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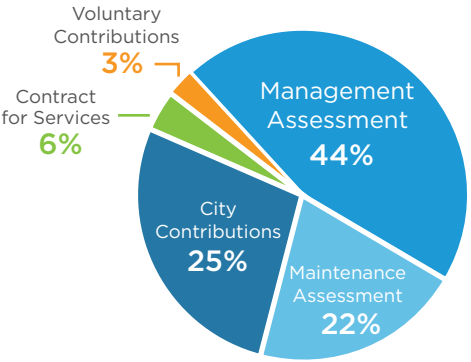
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Spencer Munson | Comm. Coordinator

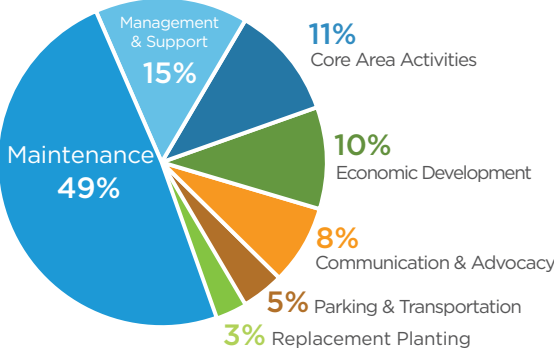
Grant Weber | Marketing Coordinator

Liz Zetterman | Community Relations

REVENUE SOURCES

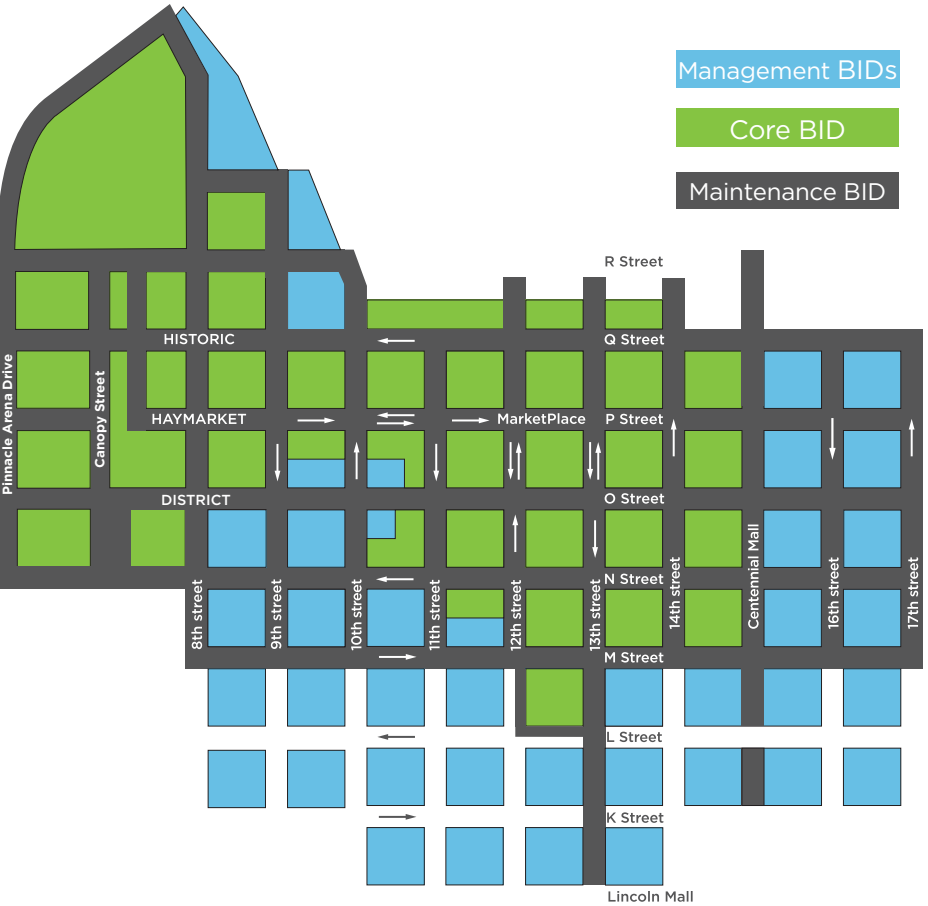


ALLOCATION OF BUDGET TO PRIORITIES



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).

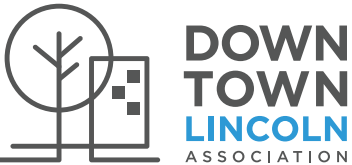


Our Downtown Vision

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.



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ANNUAL
REPORT
2013-2014

downtownlincoln.org

LIVE



Living 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 (<i>Cubic Yds.</i>)	1,100
Downtown Benches	84
Recycling Containers	50
Lbs. Of Recycled Material	41,212
Refuse Containers	289
Refuse Collected (<i>Cubic Yds.</i>)	2,880
Cigarette Receptacles	86
Downtown Banners	400

Economic Indicators

Downtown Appraisal Value	\$336,352,409.55
Employees	30,000
Businesses/Organizations	878
Retail Establishments	308
Parking Spaces	22,721
Hotel Rooms	1,008
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



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.

HIGHLIGHTS

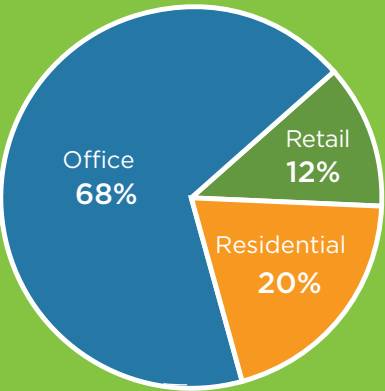
New development in the Haymarket area continues to grow. Project Oscar, a \$16.8 million, 80,000 square foot office and retail complex opened its doors in August 2014. The four-story building located at Canopy and P Sts. in the west Haymarket will offer first floor retail space with Olsson Associates 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.

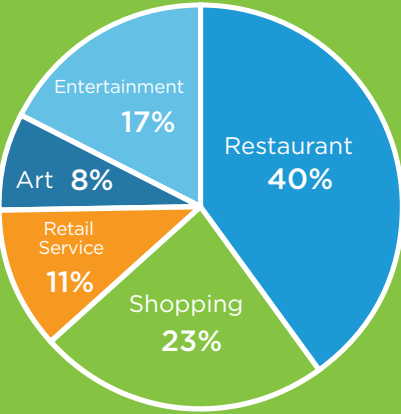
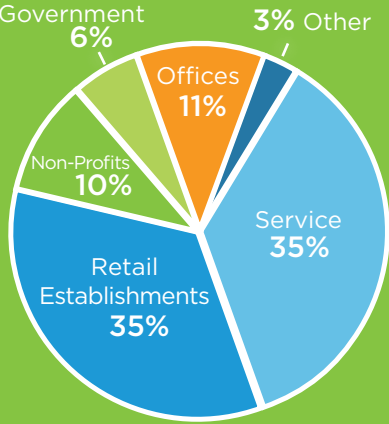
The P Street District improvement project area along P Street between 11th St. and Centennial Mall as well as 14th St. between O and Q Streets has completed major construction work. The project includes a total redesign of the streetscape, parking and rights-of-way incorporating specialized lighting, 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 #discoverPst discoveries were shared via social media.

Tower Square at 13th and P Streets was also completed with the installation of Ascent, the 57’ tower. The artwork at the Square was designed by Jun Kaneko.

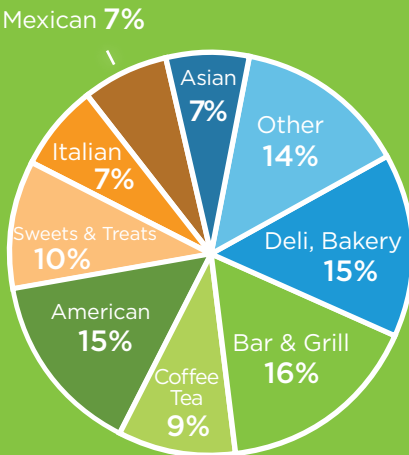
Downtown Investment



Downtown Businesses



Downtown Retail



Downtown Restaurants

HIGHLIGHTS

Downtown Lincoln launched its new website continuing the themes of the new brand by emphasizing live, learn, work, invest, and play. New, interactive mapping is featured in many areas of the refreshed website allowing users to pinpoint specific spots of interest as well as viewing nearby locations.

Shop the Blocks, a successful downtown shopping event featuring a number of retail stores throughout the retail core, has become an annual spring and fall event. Participating retail stores offer in-store discounts for Shop the Blocks registrants and provide appetizers, drinks and desserts through partnerships with local downtown restaurants. A combined total of over 3350 shoppers have attended all six Shop the Blocks events with sales for the six events topping \$250,000 in net revenue for downtown retailers.

On September 1, 2014, the Downtown Gift Card Program celebrated its third full year. Over the last year, sales of the gift card have doubled putting a total of \$45,200 in the hands of shoppers for use at over 200 downtown businesses. The Downtown Gift Card provides great opportunities for downtown merchants and shoppers alike, while ensuring that 100% of all sales are spent downtown. The Downtown Gift Card can be purchased online at downtowngift.org.

2013-14 was an outstanding year for the community to celebrate and was highlighted by the following events:

Celebrate Lincoln- The 2014 festival featured two full days of live music, food, dancing and arts, capped off with live performances by David Cook and David Nail.

Haymarket Farmers' Market- fresh produce, crafts, flowers and homemade food. With over 200 stalls, the Haymarket Farmers' Market attracted an attendance of over 5,000 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 11th 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 at the Arena's outdoor festival site.

Zoofest- Celebrating its 41st year, Zoo Bar held its annual blues festival in July, featuring two 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.

WORK



Marketing Indicators

Visitor Guides Distributed	100,000
Newsletters Sent	25,000
First Friday Brochures	4,000
Facebook Fans	9,809
Twitter Followers	8,931
Downtown Gift Card Sales	\$45,200
Website Statistics	
Visitors	165,635
Pageviews	619,245
Total Hours Spent	7,822
Downtown Living Searches	190,770
Restaurant Pages Searched	118,150
Shopping Pages Searched	18,454
News Stories Read	29,913

Event Indicators

2013-14 Athletic Attendance:	
<i>Nebraska Husker Athletics</i>	
Football	482,317
Men's Basketball	403,238
Women's Basketball	171,190
Baseball	81,044
Volleyball	83,479
Wrestling	11,958
<i>Other Athletics</i>	
Lincoln Saltdogs	180,000
Lincoln Stars	116,554

PLAY

