



2016 Proposed
Downtown & West Haymarket
Maintenance and Management
BID Budgets
&
Program of Work

Downtown Lincoln Association
August 2015

Contents by Page Title

- 1. 2014-2017 Strategic Plan Summary**
- 2. Annual Program of Work**
- 3. 2015-2016 Priorities**
- 4. Proposed Maintenance BID Budget**
- 5. Proposed Management BID Budget**



STRATEGIC PLAN | 2014-2017

MISSION STATEMENT: “The Downtown Lincoln Association provides services and champions initiatives for maintaining and enhancing our vibrant downtown.”

OUR VISION: “Create an energetic downtown environment where we live, learn, work, invest and play.”

Objectives	Strive to exceed the expectations of downtown Lincoln patrons.	Seek opportunities to nurture new and energetic downtown initiatives.	Build and sustain a dynamic downtown that serves as a catalyst for long-term regional development.
Timeline	Today	Tomorrow	Future
Strategies	<ul style="list-style-type: none"> ▶ Address the transportation needs relating to downtown. ▶ Ensure a clean, safe and inviting downtown. ▶ Strengthen existing and future downtown establishments. ▶ Enhance communication with downtown constituents. ▶ Strengthen downtown’s position as Lincoln’s “event and entertainment center.” 	<ul style="list-style-type: none"> ▶ Encourage new retail development. ▶ Evaluate opportunities to increase residential development. ▶ Evaluate opportunities to increase commercial development. ▶ Develop marketing initiatives to support existing and new businesses. ▶ Contingency Plan for current and upcoming economic factors. 	<ul style="list-style-type: none"> ▶ Support new development initiatives such as the 2015 Vision projects. ▶ Evaluate opportunities to better integrate the Central Business District with Haymarket and Antelope Valley. ▶ Review long-term need and funding sources for enhancing downtown’s infrastructure. ▶ Ensure DLA’s actions are consistent with and supportive of the short and long-term objectives of the Downtown Master Plan.

**DOWNTOWN LINCOLN ASSOCIATION PROPOSED ANNUAL PROGRAM OF WORK
SEPTEMBER 2015 – AUGUST 2016**

DOWNTOWN BID PROGRAM PRIORITIES WITH BUDGET REQUIREMENTS

ECONOMIC DEVELOPMENT

1. Continue promotion of Downtown Gift Card Program.
2. Continue implementation of New Downtown Identity Campaign.
3. Continue a "benchmarking" system to track progress in downtown development.
4. Promote Downtown produced and supported events.
5. Pay annual membership dues to the Lincoln Partnership for Economic Development.
6. Continue support of downtown retail initiatives in conjunction with Downtown Civic Ventures.

Total Economic Development (includes staffing) \$140,355

COMMUNICATIONS AND ADVOCACY

1. Publish monthly downtown newsletter.
2. Continue to update, maintain and enhance the DLA website and coordinate with Haymarket and Park & Go websites.
3. Publish and disseminate Annual Report and in conjunction with annual meeting.
4. Publish and distribute Downtown Visitors Guide's and interactive directories.
5. Continue to enhance downtown social media efforts.
6. Produce an updated panhandling/homeless awareness campaign.

Total Communications/Advocacy (includes staffing) \$109,165

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. Support parking garage demand study and location for the next downtown garage.
3. Increase awareness of downtown parking programs and options for part-time workers.
4. Provide a parking information database through Park & Go website.
5. Conduct issue research and education on parking and transportation needs, trends and options.

Total Parking Budget (includes staffing) \$62,380

TOTAL DOWNTOWN BID \$311,900

CORE OVERLAY BID PROGRAM PRIORITIES/BUDGET REQUIREMENTS

1. Produce season retail supported events including Shop the Blocks, Scarlet Days and Pair Days.
2. Support efforts to bring additional visitors, meetings and conferences to downtown hotels and businesses.
3. Replace worn holiday lights and provide funding for installation of holiday displays.
4. Replace outdated benches, cigarette and trash receptacles in conjunction with redevelopment and streetscape projects.
5. Continue to organize and provide funding for downtown public space entertainment events, including Haymarket Farmers' Market, Jazz in June Market, Zoo Fest and Lincoln Calling, Tower Jazz, Summer Blend, Tower Unplugged, Brunch on the Square, Yoga @ Tower Square, Downtown Performance Series.

Total Core Overlay Budget (includes staffing) \$181,763

Total Management and Support \$221,790

TOTAL BID BUDGET: DOWNTOWN, CORE AND MANAGEMENT \$715,454

2015-2016 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. Partner with the City of Lincoln Police Department and local social service organizations to produce and communicate panhandling/homeless awareness initiatives.
3. Encourage use of the N Street Bikeway and support implementation of Bike Share program.
4. Facilitate improved utilization of existing parking supply, and location of next downtown garage.
5. Continue integration of the new West Haymarket Business Improvement Districts.
6. Partner with the city to support and promote the new Downtown Circulators (trolleys).
7. Participate in the planning process for the South Downtown District (SoDo) study.
8. Complete an in-house downtown housing inventory.
9. Continue outreach, communication and accountability to downtown business and property owners.
10. Continue to emphasize positive working relationships with all community organizations, including the 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, Lincoln CVB, NeighborWorks Lincoln, UNL Center for Entrepreneurship , Vision 2015 and local media.
11. Continue active involvement in city-wide initiatives which significantly impact Downtown Lincoln.

**Downtown Lincoln Association
Downtown & West Haymarket Maintenance BID Proposed Budget
September 1, 2015 - August 31, 2016**

Category	2014-15 Approved	2015-2016 Downtown	2015-16 West Haymarket	<u>2015-16 Totals</u>
INCOME				
Property Owner Assessment	291,325	240,311	56,841	297,152
City of Lincoln Maintenance Contribution	280,832	229,608	56,841	286,449
City of Lincoln MIRF/Tree Replacement	50,723	50,723	0	50,723
Interest Income	121	101	20	121
Additional Contracts				
GSA Contract	9,312	9,312	0	9,312
StarTran Bus Stop Service Agreement	2,900	0	0	0
Parking Garage Landscape Service Agreement	17,401	14,034	3,367	17,401
LHDC Farmers' Market Service Agreement	6,831	7,036	0	7,036
Pinnacle Arena Drive Service Agreement	0	0	21,600	21,600
Centennial Mall Service Agreement	0	21,400	0	21,400
Tower Square Service Agreement	0	5,300	0	5,300
Total Maintenance BID Income	\$659,445	\$577,825	\$138,669	\$ 716,494
EXPENSES				
Personnel Salaries	325,858	270,490	64,913	335,403
Benefits, Payroll Taxes & Work Comp	134,465	117,976	28,312	146,289
Community Alternatives/Temp Labor	40,000	32,258	7,742	40,000
Uniforms	1,000	806	194	1,000
Federal/PO/LHA Share Special Assessments	16,102	12,986	3,116	16,102
Holiday Installation, Repair & Maintenance	6,000	4,839	1,161	6,000
Insurance	7,671	6,993	1,678	8,671
Administrative Costs to DLA	25,000	20,162	4,838	25,000
Professional Development	1,224	1,613	387	2,000
Landfill/Refuse	6,500	5,645	1,355	7,000
Rent	20,000	17,374	4,170	21,544
Utilities	14,500	12,903	3,097	16,000
Repairs/Supplies	29,140	28,226	6,774	35,000
Replacement Plantings	31,485	25,391	6,094	31,485
Equip Capital Replacement	0	20,162	4,838	25,000
Total Maintenance BID Expense	\$659,445	\$577,825	\$138,669	\$ 716,494

DOWNTOWN LINCOLN ASSOCIATION
Downtown & West Haymarket MANAGEMENT BID BUDGET PROPOSED
September 1, 2015 - August 31, 2016

CATEGORY	2014-2015	2015-2016	2015-2016	2015-2016
	DT & West Approved	Downtown PROPOSED	West Haymarket PROPOSED	DT & West Totals
INCOME				
Property Owner Assessment-Downtown BID	374,655	325,474	66,506	391,980
Property Owner Assessment-Core Overlay BID	247,965	181,903	81,522	263,425
Transfer from Maintenance	25,000	20,312	4,688	25,000
Nonprofit Contributions	35,000	35,000	\$ -	35,000
Interest Income	50	40	\$ 10	50
TOTAL MANAGEMENT BID INCOME	\$ 682,669	\$ 562,729	\$ 152,725	\$ 715,454
EXPENSES				
DOWNTOWN BID ACTIVITIES & IMPROVEMENTS				
ECONOMIC DEVELOPMENT				
Personnel				
Total Personnel	\$ 79,812	\$ 70,948	\$ 13,265	\$ 84,213
Activities/Products				
Investor/Consumer Marketing	41,458	37,399	6,993	44,392
Benchmarking	1,000	842	158	1,000
LPED Annual Dues	2,750	2,317	433	2,750
Retail Support	4,000	3,370	630	4,000
Panhandling/Homeless	4,000	3,370	630	4,000
Total Activities/Products	53,208	\$ 47,299	\$ 8,843	\$ 56,142
TOTAL ECONOMIC DEVELOPMENT	\$ 133,020	\$ 118,246	\$ 22,109	\$ 140,355
COMMUNICATIONS & ADVOCACY				
Personnel				
Total Personnel	\$ 77,595	\$ 68,057	\$ 12,725	\$ 80,782
Activities/Products				
BID Newsletter	1,000	1,685	315	2,000
Business Directory and Map	13,865	12,637	2,363	15,000
Annual Meeting/Annual Report	5,000	4,212	788	5,000
Downtown Website	4,000	3,693	690	4,383
Panhandling/Homeless	2,000	1,685	315	2,000
Total Activities/Products	\$ 25,865	\$ 23,912	\$ 4,471	\$ 28,383
TOTAL COMMUNICATIONS & ADVOCACY	\$ 103,460	\$ 91,970	\$ 17,196	\$ 109,165
PARKING & TRANSPORTATION INITIATIVES				
Personnel				
Total Personnel	\$ 47,296	\$ 42,043	\$ 7,861	\$ 49,904
Activities/Products				
Special Parking and Transportation Projects	7,824	7,141	1,335	8,476
Panhandling/Homeless	4,000	3,370	630	4,000
Total Activities/Products	\$ 11,824	\$ 10,511	\$ 1,965	\$ 12,476
TOTAL PARKING & TRANS INITIATIVES	\$ 59,120	\$ 52,554	\$ 9,826	\$ 62,380
TOTAL DOWNTOWN BID ACTIVITIES & IMPROVEMENTS	\$ 295,599	\$ 262,770	\$ 49,130	\$ 311,900

CORE - ACTIVITIES & IMPROVEMENTS	DT & West Approved	2015-2016 DT Core	2015-2016 WEST Core	2015-2016 Core Totals
CORE AREA IMPROVEMENTS & PROMOTIONS				
Personnel				
Total Personnel	\$ 67,446	\$ 50,205	\$ 22,500	\$ 72,705
Activities/Products				
Visitor Attractions/Promotions	15,000	10,358	4642	15,000
Holiday Displays & Lights	35,000	26,240	11760	38,000
Street Furniture & Sidewalk Amenities	21,100	15,232	6826	22,058
Retail Support	5,000	3,453	1547	5,000
Public Spaces Entertainment/Events	20,070	16,573	7427	24,000
Panhandling/Homeless	5,000	3,453	1547	5,000
Total Activities/Products	\$ 101,170	\$ 75,308	\$ 33,750	\$ 109,058
TOTAL CORE AREA IMPROVEMENTS & PROMOTIONS	\$ 168,616	\$ 125,513	\$ 56,250	\$ 181,763

TOTAL BUDGET BEFORE MANAGEMENT & SUPPORT	\$ 464,215	\$ 388,283	\$ 105,380	\$ 493,664
---	-------------------	-------------------	-------------------	-------------------

CATEGORY	DT & West Approved	2015-2016 Downtown	2015-2016 West Haymarket	2015-2016 Totals
MANAGEMENT & SUPPORT				
Personnel:				
Total Personnel	\$ 91,751	\$ 74,140	\$ 20,122	\$ 94,261
Fixed Costs:				
BID Interest/Admin. Costs	15,000	11,798	3,202	15,000
Rent	40,600	31,933	8,667	40,600
Corporate Insurance	9,836	8,524	2,313	10,837
Corporate Taxes/Licenses	100	79	21	100
Total Fixed Costs	\$ 65,536	\$ 52,334	\$ 14,203	\$ 66,537
Administration:				
Telephone & Utilities	12,000	10,225	2,775	13,000
Office Supplies	2,967	2,353	639	2,992
Copies	4,500	3,539	961	4,500
Postage	1,500	1,180	320	1,500
Dues/Subscriptions	2,000	1,573	427	2,000
Professional Development	10,000	7,079	1,921	9,000
Meeting Expense	3,000	2,360	640	3,000
Repairs & Maintenance	7,000	5,348	1,452	6,800
Furniture, Fixtures, & Equipment Lease	5,200	4,090	1,110	5,200
Furniture, Fixtures, & Equipment Purchase	3,000	2,360	640	3,000
Professional, Accounting, & Legal	10,000	7,865	2,135	10,000
Total Administration	\$ 61,167	\$ 47,972	\$ 13,020	\$ 60,992
TOTAL MANAGEMENT & SUPPORT	\$ 218,454	\$ 174,445	\$ 47,345	\$ 221,790

**TOTAL BID BUDGET EXPENSES:
DOWNTOWN, CORE AND MANAGEMENT**

\$ 682,669	\$ 562,729	\$ 152,725	\$ 715,454
-------------------	-------------------	-------------------	-------------------

* Predicated on a 35% property value increase

** Proposed budget results in a projected 10.2% decrease in assessment rate (levy)