

# Board of Directors

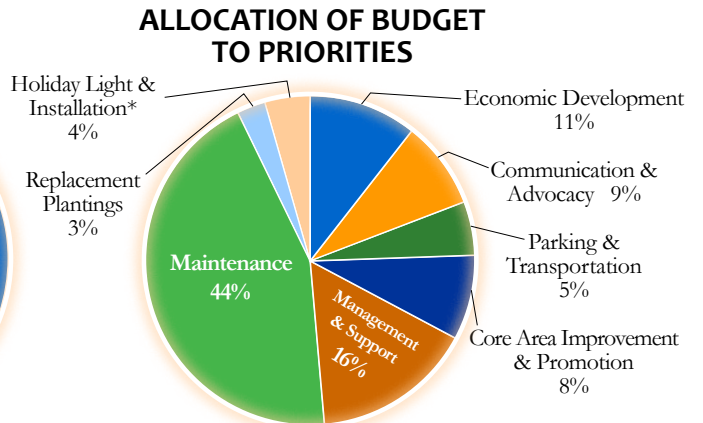
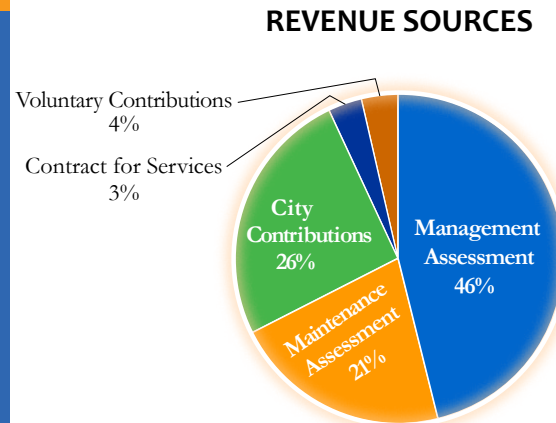
- Ed Switek  
*TierOne Bank*
- Bill Schmeckle  
*Assurity Life*
- Jon Weinberg  
*Summit Investments*
- Nancy Gade  
*The Arter Group*
- Jane Morrison  
*Downtown Resident*
- Doug Lienemann  
*Midwest Steel Inc.*
- Will Scott  
*WRK LLC*
- Michelle Waite  
*University of Nebraska - Lincoln*
- Debby Brehm  
*Center Associates, LLC*
- Brett Harris  
*Speedway Properties*
- Matt Harris  
*Arbor Day Foundation*
- Steve Hilton  
*Embassy Suites*
- Cheryl Krueger  
*Windstream*
- Stan Maly  
*NEBCO*
- Kent Peterson  
*Conbusker Marriott Hotel*
- Nader Sepahpur  
*Oso Burrito, Yia Yia's, Marz Lounge*
- Mark Stephens  
*Bob Stephens & Associates*
- Jane Stricker  
*Footloose and Fancy*
- C.J. Thoma  
*Foundation for Educational Services*
- Greg Allen  
*Farmers Mutual Insurance*
- Jenni Christiansen  
*Wells Fargo*
- Ben Kiser  
*Nelnet*
- Monte Olson  
*Bailey Lauerman*
- Kelly Wiley  
*Union Bank*

## Liaisons

- Trish Owen | Dallas McGee  
*Mayor Designees*
- Gene Carroll | John Spatz  
*City Council*
- Ray Stevens  
*Lancaster County Board*
- Carlos Castillo | Doni Peterson  
*State of Nebraska*
- Kim Ringo-Bright  
*Haymarket Development Corp.*
- Katie Tauer  
*Updowntowners*
- Jason Smith  
*Lincoln Chamber of Commerce*
- Tom Lorenz  
*Visitors Promotion Committee*

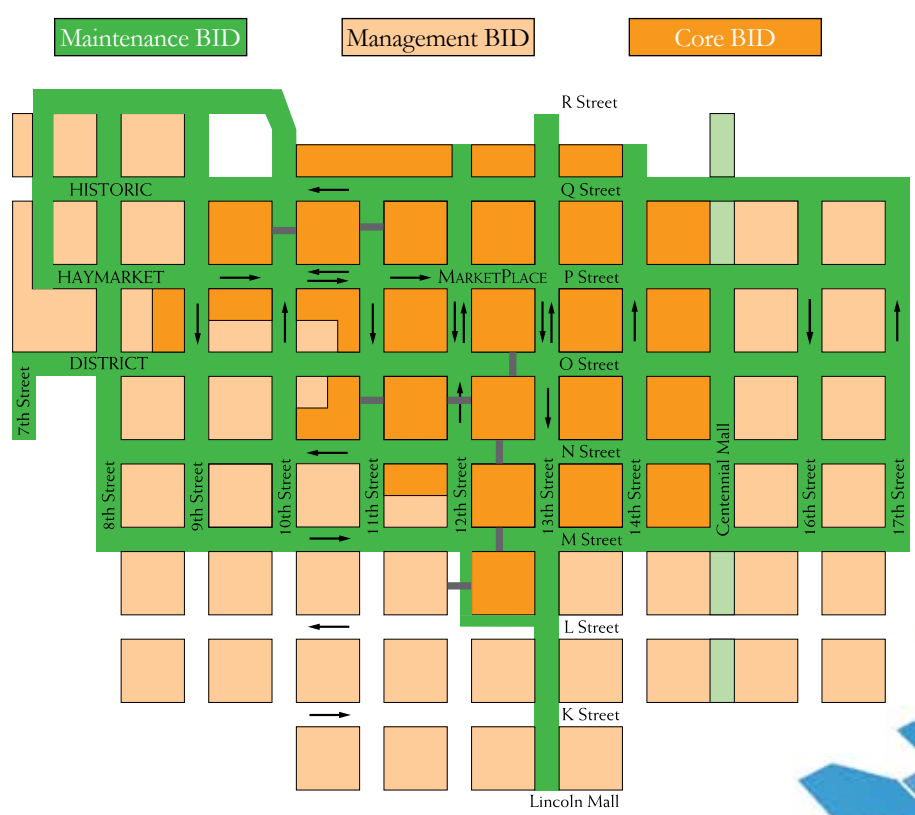
## DLA Staff

- Terry Uland | *President*
- George Pinkerton | *Maintenance Director*
- Todd Ogden | *Marketing Director*
- Cathy Adamson | *Finance Manager*
- Pam Farrens | *Office Manager*
- Brooke Gillies | *Marketing Assistant*
- Kevin Clarke | *Research Intern*
- Deb Johnson | *Updowntowners*
- Frances Schoonveld | *Updowntowners*



## 2008-09 DLA Revenues & Expenditures

In 2008-09, the Downtown Lincoln Association managed a BID budget of \$1,031,372 which is directed to three business improvement districts (BIDs).



## Our Downtown Vision

*Create an energetic downtown environment where we live, learn, work, invest and play.*

## Downtown Mission Statement

*The Downtown Lincoln Association provides services and champions initiatives for maintaining and enhancing our vibrant downtown.*



206 S. 13th Street, Suite 101  
Lincoln, NE 68508  
phone: 402.434.6900  
fax: 402.434.6907  
www.downtownlincoln.org



# LIVE, LEARN



## HIGHLIGHTS

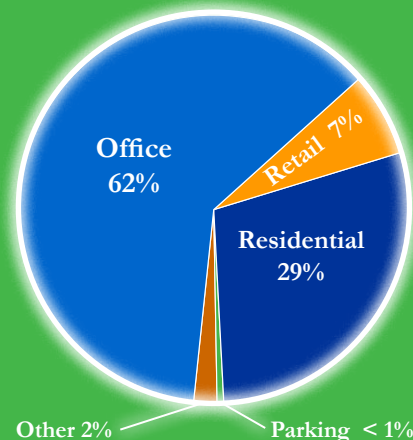
Lincoln Flats, a \$6 million mixed-use project creating new retail, office and residential space in downtown Lincoln at 13th and O Streets underwent construction. In 2009, 24 moderately-priced condominiums will be available. Another key element of the project calls for a redeveloped alley plaza to be transformed into a unique, pedestrian-friendly walkway.

W.C. Shinn Lofts at 126 N. 16th Street, once a lightning rod factory, was completely refurbished and now offers 14 urban living units.

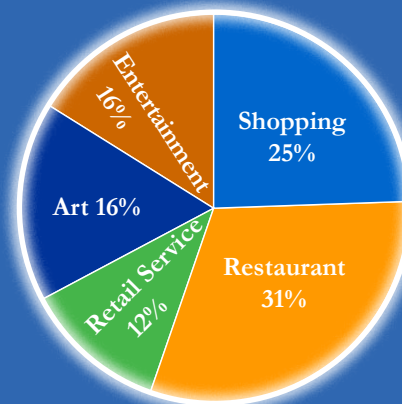
DLA installed 50 new dark blue recycling containers located throughout downtown Lincoln. In a year, the DLA Maintenance crew and helpers from Community Alternatives of Nebraska picked up, sorted and distributed 8,770 pounds of materials to recycling vendors.

This spring, DLA planted the first of 147 new trees downtown. Over 38 different varieties of trees were planted in new areas downtown, and some existing but deteriorating trees were replaced.

## Downtown Investment



## Downtown Retail



## HIGHLIGHTS

DLA launched its dynamic new website with enhanced interactive tools and in-depth information, providing a valuable resource to everyone interested in downtown. Website visitors connect to current news and events through an interactive event calendar and a live news feed located on the homepage.

DLA expanded social media options for everyone to stay connected with events in downtown Lincoln. Live, daily updates on downtown happenings can be seen by befriending DLA on Facebook and YouTube and following @DowntownLincoln on Twitter.

On the first Friday of each month, art galleries throughout Lincoln join forces to introduce new exhibits to art enthusiasts. A variety of downtown art galleries host openings during the evening, allowing visitors to stroll from gallery to gallery enjoying a special night for all ages.

Tens of thousands of twinkling lights created a sparkling winter display in downtown Lincoln as DLA introduced a new seasonal theme, the Twelve Days of Christmas. Each holiday season the DLA Maintenance crew and G&M Window invest 1,950 hours sorting, delivering, and installing the displays.

# WORK



## Marketing Indicators

Dining, Shopping, Parking Guides Distributed	85,000
Newsletters Sent	13,326
Event Calendars Downloaded	24,147

## Website Statistics

Hits	6,208,402
Sessions	131,683
Downtown Living Searches	34,506
Event Pages Searched	12,422
Restaurant Pages Searched	20,740
Shopping Pages Searched	11,519

## Living Indicators

Maintenance Employees	10
Downtown Residents	3,000
Downtown Trees	992
Downtown Planting Beds	1,000
Total Planting Bed Sq. Ft.	193,086
Open Planting Beds	67
Planting Bowls	83
Downtown Benches	84
Recycling Containers	50
Lbs. Of Recycled Material	8,770
Refuse Containers	289
Cigarette Receptacles	60
Downtown Banners	400

## Economic Indicators

Downtown Appraisal Value	\$293,203,567.95
Employees	28,000
Businesses/Organizations	857
Retail Establishments	292
Parking Spaces	22,721
Hotel Rooms	780
Office Vacancy Rate	7.1%
Retail Vacancy Rate	10.6%

## 2008-2009 Investments:

Construction Permits Issued	60
Construction Values	\$8,267,773
Office Investment	\$5,114,817
Residential Investment	\$2,381,810
Retail Investment	\$572,393

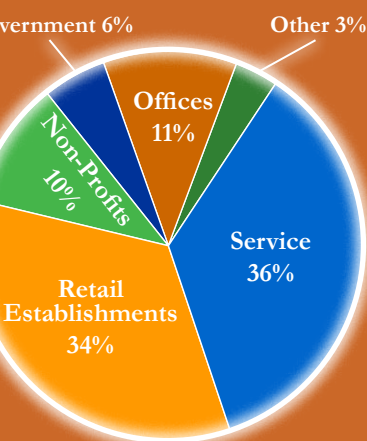
## HIGHLIGHTS

DLA and 2015 Vision officials announced Panera Bread® plans to open one of its popular bakery-cafes in the first floor of the Arbor Day Plaza, formerly Cooper Plaza near 12th & P Streets. Private money raised by Downtown Civic Ventures to promote retail growth along the P and Q Streets Corridor was used to help with Plaza building renovations.

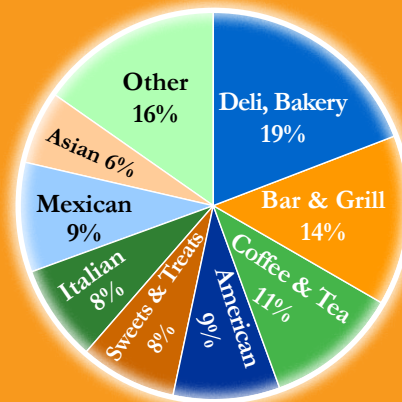
Plans are moving forward with the West-Haymarket arena, which the city will vote for on the 2010 spring ballot. With voter approval, the arena's first event could take place by October of 2013.

The longtime goal of transforming Lincoln parking into an economic development tool of the city is almost realized. Nearly all parking functions are consolidated into the Urban Development Department. Highly visible changes in the parking system will be enacted by spring of 2010.

Phase II of the UNL Arts & Humanities Block has begun implementation. The project is envisioned to be a place where artists, tourists and locals can walk back and forth between the hotel, restaurants, art galleries and public spaces that are all intertwined on the same block.



Downtown Businesses



Downtown Restaurants

## HIGHLIGHTS

2008-09 was an outstanding year for a community celebration and was highlighted by the following events.

**Celebrate Lincoln**- recently honored as one of the top three festivals in the world by the International Festival & Events Association. Don't miss Lincoln's signature summer festival on June 18-19, 2010!

**Star City Holiday Parade**- Santa will be ringing in the holiday season at the 25th anniversary of the Parade. The largest parade in a five state region will bring spectacular floats, gigantic balloons, and talented bands to Downtown Lincoln on December 5, 2009.

**Haymarket Farmers' Market**- fresh product, crafts, flowers and homemade food. With over 200 stalls, the Haymarket Farmers' Market attracted an attendance of over 5,000 during peak season.

**Jazz in June**- free jazz concert series in the beautiful sculpture garden every Tuesday in June on the University of Nebraska's flagship campus.

**Ribfest**- a summertime street festival featuring award-winning BBQ and music attracted 31,475 enthusiastic eaters during its four-day run.

## Event Indicators

### Downtown 2008-09 Athletic Attendance

<i>Nebraska Husker Athletics</i>	
Football	680,564
Men's Basketball	185,153
Baseball	78,627
Volleyball	71,539
Women's Basketball	48,170
Wrestling	6,795
Softball	5,732
Nebraska High School Tournaments	
Lincoln Saltdogs	172,445
Lincoln Stars	129,428
Roller Derby (Pershing)	1,500

# PLAY



# INVEST

