



**2010-11 Proposed  
Maintenance and Management  
BID Budgets  
&  
Program of Work**

**Downtown Lincoln Association  
July 2010**

**DOWNTOWN LINCOLN ASSOCIATION  
BUDGET ASSUMPTIONS  
PROPOSED FOR 2010-2011  
MAINTENANCE BID**

1. Proposed 1% increase in property owner assessments.
2. Proposed 1% increase in the City contribution.
3. 0% increase in the City's Tree Replacement Plantings Funding maintaining a total of \$48,825.
4. Estimated 33% less than previous budget for corporate insurance expense.
5. Salaries are based on a 2% increase.
6. Community Alternative contract increased 9% since last budget.
7. Employee health insurance has been based on 2009-10 actual expenses and 2010-11 estimates of 25% increase. (The employee health insurance contract is renewed mid-year.)
8. Expenses include 5% increase for Repair/Supplies to keep up with maintenance, safety, and equipment.
9. Expenses include 10% increase for Holiday Installation, Repair and Maintenance after reduction last year.

**Downtown Lincoln Association  
Maintenance BID Budget  
September 1, 2010 - August 31, 2011**

Category	2009-10 Approved	2010-11 Proposed
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**INCOME**

Property Owner Assessment*	219,980	222,180
City of Lincoln Maintenance Contribution	216,683	218,850
City of Lincoln MIRF/Tree Replacement	48,825	48,825
City of Lincoln/Holiday Lighting	0	0
GSA Contract	8,454	8,539
StarTran Bus Stop Service Agreement	2,708	2,735
Parking Garage Landscape Service Agreement	16,248	16,410
LHDC Farmers' Market Service Agreement	6,130	6,191
Interest Income	100	100
<b>Total Maintenance BID Income</b>	<b>\$519,128</b>	<b>\$523,830</b>

**EXPENSES**

Personnel Salaries (See Note)	285,242	294,286
Benefits (includes payroll taxes & work comp)	97,326	94,913
Uniforms	1,000	500
Federal/PO/LHA Share Special Assessments**	11,699	11,658
Holiday Installation, Repair & Maintenance	8,150	9,000
Insurance	12,650	8,500
Administrative Costs to DLA	20,000	20,000
Professional Fees	500	500
Professional Development	800	1,200
Landfill/Refuse	4,900	4,900
Rent	17,037	17,548
Utilities	10,000	10,000
Repairs/Supplies	18,999	20,000
Replacement Plantings	30,825	30,825
<b>Total Maintenance BID Expense</b>	<b>\$519,128</b>	<b>\$523,830</b>

**Fiscal Year 2010-2011 - Estimate (1% 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 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 - Actual (5% increase)**

\*Property Owner Assessment = 60638.623932 front ft @ 3.6277749 = \$219,980.00

\*\*Federal/PO/LHA properties = 2822.69 front ft. @ 3.6277749 = \$10,240.02

05/25/10

**DOWNTOWN LINCOLN ASSOCIATION  
BUDGET ASSUMPTIONS  
PROPOSED FOR 2010-2011  
MANAGEMENT BID**

1. Proposed \$533,079 total budget represents a 0% increase from 2009-10. This reflects a proposed 0% increase in ratepayer revenue.
2. Employee health insurance has been based on 2009-10 actual expense and 2010-11 estimates of 25% increase. (The employee health insurance contract is renewed mid-year).
3. Salaries are based on a 2% increase. Percentage allocations were adjusted slightly to reflect job responsibility adjustments.
4. Estimated 35% less than previous budget for corporate insurance expense.
5. Lines were added to allow funds for:

Downtown Master Plan Update	\$15,000
BID Evaluation	\$ 2,800
6. Reduction in cost of Furniture, Fixtures, & Equipment Lease and increase in Repairs & Maintenance to include maintenance on computers.
7. Increase of 33% in BID Interest/Administration Costs to adjust to a more realistic amount.

**MANAGEMENT BID BUDGET**  
**September 1, 2010 - August 31, 2011**

CATEGORY	2009-10 Approved	2010-11 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	35,840	35,840
Interest Income	40	40
<b>TOTAL MANAGEMENT BID INCOME</b>	<b>\$ 533,079</b>	<b>\$ 533,079</b>

**EXPENSES**

<b>DOWNTOWN BID ACTIVITIES &amp; IMPROVEMENTS</b>		
<b><i>ECONOMIC DEVELOPMENT</i></b>		
<b>Personnel</b>		
President (25%)	26,583	26,710
Marketing Director (35%)	16,448	16,898
Assistants/Interns (50%)	14,895	17,147
Runner (25%)	3,968	2,265
<b>Total Personnel</b>	<b>\$ 61,894</b>	<b>\$ 63,020</b>
<b>Activities/Products</b>		
Investor/Consumer Marketing	36,849	35,723
Benchmarking	1,000	1,000
LPED Annual Dues	2,750	2,750
Retail Support	8,000	4,000
Downtown Master Plan	0	3,000
BID Evaluation	0	1,000
<b>Total Activities/Products</b>	<b>48,599</b>	<b>47,473</b>
<b>TOTAL ECONOMIC DEVELOPMENT</b>	<b>\$ 110,493</b>	<b>\$ 110,493</b>
<b><i>COMMUNICATIONS &amp; ADVOCACY</i></b>		
<b>Personnel</b>		
President (20%)	21,266	21,368
Marketing Director (35%)	16,447	16,898
Office Manager (50%)	21,456	22,035
Assistants/Interns (20%)	4,028	6,859
Runner (25%)	1,323	2,265
<b>Total Personnel</b>	<b>\$ 64,520</b>	<b>\$ 69,425</b>
<b>Activities/Products</b>		
BID Newsletter	2,500	500
Business Directory and Map	10,000	9,251
Annual Meeting/Annual Report	5,000	4,000
Downtown Website	5,956	2,000
Downtown Master Plan	0	1,800
BID Evaluation	0	1,000
<b>Total Activities/Products</b>	<b>\$ 23,456</b>	<b>\$ 18,551</b>
<b>TOTAL COMMUNICATIONS &amp; ADVOCACY</b>	<b>\$ 87,976</b>	<b>\$ 87,976</b>

CATEGORY	2009-10 Approved	2010-11 Proposed	Support Percent
<b>PARKING &amp; TRANSPORTATION INITIATIVES</b>			
<b>Personnel</b>			
President (20%)	21,266	21,368	
Marketing Director (20%)	9,399	9,656	
Assistants/Interns (15%)	7,714	5,144	
Runner (25%)	1,764	2,265	
<b>Total Personnel</b>	<b>\$ 40,143</b>	<b>\$ 38,433</b>	
<b>Activities/Products</b>			
Special Parking and Transportation Projects	14,466	8,176	
Downtown Master Plan	0	8,000	
BID Evaluation	0	0	
<b>Total Activities/Products</b>	<b>\$ 14,466</b>	<b>\$ 16,176</b>	
<b>TOTAL PARKING &amp; TRANSPORTATION INITIATIVES</b>	<b>\$ 54,609</b>	<b>\$ 54,609</b>	
<b><u>TOTAL DOWNTOWN BID ACTIVITIES &amp; IMPROVEMENTS</u></b>	<b>\$253,078</b>	<b>\$253,078</b>	69%

<b>CORE - ACTIVITIES &amp; IMPROVEMENTS</b>			
<b>CORE AREA IMPROVEMENTS &amp; PROMOTIONS</b>			
<b>Personnel</b>			
President (25%)	26,583	26,710	
Marketing Director (10%)	4,699	4,828	
Office Manager (25%)	10,728	11,018	
Assistants/Interns (15%)	4,901	5,144	
Runner (25%)	1,764	2,265	
<b>Total Personnel</b>	<b>\$ 48,675</b>	<b>\$ 49,965</b>	
<b>Activities/Products</b>			
Visitor Attractions/Promotions	7,000	7,000	
Holiday Displays & Lights	21,500	21,500	
Replace Street Furniture	10,500	10,500	
Retail Support	6,000	1,710	
Downtown Master Plan	0	2,200	
BID Evaluation	0	800	
Events Management Corp.	15,500	15,500	
Public Spaces Entertainment/Events	6,402	6,402	
<b>Total Activities/Products</b>	<b>\$ 66,902</b>	<b>\$ 65,612</b>	
<b><u>TOTAL CORE AREA IMPROVEMENTS &amp; PROMOTIONS</u></b>	<b>\$ 115,577</b>	<b>\$ 115,577</b>	31%

<b>TOTAL BUDGET BEFORE MANAGEMENT &amp; SUPPORT</b>	<b>\$368,655</b>	<b>\$368,655</b>
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CATEGORY	2009-10 Approved	2010-11 Proposed
<b>MANAGEMENT &amp; SUPPORT</b>		
<b>Personnel:</b>		
President (10%)	10,633	10,684
Finance Manager (100% of 59% paid by BID)	37,198	38,141
Office Manager (25% of 87% paid by BID)	10,728	11,018
<b>Total Personnel</b>	<b>\$ 58,559</b>	<b>\$ 59,843</b>
<b>Fixed Costs:</b>		
BID Interest/Admin. Costs	12,000	16,000
Rent	29,000	29,108
Corporate Insurance	11,450	7,385
Corporate Taxes/Licenses	250	100
<b>Total Fixed Costs</b>	<b>\$ 52,700</b>	<b>\$ 52,593</b>
<b>Administration:</b>		
Telephone & Utilities	5,900	5,700
Office Supplies	4,000	3,088
Postage	2,000	1,200
Copies	6,465	5,200
Dues/Subscriptions	2,000	1,800
Professional Development	10,000	10,000
Meeting Expense	2,500	2,500
Repairs & Maintenance	2,300	6,500
Furniture, Fixtures, & Equipment Lease	7,000	5,000
Furniture, Fixtures, & Equipment Purchase	2,500	2,000
Professional, Accounting, & Legal	8,500	9,000
<b>Total Administration</b>	<b>\$ 53,165</b>	<b>\$ 51,988</b>
<b>TOTAL MANAGEMENT &amp; SUPPORT</b>	<b>\$ 164,424</b>	<b>\$ 164,424</b>

<b>TOTAL BID BUDGET EXPENSES:</b>		
<b>DOWNTOWN, CORE AND MANAGEMENT</b>	<b>\$ 533,079</b>	<b>\$ 533,079</b>

05/18/10

**DOWNTOWN LINCOLN ASSOCIATION PROPOSED ANNUAL PROGRAM OF WORK  
SEPTEMBER 2010 – AUGUST 2011**

**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**

## **2010-2011 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.