

Economic Development and Communications

Direct Economic Development Efforts

- Fourth Street Live! Expansion
Outcome: Assist with development/funding plan
- 100 Block East Main Street, Sports District Development
Outcome: 1. Facilitate streetscape improvements; 2. Implement two-way traffic from 2nd to Preston - contra flow lane monitoring improvements; 3. Assist property owners/developers in moving projects forward - paying special attention to the 100 block; 4 Inventory property and tenants.
- 500-600 Block of Fourth Street
Outcome: Facilitate strategic ground floor activity/retail; monitor design issues; implement retail plan; complete property listing of vacant property.
- 500-600 Block of Fourth Street: Clay Commons
Outcome: Alley & Parking Lot improvements bid and repaved; parking lot is striped for loading and unloading; easement through Clay Commons Garage is finalized; planning on connections east and south continues.
- 500-600 Block of Fourth Street: Implement Targeted Infrastructure Improvements
Outcome: 1. Complete public realm improvements in the 300 block of West Main Street and at least part of the 100 block of West Main; 2. Develop plans for public realm improvements for East downtown and South 4th Street.
- 500-600 Block of Fourth Street: Business and Property Owner Outreach and TA
Outcome: Work with Property Owners as required
- University of Louisville Nucleus Project
Outcome: 1. Assist with Nucleus project; 2. Implement connectivity phase II. 3. Impact design, business development
- Veteran's Administration Hospital
Outcome: Continue to lobby for downtown site
- Glassworks District/ ZirMed
Outcome: 1. Resolve Parking Garage development issues; 2. Connectivity development; 3. ZirMed outreach; 4. Facilitate streetscape design
- East Market Street/Nulu

Outcome: 1. Streetscape assessment and block-by-block business inventory; 2. Outreach to East Market District Association/Phoenix Hill; 3. Assist business owners; 4. Streetscape Improvements; 5. LEED Neighborhood application completion and funding

- Liberty Green/The Edge
Outcome: Technical support and connectivity
- Museum Plaza
Outcome: 1. Assist with financing plan where needed; 2. Connectivity and streetscape issues; 3. Assist with tenant attraction where needed.
- Downtown Housing Strategy
Outcome: 1. Implement housing plan with new Development Plan; 2. Establish city and state incentives for downtown housing.

Business Development

- Retail Development
Outreach: 1. Implement retail plan for 500-600 Block of Fourth Street
- Cluster Development
Outreach: Work with GLI to target key industry development in downtown including medical, professional services, finance and insurance, information technology, Green cultural/urban entertainment/hospitality Establish plans and messages for each cluster - organize cluster meetings.
- New Client Outreach
Outreach: Assist at least 10 new companies interested in locating downtown. Improve the regulatory process for them to operate in downtown.
- Existing Client Services
Outreach: Assist at least 20 existing companies in downtown with issues/concerns/expansions. Improve the regulatory process for them to operate downtown.
- Ease of Doing Business Downtown
Outreach: Work with the new Mayor on regulatory reforms
- Local Incubation Initiative
Outreach: 1. Outside movie series; 2. Farmer's/artists/ international market; 3 Concert night; 4. Grocery store/indoor food market; 5. Movie Theater; 6. Local businesses downtown initiative

Outreach/Marketing Communications

- Attend Outreach Meetings

Outreach: Attend 20 outreach meetings. Information gathered on surrounding neighborhoods and business associations to learn about their group as well as teach them about LDDC.

- Complete Annual Report
Outreach: Complete LDDC Annual Report to Board and Metro Council for 2010 by March 2011.
- Complete First Annual State of Downtown Event
Outreach: Presentation to Community in March/April 2011
- Improve Web Page
Outreach: Keep the web page up-to-date and current by continuously adding current events, and project updates. Update after each board meeting with updates on the projects presented at the meetings
- Newsletter
Outreach: Newsletters published four times a year
- LDDC Publication/Brochure
Outreach: Produce by mid-year
- Develop Marketing Message for Downtown
Outreach: Produce and develop implementation strategy in partnership with GLI.
- Major Events
Outreach: One other major LDDC sponsored event in 2011 other than State of Downtown event

Planning and Public Realm

Planning

- Downtown Development Plan
 - Update Streetscape Manual and Change Format
Outcome: Manual of existing streetscapes updated and new sustainable light standards adopted; Shift information to text based format for easier use
 - Sidewalk, Sustainable Lighting
Outcome: Finalize sidewalk inventory and streetscape plan, document existing street light infrastructure
 - Fundraising Effort
Outcome: 1) Prepare 2002 Plan Recommendations Status Report; 2) Establish Preliminary Program and Budget; 3) Meet with Foundations; 4) Write and Submit Foundation Applications
 - Consultant Management
Outcome: 1) Develop Consultant Selection Criteria and Process; 2) Write and Circulate RFPs; 3) Develop Interview Team; 4) Develop Interview Schedules

- Committee and Leadership Formation
Outcome: 1) Develop a 25-30 member policy committee and leadership team; 2) Mayoral team approval; 3) Metro council team approval
 - Categorical Analysis Documents for:
 - Placemaking (Urban Design, Connectivity, Sustainability)
 - Downtown Retail
 - Housing
 - Business Development
 - Transportation/Pedestrians
 - Regulatory Process
 Outcome for Each Analysis Area: 1) Establish Sub-Committee; 2) Conduct Committee Meetings; 3) Develop recommendations; 4) Draft and Finalize Analysis Report
 - Plan Pre-Publication Process
Outcome: 1) Assemble sub-analysis; 2) develop final plan; 3) Integrate necessary appendices; 4) Develop Outreach and Marketing efforts (website, other communications); 5) Manage effective review process; 6) Plan review and approval by committee; by LDDC Board; by Mayor; by Metro Council
- Ohio River Bridges Advocacy and Research
Outcome: Monitor project, assist as necessary in Finance Plan approval, advocate for the best product for downtown
 - Regional Transportation Initiative
Outcome: Use past work as a basis for future downtown transportation efforts; keep focus on creative ways to connect downtown to Fort Knox.
 - Two Way Street Implementation
Outcome: Work with Department of Public Works and KYDOT to implement first phase.
 - Sidewalk, Streetscape and Lighting Improvements
Outcome: Identify priority improvements and develop Metro Capital Funding Requests
 - Public Art
Outcome: Find ways to strongly support COPA through formation, first year; advocate to focus art downtown
 - Connectivity I Project (Arena District)
Outcome: Complete public realm improvements on Main Street, Second Street; finalize conceptual plans for Main Street to the North. Monitor arena and other patronage use of improvements.
 - Connectivity II Project (Nucleus/East Downtown)
Outcome: Develop schematic plan for Nucleus/East Downtown /Lower Medical Center Quadrant, working with area partners to publish a plan for the area.

- Downtown Trolley
Outcome: Develop a trolley funding strategy to allow trolley to connect visitors, residents, and workers.
- River Road/Waterfront
Outcome: Access to Waterfront improved at key intersections; identify resources for improvements.
- NuLu/East Market support
Outcome: Facilitate LEED Neighborhood application; develop streetscape improvement schematic designs; project implementation resource development.
- Edge Neighborhood Planning Efforts
Outcome: Monitor and assist with any necessary planning activity or issues surrounding neighborhood development and support in Shippingport, Butchertown, Phoenix Hill, NuLu/East Market, Smoketown/Shelby Park, SoBro, Jeffersonville IN, Germantown/Original Highlands. Establish role in HOPE VI is Sheppard Square redevelopment grant is awarded.
- Attractions/Tourism
Outcome: Establish regular meeting times and coordinate outreach plan with LCVB.
- Downtown Community of Trees
In transition
- Downtown Beautification Committee
Outcome: Continue to work with committee, including expansion of program; define baseline expenditures and increase number of planting, funds spent on beautification efforts.
- Property Owner/Tenant Assistance
Outcome: Assist with at least 150 issues downtown (combined with other operational issues).
- Panhandling
Outcome: Identify and initiate funding for downtown homeless advocate.
- Broadway/Education Redevelopment
Outcome: Coordinate, integrate institutional plans with Downtown plans; develop and advance institution plans to expand downtown presence.

Project Management

Direct Management

- Louisville Slugger Field Management
Outcome: Lease obligations are met and team is satisfied; Capital Improvement Fund and parking payments are accurate and follow procedures.

- Downtown Operations Team
Outcome: Street permits are coordinated efficiently between departments; at least five downtown issues are addressed per meeting; maintenance requests are coordinated and 150 issues are resolved.
- Events/Communication Team
Outcome: Downtown stakeholders are better informed of events to better alert community of traffic issues, etc.; Event operations list is updated monthly; Action items delivered; number of issues resolved versus outstanding items is tracked.

Project-Specific Management

- Actor's Theater Traffic Issues
Outcome: Monitor current solution and advocate for modifications or codification, if necessary.
- Second Street Project Programming, Utilization
Outcome: Metro execution of agreement for programming; ongoing property owner support, problem resolution
- Second Street Project Completion
Outcome: Close out contracts, TE grant, Metro documentation; successfully coordinate ongoing construction in area; finish punch list; execute change order for remaining funding and coordinate completion of the work; enforce lighting warranty.
- ARRA/Stimulus Funding
Outcome: Ensure compliance with all reporting and audit requirements; monitor availability of additional stimulus funds.
- Second Street Area Improvements
Outcome: Support development of 121 East Main; develop strategy to fund improvements to Witherspoon; coordinate, support Humana Witherspoon garage landscape improvements; continue to monitor status of 100 block, potential implementation of streetscape improvements; Second Street Bridge painting coordination with KDOT.
- Main Street Sidewalk/Lighting Improvements
Outcome: Complete punch list items; coordinate completion of improvements to 300 block; complete installation of new lighting on West Main Street.
- Wayfinding/Banners/Signage/Street Name signs
Outcome: Complete wayfinding project; maintain all signage and make certain Downtown's public realm is distinctive and recognizable, and that venues are clearly accessible. Complete yearly evaluation of unnecessary signs and proper removal oversight.

- Second Street Streetscape
Outcome: Redo 2nd Street between Main and Jefferson
- MSD Coordination
Outcome: Coordinate all downtown sidewalk projects with MSD's consent decree
- Muhammed Ali Plaza/Pedway
Outcome: Turn over plaza and fountain operations to DPW; close out contract; create partnership for funding of Pedway.

Administration and Finance

Office Operations and Procedures

- Work Plans
Outcome: Meet twice a year on progress. Monitor success of work plan and individual work plans. Individual and corporation work plans
- Mayor and Metro Council
Outcome: Facilitate budget and project approvals if necessary. Meet with Council members twice a year. Meet with Mayor and Economic Development Staff regularly.
- Staff Development
Outcome: Implement development plans with work plans. Facilitate staff development.
- Budget and Finance Management
Outcome: To make sure budgets are developed and approved and all financial responsibilities are met, including cost containment, alternative funding mechanism and fundraising responsibilities, with no deficit spending.
 - Financial Reporting
Outcome: Interface with LDDC accountant for production of timely submission of reports, payables, other fiduciary responsibilities. Timely information
 - Budget Preparation
Outcome: Timely approval of budget in December. Balance between public and private revenue.
 - Audit Management/Regulatory Requirements
Outcome: No significant audit findings/all reports on time
 - Metro Cost Center Management
Outcome: Metro Capital funds are fully invested in downtown
 - Payables/Receivables
Outcome: Timely attention to fiduciary affairs of the organization. Well developed working/communication relationship with off-site accounting firm.

- Board Committees
 Outcome: For all committees (Finance and Audit, Executive, Nominating, and Development), have timely meetings with strong attendance, timely response to issues and minutes drafted after each meeting
- LDDC Board of Directors
 Outcome: Maintain long standing professional relationship with LDDC Board; have one Board special strategic session; one-on-one meetings with each Board member; timely meetings and response to issues.
- Policies and Procedures
 Outcome: Assure all policies (HR, IT, Financial) are current and applicable to good management.
- Reporting
 Outcome: Timely, accurate reporting for monthly reports to Metro, other reporting requirements
- Internal and External Coordination Meetings
 Outcome: Strong attendance, regular schedules
- Office Support Functions
 Outcome: Phones answered, meetings coordinated, office functioning well. Files created and archived as needed. Documents prepared in timely fashion, staff management. Specific to Downtown Development Plan, schedule committee meetings, subcommittee meetings and consultant meetings. Key in documents and proofread.
- Human Resources
 Outcome: Responsive to each team member, accurate information. Implementation of Pay for Performance System.
- Management of Loan Funds
 Outcome: Monitoring and reporting of all responsibilities related to Housing Assistance Fund and New Downtown Commercial Loan Fund
- Fundraising
 Outcome: Successful fundraising effort, with 100% Board participation and increased external community participation.