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.

2013-2014 DLA Revenues & Expenditures
In 2013-14, the Downtown Lincoln Association managed a BID budget of $1,257,545 which is directed to three business improvement districts (BIDs).
### Economic Indicators

- **Downtown Appraisal Value**: $336,352,409.55
- **Employees**: 30,000
- **Businesses/Organizations**: 878
- **Retail Establishments**: 308
- **Parking Spaces**: 22,721
- **Hotel Rooms**: 1,086
- **Office Vacancy Rate**: 11.6%
- **Retail Vacancy Rate**: 10.1%

**2013-2014 Investments**:
- **Construction Permits Issued**: 83
- **Construction Values**: $19,863,670
- **Office Investment**: $12,637,994
- **Residential Investment**: $3,776,000
- **Retail Investment**: $2,212,425

### INVEST

**LIVE**

- **Live Indicators**
  - Maintenance Employees: 14
  - Downtown Residents: 4,000
  - Downtown Trees: 1,010
  - Downtown Planting Beds: 1,000
  - Total Planting Bed Sq. Ft.: 193,086
  - Planting Bowls: 83
  - Woodchips Used (Cubic Yds.): 1,100
  - Downtown Benches: 84
  - Recycling Containers: 50
  - Lbs. Of Recycled Material: 4,212
  - Refuse Containers: 289
  - Refuse Collected (Cubic Yds.): 2,880
  - Cigarette Receptacles: 86
  - Downtown Banners: 400

### HIGHLIGHTS

A number of new housing options sprouted in Downtown, adding 637 living units and $152 million in completed residential projects in the last year. The quality-of-place amenities, including arts and cultural attractions, restaurants, nightlife, shops and boutiques, attract interest in living Downtown. New residential housing has opened for students, young professionals, and empty-nesters.

Downtown Lincoln retail opportunities continue to grow with 62 new retailers opening in Downtown since 2010. The area has welcomed 50 new restaurants, and 12 new clothing and accessory shops. Some established businesses have chosen to expand while other businesses are new to Downtown. Over $2 million in retail construction permits were issued between September 2013 and August 2014.

With over 1400 “smart” parking meters Downtown, the solar-powered and programmable meter heads 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 mobile app Passport is a new feature added in 2014, which allows payment by cell phone. The smart meters also accept the Downtown Gift Card.

New development in the Haymarket area continues to grow. Project Oscar, a $16.8 million, 8,000 square foot office and retail complex opened its doors in August 2014. The four-story building located at Canopy and P Sts. in the west Haymarket will offer first floor retail space with Osson Associates in new offices on the second and third floors.

The South Haymarket Neighborhood Study once completed will be an amendment to the 2005 Downtown Master Plan. Long range planning projects the 38 block area as primarily residential and mixed-use development.

The P Street District improvement project area along P Street between 11th St. and Centennial Mall as well as 14th St. between Q and R Streets has completed major construction work. The project includes a total redesign of the streetscape, parking and right-of-way incorporating specialized lighting, plants and public spaces. A P Street Week grand re-opening event offered an inviting way to explore the district with its variety of shops, restaurants, and entertainment opportunities. Over 1,000 Discover Pit discoveries were shared via social media.

Tower Square at 11th and P Streets was also completed with the installation of Ascent, the 57’ tower. The artwork at the Square was designed by Jun Kaneko.

### Downtown Lincoln Retail

#### Downtown Investment

- **Office**: 68%
- **Retail**: 12%
- **Residential**: 20%

#### Downtown Businesses

- **Government**: 6%
- **Retail Establishments**: 35%
- **Service**: 35%
- **Other**: 3%

### Downtown Lincoln Restaurant

#### Downtown Retail

- **Entertainment**: 17%
- **Art**: 8%
- **Special Occasions**: 10%
- **Shopping**: 23%

#### Downtown Restaurants

- **Restaurant**: 40%
- **American**: 15%
- **Mexican**: 7%
- **Other**: 14%
- **Bar & Grill**: 16%