

INTRODUCTION

The Louisville Downtown Management District (LDMD) oversees clean and safe initiatives to promote the economic, residential, and cultural vitality of Downtown. Together with its partner agency, Downtown Development Corporation (DDC), and collectively the Louisville Downtown Partnership (LDP), our mission is to promote Downtown's quality of life and economic development through supplemental beautification, cleaning, safety, and activation efforts.

Downtowns in every city are a symbol of economic health, the partnership between the private and the public sector, quality of life, local pride, and community history. Downtown Louisville offers singular experiences unlike anywhere else in the region and is the heartbeat of the city as the cultural, business, and social hub.

Downtown represents just 0.34% of Jefferson County's land area and it is home to the largest collection of workers, visitors, museums, and hotel rooms.

As stewards of a vibrant and positive Downtown experience, LDMD plays a critical role in creating a thriving Downtown. In 2024, the organization and its representatives will continue to be at the table as advocates, listeners, and facilitators to strengthen our Downtown community.

LDMD's plans for 2024 focus on enhancing public art, expanding our beautification and placemaking initiatives, significantly increasing the Ambassador presence on our Downtown streets, creating new and exciting events and activations, advocating to local and state legislators to create new incentives that help reimagine under-utilized buildings, and developing and implementing innovative programs to enhance the Downtown neighborhood.

LDMD couldn't exist without the commitment of the property owners, residents, and businesses in Downtown. We are here to serve you and make the heart of our community the best it can be.

Rebecca Fleischaker
Executive Director
Louisville Downtown Partnership

PROPOSED 2024 BUDGET

Revenues

Assessments	\$1,599,550	56.9%
Contracts for Services	\$1,200,200	42.7%
Other Income Sources	\$11,600	0.4%
TOTAL REVENUES	\$2,811,350	

Expenditures

Environmental/Appearance/Use	\$2,183,840	77.7%
Economic Development	\$192,425	6.8%
Marketing & Communications	\$174,400	6.2%
Administrative	\$260,685	9.3%
TOTAL EXPENDITURES	\$2,811,350	

BID SERVICES

LDMD provides hospitality-focused, supplemental services to enhance the appearance and condition of our Downtown streetscapes and sidewalks while providing a welcoming and friendly face to inform and offer a safety presence for workers, visitors, and residents alike.

Our services include enhanced cleaning and maintenance for property owners within the Business Improvement District (BID or “the District”). Provided by the Downtown Ambassador team, these supplemental services keep 91 blocks of Louisville’s Downtown clean and safe. The Ambassador team operates seven days a week.

Supplemental Cleaning Services

- **Litter Abatement**
The Ambassador team assists with the removal of litter and debris from public sidewalks and curb lines using both manual and mechanical means. In 2022, our team collected and disposed of more than 124,000 pounds of litter from Downtown rights of way.
- **Graffiti Abatement**
Our team identifies, reports, and assists in removing graffiti from properties within the BID boundaries. The Ambassadors removed 2,157 tags and stickers in 2022. We will continue to refine these techniques and build community relationships to keep the District free of vandalism.
- **Biohazard Clean-Up**
As a critical service for maintaining a safe and healthy environment, the Ambassador team removes biohazardous materials from the public rights of way, which totaled over 500 instances in 2022.
- **Weed Abatement & Leaf Sweeping**
Our Ambassador team performs seasonal weed and leaf abatement from Downtown’s sidewalks and curb lines to provide a clean and distinct identity to Downtown.

- **Snow Removal**

While snow removal on the sidewalks is the responsibility of the abutting property owners, our Ambassadors perform ice and snow removal on the sidewalk ramps at intersections.

- **Ad Hoc Projects**

Our special projects team is deployed to assist with any number of unique projects every year. In 2023, our team distributed giveaways for Valentine's Day and Derby weekend, coordinated our spring beautification volunteer clean-ups, prepared event sites for Open Play and League Play at Baird Urban Sports Park and our Food Truck Wednesday series, and started a regular schedule of power washing sidewalks.

Hospitality & Safety Assistance

Our hospitality and safety team is a friendly, uniformed presence on the streets that delivers welcoming assistance through walking and biking patrols, engagement with the street population, event support, and expanded outreach with local businesses. Additionally, this team provides assistance to Downtown guests, conventiongoers, and individuals visiting Downtown to access business and governmental services. In 2023, over 14 additional hospitality and safety ambassadors were funded by various community partners to grow the number of friendly, helpful Downtown representatives. By 2024, this number will continue to increase.

Business Interactions

The Ambassador team is dedicated to interacting and building relationships with street-level businesses across the District. In 2022, our Ambassadors logged more than 400 interactions which allow for our team to share information with Downtown businesses and respond to their needs or concerns. Our team will expand these communications in 2024 with more Ambassadors on the street.

In 2024:

- LDMD will increase the number of Ambassadors throughout the District, taking our team of 18 Ambassadors to 36 team members, made possible through the help of various public and private partnerships.
- Launch a new Safety Ambassador program funded by Louisville Metro.

PLACEMAKING

LDMD works on a variety of sponsored initiatives to make the streets and alleys of Downtown more interesting and to create new ways for visitors, workers, and residents to engage in the built environment. These projects range from the annual flowerpot and banner program to new ones, such as new lighting and pocket park initiatives.

In 2024, we will expand our placemaking efforts, including:

- A rebranded Bourbon District look including new banners along Main Street, in partnership with Louisville Tourism.
- Additional Alley Gallery doors and Street Gallery signal boxes which transform our service doors and intersections.

- The expansion of our flowerpot program featuring self-watering flower planters to Downtown sidewalks.
- New CitySpot sites providing a network of welcoming urban spaces for individuals to work, interact, and relax.
- Supplementary outdoor lighting in public spaces creating visual linkages and artistic uniqueness to Downtown streetscapes.
- A new façade lighting incentive to aid property owners and businesses in implementing attractive lighting.
- The development of a public street piano program that encourages passersby to stop, play, and enjoy.
- The creation of a new pocket and dog park for residents and guests to utilize, in partnership with Louisville Metro.

In addition to these initiatives, LDMD works closely with Louisville Metro Public Works to enhance the appearance of Downtown’s physical assets, including reporting and making recommendations regarding Downtown’s conditions and infrastructure.

In 2024, our continued efforts will include:

- Identifying and cataloguing repair needs and safety hazards of our streetscape furniture, sidewalks, curbs, and streetlights.
- Conducting on-the-ground counts for the replacement of litter bins and streetlights.
- Issuing supplementary notification to Downtown stakeholders that will be impacted by infrastructure or transportation changes.

ECONOMIC DEVELOPMENT

LDMD’s primary mission is to help drive economic development in Downtown. LDP collects data and market research to help support current and potential Downtown developers, property owners, businesses, residents, and visitors which include:

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|----------------------------|-----------------------------------|
| • Census | • Residential |
| • Hospitality | • Retail Space |
| • Investment & Development | • Streetscape & Built Environment |
| • Office Space | • Transportation & Parking |

A new Small Business Program Manager joined the LDP team in 2023 and is helping improve our small business development efforts by increasing our communication with small business owners located in, and those wanting to relocate to, Downtown, maintaining property data with relevant and available street-level units, communicating grant and loan opportunities, serving as a liaison to businesses for any regulatory or business environment needs, and advocating for public policies, programs, and initiatives that support small and medium-sized businesses with a specialized focus on minority and women-owned businesses in Downtown Louisville.

We also will continue to advocate for local, state, and federal dollars and other financial/legislative support that will build a vibrant, active Downtown and assist with new businesses and residential developments. The conversion, development, and transformation of underutilized units into productive, occupied spaces will produce a critical density needed for long-term stability.

In 2024, we will:

- Fully implement the Downtown Strategy, a new 10-year plan that will guide the development of projects in Downtown to meet the needs of our current-day challenges and a welcoming and equitable Downtown.
- Engage with potential new businesses, focusing on street-facing businesses.
- Maintain a real-time inventory of businesses and tenants, implementing additional customer relationship management capabilities to better connect and support our Downtown partners.
- Conduct quarterly roundtable discussions with various sectors of Downtown stakeholders, including commercial brokers, major employers, small businesses, and hotels, to understand their unique needs and incorporate their suggestions for Downtown's revitalization.
- Support commercial and housing developers with site selection while encouraging redevelopment of key opportunity sites for the adaptive re-use of underutilized properties.

MARKETING, COMMUNICATIONS, AND EVENTS

A key role of LDMD is to create and maintain strong marketing and communication initiatives that support and assist in the vibrancy and growth of Downtown. LDP provides critical information on development activity, special events, activations in public spaces, new projects and businesses, and the impact of construction to assist all Downtown users. In order to attract people to Downtown, the importance of events and positive, consistent messaging cannot be understated.

In 2024, we will continue our fan-favorite events including the Downtown Drive-In series, showing an exciting number of films throughout the summer; Food Truck Wednesday, a weekly lunchtime event providing additional lunch options to Downtowners; the S. 4th Night Market, a monthly open-air street fair featuring food trucks, local retailers, and live entertainment; and League and Open Play at Baird Urban Sports Park, creating additional athletic and outdoor recreation opportunities in Downtown.

LDP hired a new Events Manager in 2023, who will help continue existing programming, as well as create new events and activations.

In 2024, we also will enhance our traditional and social media and story-telling platforms to promote and expand our reach for businesses and events in our Downtown, including sponsorships for other organizations' events, that help share the positive momentum in Downtown.

2024 Plans:

- Develop a new 4-day Holiday Market event that will attract vendors and visitors from the Louisville region and from out of town.
- Support or provide key operational and promotional assistance at events and activations in the Downtown area.
- Host activations and launch new programming targeting Louisville residents and Downtown workers and guests.
- Promote the activation of Downtown spaces for pop-up retail fairs, festivals, and entertainment events (e.g., RePurposed, Baird Urban Sports Park, Music Alley).
- Digitally distribute monthly newsletters, traffic alerts, and other communications to Downtown businesses, residents, and stakeholders.

- Boost social media engagement through digital campaigns that advertise and encourage activity in Downtown.
- Assist in the promotion of Downtown attractions and businesses that drive tourism dollars into our community.

LDMD 2023 BOARD OF DIRECTORS

The Louisville Downtown Management District (LDMD), Kentucky's only Business Improvement District (or BID), was established 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.

[Insert Board Member Information - [Copy of 08.21.23 LDMD 2023 Board of Directors.xlsx](#)]

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 Specialist

Taylor Bass, Small Business Program Manager

Deidre Holmes, Events Manager

Lakika Patton, Administrative Coordinator

Ken Herndon, Placemaking Manager