needs of any potential tenant.

Create and promote a destination retail/attraction and hotel recovery partnership. While online retail has created increased hardship for traditional brick and mortar retailers, specialty goods with an exclusivity factor drive retail tourism and have maintained demand despite increased online retail.

Implement a retail/entertainment/food incubation plan for Downtown. The trend in many locations, including malls and suburbs, is to provide a variety of offerings to entice visitors. Each of these segments support the vitality of the others, creating a strong and vibrant district.

Increase our Downtown resident population, specifically targeting those individuals that work Downtown and in the Medical District. LDP will review comparable cities with optimal residential density to understand the amenities and offerings that will encourage movement into the Downtown 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 2021

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 2021 focuses on continuing the vital management work for maintaining our built environment and beginning new projects to enhance our Downtown streetscapes 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 catalogue the repair needs for our streetscape furniture and light poles
- Provide insight and guidance on paving projects on behalf of our Downtown stakeholders
- Complete the rollout of Downtown neighborhood street signage
- Coordinate with Metro Public Works to ensure proper restoration of roads and sidewalks





DESPITE THE CHALLENGES DOWNTOWN FACED IN 2020, DEVELOPMENT PROJECTS AND INFRASTRUCTURE IMPROVEMENTS CONTINUED THROUGHOUT THE CENTRAL BUSINESS DISTRICT. WE EXPECT 2021 TO BRING EVEN MORE PROJECTS THAT IMPROVE THE DOWNTOWN EXPERIENCE.

WE WILL BEGIN TO:

- Reconfigure existing space activation efforts as we are allowed to gather again following the Covid-19 shutdown (Music Alley, Re-purposed)
- Provide technical assistance for the replacement of litter bins and street lights
- Advocate in the interest of Downtown for future business and residential developments
- Update the organization's internal standard operating procedures for emergency repairs and responses
- Identify locations for pocket parks and other temporary installations that promote social distancing
- When possible, provide timely notification to property owners and businesses that will be impacted by infrastructure work and advocate on their behalf during construction

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 transit.



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BID SERVICES 2021

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 for visitors, workers and residents alike.

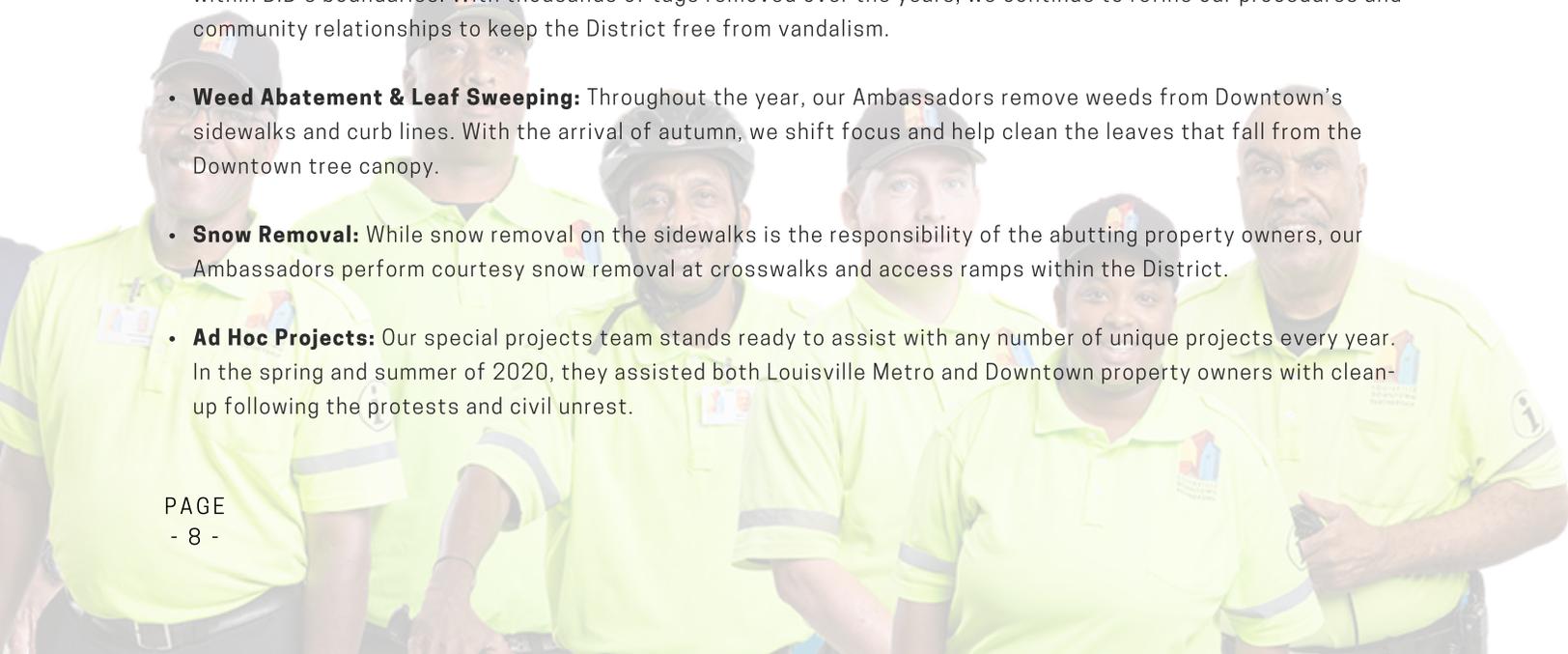
These services, designed to supplement and enhance the cleaning and maintenance efforts of both private property owners and Louisville Metro, operate seven days per week and provide the following core services: Supplemental Cleaning Services, Hospitality Assistance, Business Interactions, and Public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

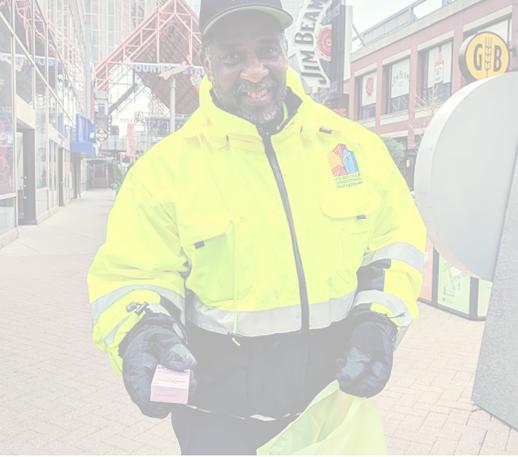


SUPPLEMENTAL CLEANING SERVICES

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.
- **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. In the spring and summer of 2020, they assisted both Louisville Metro and Downtown property owners with clean-up following the protests and civil unrest.





HOSPITALITY AND SAFETY ASSISTANCE

Our Ambassadors are a friendly, uniformed presence on the streets and provide directions and assistance to Downtown guests, workers, and residents every day. They provide safety escorts, as well as liaison with Metro emergency responders, to provide help to those in need. In 2021, we plan to further increase the scope of our hospitality program with the launch of a mobile information kiosk that will deploy during peak times around local attractions and venues.

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.

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.



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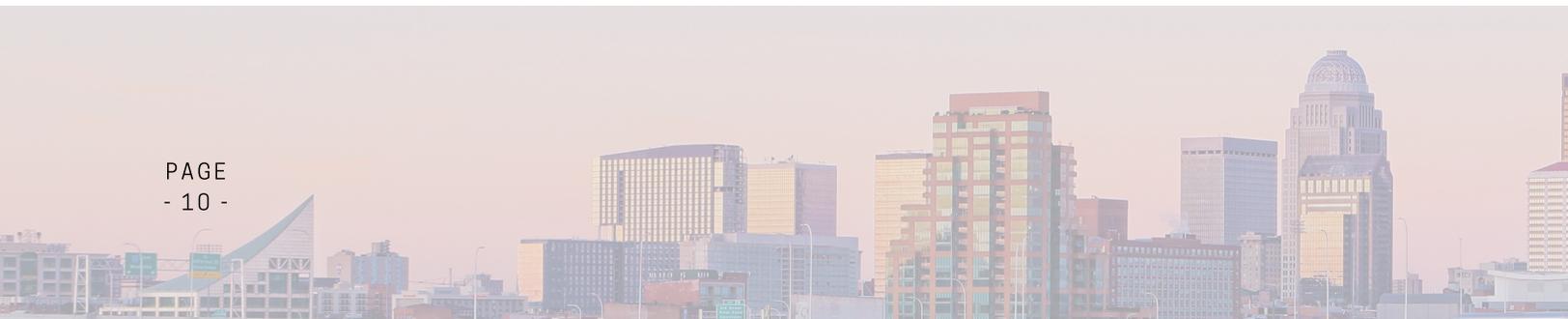
MARKETING, COMMUNICATIONS, AND DIGITAL STRATEGY 2021

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 higher.

In 2021, 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
- 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

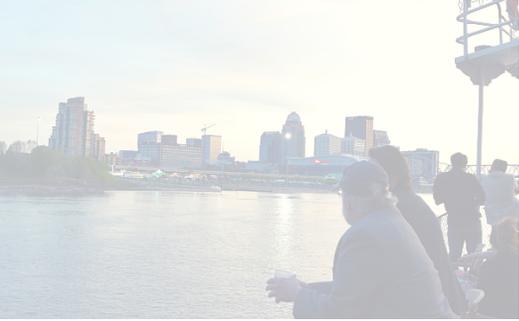


OUR LONG-TERM GOALS FOR MARKETING REVOLVE AROUND COMMUNICATING THE SUCCESSES OF DOWNTOWN WHILE MAINTAINING ESSENTIAL AND INFORMATIVE CONTACT WITH OUR RATEPAYERS.

WE WILL BEGIN TO:

- Develop a set of promotional tools and organizational resources for our stakeholders
- Update our website to provide a more streamlined user experience
- Establish a regular newsletter to Downtown businesses, residents, and stakeholders
- Partner with other Downtown organizations to create an effective and uniform marketing strategy for Downtown
- Promote Downtown residential offerings through Downtown502living.com
- Create an interactive events page specifically for Downtown





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.

Mr. Brad Walker	Vice President/General Manager	The Brown Hotel
Ms. Belinda Baser	Managing Member	Domino Partners LLC
Mr. Andy Treinen	President & CEO	The Frazier History Museum
Ms. Celia Robbin Hansen, CCIM, MCR	Work Place Solutions	Humana Inc
Mr. Kenneth E. Haskins	General Manager	Jones Lang Lasalle Americas, Inc.
Mr. Eric Spears	Director, Facility Services	Kentucky Performing Arts
Mr. J. Scott Wright, CFM	Director of Facilities Management	Kindred Healthcare, Inc.
The Hon. David James	Metro Council-District 6	Louisville/Jefferson County Metro Government
The Hon. Barbara Sexton Smith	Metro Council-District 4	Louisville/Jefferson County Metro Government
Ms. Vanessa D. Burns	Director	Louisville Metro Public Works & Assets
Ms. Mary Ellen Wiederwohl	Chief, Louisville Forward	Louisville/Jefferson County Metro Government
Mr. Paul V. Ford	President	Riverside Parking
Mr. John Ford	Manager	Riverside Parking
Ms. Mariah Weyland Gratz	Operations Director	Weyland Ventures
Mr. T. Lee Weyland	Director of Leasing & Branding	Weyland Ventures
Mr. Stan A. Moore	Territory Manager	Optima Management Group
Mr. Shane Moseley	Senior Business Intelligence Engineer	Humana Inc
Mr. Michael B. Sadofsky, CFMP	Retired	Republic Bank
Ms. Shannon Tivitt	Liaison Director, One Water Project	Louisville Water Company

