

# Downtown Lexington Partnership

## 2018 Recap



DOWNTOWN SPIRIT, KENTUCKY SOUL.



# Downtown Lexington Partnership (DLP)

## Developing New Partnerships

- First year as Downtown Lexington Partnership (DLP)
- New collaboration with Downtown Lexington Management District (DLMD)
- Research and engagement focused
- New programs



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# Downtown Lexington Partnership (DLP)



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# Downtown Lexington Partnership (DLP)

**Downtown Lexington Partnership (DLP)** is a non-profit, umbrella Downtown organization that provide a single point of contact and accountability and a coordinated approach to Downtown revitalization and management. DLP family of organizations include:

- **Downtown Lexington Corporation (DLC)**, a 501(c)4 **membership-based**, event and marketing not-for-profit which leads the effort to attract customers through marketing, programming, attracting resources and mobilizing its members.
- **Lexington Downtown Development Authority (LDDA)**, a quasi-governmental organization leads efforts to plan and develop Downtown and enhance placemaking and accessibility.
- **Downtown Lexington Management District (DLMD)**, is a business improvement district that enhances and manage Downtown's physical environment and to foster economic development and Downtown revitalization. DLMD leads the way in maintaining a clean and safe Downtown and providing additional financial support for art projects and economic development programs.



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# Downtown Lexington Partnership (DLP)

## VISION

A vibrant, economically powerful urban core that is the premiere cultural, leisure, entertainment, dining, shopping, residential and corporate center of the Lexington community.



# Downtown Lexington Partnership (DLP)

## What We Do

**DLP works to create an economically powerful, vibrant Downtown by proactively and strategically working with our public and private sector partners to:**

- Develop and improve Downtown.
- Provide enhanced cleaning, beautification and safety services.
- Market and promote Downtown and its businesses.
- Address critical issues that affect the success of Downtown on behalf of our stakeholders and the regional community.

# Accomplishments.

## Develop and Improve

- Conducted Economic Impact Study.
- Finalized Short St. Study.
- Managed joint DLP/DLMD Property Improvement Grant Program.
- Supported Town Branch Commons.



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AUTHORITY



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AUTHORITY

# Accomplishments.

## Develop and Improve

- Obtained one placemaking grant and submitted two additional grant applications.
- Provided technical assistance to 25 developers.
- Provided in-kind or financial support to 7 cultural/placemaking organizations/initiatives.



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# Accomplishments.

## Maintain and Manage Downtown

- Created economic improvement plan and budget.
- Assumed management of DLMD programs and services.
- Obtained second chance employment grant.



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DISTRICT



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# Accomplishments.

## Maintain and Manage Downtown

- Created and managed new property improvement grant program.
- Managed \$55,000 grants provided to support art and cultural projects.
- Managed board and administration.



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CORPORATION

# Accomplishments.

## Program and Promote Downtown

- Hosted 60+ events attracting 200,000 attendees.
- Conducted consumer perception survey of seven-county metro market.
- Created new Downtown brand.
- Created Downtown Merchant Association.



**Shop. Text. Win!**

**NOVEMBER 23 - DECEMBER 24**

For more information, visit  
[www.downtownlex.com](http://www.downtownlex.com)



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# Accomplishments.

## Program and Promote Downtown

- Obtained more than \$370,000+ in memberships and sponsorships.
- Executed social media marketing plan with 630+ posts reaching 875,000+.
- Created new partnership to Manage Triangle Park programming.



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# Downtown Lexington Partnership (DLP)

**JOIN US!**

Annual Meeting and Awards of Excellence Luncheon

March 25<sup>th</sup>

Downtown Hilton Hotel



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QUESTIONS?