



March 18, 2009

Dave Landis
Urban Development Department
808 P Street, Suite 400
Lincoln, NE 68508

Dear Dave:

Please regard this letter as the formal request to the City of Lincoln through the Urban Development Department from Downtown Lincoln Association/Downtown Civic Ventures for funds in the amount of \$100,000. The funds will be used to initiate the Retail Support Program that Downtown Lincoln Association will operate through Downtown Civic Ventures.

The goal of the program is to remove blight in a targeted area of Downtown by encouraging and incenting location of new or expanded retail establishments in the vacant and underutilized commercial space downtown. City funding will be used over a two-year period for staffing and associated costs to operate the program as well as associated retail marketing and way finding in the targeted area.

The \$100,000 in city funds will be matched over two years by \$400,000 in private funds. Private funds will be used for incentives awarded directly to participating retail businesses or property owners supporting new retail businesses.

To summarize the specifics of the program:

- The objective of the program is to create or expand a total of nine new retail businesses in the downtown in the next three years. Recruitment and incentives would be aimed at businesses that will create a public benefit for the downtown. These benefits may include provision of goods not currently available, new jobs, blight elimination, and attraction of additional traffic to downtown retail centers.
- The use of city funds will support additional staff responsible for recruitment of new retail downtown and all other program responsibilities as assigned.

- The targeted area for the program will be designated with the board of Downtown Civic Ventures, but will generally be between the area of 7th and 17th Street, Q and the south side of O Street.
- Matching funds will be provided by Vision 2015 and are currently available in the amount of \$250,000 with an additional commitment of \$150,000 over the next two years.

The final outcome of the project will be more jobs downtown and an overall increase in retail activity. The desired outcome is to make retail an amenity that will also encourage housing and strengthen the downtown environment.

Sincerely,

A handwritten signature in black ink, appearing to read "Terry Uland". The signature is fluid and cursive, with a large initial "T" and "U".

Terry Uland, President
Downtown Lincoln Association