

Downtown Lincoln Quick Facts

Current Property Appraisal Value	\$321,850,323
Employees	28,000
Residents	1500
Businesses/Organizations	960
Retail Establishments	362
Parking Spaces	22,712
Hotel Rooms	780
Residential Vacancy Rate	4.7%
Office Vacancy Rate	8.6%
Retail Vacancy Rate	8%

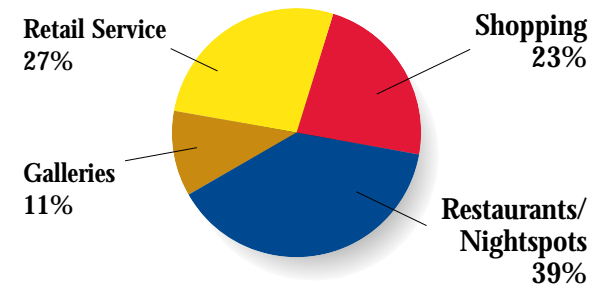
Forty years ago, a group of visionary merchants came together to form an organization that would become the Downtown Lincoln Association. They saw a need to work cooperatively to grow the core of the city while strengthening the whole community in the process.

Today, the Downtown Lincoln Association continues to flourish with collaborations that link business owners, university and government officials, developers, and residents in a united mission. Fueling this growth is a renaissance of investment and an expanding group of energetic entrepreneurs infusing the area with renewed vitality.

As we celebrate the many faces of Downtown Lincoln, we recognize and thank all the people throughout our community working to make our city stronger by supporting a creative, diverse, exciting, and sustainable downtown.

The Downtown Lincoln Association serves its downtown constituents and the Lincoln community by providing leadership, marketing, management, maintenance, economic services and events to ensure a vibrant, inviting downtown.

RETAIL ESTABLISHMENTS



2006-07 INVESTMENTS

Construction Permits Issued	86
Construction Values	\$9,053,288
% Private Investment Dollars	96%



“The strength of any community is measured by the health of its core downtown area. I believe strongly that Downtown Lincoln is on the brink of a new, exciting future.”

– Ed Swotek, Senior Vice President, TierOne Bank





“There’s a lot of good buzz Downtown with all the possibilities. We think the next five years could be very exciting.”

– Jane Stricker
Footloose and Fancy



Downtown Lincoln Association Priorities

- > Continue to champion the Downtown Master Plan, especially the proposed catalyst project on block bounded by P and Q, 13th and 14th Streets, and to monitor Antelope Valley community revitalization activities to ensure that these efforts complement and support downtown.
- > Play a leadership role in the planning, design, funding, programming and potential management of the proposed civic plaza at 13th and P Streets.
- > In partnership with the Vision 2015 Action Team, implement the June 2007 Retail Retention and Recruitment Strategy to strengthen the downtown retail environment and advance development opportunities in the Downtown Master Plan.

- > Continue to partner with other organizations to finalize the timetable and implementation plans for redevelopment in West Haymarket.
- > Support reorganization of the City’s parking management services within its Urban Development Department and participate in the City’s upcoming demand-supply study to plan the next generation of public parking facilities.
- > Partner with the City of Lincoln and downtown stakeholders to review, refine and finalize proposed urban design guidelines from the 2005 Downtown Master Plan.
- > Begin consideration of the potential for BID services and the financial and organizational implications for DLA in an expanding downtown environs which could encompass North Haymarket, Antelope Valley/East Downtown and West Haymarket.

“There’s a vibrancy that makes downtown unique. There’s a lot of energy and opportunity.”

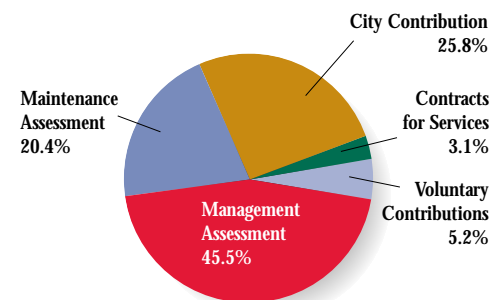
– Monte Froehlich, President,
U.S. Property



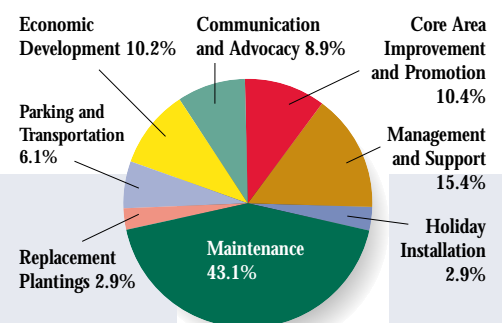
2006-07 DLA REVENUES AND EXPENDITURES

In 2006-07, the Downtown Lincoln Association managed a BID budget of \$978,915 which is directed to three business improvement districts (BIDs).

REVENUE SOURCES



ALLOCATION OF BUDGET TO PRIORITIES



* Note: Shared expense of Maintenance & Core Area Improvement & Promotion





Nader Sepahpur, owner of Yia Yia's, Oso Burrito, and the newly acquired Marz Bar, continues to expand Lincoln's culinary choices with the opening of each new establishment.



2006-2007 Downtown Lincoln Highlights

ECONOMIC DEVELOPMENT

- > Implementation of the Downtown Master Plan is well underway, with redevelopment of the block bounded by 13th and 14th, P and Q Streets as the first catalyst project. The City names Synergy Group as the developer for the catalyst project. Their proposal for a \$180 million mixed-use development includes a university-linked active retirement center, hotel, condominiums and retail.
- > DLA partners with the City, Chamber of Commerce and private developers in a Retail Retention and Recruitment Strategy to strengthen downtown's retail environment with a focus on attracting more local, independent, unique shops and restaurants in partnership with UNL.
- > Planning begins for a civic plaza at 13th and P Streets to serve as focal point for the catalyst project block.

- > The City proposes a downtown entertainment shuttle to facilitate linkages between downtown, UNL and Haymarket.
- > The National Arbor Day Foundation, in partnership with WRK LLC, redevelops the former Plaza 4 Theatre space at 12th and P Streets.
- > The former plasma building at the NW corner of 15th and O Streets is redeveloped as a retail location and renamed the Rialto.
- > The State Theatre is reopened as Lincoln's first "Theatre Pub."
- > Residential development continues with construction of the Option 13 row houses at 7th and R Streets and condominiums with a rooftop garden at 14th and O Streets.

ENVIRONS AND MAINTENANCE

- > "Our Community...Larger Than Life," a skywalk mural by Lincoln artist Larry Roots, is installed on the 12th Street skywalk.
- > DLA and UNL College of Journalism partner to create an education campaign on downtown panhandling with the theme of "I Didn't Need Your Money, I Just Needed a Change."
- > Lincoln gains another historic water fountain with an installation at 8th and S Streets.
- > Master Gardeners through UNL's Cooperative Extension Division plant and maintain all above ground planters in the downtown and Haymarket areas in partnership with the DLA and City.



Robert (left) and Will Scott, owners of the development firm WRK LLC, are changing the face of downtown through the redevelopment of several major buildings.



Jaclyn Geist, owner of The Black Market, is part of a growing group of entrepreneurs sharing their business-savvy to revitalize the retail market downtown.





Scoie Loop (left) and sister Matel Rokke added another gem to the downtown retail scene with their new women's clothing store, Tsuru. The store's name is Japanese for crane, a Nebraska state icon.

- > The City and DLA work together to address serious rose rosette disease impacting shrub roses in the downtown planting beds.
- > Long-time DLA Maintenance Director Gene Langdale retires; George Pinkerton becomes the new Maintenance Director.
- > The Downtown Neighborhood Association honors Gene Langdale with its 2007 "Good Neighbor" Award.



Kevin Shinn (left) and partner Kerry Knight offer a "simply special" dining experience at Bread and Cup, their new Haymarket restaurant featuring made-from-scratch fare using seasonal ingredients from local suppliers.

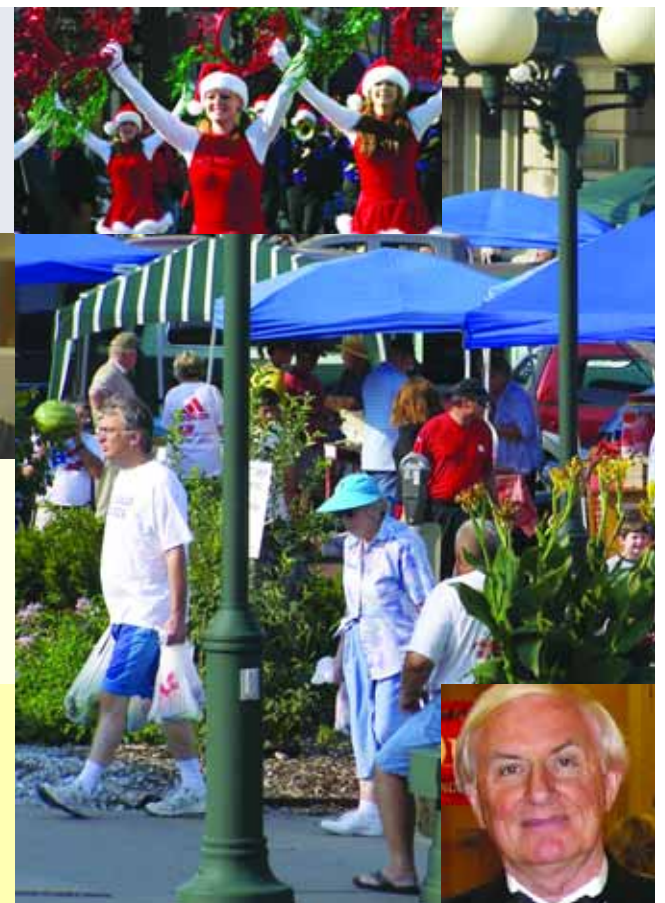
EVENTS AND MARKETING

- > The *Celebrate Lincoln* ethnic festival, presented by Lincoln Benefit Life and produced by the Updowntowners, expands its event site, entertainment attractions, food vendors and attendance.
- > The Lincoln Haymarket Development Corporation (LHDC) offers two new events, the Cork and Ale Fest, to showcase products of Nebraska vineyards and breweries, and Dock Stock, offering free local music performances that enliven summer evenings on the 8th Street docks between P and Q Streets.
- > The popular Saturday Farmers Market continues to draw record crowds to the Haymarket.
- > The Chocolate Lovers Fantasy, offered in partnership with CEDARS, has another great year, and Holidays in the Haymarket rounds out the LHDC's events calendar.

- > The *Star City Parade* captivates holiday throngs of residents and visitors once again.
- > The Meadowlark Music Festival partners with the Updowntowners for a Downtown Performance Series concert in the Lincoln Community Foundation Gardens.
- > 2007 Jazz in June concerts and the DLA market draw a record-breaking 27,000 people to the UNL campus over four consecutive Tuesdays.
- > The DLA, Updowntowners, Historic Haymarket and Downtown Neighborhood Association sponsor two Downtown Forum Lunches, the first on the recommendations from the Arena Task Force formed by Mayor Seng, the second a mayoral candidate forum.



High Tech pairs with Big Red at Agile Sports, one of Lincoln's home-grown entrepreneurial start-ups. Three energetic and visionary owners lead the company that develops software for sports teams (from left to right) Brian Kaiser, John Wirtz and David Graff.





Downtown Lincoln Association (l to r) Front Row: Julia Dunn, Deb Johnson, Polly McMullen, Cathy Adamson; Middle Row: Randy Stone, John McCave, Jay Standley, Jeanne Beecham, Pam Farrens, James Hecht, George Pinkerton; Back Row: Tom Emal, Todd Ogden, Terry Uland, Shane Fredstrom



The Downtown Lincoln BID Association is an association led by a volunteer board representing three downtown business improvement districts that fund the work that keeps our downtown safe, clean and thriving.

- Drew Stange, *Chair*
- Jon Weinberg, *Chair-Elect*
- Michelle Waite, *Past Chair*
- Will Scott, *Secretary*
- Doug Lienemann, *Treasurer*
- Debby Brehm, *Assistant Treasurer*
- Byron Boslau
- Nancy Arter Gade
- Norbert Gruener
- Matt Harris
- Cathi Johnson
- Betsy Kosier
- Cheryl Krueger
- Craig Madson
- Jane Morrison
- Mark Stephens

- CHAIRMAN'S APPOINTMENTS**
- Jenni Christiansen
 - Charles Hull
 - Ben Kiser
 - Ed Swotek
 - C.J. Thoma

- LIAISONS**
- Denise Pearce
 - Dallas McGee
 - John Spatz
 - Robin Eschlimann
 - Ray Stevens
 - Carlos Castillo
 - Doni Peterson
 - Peter Hind
 - Bryan Sullivan
 - Jason Smith
 - Scott Miller

- COMMITTEE CHAIRS**
- Ed Swotek
 - Nader Sepahpur
 - John Decker

- AUDITOR, ACCOUNTING SUPPORT**
- Dave Ellingson

- LEGAL COUNSEL**
- Kent Seacrest



The Updowntowners is a non-profit, volunteer-driven organization that exists to enhance the social, cultural and economic vitality of Downtown Lincoln through the production of special events.

- Bryan Sullivan, *President*
- Jaime Hemmerling, *President-Elect*
- T.J. Casady, *Past President*
- Heather Bullock, *Secretary*
- Jessica Carlson, *Treasurer*
- Luke Traynowicz
- Jill Miller
- Lynnette Nelson
- Eric Hunzeker
- Kevin Thomas
- Courteney Wichman
- Tad Fraizer, *Legal Counsel/Logistics*
- Randy Hawthorne, *Membership Chair*
- Nancy Cain, *Celebrate Lincoln*
- Katie Tauer, *Star City Holiday Parade*



The Downtown Neighborhood Association is a nonprofit, all-volunteer organization working to promote and improve the quality of life in the downtown neighborhood.

- Rick Noyes, *President*
- Judy Zohner, *Vice President*
- Barbara Arendt, *Treasurer*
- Dace Burdic, *Secretary*
- Judith Andre
- Clay Buell
- Kay Davis
- Richard Hay
- Kim Sturzenegger



The Lincoln Haymarket Development Corporation is a nonprofit affiliate organization committed to the economic revitalization of Lincoln's Historic Haymarket District through a continuing comprehensive process that protects, enhances and promotes the District's architectural and cultural heritage.

- Peter Hind, *President*
- Kim Ringo, *Vice President*
- Angela Vrtiska, *Treasurer*
- Barbara Arendt, *Secretary*
- Doug Lienemann, *Past President*
- Michael Shoemaker, *Executive Committee*
- Larry Small, *Executive Committee*
- Sheryl Alderman
- Josh Berger
- Susan Classen
- Jim Englebart
- Lisa Jensen
- Todd Kelley
- Brian Kitten
- Shawn Peed
- Judy Roots
- Hallie Salem
- Ken Svoboda
- Rebecca L. Van de Bogart
- Barbara Woodruff-Felker

- STAFF**
- Joyce Bumstead
 - Jeff Cunningham
 - Linda Hubka



Thanks to Our Wonderful Downtown Lincoln Team

2006-07 BOARDS OF DIRECTORS

The Downtown Lincoln Association is the parent entity for a group of organizations that work together to make Downtown Lincoln a great place to live, work and play.

- Craig Madson, *Chair*
- T.J. Casady, *Vice-Chair*
- Michelle Waite, *Secretary*
- Rick Noyes, *Treasurer*
- Peter Hind
- Lisa Kelly
- Betsy Kosier
- Doug Lienemann
- Dallas McGee
- Will Scott
- Drew Stange
- Bryan Sullivan





40 Years of Progress - Downtown Lincoln Association's History

1960 Downtown retailers ("O" Street Gang) create Lincoln Chamber of Commerce committee to focus on downtown.

1967 Committee incorporates as independent "Lincoln Center Association," establishes office and hires first director. Activities focus on retail promotion and support.

1978 First Maintenance Business Improvement Districts (BIDs) in Nebraska created to care for new streetscape following Mayor Boosalis' downtown beautification project. Lincoln Center Association coordinates downtown maintenance.

1984 Lincoln Center Association becomes Downtown Lincoln Association, focusing on special events and promotions to bring people downtown. Association begins to explore management BID's as an option to support organization.

1985 Lincoln voters approve \$12 million bond issue to improve downtown. Haymarket redevelopment underway. Updowntowners is launched by DLA to do events.

1989 First Management BID's created to support wide range of activities downtown. Transition from a retail center to a mixed-use center begins.

1992-96 Bond dollars used to add 2300 parking stalls and expand Cornhusker Hotel conference facilities. Haymarket redevelopment accelerates.



1998 *Investment Strategy for a Competitive Downtown* is released. DLA focuses on economic development and facilitation of redevelopment projects, especially public-private partnerships, in addition to maintenance, events and promotion.

2004 DLA and City receive International Downtown Association **Downtown Achievement Award** for implementation of *Investment Strategy for a Competitive Downtown*.

2005 Downtown Master Plan is adopted as 20-year blueprint for downtown growth.

2007 DLA celebrates its 40th anniversary.

NEED THE PERFECT HOLIDAY GIFT?



Downtown Gift Checks are available in any denomination and can be redeemed at any downtown or Haymarket business, including all retail stores and restaurants. Gift Checks can be purchased at the DLA office. 206 S. 13 St., Suite 101 or call 434-6900 for information about this terrific stocking stuffer. 🏰



*Three of the original board members (from left)
Bob Magee, Anne Burkholder, and Tom Allman.*



THE DOWNTOWN LINCOLN ASSOCIATION
invites you to join us as we honor our past and
celebrate the future.

Wednesday, October 17, 2007

11:30 a.m. at Embassy Suites Hotel Ballroom

Call 434-6900 for reservations
or visit www.downtownlincoln.org

Special Presentation by Brad Segal, President,
Progressive Urban Management Associates on
*The Top Ten Global Trends Affecting Downtowns &
How to Respond at Home.*

Lincoln Center Association Incorporating Directors March 15, 1967

A.H. Adams
Thomas Allman
Sidney Anderson
Anne Burkholder
John M. Campbell
O.T. Christensen
S.E. Copple
Lawrence Enersen
E.J. Faulkner
Donald Hamann
Kenneth King
John Lawlor
Robert Magee
S.J. Marchese
Bennet S. Martin

Leon Nefsky
Donald Parker
Robert Simon
Walter G. Stephenson, Jr.
James Stuart
James H. Swanson
Roland Tornblom
Art Weaver
John F. Wells
Charles White
R.L. White
Thomas Woods, Jr.
Burnham Yates
Glenn Yaussi
San Zolo



Lincoln Mayors Since 1967

1967-1975	Sam Schwartzkopf
1975-1983	Helen Boosalis
1983-1987	Roland Luedtke
1987-1991	Bill Harris
1991-1998	Mike Johanns
1998-1999	Dale Young
1999-2003	Don Wesely
2003-2007	Coleen Seng
2007-Present	Chris Beutler



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