BUDGET BREAKDOWN

<table>
<thead>
<tr>
<th>Activity</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Development</td>
<td>18.71%</td>
</tr>
<tr>
<td>Advocacy &amp; Special Projects</td>
<td>15.30%</td>
</tr>
<tr>
<td>Promotion &amp; Programming (core)</td>
<td>19.17%</td>
</tr>
<tr>
<td>Clean &amp; Green</td>
<td>46.81%</td>
</tr>
</tbody>
</table>

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

“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.


(2007) Kent Peterson - Cornhusker Hotel, Jane Stricker - hydroSage & Perry, Nadia Sepahzadeh - Yia Yia's


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.

$1.3 BILLION invested

$175,000 spent downtown with Gift Card Program

$500,000 spent at Shop the Blocks retailers

1,000,000 visitor guides distributed

INVESTMENT VALUE

2006  -20%
2007  0%
2008  20%
2009  40%
2010  60%
2011  80%
2012  100%
2013  120%
2014  140%
2015  160%

Event Categories:
- 90% residents
- 47% hotel rooms

1,500,000 Website Visitors

1,000,000

Breaking News

18K FOLLOWERS

New Businesses

13K FOLLOWERS

Lincoln recognized nationally, named a Top 10 Downtown by Livability.

123 EVENTS produced & supported

$175,000 spent downtown with Gift Card Program

222,000 newsletters sent