

Board of Directors

- Bryan Sullivan, Chair**  
*Embassy Suites*
- John Kay, Chair Elect**  
*Sinclair Hille*
- C.J. Thoma, Past Chair**  
*Foundation for Educational Services*
- Patrick Spethman, Treasurer**  
*US Bank*
- Ken Fougeron, Asst. Treasurer**  
*Speedway Properties*
- Nancy Gade, Secretary**  
*The Arter Group*
- Ben Kiser, At Large**  
*Nelnet*
- Michelle Waite, At Large**  
*University of Nebraska-Lincoln*

- Greg Allen**  
*Farmers Mutual Insurance*
- Andy Beecham**  
*Fuse Coworking*
- Josh Berger**  
*Tetrad Property Group*
- Tafe Sup B ergo**  
*Post & Nickel | Doozy's*
- Bryant Bone**  
*Hudl*
- Jenni Christiansen**  
*Wells Fargo*
- Stephanie Jarrett**  
*Bulu Box*
- Dana Schmidt**  
*Concorde Management*
- Dean Settle**  
*Downtown Resident*
- Tessa Warner**  
*Railyard Entertainment, LLC*
- Debby Brehm**  
*Center Associates, LLC*
- Stan Maly**  
*NEBCO*
- Kerin Peterson**  
*Security National Properties*
- Ed Swotek**  
*Ameritas*
- Brett West**  
*WRK LLC*

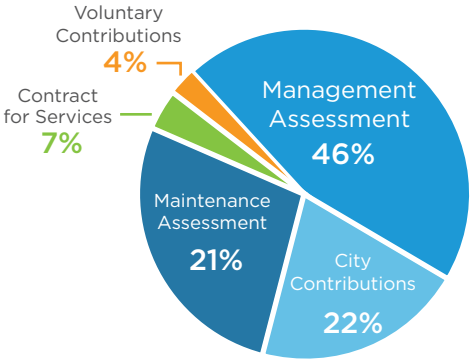
Liaisons

- Jon Carlson | Dallas McGee**  
*Mayor Designees*
- Carl Eskridge | Leirion Gaylor Baird**  
*City Council*
- Rod Anderson**  
*State of Nebraska*
- Darl Naumann**  
*Lincoln Haymarket Development Corp.*

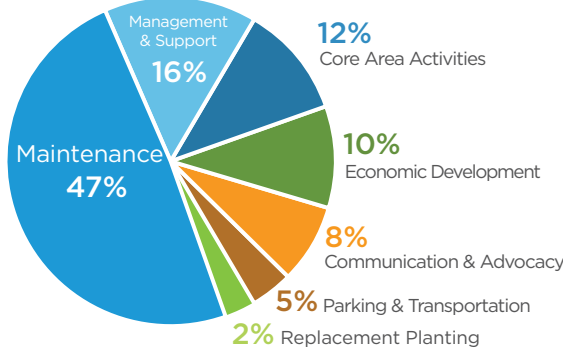
DLA Staff

- Terry Uland | President**
- Todd Ogden | Deputy Director**
- George Pinkerton | Maintenance Director**
- Lorna Parks | Finance Manager**
- Susan Felton | Executive Assistant**
- Grant Weber | Marketing Manager**
- Ross Felton| Research Coordinator**
- Spencer Munson | Event Coordinator**
- Liz Zetterman | Community Relations**
- Gabriella Martinez-Garro | Marketing Coord.**

REVENUE SOURCES

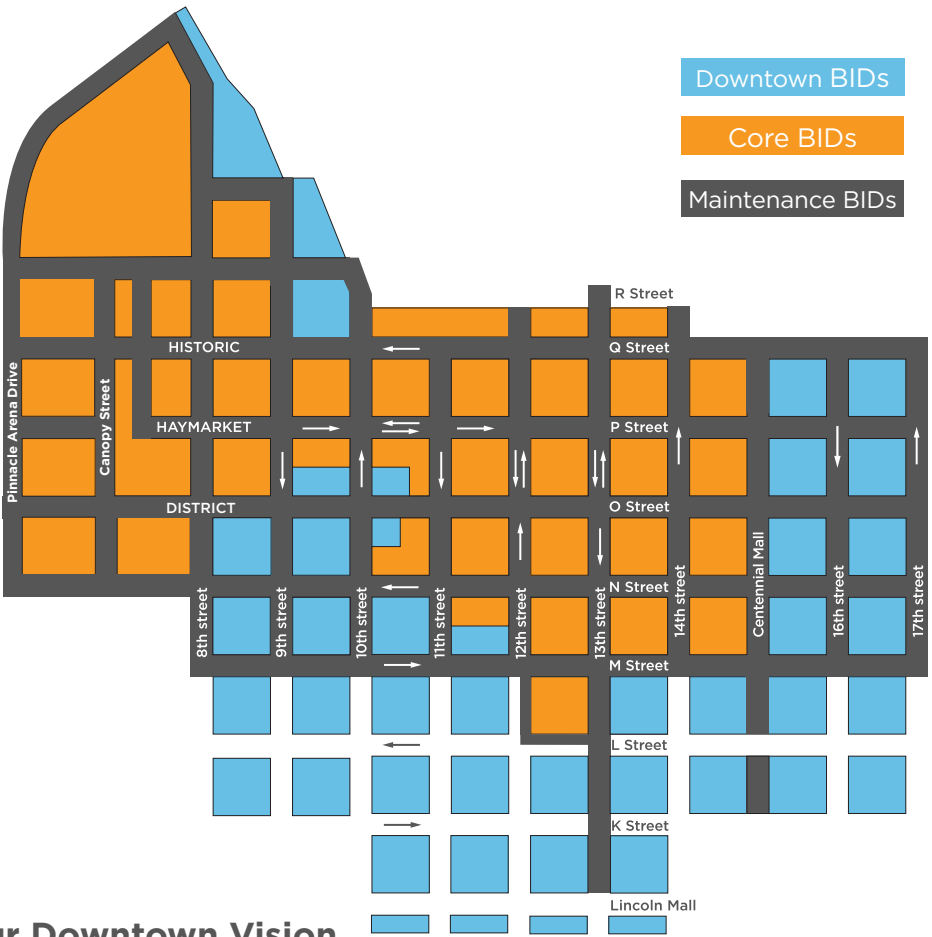


ALLOCATION OF BUDGET TO PRIORITIES



2014-2015 DLA Revenues & Expenditures

In 2014-15, the Downtown Lincoln Association managed a BID budget of \$1,342,115 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 2014-2015

downtownlincoln.org



LIVE



Living Indicators

Maintenance Employees .....	12
Downtown Residents .....	4,100
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 .....	90
Recycling Containers .....	50
Lbs. Of Recycled Material .....	41,212
Refuse Containers .....	292
Refuse Collected (Cubic Yds.) .....	3,000
Cigarette Receptacles .....	95
Downtown Banners .....	400

HIGHLIGHTS

Lincoln was named a Top 10 2015 Downtown in the United States by Livability.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, especially noting the P Street District enhancements.

Work on the N Street Bikeway began in March 2015 with completion of construction scheduled for November. The two-way protected bikeway will provide a safe, bi-directional path along ‘N’ Street from Antelope Valley to the West Haymarket area, a critical link in the City’s 128-mile trail network. The project has been funded by a combination of public and private sources, including a \$340,000 commitment from the Great Plains Trails Network with a total project cost of \$3.35 million.

Parking in Downtown Lincoln has continued to develop more customer convenient initiatives. A new mobile app “Passport”, was launched in 2014, allowing payment by cell phone. This followed the installation of smart meters that allow payment by credit card and Downtown Gift cards.

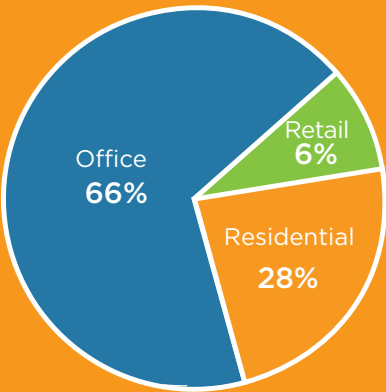
HIGHLIGHTS

Nelnet and Speedway Properties are partnering as EaDo in a \$50 million planned development of the Telegraph District, honoring the impact of the area’s telephone companies. The proposed development will create a new 20-acre neighborhood in East Downtown near Antelope Creek. Nelnet plans to move hundreds of jobs into the former Windstream office building. The “live-work” development will also include a variety of housing options, retail space and office facilities, and will be attractive to those who like to use alternative transportation. The project will restore and repurpose existing historic buildings and add new complementary structures.

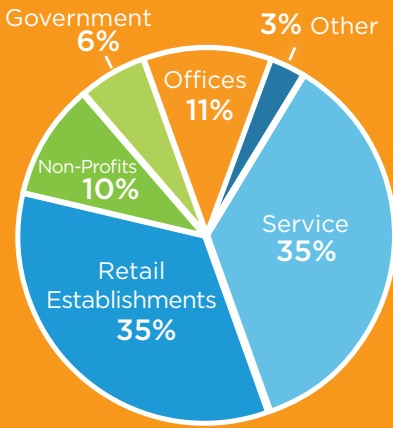
Hudl announced plans to construct new office headquarters in the West Haymarket. In partnership with Speedway Properties, WRK, LLC and Chief Industries, the new building will also house offices for Nelnet, a Hudl investor company. Ground was broken for the seven story, 160,000 square foot building in late summer with an anticipated opening in fall of 2017.

Vision planning is underway in Lincoln’s South Downtown area, known as “SoDo”. The ultimate goal is to help the public, private sector and city government work together to transform SoDo into a stronger, vibrant city center, providing new opportunities for people to live and work in the area.

Downtown Investment

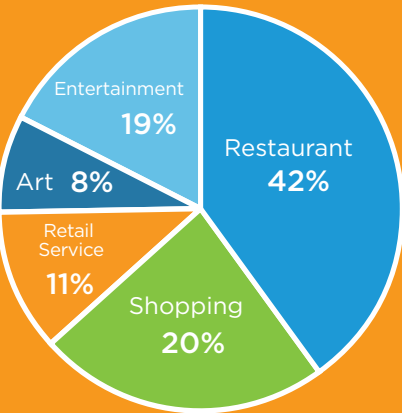


Downtown Businesses

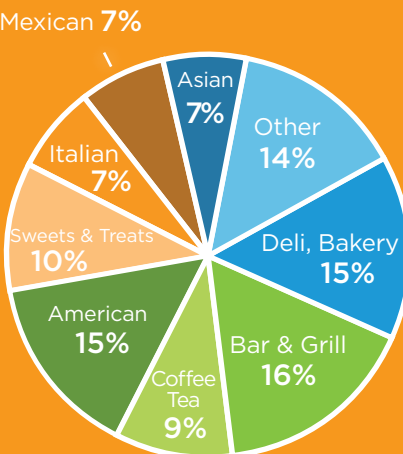


**DOWNTOWN**  
**LINCOLN**  
ASSOCIATION

Downtown Retail



Downtown Restaurants



HIGHLIGHTS

The Downtown Lincoln Association was selected as the 2014-15 Corporate Marketer of the year by Lincoln’s American Marketing Association chapter. The organization was recognized primarily for its brand identity efforts at The Prism Awards, one of the region’s most prestigious marketing competitions.

On September 1, 2015, the Downtown Gift Card Program celebrated its fourth full year. The program continues to grow as sales put a total of \$130,200 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](http://downtowngift.org).

The startup community has continued a strong surge in the Downtown Lincoln area. As former startups like Hudl have announced their new Downtown headquarters, growing companies like Bulu Box, Opendorse and Hurrdat continue to secure millions of dollars in funding, while keeping their offices in the city’s core. Over the past year, several new startups have chosen to carry on the entrepreneurial spirit of the Silicon Prairie, by choosing to locate in areas around Downtown, including the Historic Haymarket and P Street districts.

HIGHLIGHTS

2014-15 was an outstanding year for the community to celebrate and was highlighted by the following events:

**Tower Jazz-** A free summer music series celebrating jazz music was introduced on Tuesday evenings at Tower Square. Held in July the music focused on established as well as up and coming local talent.

**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.

**Summer Blend-** Railyard’s first free summer concert series was held every Thursday evening from late May to early July, showcasing a unique mix of Lincoln-based bands.

**Lincoln Calling-** In the 12th year, there were over 100 acts performing at 10 venues during six 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 42nd year, Zoo Bar held its annual blues festival in July, featuring 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 .....	26,233
First Friday Brochures .....	6,000
Facebook Fans .....	13,282
Twitter Followers .....	11,700
Instagram Followers .....	3,252
Downtown Gift Card Sales .....	\$39,371

Website Statistics

Visitors .....	165,949
Pageviews .....	625,622
Total Hours Spent .....	7,814
Downtown Living Searches .....	195,090
Restaurant Pages Searched .....	120,119
Shopping Pages Searched .....	18,674
News Stories Read .....	31,005

Event Indicators

2014-15 Athletic Attendance:

<i>Nebraska Husker Athletics</i>	
Football .....	638,744
Men’s Basketball .....	405,736
Women’s Basketball .....	150,496
Baseball .....	105,406
Volleyball .....	179,441
Wrestling .....	12,015

Other Athletics

Lincoln Saltdogs .....	177,982
Lincoln Stars .....	112,259

PLAY



INVEST

