

ORDINANCE NO. 064, SERIES 2025

**AN ORDINANCE EXPANDING AND ESTABLISHING THE
BOUNDARIES FOR THE LOUISVILLE DOWNTOWN MANAGEMENT
DISTRICT.**

SPONSORED BY: COUNCIL MEMBER KEN HERNDON

WHEREAS, the Louisville Downtown Management District ("District") was established pursuant to Kentucky Revised Statutes ("KRS"), Sections 91. 750, *et seq.* and Louisville Metro Code of Ordinances ("LMCO"), Chapter 160, Sections 160.01-160.98, for the purpose of providing and financing of economic improvements that specifically benefit privately-owned property within the District; and

WHEREAS, on April 15, 2025, the Mayor referred the signed petition to the Metro Council, pursuant to KRS Sections 91.754 and 762, requesting an expansion of the current District boundaries to the boundaries which are represented in the attached map as part of Exhibit A ("Petition Requesting the Expansion of LDMD" or "Petition"); and

WHEREAS, the Petition was signed by four (4) property owners within the District, which number includes the proposed areas of expansion, who together represent 38% of the owners of benefitted real property within the proposed District, and who together own real property in proposed District equal to 62% of the total assessed value of all real property within the proposed District; and

WHEREAS, the Petition includes a copy of the District's economic improvement plan, showing the economic improvements to be provided within the expanded District, a preliminary estimate of the annual costs of the economic improvements, inclusive of the expanded District, and the proposed method for assessing the costs of the economic

improvements against the properties in the expanded District, and the proposed makeup of the board of directors, their powers and duties; and

WHEREAS, the Mayor has determined the petition satisfies all requirements of KRS Section 91.754 and now forwards the petition to expand the District to Metro Council for its adoption as an ordinance, defining the District by its new boundaries;

WHEREAS, Metro Council, having considered the Petition and having conducted a public hearing on the expansion of the District, after causing notice of the hearing and a summary of the plan for the District Expansion Area to be published twice in the Courier-Journal in accordance with KRS Chapter 424, and having mailed a copy of this Ordinance and notice of the public hearing by first-class mail to all property owners within the District Expansion Area, Metro Council has determined that the expansion of the boundaries of the District to include the District Expansion Area will be advantageous to Louisville/Jefferson County Metro Government.

NOW, THEREFORE, BE IT ORDAINED BY THE LEGISLATIVE COUNCIL OF THE LOUISVILLE/JEFFERSON COUNTY METRO GOVERNMENT AS FOLLOWS:

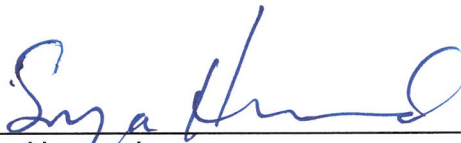
SECTION I: That Appendix A referenced in Louisville Metro Code of Ordinances, Section 160.01, shall be deleted and replaced in its entirety by the map attached hereto as Exhibit B, which map shall be incorporated by reference and be made a part of Louisville Metro Code of Ordinances Chapter 160 as Appendix A.

SECTION II: That all provisions of Louisville Metro Code of Ordinances Chapter 160 shall apply to the benefited properties within the District Expansion Area as of the effective date of this Ordinance.

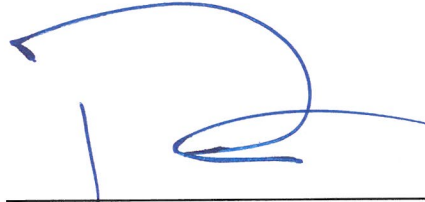
SECTION III: That the District shall commence providing economic improvements to the properties within the District Expansion Area in accordance with the Economic

Improvement Plan immediately upon the effective date of this Ordinance. Any assessment levied against the benefitted properties located within the District Expansion Area in the year this Ordinance is adopted shall be prorated in accordance with the number of months such properties benefit from the economic improvements.

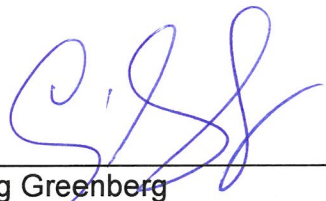
SECTION IV: This Ordinance shall take effect upon its passage and approval or otherwise becoming law.



Sonya Harward
Metro Council Clerk



Brent Ackerson
President of the Council



Craig Greenberg
Mayor

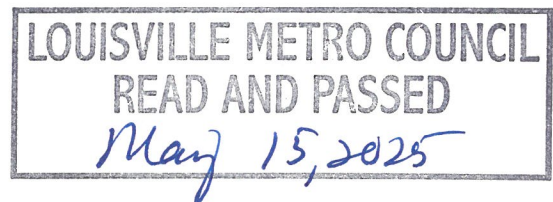
05-22-2025

Approval Date

APPROVED AS TO FORM AND LEGALITY:

Michael J. O'Connell
Jefferson County Attorney

By: 



O-101-25 Expanding Boundary of Downtown Management District JDF 041725



OFFICE OF THE MAYOR
CRAIG GREENBERG

April 15, 2025

President Brent Ackerson
Louisville Metro Council
601 W. Jefferson Street
Louisville, KY 40202

Dear President Ackerson,

The Louisville Downtown Management District (the "District") has had a direct impact on the development and ongoing success of Downtown. As such, property owners in the area of E. Main Street near Slugger Field and the expanding Angel's Envy and a two-block area along 2nd Street, that is now an island between the LOUMED and District boundaries without services, have shown interest in expanding the District to include those areas, as shown on the map of the two proposed expansion areas. We recognize this as a great opportunity to expand the clean, safe, and ambassadorial services to these areas and support the investment and growth already taking place.

Enclosed please find copies of signed petitions of property owners in the area representing 38% of the total number of owners and 62% of the assessed value of properties within the proposed expansion area. Having received the required petitions from the property owners in excess of the amount required by KRS 91.754, I request that Metro Council enact an ordinance to approve the proposed expansion areas of the Louisville Downtown Management District.

Thank you for your consideration.

Sincerely,

Craig Greenberg
Mayor

WWW.LOUISVILLEKY.GOV

LOUISVILLE METRO HALL | 527 WEST JEFFERSON STREET | LOUISVILLE, KENTUCKY 40202





LOUISVILLE
DOWNTOWN
PARTNERSHIP

A wide-angle aerial photograph of the Louisville skyline at sunset. The sun is low on the horizon, casting a golden glow over the city. The skyline features several prominent skyscrapers, including the PNC Tower. In the foreground, a multi-level highway interchange is visible, with cars driving on the roads. The year "2025" is overlaid in large, white, sans-serif font across the lower portion of the image.

2025

LOUISVILLE DOWNTOWN MANAGEMENT DISTRICT ECONOMIC IMPROVEMENT PLAN

500 W. JEFFERSON ST., STE. 1210
LOUISVILLE, KY 40202
INFO@LOUISVILLEDOWNTOWN.ORG
502.584.6000



The Louisville Downtown Management District (LDMD) oversees initiatives aimed at enhancing the economic and cultural vibrancy of Downtown. Alongside the Downtown Development Corporation (DDC), collectively forming the Louisville Downtown Partnership (LDP), our mission is to promote Downtown's quality of life and foster economic growth through supplemental beautification, cleanliness, safety, and advocacy.

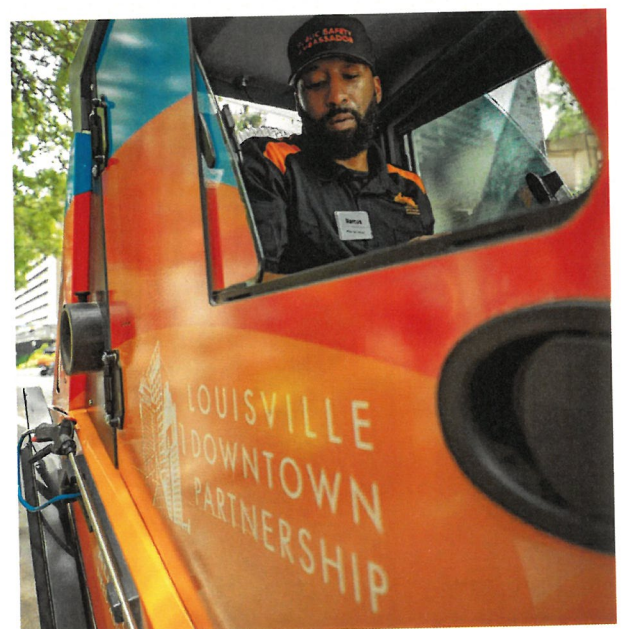
Downtowns across the world symbolize economic vitality, the cross section of public and private sectors, quality of life, local pride, and community engagement. Despite occupying less than one percent of Jefferson County's land area, Downtown Louisville boasts the highest concentration of workers, visitors, museums and attractions, and hotels. It offers distinctive experiences unique to the region and stands as the city's cultural, business, and social epicenter. Therefore, the continued growth and economic vibrancy of Downtown is critical to the health of our community and region.

As stewards of a vibrant and positive Downtown experience, LDMD plays a critical role in creating a thriving Downtown. LDMD's success is measured when businesses choose to locate or expand Downtown; when clean and well-designed streetscapes enhance connectivity, walkability, and safety; and when entrepreneurs and visionaries find a creative and supportive environment in which to flourish. As Downtown grows and changes, our organization will continue to listen, advocate, and facilitate initiatives to strengthen our community and provide an effective collective voice for our stakeholders.

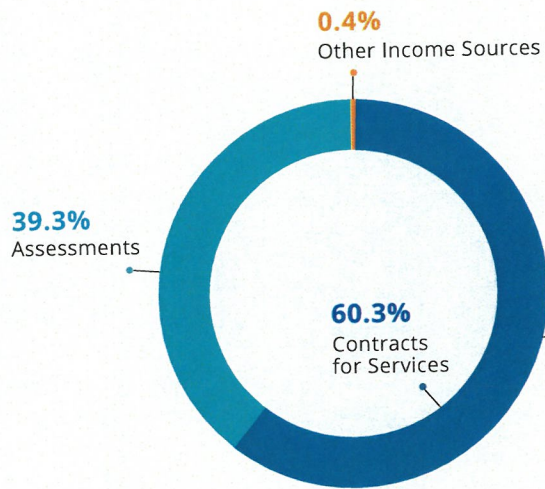
LDMD's 2025 efforts will be guided by the 2024 Louisville Downtown Development Strategy's three strategic initiatives which seek to activate Downtown by reinforcing and supporting Downtown's districts and expanding attractions; encourage Downtown as a residential neighborhood by advocating for conversion incentives to develop residential neighborhoods and amenities in and at the edges of Downtown; and enhance the public realm by creating strategic placemaking initiatives, prioritizing pedestrian-friendly streets, and activating and connecting underutilized spaces.

Thank you for your support and confidence in Downtown. LDMD's success is dependent on the commitment of Downtown's property owners, residents, and businesses, and we are dedicated to serving you and ensuring that the heart of our community thrives to its fullest potential.

REBECCA FLEISCHAKER
EXECUTIVE DIRECTOR
LOUISVILLE DOWNTOWN PARTNERSHIP



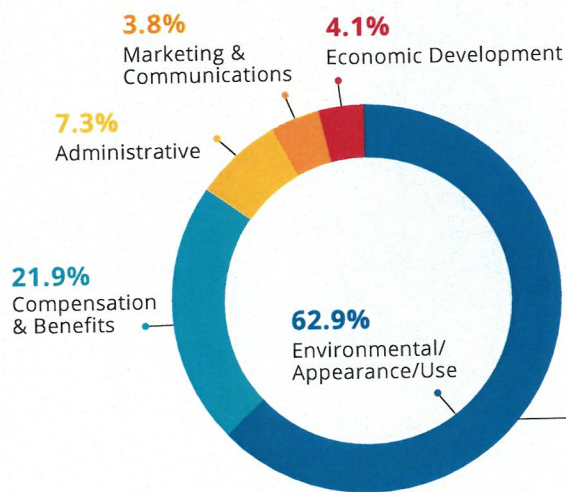
2025 BUDGET



REVENUES

Contracts for Services	\$2,627,600
Assessments	\$1,710,400
Other Income Sources	\$18,300

TOTAL REVENUES **\$4,356,300**



EXPENDITURES

Environmental/Appearance/Use	\$2,742,023
Compensation & Benefits	\$955,400
Economic Development	\$177,555
Marketing & Communications	\$165,400
Administrative	\$315,922

TOTAL EXPENDITURES **\$4,356,300**



BID SERVICES

LDMD provides specialized services aimed at enhancing Downtown’s environment, streetscapes, and sidewalks creating a welcoming and safe environment for all.

Provided by the Downtown Ambassador team, these services keep the 91 square blocks of Downtown’s Business Improvement District (BID or “the District”) clean and enjoyable. The Ambassador team, which expanded in 2023 from 18 to 36 team members, operates daily from 7am to midnight, seven days a week, which is the most comprehensive Ambassador operations schedule in the nearly 35-year history of the program.

SUPPLEMENTAL CLEANING SERVICES

The clean team provides supplemental cleaning services, minor maintenance and landscaping, and pressure washing of sidewalks and other public areas located within the BID. New equipment acquired in 2024 allows finer detail efforts for litter and leaf abatement. General services include:

- **Litter Abatement:** The Ambassador team plays a pivotal role in maintaining cleanliness by regularly removing litter and debris from public sidewalks and curb lines, utilizing both manual efforts and mechanized equipment.
- **Graffiti Abatement:** Identifying, reporting, and promptly addressing graffiti within the BID boundaries is a priority. LDMD continually refines its methods and fosters community partnerships to keep the District free of vandalism.
- **Biohazard Clean-Up:** Ensuring and maintaining a safe and healthy environment remains paramount, which includes removing biohazardous materials from the public rights of way.
- **Weed Abatement & Leaf Sweeping:** Our Ambassador team performs seasonal weed and leaf abatement from Downtown’s sidewalks and curb lines to provide a distinctly tidy identity for Downtown.
- **Snow Removal:** While property owners are responsible for snow removal on sidewalks adjacent to their property, the Ambassadors perform ice and snow removal on sidewalk ramps at intersections, ensuring safe pedestrian access during inclement weather.
- **Special Projects:** Our dedicated special projects team undertakes various initiatives annually. In 2024, highlights include distributing giveaways for Valentine’s Day and Derby weekend, organizing two spring clean-ups, installing special event street banners, preparing public sites for events, and initiating a regular schedule of sidewalk power washing.

2023 AMBASSADOR STATS



110,365 pounds of litter collected and disposed of from Downtown rights of way



Removed **1,251** graffiti tags and stickers



Cleaned more than **300 instances** of biohazardous materials

HOSPITALITY & SAFETY ASSISTANCE

Our hospitality team is a friendly, uniformed presence on the streets that delivers a welcoming presence and assistance through walking and biking patrols, event support, and expanded outreach with local businesses. This team also helps Downtown visitors, convention attendees, and those seeking business and governmental services. In 2024, the Ambassador program has grown to its full size of 36 ambassadors, thanks to generous support by Louisville Metro, Humana, and Louisville Tourism. The new safety team of 10 Ambassadors, comprised of eight safety Ambassadors and two outreach Ambassadors, expanded traditional hours of service on the streets until midnight.

In tandem with Louisville Metro Police Department (LMPD) and our social services partners, the outreach team works to reduce unwanted and problematic street behavior and provide assistance and options to those in need.

BUSINESS INTERACTIONS

The Ambassador team is committed to fostering relationships with street-level businesses throughout the District. In 2023, our team engaged with over 400 businesses to better understand their needs and support their growth in Downtown. LDMD’s main focus for BID services in 2025 is to seek additional revenue sources to continue expanding the Ambassador team.



LDMD creates and supports various placemaking initiatives to make Downtown Louisville's streets and public spaces more colorful, unique, and engaging through creative and sustainable initiatives. These projects range from the annual flowerpot and banner programs to CitySpots, special lighting, and public art installations.

In 2023 and 2024, LDP advocated for and secured local and federal funding to install colorful lighting for underpasses in the Downtown area. LDP also unveiled its first two CitySpots in 2023 and has two more in planning. Spring plantings in 2024 included new floral materials for the tree wells in the 500 and 600 blocks of S. 4th Street. These efforts will continue in 2025 to create a more engaging and vibrant built environment for Downtown visitors, workers, and residents to enjoy.

2025 FOCUS

- Launch the new public piano program, 'Keys to the City,' for the Downtown community to stop, play, and enjoy.
- Expand the underpass lighting program creating visual linkages and artistic uniqueness to Downtown streetscapes.
- Unveil new temporary public art installations that help activate public spaces.
- Increase the CitySpot network, offering additional welcoming urban spaces for individuals to work, interact, and relax.
- Add new Alley Gallery doors and Street Gallery signal boxes which transform our service doors and intersections.
- Enhance and increase the flowerpot program to Downtown sidewalks adding more color to our streets.

Beyond these initiatives, LDMD works closely with Louisville Metro Public Works to maintain a clean and safe Downtown experience. In addition to a recurring monthly meeting, our team documents and reports code enforcement issues, trip hazards, street light outages, and other relevant concerns and makes recommendations regarding Downtown's conditions and infrastructure.



One of LDMD's primary goals is to help drive economic development in Downtown. LDP collects user data and market research to help support current and potential Downtown developers, property owners, businesses, residents, and visitors.

LDP will continue to advocate for local, state, and federal funding and legislative support for programs that benefit new and existing businesses, as well as promote residential development in Downtown. The conversion, development, and transformation of underutilized units into productive, occupied spaces remains integral to our efforts and will produce a critical density needed for long-term stability.

Throughout 2023, LDP increased its outreach to business owners already situated in Downtown and provided data and support for those considering relocation to Downtown. This included maintaining up-to-date property data on relevant and available street-level commercial spaces; facilitating communication about grant and loan opportunities; acting as a liaison for regulatory and business environment inquiries; and advocating for policies that support small and medium-sized businesses, with a specific emphasis on minority and women-owned businesses in Downtown Louisville.

LDP hired a lobbying firm in 2024 to help in its advocacy efforts with state and local legislators. LDP also partnered with the Mayor's Office in advocating for funds to help Downtown in the General Assembly's FY25 budget.

In March 2024, LDP also unveiled the updated Louisville Downtown Development Strategy, a ten-year vision that will guide the development of public and private projects in Downtown to meet the needs and desires of our residents that reflect current challenges and opportunities.

2025 FOCUS

- Help the Mayor's Office launch spending of the six projects within the \$100 million allocated in FY25.
- Advocate for the growth of Downtown's residential population by working with Mayor's Office to introduce a residential conversion fund for adaptive reuse and adding more residential units.
- Advocate for an expanded property tax abatement program, requiring a constitutional amendment, to help incentivize residential development.
- Continue encouraging the adaptive reuse of underutilized properties to increase vibrancy and utilization in Downtown.
- Enhance LDP's quarterly roundtable discussions with various sectors of Downtown stakeholders, including commercial brokers, major employers, small businesses, and hotels, to build better connections and understand their unique needs.

MARKETING, COMMUNICATIONS & EVENTS

LDMD will remain its strongest through developing and maintaining robust marketing and communication strategies that share the strength and news about Downtown to our city's and region's residents. LDP delivers important messaging and updates on development activity, Downtown events, public space activations, new projects and businesses, and construction impacts. As digital engagement continues to grow, our strategy focuses heavily on leveraging online platforms to connect with the public.

LDP continues to grow its audience for its regular digital communications including monthly newsletters and convention alerts, weekly event blasts, traffic alerts as needed, and blog posts to Downtown businesses, residents, and stakeholders. LDP also started paying for advertising in other mediums, implementing campaigns in Business First and Louisville Public Media, and most recently in 2024, on radio and through a new monthly video series featuring Downtown businesses, venues, and attractions.

As the heart of the city, Downtown Louisville is home to various beloved events that bring thousands of individuals to the urban core each year. Since hiring an event production company in 2024, LDP has been able to enhance existing programming and introduce new events and activations. LDP will continue to host annual events including:

- **Downtown Drive-In Series**, featuring a diverse array of films throughout the summer utilizing the Downtown CineBus, a mobile projection unit.
- **Downtown Pickleball Street Fest**, launched in 2024, including Pickleball tournaments, local celebrity exhibitions, and clinics, in addition to an artisan marketplace and live entertainment.
- **Food Truck Wednesday**, a weekly lunchtime event providing a variety of food trucks and live jazz.
- **Happy Hour Market & Music Series**, featuring live music at a monthly open-air street fair with food trucks and local retailers.
- **Downtown Hometown Tourism Celebration**, a week-long celebration where local residents receive a discount to visit well-loved or new-to-them attractions and support the destinations that Downtown has to offer.
- **Open Play at Baird Urban Sports Park**, a daily opportunity to play pickleball and wiffle ball, expanding athletic and outdoor recreation opportunities Downtown.
- **Downtown Silent Disco**, an activation of the Downtown CineBus, at various Downtown locations.
- **Steins on Main**, an Oktoberfest celebration with local brewers and German-inspired cuisine, games, and contests.
- **Downtown Holiday Market**, held in conjunction with the city's Light Up Louisville celebration, featuring photo opportunities, food and drink, and a large holiday-themed marketplace.



2025 FOCUS

- Launch a new "Work Perks" program, providing a quarterly discounted special perk for Downtown employees.
- Develop and market a new Downtown Louisville drone video highlighting Downtown's historic architecture, attractions, venues, events, and more.
- Launch a new billboard and digital campaign showcasing Downtown's history, culture, and vibrant event scene to attract local and regional visitors.
- Boost social media engagement through digital campaigns that increase visibility and encourage participation in Downtown activities.
- Support activations, attractions, and businesses in the Downtown area by providing operational support, sponsorship dollars, or promotional assistance.

LDMD 2024 BOARD OF DIRECTORS

The Louisville Downtown Management District (LDMD), Kentucky's first Business Improvement District (or BID), was established in 1991 to promote the economic, residential and cultural vitality of the core of Downtown. LDMD's mission has been to promote Downtown's quality of life by creating a safe, clean and enjoyable environment.

Lenisa Alvey

Senior Property Manager
NAI Fortis Group

The Hon. Jecorey Arthur*

Metro Council-District 4
Louisville/Jefferson County Metro
Government

Matthew Ayers

Chief Administrative Officer
Norton Hospital

The Hon. Phillip Baker*

Metro Council-District 6
Louisville/Jefferson County Metro
Government

Jennifer Caummisar-Kern*

Director of Metro Public Works
Louisville/Jefferson County Metro
Government

Lamont Collins

CEO
Roots-101: African American Museum

Sean Crofton

Director of Operations
Fourth Street Live!

Gary Dryden

VP of Administration & CFO
Jefferson Community & Technical College

Rebecca Fleischaker*

Executive Director
Louisville Downtown Partnership

John Ford

Vice President
Riverside Parking

David Hobbs

President
River City Bank

Amar Khadey

Owner/CEO
Taurus Capital

Joshua McKee, PhD*

Director, Economic Development
Louisville/Jefferson County Metro
Government

Stan A. Moore (Chair)

President/Co-owner
MAPS Security, LLC

Channa Newman

Director, Communications &
Community Relations
Louisville Water Company

Steve Pazienza

Associate VP - Safety and Security
Humana Inc.

Jeff Spielberg

President & Head of Commercial Sales
Kentucky Mirror & Plate Glass

Lt. Caleb Stewart*

Downtown Sector Commander
Louisville Metro Police Department

Nachand Trabue

Founder/ CEO
MELANnaire Marketplace

Andy Treinen

President & CEO
Frazier History Museum

Todd Warren

Owner/ Operator
MPI Printing

Garth Williams

General Manager
Derby City Gaming Downtown

Dale Woods

President/General Manager
BCI Broadcasting/WDRB

Josh Zik

President & CEO
AIJ Schneider Company

**Ex-Officio Members*

LDP STAFF

Rebecca Fleischaker, Executive Director

James R. Baines, Jr., Director of Research

Frank Kalmbach, Director of Finance & Operations

Leslie Proasi, Office Manager

Bryn Alston, Marketing & Communications Manager

Sydney Girault, Administrative Assistant



Louisville Downtown Management District Board of Directors 2025

Lenisa Alvey, Senior Property Manager

NAI Fortis Group
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P: (502) 625-0400

Term Expires: 07/26/27 (1st)

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Matthew Ayers, Chief Administrative Officer

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Term Expires: 04/15/28 (2nd)

LDMD Board Email: matthew.ayers@metroboards.org
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Lamont Collins, CEO

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LDMD Board Email: gary.dryden@metroboards.org
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John Ford, Vice President

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Term Expires: 07/26/27 (3rd)

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David Hobbs, President

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Term Expires: 12/15/25 (1st)

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Term Expires: 03/03/28 (1st)

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Stan Moore, President/Co-Owner

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Term Expires: 07/26/27 (3rd)

LDMD Board Email: stan.moore@metroboards.org
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Louisville Downtown Management District Board of Directors 2025

Joshua Mosher, Director of Asset Management

Term Expires: 03/03/28 (1st)

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LDMD Board Email: joshua.mosher@metroboards.org
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Channa Newman, Director, Communications & Community Relations **Term Expires:** 06/21/27 (1st)

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Steve Pazienza, Associate VP - Safety & Security

Term Expires: 03/23/26 (1st)

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Louisville, KY 40202
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Jeff Spielberg, President & Head of Commercial Sales **Term Expires:** 07/26/27 (1st)

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George Timmering, Jr., President & CEO

Term Expires: 03/23/28 (1st)

Bearno's Pizza
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Louisville, KY 40202
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Nachand Trabue, Founder/ CEO

Term Expires: 04/15/25 (1st)

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Andy Treinen, President & CEO

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Frazier History Museum
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Abby Flanders – Administrative Chief of Engagement

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Todd Warren, Owner/ Operator

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Louisville Downtown Management District Board of Directors 2025

Kellie Stallard Watson, General Counsel/Legal Director Term Expires: 03/03/28 (1st)

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Tyemesha Smith – Assistant

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Josh Zik, President & CEO

Term Expires: 12/2/27 (1st)

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Louisville Downtown Management District Board of Directors 2025

EX-OFFICIO

Rebecca Fleischaker, Executive Director

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Councilman Ken Herndon

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Councilman J.P. Lyninger

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Joshua McKee, Ph.D., Interim Director

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Lt. Caleb Stewart, DAP Commander

LMPD First Division

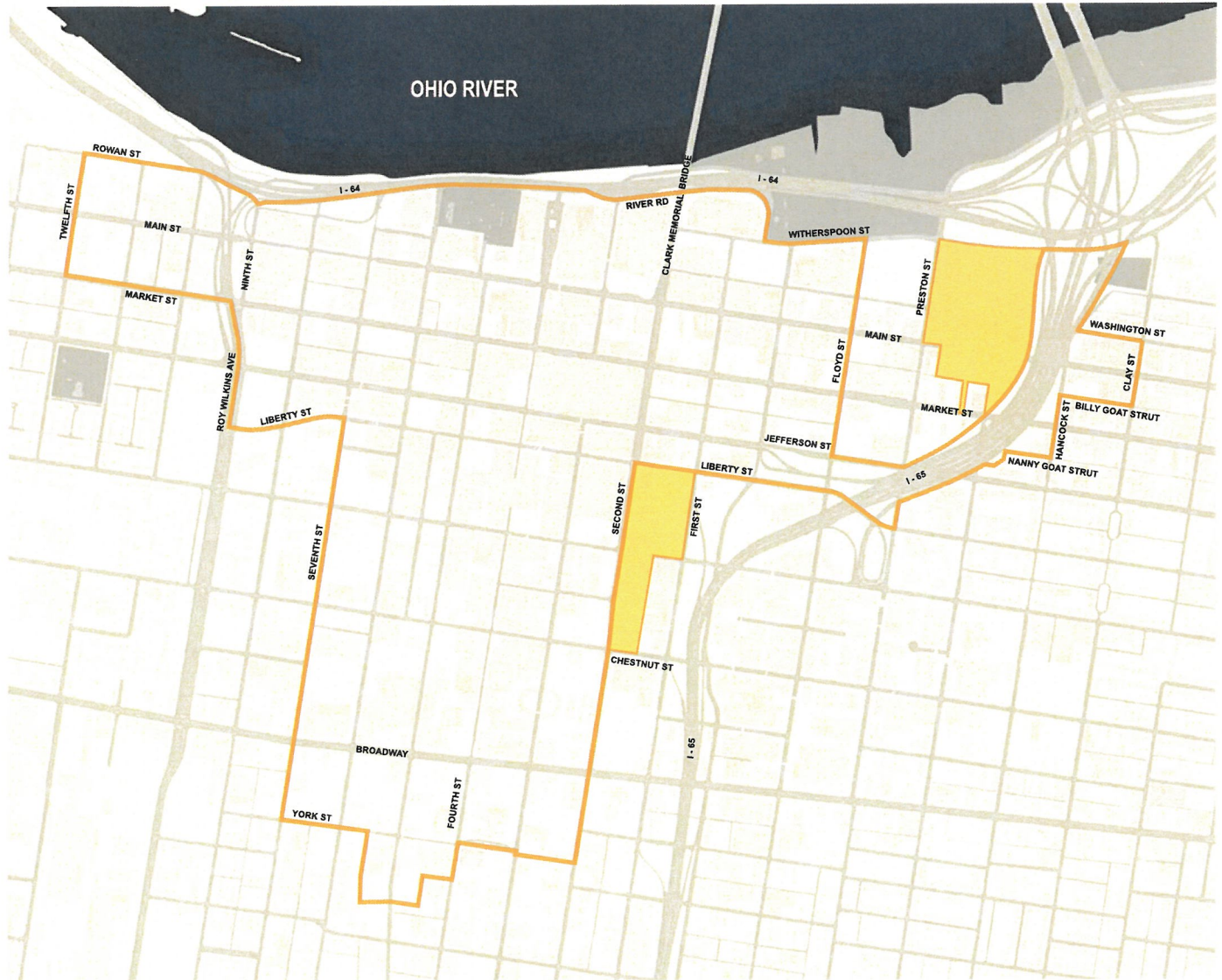
416 N 29th St

Louisville, KY 40212



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Louisville Downtown Management District



Legend

-  Downtown Management District Boundary
-  BID Expansion

Louisville Central Business District

Prepared By:
Louisville Downtown Partnership

No Scale

Date: March, 2025

