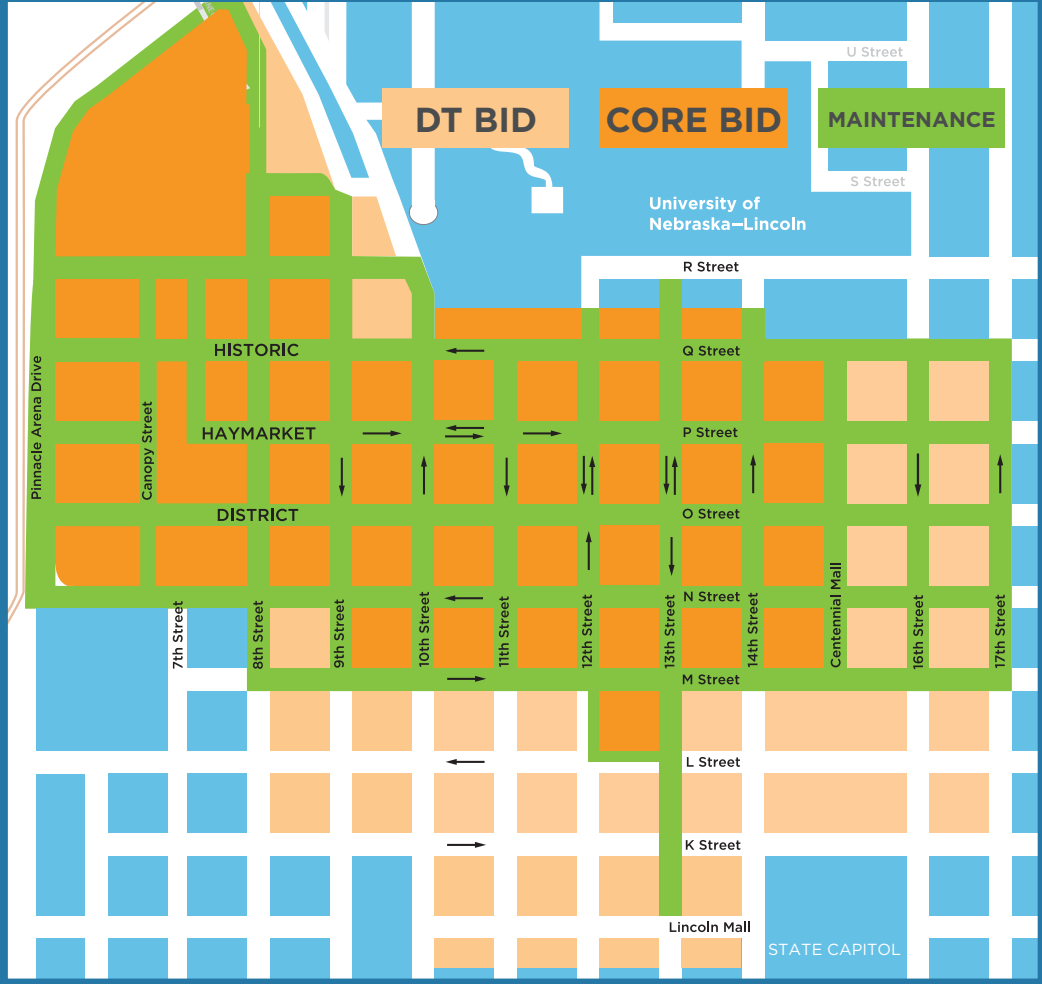


DOWNTOWN BID BOUNDARY



WE ARE DOWNTOWN



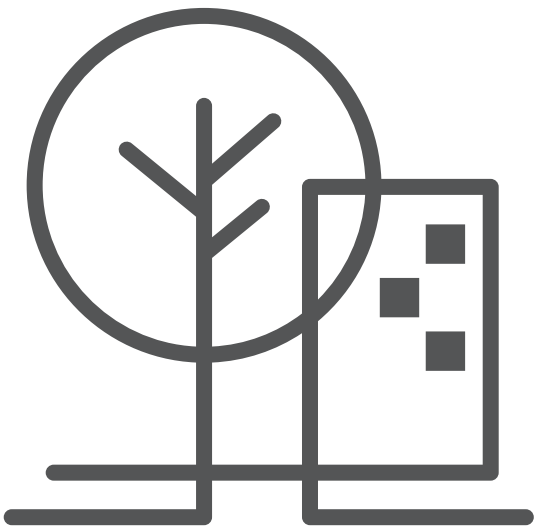
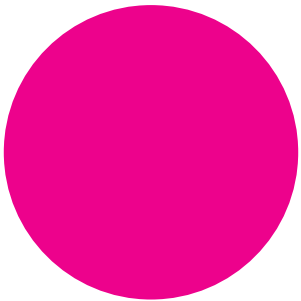
“More than anything, DLA provides a common voice for downtown.”
-Clay Smith, Speedway Properties



“In the last 40 years, downtown and DLA have grown and strengthened together.”
-Bob Campbell, Miller & Paine

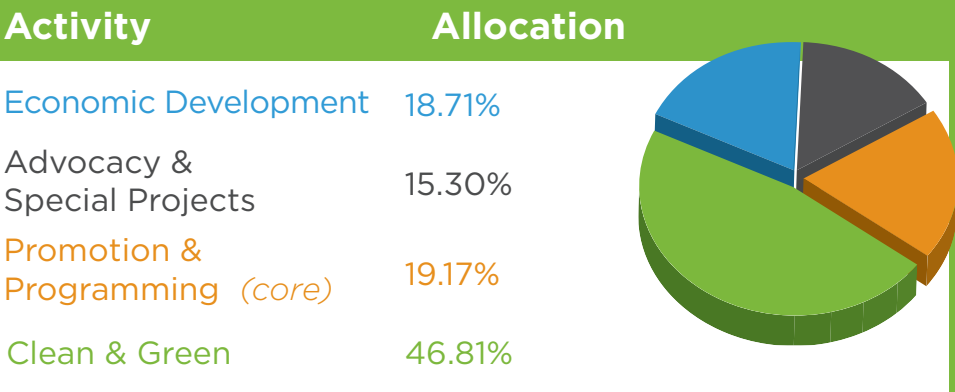


“Downtown is such an active and lively place, thanks to the many DLA efforts.”
-Ann Ringlein, Lincoln Running Co.



DOWNTOWN LINCOLN

BUDGET BREAKDOWN



2006 Assessment Rate: **\$1.90** 2016 Projected Assessment Rate: **\$1.54**
(Rates per every \$1,000 Property Value)

A DECADE OF DEDICATION

DLA BOARD MEMBERS (SINCE 2006): Michelle Waite- UNL, Ed Swotek- Downtown Advocate, Tom Wright- Wright’s Jewelers, Cathi Johnson- Grubb & Ellis, Drew Stange- NAI FMA Realty, Craig Madsen- US Bank, Jon Weinberg- Ameritas, Andy Vuko- Walker Tire, Betsy Kosier- Hawley Terminal, Inc., Will Scott- WRK LLC, Nancy Arter Gade- The Arter Group, Bob Fabiano- Cornhusker Hotel, Doug Lienemann- Midwest Steel, Mark Stephens- Bob Stephens & Associates, Matt Harris- Arbor Day Foundation, Cheryl Krueger- Windstream, Debby Brehm- Center Associates, Jane Morrison- Downtown Resident, Bryan Sullivan- Embassy Suites, Byron Boslau- Farmers Mutual (2007) CJ Thoma- FES, Bill Schmeeckle- Assurity, Brett Harris- Speedway Properties, Norbert Gruener- Cornhusker Hotel, Stan Maly- NEBCO, Steve Hilton- Embassy Suites (2008) Kent Peterson- Cornhusker Hotel (2009) Jane Stricker- Footloose & Fancy, Nader Sepahpur- Yia Yia’s (2010) Ben Kiser- Nelnet (2011) Jenni Christiansen- Wells Fargo, Tafe Sup Bergo- Post & Nickel, Greg Allen- Farmers Mutual Insurance (2012) Ashlie Hadden- Embellish, Brett West- Assurity, Chuck Harper- Cornhusker Hotel, Dean Settle- Downtown Resident, Josh Berger- Tetrad Property Group, Patrick Spethman- US Bank (2013) Dana Schmidt- Concorde Management, John Kay- Sinclair Hille, Ken Fougeron- Speedway Properties, Troy Terwilliger- Holiday Inn (2014) Bryant Bone- Hudl (2015) Stephanie Jarrett- Bulu Box, Tessa Warner- WRK LLC, Andy Beecham- Fuse Coworking (2016) Susan Madsen- Cornhusker Hotel, Jack Abel- NEBCO

DECADE REPORT

A CHAMPION OF PROGRESS



- 2006 DLA renews its BIDs, with plans for continued support of Downtown.
- 2007 DLA implements Panhandling Awareness Campaign.
- 2008 Downtown Design Guidelines created.
- 2010 Arena Bond Issue passed.
- 2010 First Hour Free begins in all City garages.
- 2011 Parking Ambassadors take over meter enforcement.
- 2011 Downtown Gift Card launches.
- 2011 DLA creates Shop the Blocks to promote Downtown retail.
- 2011 Pinnacle Bank Arena & Railyard projects break ground.
- 2012 City updates Downtown Master Plan.
- 2012 Downtown streets resurfaced in entire BID.
- 2012 Larson Building is built, completing a major Master Plan catalyst project.
- 2013 Downtown installs 1,300 credit card meters.
- 2014 DLA expands footprint, by adding West Haymarket area to the BID.
- 2014 Downtown Lincoln celebrates grand re-opening of pedestrian friendly P Street District & Tower Square.
- 2015 N Street Protected Bikeway opens for riders.
- 2015 Lincoln recognized nationally, named a Top 10 Downtown by Livability.

DOWNTOWN GROWTH

10
YEARS

\$1.3 BILLION
invested

90%
residents

47%
hotel rooms

1,500,000 Website Visitors



1,000,000
visitor guides distributed

\$500,000
spent at Shop the Blocks retailers

TWITTER
13K
FOLLOWERS



New Businesses

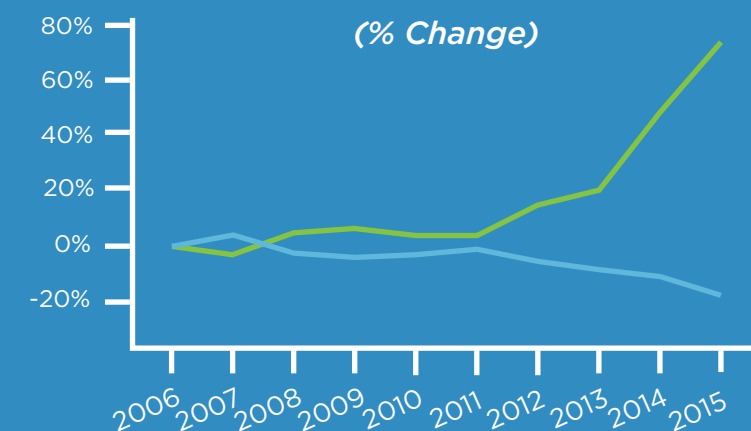
FACEBOOK
18K
FOLLOWERS

Breaking News



INSTAGRAM
7K
FOLLOWERS

INVESTMENT VALUE (% Change)



123 EVENTS produced & supported

\$175,000
spent downtown with Gift Card Program

222,000
newsletters sent