

EXHIBIT "B"

Lexington/Fayette Urban County Government

Addendum for Services

Downtown Lexington Corporation

**Lexington-Fayette Urban County Government  
Economic Development Partner Agency Quarterly Report  
Fiscal Year 2015**

**Economic Development Partner Agency:**  
Downtown Lexington Corporation

\_\_\_\_\_ **Date**

**Outcome Evaluation**

Using the Addendum "A" to the Downtown Lexington Corporation's Purchase of Service Agreement, please demonstrate progress towards stated goals and initiatives.

NOTE: If there have been changes to your LFUCG funded program(s) necessitating amendment of your approved outcomes, please contact Kevin Atkins, Chief Development Officer, 859-258-3110 (or email at [katkins@lexingtonky.gov](mailto:katkins@lexingtonky.gov)) to discuss the proposed amendments.

**Quality of Life Experience**

1) Describe events/activities in the past quarter that have helped promote the quality of life for people living or visiting the downtown. 2) How many and what type of events has DLC hosted to bring people into downtown? 3) Estimated attendance of those events? **PLEASE ANSWER EACH QUESTION ABOVE AS A SEPARATE BULLET POINT NOTED BY THE NUMBER INDICATED ABOVE**

**Promote Downtown as a Unique and Vibrant Place**

1) Describe the efforts of DLC during the quarter to promote downtown Lexington as a unique and vibrant place for business, residential life and entertainment. 2) What efforts have been undertaken during this time period where DLC acted as a promotional outlet for downtown retailers and restaurants? 3) Are any of these promotional efforts new or considered pilot efforts for the agency to promote downtown? **PLEASE ANSWER EACH QUESTION ABOVE AS A SEPARATE BULLET POINT NOTED BY THE NUMBER INDICATED ABOVE**

**Act as a Conduit for Information Sharing**

What activities/events has DLC hosted in the past quarter to provide downtown businesses and residents with information about events and opportunities?

**Economic Development**

Please list the efforts by DLC to promote and assist with economic development activities in the downtown business core during the last quarter.

**Challenges**

Describe additional challenges your agency has worked to solve this quarter. What was the success of those efforts?

## **Certification**

As the Chief Executive Officer (or equivalent) of this agency, I certify that the information provided in this Quarterly Report is true and complete to the best of my knowledge and belief.

I further agree that funds received from LFUCG will be used for the purposes for which they were requested and approved, and that the agency will comply with the requirements set forth in the application and the approved Purchase of Service Agreement and Addendum.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**THIS REPORT AND REQUIRED ATTACHMENT(S) ARE DUE BY:**

1<sup>ST</sup> QUARTER:  
OCTOBER 14, 2014

2<sup>ND</sup> QUARTER:  
JANUARY 14, 2015

3<sup>RD</sup> QUARTER:  
APRIL 14, 2015

4<sup>TH</sup> QUARTER:  
JULY 14, 2015

**THIS REPORT SHOULD BE COMPLETED AND SUBMITTED ALONG WITH QUARTERLY  
FUNDING REQUEST INVOICE  
ELECTRONICALLY TO:**

KEVIN ATKINS  
CHIEF DEVELOPMENT OFFICER  
[KATKINS@LEXINGTONKY.GOV](mailto:KATKINS@LEXINGTONKY.GOV)