



DOWNTOWN LEXINGTON MANAGEMENT DISTRICT

FY 2018 BUDGET PRESENTATION

**Tuesday, May 16, 2017
Jim Frazier, Chair**

www.dlex.town

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About the DLMD

- Established by LFUCG ordinance on May 7, 2015
- The LFUCG ordinance directs the board to pursue economic improvement activity:
 - (a) the promotion of commercial activity or public events
 - (b) the planning, administration, and management of development or improvement activities
 - (c) landscaping, beautification, maintenance, and cleaning, of public ways and spaces
 - (d) the conduct of activities in support of business recruitment and development
 - (e) the provision of security for public areas
 - (f) the construction and maintenance of capital improvements to public ways and spaces
 - (g) other economic improvement activities that specially benefit property within the district

#1 priority is to deliver service and value to DLMD property owners

DLMD board membership

Name	Board Position	Organization
Frazier, Jim	Chair, Member	McBrayer, McGinnis, Leslie & Kirkland
Phillips, Taunya	Vice Chair, Member	Residential representative
Grossman, Steve	Treasurer, Member	Hilliard Lyons
Wellman, Zedtta	Secretary, Member	Gratz Park Inn
Atkins, Kevin	Member	LFUCG Mayor's Office
Betz, Liza	Member	Failte
Carter, Andrew	Member	21c
Davidson, Scott	Member	Langley Properties
Gibbs, Jake	Member	LFUCG 3 rd District Council
Kay, Steve	Member	LFUCG Vice Mayor
Means, Gary	Member	LexPark
Nicholson, Nick	Member	Stoll Keenon Ogden
Webb, Woodford	Member	Webb Companies
Wetherby, Lawrence	Member	Republic Bank (DLC Chair)
Wright, Mary Beth	Member	Messer Construction (DDA Chair)

Our Ambassadors



- Block-by-Block ambassadors launched Sept 13
- Are providing services throughout the district
- Work closely with downtown businesses, parks, police

Map of the district



- All property owners within the district receive services from the Downtown Ambassadors Block-by-Block
- Board is making improvements (arts, trash-cans) throughout the district

FY 2018 budget priorities

Day-to-day Operations

- The plurality of DLMD funds
 - Downtown ambassadors
 - Landscaping, beautification, and maintenance
 - Marketing and promotion

Investments

- Second largest allocation
 - Public art
 - Street furniture

Administration & Communications

- Minor allocation
 - Respond to constituent requests
 - Provide board support services

DLMD Board will measure, monitor, and adjust budget for FY 2018 based on property owner satisfaction and feedback

Projects in consideration

- Additional downtown art
- Mill Street improvements (gum removal, finding a solution for herbicides)
- Continue to activate for vacant first floor retail space with art and lighting
- Look into additional ambassadors, and potentially adjusting staffing for peak hours

FY 2018 budget: revenue

DLMD REVENUE

Fiscal Year 2018
(Jul 1 - Jun 30)

TAX BASE

Tax base (non-exempt)	\$	415,000,000
Tax rate, per \$100 value	\$	0.10
Tax collection baseline	\$	415,000

REVENUE		% of total revenue
Tax revenue	\$	412,731 97.6%
Tax payment rate estimate		99.0%
Tax collection baseline x payment rate	\$	412,731
Payments in lieu of taxes	\$	10,000 2.3%
Nonprofit contributions	\$	10,000
Total Revenue	\$	422,731 100.0%

FY 2018 budget: expenses



DLMD EXPENSES

Fiscal Year 2018
(Jul 1 - Jun 30)

EXPENSE		% of total revenue
Contract services package	\$ 214,000	50.6%
<p>Incremental to existing city services, and private obligations, some or all of the following: (1) The promotion of commercial activity or public events; (2) the planning, administration, and management of development or improvement activities; (3) landscaping, beautification, maintenance, and cleaning of public ways and spaces; (4) the conduct of activities in support of business recruitment and development; (5) the provision of safety and security for public areas, including snow and ice removal from the public thoroughfares, including but not limited to sidewalks; (6) the construction and maintenance of capital improvements to public ways and spaces; and (7) any other economic improvement activity that, as determined by the board, specially benefits property within the district.</p>		
Special projects	\$ 112,500	26.6%
Website and startup activities	\$ 2,500	
Match grants	\$ 0	
Board capital projects	\$ 80,000	
Waste management corrals	\$ 30,000	
Pedestrian wayfinding maintenance	\$ 0	
Administrative costs	\$ 40,000	9.5%
Administrator	\$ 30,000	
Marketing	\$ 5,000	
Professional services (audited financials)	\$ 3,000	
Management, supplies, property notices	\$ 2,000	
Sheriff property tax collection	\$ 17,638	4.2%
Collection rate of tax revenue	4.25%	
Contingency reserve	\$ 9,909	2.3%
Collection rate of tax revenue	2.3%	
Total expenses	\$ 394,047	93.2%

FY 2017 budget: reserves

DLMD RESERVES	Fiscal Year 2017 (Jul 1 - Jun 30)		% of total revenue
RESERVES			
Operations escrow reserve for first 5 months of next fiscal year	\$	120,000	28.4%
NET INCOME	\$	28,684	6.8%
BALANCE	\$	51,097	12.1%

- It is necessary to end each fiscal year with sufficient balance, to pay for the operations in the five months of the following fiscal year, as property tax revenues do not arrive until the mid-November



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Q & A