2012-2013 DLA Revenues & Expenditures

In 2012-13, the Downtown Lincoln Association managed a BID budget of $1,031,721 which is directed to three business improvement districts (BIDs).

REVENUE SOURCES

<table>
<thead>
<tr>
<th>Voluntary Contributions</th>
<th>Management Assessment</th>
<th>City Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>46%</td>
<td>26%</td>
</tr>
</tbody>
</table>

ALLOCATION OF BUDGET TO PRIORITIES

<table>
<thead>
<tr>
<th>Maintenance Assessment</th>
<th>Core Area Improvement &amp; Promotion</th>
<th>Parking &amp; Transportation</th>
<th>Communication &amp; Advocacy</th>
<th>Economic Development</th>
<th>Holiday Light &amp; Instillation</th>
<th>Replacement Plantings</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>21%</td>
<td>16%</td>
<td>9%</td>
<td>11%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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.
Downtown Lincoln retail opportunities continue to grow with 40 new retailers opening in Downtown since 2010. The area has welcomed 30 new restaurants, and 10 new clothing and accessory shops. Some established businesses have chosen to expand while other businesses are new to Downtown. Nearly $9 million in retail construction permits were issued between September 2012 and August 2013.

Lincoln was named a Top Downtown in the United States by Livelibilty.com, a national website highlighting more than 500 of America’s best places to live and visit. Selection criteria were the downtown’s economic vitality, downtown vacancy rate, the distance between residential areas and downtown amenities, and residents’ average income levels.

Lincoln was chosen for its downtown revitalization projects and economic development efforts and for the wealth of quality-of-place amenities in the area.

New “smart” parking meters made their debut Downtown with 1,400 solar-powered and programmable new meter heads. The new meters accept credit, debit, and pre-paid parking cards in addition to dollar coins, dimes, and quarters. Meters take Visa and MasterCard, but users must buy a minimum of one hour of parking for $1. The new meters also accept the Downtown Gift Card.

Construction was completed and its doors opened to the public, offering over 50 concerts and sporting events in the last 5 months of 2013 alone. The project utilized predominantly local firms and contractors, and was completed on time and on budget. A multi-purpose, 470,400 square foot facility with dynamic floor and staging possibilities, it has a total center stage seating capacity of 15,500. With a sold out basketball season, the arena expects 100,000 visitors by year’s end. Caspary St. private development has complemented the arena with new dining, housing and entertainment options, highlighted by "The Cube," a 560 square foot digital screen.

The P Street District improvement project broke ground in fall 2013 on an anticipated year-long construction project in the area along P Street between 11th St. and Centennial Mall as well as the east side of 14th St. between O and Q Streets. The project includes a total redesign of the streetscape, parking and rights-of-way, incorporating specialized lighting, plants and public spaces. As envisioned in the Downtown Master Plan, the project will create a vibrant atmosphere that makes P Street a unique, must-see district and help to build the retail core. Work also began on Civic Plaza at 13th and P Streets. Both projects are scheduled to be completed in the fall of 2014. For more information on the project visit PStreetDistrict.com.

HIGHLIGHTS

**1010 Projects**

- **Healthy Lincoln**
  - 2012-13 was an outstanding year for the community to celebrate and was highlighted by the following events:
  - Celebrate Lincoln: The 2013 festival featured two days of live music, food, dancing and arts, capped off with a live performance by Montgomery Gentry.
  - Haymarket Farmers’ Market: Fresh produce, craft goods and homemade food. With over 200 stalls, the Haymarket Farmers’ Market attracted an attendance of over 5,000 per day 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 10th 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.

**Zoo Fest**: Celebrating its 40th year, Zoo Bar held its annual blues festival in July, featuring three days of 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.

**Downtown Investment**

- **2% Residential**
- **Office 42%**
- **Retail 11%**
- **Entertainment 16%**
- **Restaurant 31%**
- **Shopping 24%**

**Downtown Retail**

**Marketing Indicators**

- **Visitor Guides Distributed**: 100,000
- **GoTo Guides Distributed**: 30,000
- **Newsletters Sent**: 25,000
- **First Friday Brochures**: 4,000
- **Facebook Fans**: 7,907
- **Twitter Followers**: 6,071
- **Downtown Gift Card Sales**: $21,717

**Website Statistics**

- **Visitors**: 147,192
- **Pageviews**: 581,050
- **Total Hours Spent**: 7,360
- **Downtown Living Advertising**: 194,279
- **Restaurant Pages Searches**: 814,000
- **Shopping Pages Searches**: 18,743
- **News Stories Read**: 27,516

**Economic Indicators**

- **Downtown Appraisal Value**: $314,673,315.30
- **Employees**: 30,000
- **Businesses/Organizations**: 876
- **Retail Establishments**: 308
- **Parking Spaces**: 22,721
- **Hotel Room Night**: 100,000
- **Office Vacancy Rate**: 12.6%
- **Retail Vacancy Rate**: 9.1%

**2012-2013 Investments**

- **Construction Permits Issued**: 87
- **Construction Values**: $78,589,591
- **Office Investment**: $32,776,791
- **Residential Investment**: $16,688,330
- **Retail Investment**: $8,673,181

**Event Indicators**

- **2012-13 Athletic Attendance**:
  - Nebraska Husker Athletics
  - Football: 454,194
  - Men’s Basketball: 186,342
  - Women’s Basketball: 89,123
  - Baseball: 114,154
  - Volleyball: 57,392
  - Wrestling: 9,719
  - Other Athletics
  - Lincoln Saltdogs: 177,982
  - Lincoln Stars: 126,392

**INVEST**