



## **MEMO**

**Date:** January 17, 2018

**To:** Kevin Atkins

**From:** Terry Sweeney

**Re:** Council Approval for Revised Downtown Lexington Management District (DLMD) Budget

On January 10<sup>th</sup>, 2018 the DLMD Board voted unanimously to amend the FY 2017- 2018 Economic Improvement Plan and Budget and authorized The Downtown Lexington Partnership (DLP) to implement the programs and services contained in the plan. The DLMD board is requesting that the Urban County Council approve of the revised budget.

The following documents are attached:

- FY 2017- 2018 Economic Improvement Plan.
- Revised FY 2017- 2018 Budget document showing comparison of original budget previously approved by council and the revised budget.
- Signed DLMD resolutions approving the plan and revised budget and authorizing DLP to implement.

### **Summary of changes**

The revised attached economic improvement plan summarizes valuable programs and services that will be implemented to provide positive tangible results to the District stakeholders. New programs and services that change the previously approved budget necessitating council approval include:

<b>Program and Services</b>	<b>DLMD Budget</b>
Safety Ambassador Program to be launched on or before March 1 <sup>st</sup> (2 ambassadors working 40 hours per week) and supplies/equipment	\$28,000
Perception survey of local 6 county resident and downtown stakeholders	\$10,000
Downtown Impact Study and best practices	\$10,000
Downtown branding, website and strategic marketing plan development	\$45,000
Downtown Business/developer recruitment plan and brochure	\$5,000
Planning support, supplies property notices	\$3,000
<b>Total:</b>	<b>\$101,000</b>

**Note:** The DLP will also invest at least \$55,000 in support of the implementation of these programs and services.

The changes are highlighted in red on the budget page of the FY 2017- 2018 Economic Improvement Plan.