Downtown Lexington Partnership

2018 Recap





Downtown Lexington Partnership (DLP)

Developing New Partnerships

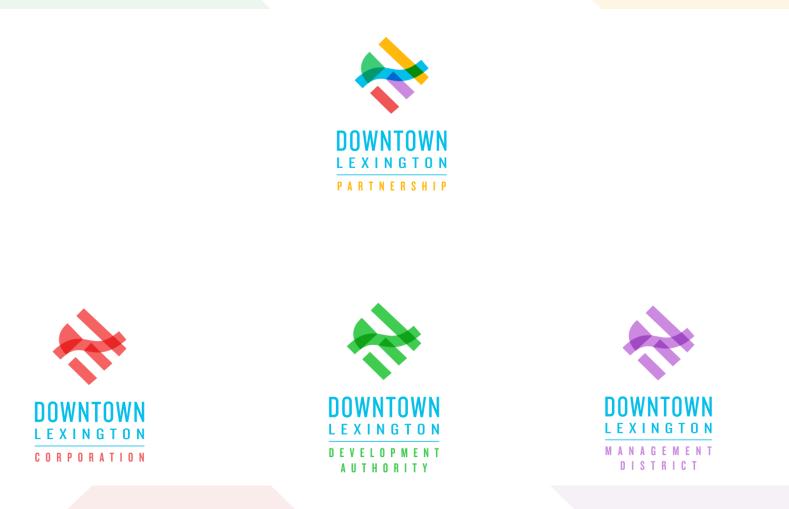
- First year as Downtown Lexington Partnership (DLP)
- New collaboration with Downtown Lexington Management District (DLMD)
- Research and engagement focused
- New programs







Downtown Lexington Partnership (DLP)





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.





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.



Develop and Improve

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











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.











Maintain and Manage Downtown

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







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.







Program and Promote Downtown

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













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.













Downtown Lexington Partnership (DLP) JOIN US!

Annual Meeting and Awards of Excellence Luncheon March 25th Downtown Hilton Hotel



Downtown Lexington Partnership

QUESTIONS?

