

Downtown



Lincoln

ASSOCIATION

**2009-10 Proposed
Maintenance and Management
BID Budgets
&
Program of Work**

**Downtown Lincoln Association
July 2009**

**DOWNTOWN LINCOLN ASSOCIATION
BUDGET ASSUMPTIONS
PROPOSED FOR 2009-10
MAINTENANCE BID**

1. Proposed 0% increase in property owner assessments and the City Contribution.
2. 0% increases in Parking Garage Landscaping and Star Tran service contracts.
3. 0% increase in the City's Tree Replacement Plantings Funding maintaining a total of \$48,825. These funds will be needed to meet the commitment for matching funds for grants for additional trees.
4. Expenses include:
 - salary based on 2% increase,
 - increase in workers compensation and employee health insurance based on 2008-09 actual expenses and 2009-10 estimates,
 - estimated 15% increase for insurance,
 - a decrease in holiday light installation and repair, and
 - maintaining funds for repairs/supplies to keep up with maintenance, safety, and equipment.

**Downtown Lincoln Association
Maintenance BID Budget
September 1, 2009 - August 31, 2010**

Category	2008-09 Approved	2009-10 Proposed
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INCOME

Property Owner Assessment*	219,980	219,980
City of Lincoln Maintenance Contribution	216,683	216,683
City of Lincoln MIRF/Tree Replacement	48,825	48,825
City of Lincoln/Holiday Lighting	0	0
GSA Contract	8,454	8,454
StarTran Bus Stop Service Agreement	2,708	2,708
Parking Garage Landscape Service Agreement	16,248	16,248
LHDC Farmers' Market Service Agreement	6,130	6,130
Interest Income	100	100
Total Maintenance BID Income	\$519,128	\$519,128

EXPENSES

Personnel Salaries	280,385	285,242
Benefits (includes payroll taxes & work comp)	97,850	97,326
Uniforms	1,000	1,000
Federal/PO/LHA Share Special Assessments**	11,699	11,699
Holiday Installation, Repair & Maintenance	13,650	8,150
Insurance	11,000	12,650
Administrative Costs to DLA	20,000	20,000
Professional Fees	500	500
Professional Development	1,600	800
Landfill/Refuse	5,000	4,900
Rent	16,541	17,037
Utilities	10,000	10,000
Repairs/Supplies	19,078	18,999
Replacement Plantings	30,825	30,825
Total Maintenance BID Expense	\$519,128	\$519,128

Fiscal Year 2009-2010 - Estimate (0% increase)

*Property Owner Assessment = 60647.98568 front ft @ 3.6272193 = \$219,983.54
 **Federal/PO/LHA properties = 3213.97 front ft. @ 3.6272193 = \$11,657.77

Fiscal Year 2008-2009 - Estimate (5% increase)

*Property Owner Assessment = 60647.98568 front ft @ 3.6272193 = \$219,983.54
 **Federal/PO/LHA properties = 3213.97 front ft. @ 3.6272193 = \$11,657.77

Fiscal Year 2007-2008 - Actual

*Property Owner Assessment = 60647.98568 front ft. @ 3.4544946 = \$209,508.14
 **Federal/PO/LHA properties = 3213.97 front ft. @ 3.4544946 = \$11,102.64

05/19/09

**DOWNTOWN LINCOLN ASSOCIATION
BUDGET ASSUMPTIONS
PROPOSED FOR 2009-10
MANAGEMENT BID**

1. Proposed \$533,079 total budget represents a 2.7% decrease from 2008-2009. This reflects a proposed 0% increase in ratepayer revenue and a \$15,000 decrease in non-profit contributions.
2. Employee health insurance has been based on 2008-09 actual expenses and 2009-10 estimates. (The employee health insurance contract is renewed mid-year).
3. Salaries are based on a 2% increase. (This represents the entirety of staff increase with no separate merit increase).
4. Estimated 15% anticipated increase for corporate insurance.
5. Modest increase in holiday displays and lights to help maintain installation contract.
6. Reduction of expenses for B.I.D. Newsletter based on increased use of electronic newsletter.
7. The remaining reductions are distributed among the following:
 - Downtown B.I.D.
 - Business Directory Map
 - Annual Meeting Expense
 - Website
 - Core B.I.D.
 - Visitor and Attraction Promotion
 - Retail Support
 - Street Furniture

**DOWNTOWN LINCOLN ASSOCIATION
MANAGEMENT BID BUDGET
September 1, 2009 - August 31, 2010**

CATEGORY	2008-09 Approved	2009-10 Proposed	Support Percent
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INCOME

Property Owner Assessment-Downtown BID	306,115	306,115	
Property Owner Assessment-Core Overlay BID	171,084	171,084	
Transfer from Maintenance	20,000	20,000	
Nonprofit Contributions	50,840	35,840	
Interest Income	40	40	
TOTAL MANAGEMENT BID INCOME	\$ 548,079	\$ 533,079	

EXPENSES

DOWNTOWN BID ACTIVITIES & IMPROVEMENTS			
<i>ECONOMIC DEVELOPMENT</i>			
Personnel			
President (25%)	26,074	26,583	
Marketing Director (35%)	16,496	16,447	
Marketing Assistant (50%)	6,242	7,031	
Office Asst/Intern/Runner (45%)	12,553	11,832	
Total Personnel	\$ 61,365	\$ 61,894	
Activities/Products			
Investor/Consumer Marketing	35,378	36,849	
Benchmarking	1,000	1,000	
LPED Annual Dues	2,750	2,750	
Retail Support	10,000	8,000	
Total Activities/Products	49,128	48,599	
TOTAL ECONOMIC DEVELOPMENT	\$ 110,493	\$ 110,493	
<i>COMMUNICATIONS & ADVOCACY</i>			
Personnel			
President (20%)	20,859	21,266	
Marketing Director (35%)	16,496	16,447	
Marketing Assistant (10%)	1,248	1,406	
Office Manager (50%)	21,514	21,456	
Office Asst/Intern/Runner (15%)	4,185	3,944	
Total Personnel	\$ 64,302	\$ 64,520	
Activities/Products			
BID Newsletter	12,924	2,500	
Business Directory and Map	12,750	10,000	
Annual Meeting/Annual Report	6,000	5,000	
Downtown Website	2,000	5,956	
Total Activities/Products	\$ 33,674	\$ 23,456	
TOTAL COMMUNICATIONS & ADVOCACY	\$ 97,976	\$ 87,976	

CATEGORY	2008-09 Approved	2009-10 Proposed	Support Percent
PARKING & TRANSPORTATION INITIATIVES			
Personnel			
President (20%)	20,859	21,266	
Marketing Director (20%)	9,426	9,399	
Marketing Assistant (30%)	3,745	4,219	
Office Asst/Intern/Runner (20%)	5,579	5,259	
Total Personnel	\$ 39,609	\$ 40,143	
Activities/Products			
Special Parking and Transportation Projects	15,000	14,466	
Total Activities/Products	\$ 15,000	\$ 14,466	
TOTAL PARKING & TRANSPORTATION INITIATIVES	\$ 54,609	\$ 54,609	
TOTAL DOWNTOWN BID ACTIVITIES & IMPROVEMENTS	\$263,078	\$253,078	69%

CORE - ACTIVITIES & IMPROVEMENTS			
CORE AREA IMPROVEMENTS & PROMOTIONS			
Personnel			
President (25%)	26,074	26,583	
Marketing Director (10%)	4,713	4,699	
Marketing Assistant (10%)	1,248	1,406	
Office Manager (25%)	10,757	10,728	
Office Asst/Intern/Runner (20%)	5,580	5,259	
Total Personnel	\$ 48,372	\$ 48,675	
Activities/Products			
Visitor Attractions/Promotions	10,000	7,000	
Holiday Displays & Lights	16,000	21,500	
Retail Support	12,970	6,000	
Replace Street Furniture	11,500	10,500	
Events Management Corp.	15,500	15,500	
Public Spaces Entertainment/Events	6,235	6,402	
Total Activities/Products	\$ 72,205	\$ 66,902	
TOTAL CORE AREA IMPROVEMENTS & PROMOTIONS	\$ 120,577	\$ 115,577	31%

TOTAL BUDGET BEFORE MANAGEMENT & SUPPORT	\$383,655	\$368,655
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CATEGORY	2008-09 Approved	2009-10 Proposed
MANAGEMENT & SUPPORT		
Personnel:		
President (10%)	10,430	10,633
Finance Manager (100% of 59% paid by BID)	37,099	37,198
Office Manager (25% of 87% paid by BID)	10,757	10,728
Total Personnel	\$ 58,286	\$ 58,559
Fixed Costs:		
BID Interest/Admin. Costs	12,000	12,000
Rent	28,705	29,000
Corporate Insurance	9,200	11,450
Corporate Taxes/Licenses	1,100	250
Total Fixed Costs	\$ 51,005	\$ 52,700
Administration:		
Telephone & Utilities	6,200	5,900
Office Supplies	4,000	4,000
Postage	5,000	2,000
Copies	6,033	6,465
Dues/Subscriptions	2,000	2,000
Professional Development	9,500	10,000
Meeting Expense	2,700	2,500
Repairs & Maintenance	2,300	2,300
Furniture, Fixtures, & Equipment Lease	6,400	7,000
Furniture, Fixtures, & Equipment Purchase	2,500	2,500
Professional, Accounting, & Legal	8,500	8,500
Total Administration	\$ 55,133	\$ 53,165
TOTAL MANAGEMENT & SUPPORT	\$ 164,424	\$ 164,424

TOTAL BID BUDGET EXPENSES:		
DOWNTOWN, CORE AND MANAGEMENT	\$ 548,079	\$ 533,079

06/12/09

**DOWNTOWN LINCOLN ASSOCIATION PROPOSED ANNUAL PROGRAM OF WORK
SEPTEMBER 2009 – AUGUST 2010**

DOWNTOWN BID PROGRAM PRIORITIES WITH BUDGET REQUIREMENTS

ECONOMIC DEVELOPMENT

1. Continue investor marketing to developers, real estate brokers, prospective tenants and building owners.
2. Continue general consumer advertising to support and promote downtown.
3. Continue a "benchmarking" system to track progress in downtown development.
4. Pay annual membership dues to the Lincoln Partnership for Economic Development.
5. Implement Retail support program through Downtown Civic Ventures.

Total Economic Development (includes staffing) \$110,493

COMMUNICATIONS AND ADVOCACY

1. Publish "Downtown Connection" monthly newsletter.
2. Introduce and update, maintain and continue to enhance DLA web page and coordinate with Haymarket website.
3. Publish and disseminate Annual Report and Downtown Growth Report in conjunction with annual meeting.
4. Publish and distribute a Downtown Visitors Guide and a Dining, Shopping and Parking Guide.

Total Communications/Advocacy (includes staffing) \$87,976

PARKING AND TRANSPORTATION INITIATIVES

1. Continue efforts to support consolidation of parking services within Urban Development with a goal of ensuring a cost-effective, customer-oriented and coordinated approach to downtown parking.
2. Increase awareness of downtown parking programs and options for part-time workers.
3. Provide a parking information database through DLA web page.
4. Conduct issue research and education on parking and transportation needs, trends and options.

Total Parking Budget (includes staffing) \$54,609

TOTAL DOWNTOWN BID **\$253,078**

CORE OVERLAY BID PROGRAM PRIORITIES/BUDGET REQUIREMENTS

1. Support efforts to bring additional visitors, meetings and conferences to downtown hotels and businesses.
2. Replace worn holiday lights and provide funding for installation of holiday displays.
3. Replace outdated benches and trash receptacles in conjunction with redevelopment and streetscape projects.
4. Provide support to downtown Events Management Corporation/Updowntowners.
5. Continue to organize and provide funding for downtown public space entertainment events, including Downtown Performance Series and Midweek Farmers' Market.
6. Implement Retail support program through Downtown Civic Ventures.

Total Core Overlay Budget (includes staffing) \$115,577

TOTAL PROGRAMS BEFORE MANAGEMENT AND SUPPORT **\$368,655**

2009-2010 PRIORITIES WITHOUT SEPARATE BUDGET REQUIREMENTS

1. Partner with City, Chamber, LPED, UNL and other stakeholders to implement priority projects in the Downtown Master Plan and Vision 2015 Pillars.
2. In conjunction with Downtown Master Plan, support The Catalyst 1 redevelopment project, including in the design and construction of next downtown parking garage, ensuring that development potential of the structure and on adjacent parcels is maximized.
3. Facilitate improved utilization of existing parking supply, especially privately owned lots and structures.
4. Continue outreach, communication and accountability to downtown business and property owners through periodic meetings, distribution of "benchmarking" data and questionnaires soliciting feedback on services, issues and concerns.
5. Support efforts to address barriers to development in downtown and in older commercial areas of the city.
6. Continue implementation of 1998 Downtown Tree Replacement Master Plan.
7. Continue to emphasize positive working relationships with all community organizations, including the Downtown Neighborhood Association, Realtors Association of Lincoln, city, county and state governments, the Lincoln Haymarket Development Corporation, University of Nebraska-Lincoln, Lincoln Independent Business Association, Lincoln Chamber of Commerce, Lincoln Partnership for Economic Development, NeighborWorks Lincoln, University of Nebraska Technology Development Center, Vision 2015 and local media.
8. Continue active involvement in city-wide initiatives which significantly impact downtown Lincoln, especially efforts to replace the city's outdated municipal auditorium (Pershing Center) with an arena, hotel and conference facilities in West Haymarket.