



**DOWNTOWN  
LEXINGTON  
MANAGEMENT  
DISTRICT**

**Downtown Lexington Management District (DLMD) FY 2019-2020 Budget**

	<b>FY2018-2019 Budget</b>	<b>FY2019-2020 Revenue and Expenses</b>
<b>Revenue</b>		
Amount of Previous Year Surplus Allocated to FY 2018-2019	\$53,000.00	\$100,000.00
District Levy	\$452,500.00	\$485,090.00
Minus Sherriff fee	-\$18,000.00	-\$20,000.00
Minus uncollected 2%	-\$9,000.00	-\$9,300.00
City Loan	\$0.00	\$0.00
<b>Total Revenue</b>	<b>\$478,500.00</b>	<b>\$555,790.00</b>
<b>Expenses</b>		
Special Projects, Art and New Opportunities	\$36,500.00	\$20,000.00
Cleanliness and Safety		
Block by Block Clean and Safe Ambassadors	\$286,200.00	\$292,000.00
Supplies and Equipment	\$4,100.00	\$5,000.00
Off-Duty Police	\$50,000.00	\$68,000.00
Kentucky American Water	\$700.00	\$700.00
<b>Sub-Total</b>	<b>\$341,000.00</b>	<b>\$365,700.00</b>
Marketing and Communications		
Qx.Net and Able Engine	\$500.00	\$500.00
Annual Meeting and Report (DLP/DLMD Partnership)	\$10,000.00	\$5,000.00
Branding	\$0.00	\$0.00
Merchant Marketing	\$0.00	\$12,000.00
<b>Sub-Total</b>	<b>\$10,500.00</b>	<b>\$17,500.00</b>
Business Support/Ecnomic Development/Recruitment		
Property Improvement Grant	\$15,000.00	\$70,000.00
Lighting		\$12,500.00
State of Downtown (DLP/DLMD partnership)	\$5,000.00	\$5,000.00
Recruitment Brochure (DLP/DLMD partnership)	\$2,500.00	\$0.00
<b>Sub-Total</b>	<b>\$22,500.00</b>	<b>\$87,500.00</b>
Management and Planning		
District Management	\$50,000.00	\$52,500.00
Auditing Services	\$6,500.00	\$2,500.00
Renewal, Communications, Supplies, Property Printing, Services	\$11,500.00	\$10,090.00
<b>Sub-Total</b>	<b>\$68,000.00</b>	<b>\$65,090.00</b>
<b>Total Expenses</b>	<b>\$478,500.00</b>	<b>\$555,790.00</b>



Draft

## **Downtown Lexington Management District (DLMD) Renewal Petition**

Providing a significant return on investment to property owners

**We need your signature to extend the Downtown Lexington Management District another 5 years!**

### **History**

The Downtown Lexington Management District (DLMD) was established May 7, 2015 when by Lexington Fayette County Urban Government (LFUCG) passed Ordinance 52-2015. The first levy was collected in January 2016 and DLMD began operation later that year. DLMD uses the property tax levy to enhance and manage the downtown's physical environment and to foster economic development and downtown revitalization by:

- Providing enhanced cleaning services to create a foundation for business development.
- Providing enhanced safety resources to address worker, visitor and resident safety.
- Supporting public art initiatives and economic development and business support programs.

DLMD is governed by a 15-member board appointed by the Mayor and approved by LFUCG Council. DLMD contracts with the Downtown Lexington Partnership to managed DLMD's programs and services.

### **DLMD Board of Directors**

<b>James Frazier</b> McBrayer, PLLC <b>Chair</b>	<b>Liza Betz</b> Failte Irish Shop <b>Vice Chair</b>	<b>Paula Hanson</b> Downtown Development Authority (DDA) <b>Treasurer</b>	<b>Scott Davidson</b> Langley Properties Company <b>Secretary</b>
<b>Dougie Allen</b> Creaux	<b>Clay Angelucci</b> Block + Lot	<b>Kevin Atkins</b> City of Lexington	<b>Bryanna Carol</b> Kentucky League of Cities
<b>Jake Gibbs</b> City of Lexington	<b>Stan Harvey</b> Lord Aeck Sargent	<b>Steve Kay</b> City of Lexington	<b>Mary Quinn Ramer</b> Visit Lex
<b>Thomas Pettit</b> Resident	<b>Woodford Webb</b> The Webb Companies	<b>Lawrence Wetherby</b> Republic Bank Secretary	

### **Downtown Lexington Management District Ambassadors**

Making a positive impact on downtown cleanliness and safety and engaging customers, visitors, residents and worker on a daily basis.



**DOWNTOWN  
LEXINGTON  
MANAGEMENT  
DISTRICT**

Draft

Insert David and Ambassador Pictures



Draft

### **2016-2018 Achievements**

- Hired Block By Block to create Ambassador Program providing 19,680 patrols hours of enhanced cleaning and safety services.
- Obtained a \$27,600 from grant Office of Homelessness to hire second chance employment personnel as security ambassadors and to patrol parking lots to help deter transient/panhandling.
- Coordinated police visits to businesses to address panhandling issues.
- Awarded \$22,500 in property improvement grants that leveraged \$112,442 in new investments and assisted two new businesses and an art installation.
- Awarded \$55,000 to support art projects and cultural events and organizations.
- Provided \$55,000 in funding for the DDA Downtown Impact Study and the DLC Consumer Perception Survey.
- Retained Downtown Lexington Partnership to manage DLMD programs and services.
- Sent two DLMD e-newsletters to a mailing list of 210 people at a 58% open rate.

### **DLMD Ambassadors Benchmarks**

Pounds of debris and trash collected	41,781
Patrol hours keeping Downtown clean and safe	19,680
Graffiti sites removed/painted over	7,891
Sidewalk drains cleared	5,590
Hospitality assistance contacts	8,739
Block Faces of Weed Abatement	3,254
Panhandling contacts	528
Motorist assists	679
Bags of leaves	291
Hours of power washing	249
Business contacts	189
Request for police, fire, EMS	68
Hours of sidewalk vacuuming	54

### **QUOTES:**

- MQR



Draft

### **Return on Investment to Property Owners**

The Downtown Lexington Management District investments and programs have provided a significant return on investment to property owners as seen in increasing property evaluations and vibrant street level mix. The total property values in the district have increased by more than 19% since 2015 when the district was first formed.

2015	2016	2017	2018	2019
\$406,522,100	\$423,612,700	\$433,350,300	\$452,729,800	\$485,090,000

Source: PVA

The Downtown Lexington Management District contains 373,470 square feet of street level space with only a 5.2% vacancy rate and rising rental rates ranging from \$12 to \$31 per square foot.

### **Downtown Lexington Management District Street Level**

Type	Number	Square Feet
Bar/Restaurant	51	180,450
Retail	19	68,593
Service	15	67,941
Office	10	37,042
Vacant	9	19,444
<b>Total</b>	<b>104</b>	<b>373,470</b>

#### **Vine to Short: Broadway to Midland**

*"You can see the impact our programs and services are making in the management district. A much safer and cleaner Downtown core, increases in Downtown property values, and higher levels of occupancy are the most obvious benefits resulting from the programs and services implemented by the DLMD in the last three years. All provide significant returns on investment for our property owners, who are our stakeholders."*

Jim Frazier  
Chair  
Downtown Lexington Management District

### **2019 Programs and Budget**

In 2019, DLMD will continue to provide programs and services that benefit our property owners and provide a significant return on investment. Our focus will be to maintain a clean and safe downtown,



Draft

incent new investment through property improvement grants, provide grants for enhanced and festive lighting assist Downtown Lexington Partnership with marketing and supporting our street level merchants. New programs include:

- **Off-Duty Police Patrol** through the Fayette County Sheriff Department increasing current police present to improve safety and perceptions of safety for our property owners, businesses, residents and customers. Launched in July, the patrol has already logged 250+ hours.
- **Targeted Grants to Light-up Downtown:** Lex Lights is a new DLMD initiative designed to provide improved safety, architectural and programmable-LED lighting to improve perceptions of safety, highlight historic architecture and to provide a festive nighttime environment to attract customers.
- **Merchant Marketing:** DLMD is providing funding to promote the District and drive customers to the businesses.

**Budget**



Draft

**Draft Petition**

Sign below to enable the Downtown Lexington Management District to continue to provide the programs and services through 2020 that:

- Keep downtown clean, safe and beautiful.
- Support businesses, art and economic development.
- Provide a significant return on your investment.

I, the undersigned, represent and warrant that I have reviewed and understand the above petition and I affirm that I am either a) the sole fee simple owner of the below-described real property, which is located within the proposed Management District, or b) that I have full right and authority to execute and deliver this signed petition on behalf of all the property owner(s) with respect to the below-described property. Further, if corporate action is required to authorize the signing of this petition, I represent and warrant that I have taken all required action and received all required approvals to sign this petition. I understand and agree that this petition will be submitted to the Lexington-Fayette Urban County Government for consideration and appropriate action pursuant to KRS 91.754, with a request that the Urban County Government take formal action to either extend the duration of the existing Downtown Lexington Management District by appropriate legal instrument or act or create a new Management District, and that this may involve amendments to the ordinance that created the current management district (Ordinance No. 52-2015) . I further understand and agree that if the Urban County Government does not take appropriate timely action, the existing district shall be dissolved in accord with the provisions of KRS 91.762(3),. This petition shall expire June 30, 2020, if appropriate action has not been taken by the Lexington-Fayette Urban County Government pursuant to KRS 91.756.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Name (print or type): \_\_\_\_\_

Title: \_\_\_\_\_

Company (if applicable) \_\_\_\_\_

Address: \_\_\_\_\_

Mailing Address (if different: \_\_\_\_\_

Email address: \_\_\_\_\_



**DOWNTOWN  
LEXINGTON  
MANAGEMENT  
DISTRICT**

Draft

Phone: \_\_\_\_\_