



**Downtown Lexington Management District
(DLMD) FY2024-2025 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

James H. Frazier III Chair	Dougie Allen Vice Chair	Juan Castro Treasurer	Scott Davidson Secretary	Kevin Atkins
Clay Angelucci	Bryanna Carroll	Mary Quinn Ramer	Rachel Savane	James Brown
Hannah LeGris	Thomas Pettit	Beverly Fortune	Ron Tritschler	Lawrence Wetherby, III

Economic Improvement Plan

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

- Retain Block by Block to employ 6+ 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 secure presence.
- Partner with Fayette County Sheriff to augment Friday and Saturday evening security presence

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:
 - Highlight downtown ease of parking and retail offerings
 - Manage and grow DLMD brand, website and social media tools.

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

- Manage and promote a property improvement grant program.
- Partner with Downtown Lexington Partnership (DLP) to:
 - Support and increase awareness to of programs providing grant support to businesses
 - 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) 2024 Strategic Plan

**Downtown Lexington Management District
2024-2025 Proposed Budget
Approved Budget**

Account Number	Account Name	2023-2024 YTD Approved Budget	2024-2025 Proposed Budget
<u>Income</u>			
<u>Property Tax Collections</u>			
4100	Downtown District Property Tax	515,000.00	529,700.00
4110	Penalties & Interest	0.00	0.00
4110	Minus Sheriff Fee 4.25%	-21,887.50	-22,512.25
4120	Minus 2% Discount	-9,000.00	-9,500.00
Total Property Tax Collections		484,112.50	497,687.75
<u>Other Income</u>			
4300	City of Lexington Security Grant	0.00	50,000.00
Total Other Income		0.00	50,000.00
Total Income		484,112.50	547,687.75
<u>Expense</u>			
<u>Special Projects, Art & New Opportunities</u>			
6110	Downtown Art Project	12,500.00	5,000.00
Total Special Projects, Art & New Opportunities		12,500.00	5,000.00
<u>District Services (Cleaning & Safety)</u>			
6200	Block by Block Services	375,000.00	377,000.00
6210	Block by Block Hospitality Ambassadors	18,000.00	17,300.00
6220	Downtown Additional Security	0.00	75,000.00
6240	Ambassadors Care	0.00	500.00
Total District Services (Cleaning & Safety)		393,000.00	469,800.00
<u>Marketing & Communications</u>			
6310	Advertising & Promotion	300.00	100.00
6320	Website Design & Maintenance	250.00	0.00
6325	Website Hosting	400.00	300.00
6340	Merchant Marketing	500.00	0.00
6350	Communications	500.00	100.00
Total Marketing & Communications		1,950.00	500.00
<u>Business Support/Economic Development/Recruitment</u>			
6400	Downtown Improvement Grants	27,000.00	12,000.00
6410	Lighting Grants	12,000.00	0.00
6450	State of Downtown	4,000.00	4,000.00
Total Business Support/Economic Development/Recruitment		43,000.00	16,000.00
<u>Management & Planning</u>			
6500	Management Services	29,900.00	29,900.00
6510	Accounting Software Subscription	1,500.00	1,200.00
6560	Office Supplies	750.00	200.00
6900	Recertification Project	0.00	25,000.00
Total Management & Planning		32,150.00	56,300.00
Total Expense		482,600.00	547,600.00
Net Income (Loss)		1,512.50	87.75