



Downtown Lexington Management District (DLMD) FY2017-2018 District Economic Improvement Plan

Mission

The Downtown Lexington Downtown Management District (DLMD) was established in 2015 pursuant to KRS 91.750 through 91.762 for the purpose of providing and financing economic improvements that specially benefit property within the District.

Board Members and Officers

Jim Frazier Chair	Taunya Phillips Vice Chair	Steve Grossman Treasurer	Zadta Wellman Secretary	Kevin Atkins
Liza Betz	Andrew Carter	Scott Davidson	Jake Gibbs	Paula Hanson
Steve Kay	Gary Means	Nick Nicholson	Woodford Webb	Lawrence Wetherby

Economic Improvement Plan

Cleaning, Landscape, Beautification, Maintenance Services: Enhance public spaces and rights of way.

- Retain Block by Block to employ 4 clean ambassadors to provide cleaning, landscape, beautification and maintenance Services.
- Purchase supplies and equipment necessary to provide these services.

Security and Safety: Enhance public safety.

- Retain Block by Block to employ 2 safety ambassadors to provide customer friendly security presence.
- Purchase supplies and equipment necessary to support the safety ambassadors.

Marketing: Attract customers and promote the Downtown and the businesses.

- Implement general marketing and special projects to attract customers.
- Partner with Downtown Lexington Partnership (DLP) to:
 - Conduct a customer perception survey and survey of downtown businesses and stakeholders
 - Retain agency to develop a Downtown brand, website and social media tools.

Business Recruitment and Support: Attract new businesses and development; support existing businesses.

- Create and manage a property improvement grant program.
- Partner with Downtown Lexington Partnership (DLP) to:
 - Retain consultant to document Downtown's economic impact and importance to Lexington.
 - Recruit new businesses and development.
 - Organize Downtown businesses.

Administration: Manage organization, budget and programs; communicate with stakeholders.

- Pass resolution authorizing Downtown Lexington Partnership (DLP) to manage:
 - DLMD programs and services contained in the Economic Improvement Plan.
 - Budget and invoicing for programs and services contained in the Economic Improvement Plan.
- Benchmark and communicate DLMD activities and results to stakeholders through newsletter and annual report.
- Participate in and support Downtown Lexington Partnership (DLP) planning process to create a Three Year Strategic Plan.