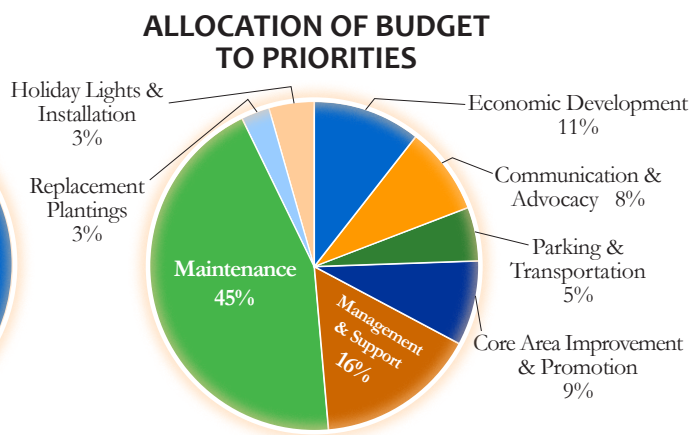
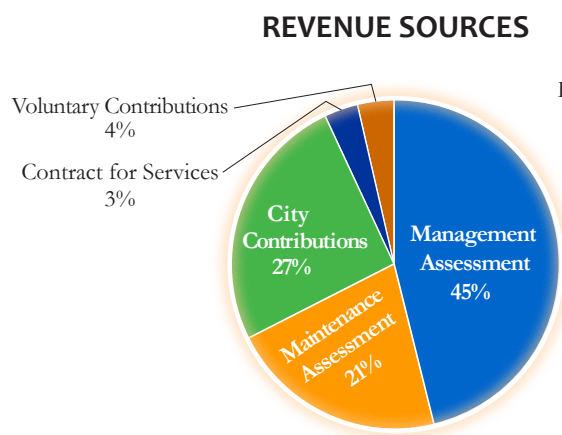




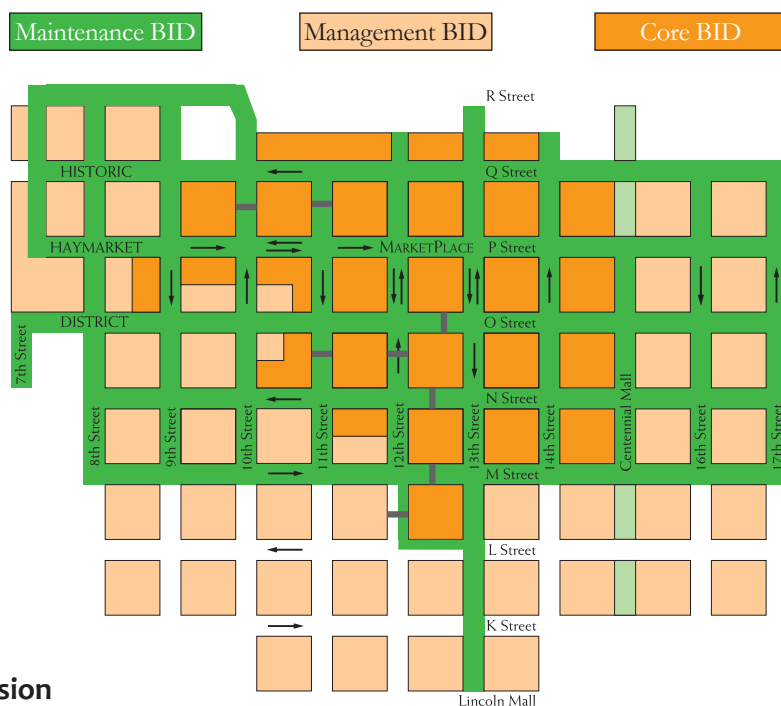
Board of Directors

- Bill Schmeckle**
Assurity Life
- Steve Hilton**
Embassy Suites
- Ed Swotek**
Ameritas
- Mark Stephens**
Bob Stephens & Associates
- Craig Madson**
US Bank
- Jane Morrison**
Downtown Resident
- Jenni Christiansen**
Wells Fargo
- Michelle Waite**
University of Nebraska-Lincoln
- Greg Allen**
Farmers Mutual
- Tafe Sup Bergo**
Post & Nickel, Doozy's
- Debby Brehm**
Center Associates, LLC
- Brett Harris**
Speedway Properties
- Ben Kiser**
Nelnet
- Cheryl Krueger**
Windstream
- Stan Maly**
NEBCO
- Nader Sepahpur**
Oso Burrito, Yia Yia's, Marz
- Jane Stricker**
Footloose & Fancy
- C.J. Thoma**
Foundation for Educational Services



2010-2011 DLA Revenues & Expenditures

In 2010-11, the Downtown Lincoln Association managed a BID budget of \$1,020,133 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
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fax: 402.434.6907
www.downtownlincoln.org

Liaisons

- Rick Hoppe**
Mayor Designee
- Dallas McGee**
Urban Development
- Gene Carroll**
City Council
- Carl Eskridge**
City Council
- Rod Anderson**
State of Nebraska
- Angie Tucci**
LHDC
- Jim Smith**
GoLincolnGo
- Jason Smith**
Lincoln Chamber of Commerce
- Tom Lorenz**
Visitors Promotion Committee

DLA Staff

- Terry Uland**
President
- Todd Ogden**
Marketing Director
- George Pinkerton**
Maintenance Director
- Cathy Adamson**
Finance Manager
- Susan Felton**
Executive Assistant
- Stefanie Warner**
Marketing Manager
- Matt Hames**
Communications Coordinator
- Betsy Roche**
Research Intern

LIVE, LEARN



Living Indicators

Maintenance Employees.....	9
Downtown Residents	3,000
Downtown Trees	1,009
Downtown Planting Beds	989
Total Planting Bed Sq. Ft.....	192,895
Planting Bowls	83
Woodchips Used (<i>Cubic Yds.</i>).....	1,500
Downtown Benches.....	92
Recycling Containers	50
Recycled Material (<i>Lbs.</i>).....	29,976
Refuse Containers	289
Refuse Collected (<i>Cubic Yds.</i>)	2,650
Cigarette Receptacles.....	66
Downtown Banners.....	400
Block Faces Maintained.....	264
Miles of Sidewalk Maintained	18

HIGHLIGHTS

- Downtown Lincoln continues to experience a resurgence in retail activity. In the past year, the area has welcomed eight new clothing and accessory establishments, ten new restaurants and \$26,717,551 of retail construction permits.
- In 2011, Downtown Lincoln was no exception to the national trend with more people choosing to give up a plot of grass for a plot of sky, as they head from the suburbs to the city center. In the past year, \$6,488,000 of downtown development permits were dedicated to residential property.
- DLA was awarded the first place national award from Keep America Beautiful for their efforts in waste reduction and recycling. This award is given to organizations with outstanding programs that promote waste reduction through wise waste handling practices. Also deserving of the national recognition are the Community Alternatives of Nebraska crew members. This crew is made up of individuals with developmental disabilities who have been assisting DLA's waste management efforts since 1999.

HIGHLIGHTS

- Last summer, DLA released its new GoTo Guides, which are foldable, pocket-sized maps designed for convenience and ease in downtown navigation. GoTo Guides provide the location and contact information of nearly 400 dining, shopping and service businesses and list several annual festivals, events and athletics that happen year-round in the downtown area.
- In April 2011, DLA & POGO partnered to create a downtown discount card. The new Downtown POGO Card features discounts to nearly 100 downtown businesses and offers thousands in potential savings. The Downtown POGO costs \$10 and is good through December 31, 2012.
- On September 1, 2011 DLA announced its new Downtown Gift Card Program. The Downtown Gift Card is accepted at nearly 200 downtown businesses, providing great opportunities for downtown merchants and shoppers alike, while ensuring that 100% of all sales are spent downtown. The Downtown Gift Cards can be purchased online at downtowngift.org.

WORK



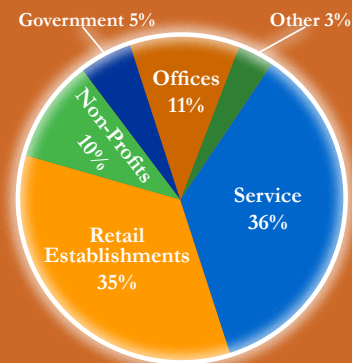
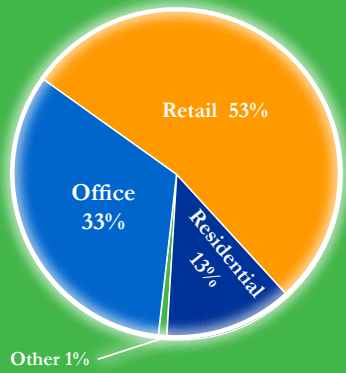
Marketing Indicators

Visitor Guides Distributed	80,000
GoTo Guides Distributed	30,000
Newsletters Sent	24,161
First Friday Brochures.....	3,000
Facebook Fans	4,687
Twitter Followers	2,085

Website Statistics

Visitors	78,222
Pageviews	408,235
Total Hours Spent	5,128
Downtown Living Searches.....	147,036
Restaurant Pages Searched.....	45,495
News Stories Read	19,528
Shopping Pages Searched.....	10,102

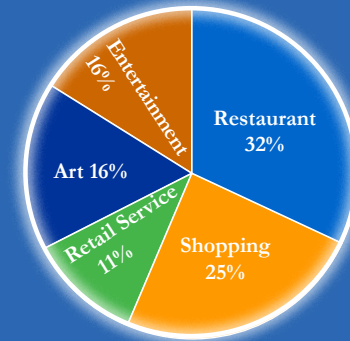
Downtown Investment



Downtown Businesses



Downtown Retail



Downtown Restaurants

Economic Indicators

Downtown Appraisal Value	\$318,767,072
Employees	28,000
Businesses/Organizations	885
Retail Establishments.....	313
Parking Spaces.....	22,721
Hotel Rooms.....	780
Office Vacancy Rate.....	13.0%
Retail Vacancy Rate	11.6%

2010-2011 Investments:

Construction Permits Issued.....	86
Construction Values	\$50,252,200
Office Investment.....	\$16,723,550
Residential Investment	\$6,488,000
Retail Investment	\$26,717,551

HIGHLIGHTS

- The Catalyst development project at the SE corner of 13th and Q Streets, known as Urban 38, broke ground in December 2010. The \$30.6 million, ten-story building is set to be finished in summer 2012 and will include 17,000 sq. ft. of retail space, six floors of city-operated parking and 53 new apartment units.
- In May 2011, Farmers Mutual Insurance broke ground downtown on its planned three-story, 45,000-sq.-ft. building next to its existing location. When completed, the \$15 million development will serve as its new headquarters at 13th & K.
- Last summer's initiative by Park & Go to implement First Hour Free parking in all city garages experienced successful results. In its first year, total Park & Go garage vehicle usage increased by 18%, resulting in an upsurge of overall time spent downtown.
- On September 7, 2011, Lincoln city and community members officially broke ground on the West Haymarket Development project. The arena construction is said to be on time and set to open in fall 2013.

HIGHLIGHTS

- 2010-11 was an outstanding year for the community to celebrate and was highlighted by the following events:
- **Celebrate Lincoln-** The 2011 festival featured two full days of live music, food, dancing and arts, capped off by a live performance by country music star Rodney Atkins.
- **Haymarket Farmers' Market-** fresh produce, 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-** a free jazz concert series in the beautiful sculpture garden every Tuesday in June on the University of Nebraska's flagship campus.
- **Lincoln Calling-** In the 8th year, there were over 100 acts performing at 10 venues during five days of live music and entertainment.
- **Ribfest-** a summertime street festival featuring four days of award-winning BBQ and music.
- **Zoofest-** Celebrating its 38th year, Zoo Bar held its annual blues festival in July, featuring food, drinks and live music on 14th Street between O and P.
- **First Friday Artwalks-** held on the first Friday of every month at galleries and shops in downtown Lincoln.

Event Indicators

2010-11 Athletic Attendance:

<i>Nebraska Husker Athletics</i>	
Football.....	599,648
Men's Basketball.....	178,507
Women's Basketball	69,425
Baseball.....	70,985
Volleyball	69,467
Wrestling.....	4,738
<i>Other Athletics</i>	
Lincoln Saltdogs	163,676
Lincoln Stars	113,727

PLAY



INVEST

