Annual Report



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Hi, I'm Todd.

I love talking about the current and future state of Downtown Lincoln.

Call my cell anytime and let's chat or set up a lunch at a wonderful

#DTLNK dining spot.

Todd Ogden

President & CEO

402-450-4828

togden@downtownlincoln.org

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DOWNTOWN LINCOLN
FIRST ANNUAL
WEDDING COMPETITION
Contestant
Jack
WINNER: Jack
ALL-IN!



Maintenance

DLA's Green Team works hard to keep Downtown Lincoln clean, safe, and beautiful. We take great pride in acknowledging that the beauty and cleanliness of our downtown receives compliments from local admirers and tourists from around the globe. In addition to planting 8,000 plants last year, the Green Team removed 1,000 pounds of weeds and brush daily during the summer.

They spent 3,483 hours picking up trash and litter while emptying 400 trash cans daily. Our two green machines spent 2,282 hours sweeping the sidewalks, and after last winter's snowstorms, our team removed snow from the corners and crosswalk ramps for a total of 387 hours.

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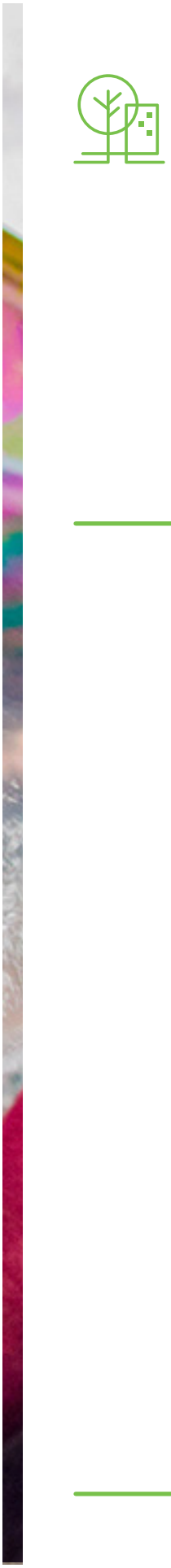

Events

DLA hosted thousands of participants from far and wide during our rotation of annual events. Each event is geared toward various folks, from families to singles or students to shoppers. We focus on producing low-cost (and in many cases, free) events accessible to our community, all while supporting the fantastic local businesses that make up our BID.

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Halloween in the Haymarket

October 25, 2023

Over 5,000 ghouls and goblins eagerly lined up to trick-or-treat, receive free pumpkins, and engage in many free entertaining activities. This was the biggest event of the year with twenty-seven downtown businesses participating in the event.

Event highlights included a DJ-accompanied bubble and dance party, spooky face painting, and whimsical caricature drawings. To add to the excitement, we introduced a thrilling monster drawing contest, featuring the imaginative creations of young artists displayed on the Railyard's UBT Cube.

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BLIND DATES
$6 EACH
COZY SOCKS
Dangerous Moment READ
TALK WORDY TO ME
BOOKS ARE MY JAM
BLACK ELK SPEAKS
Old Jules
THE SHOP BLOCKS
THE SHOP BLOCKS
THE SHOP BLOCKS



Shop the Blocks

November 16, 2023

Shop the Blocks marked its 17th year with a revamped ticketing system. Three hundred tickets were sold. Participants could tailor their experience this year by selecting from Silver or Gold tickets.

Those with Silver tickets enjoyed massive discounts at the participating shops. Gold ticket holders also received these discounts and secured access to the exclusive VIP after-party at the Rococo Theatre.

Eleven businesses participated in the event offering discounts and other goodies to shoppers. That night, UBT Maker's Market opened its doors featuring over 25 booths. Nearly 300 shoppers went on a spending spree at the featured shops, exceeding $23,000 in merchandise sold.

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MERRY
CHRISTMAS



Haymarket Unwrapped

December 1 - December 3, 2023

Our second holiday season shopping event, Haymarket Unwrapped, followed the success of Shop the Blocks.

For three days, 150 shoppers presented their free digital tickets, which granted them access to a VIP Shopping Pass brimming with irresistible discounts and prizes. To enhance their shopping experience, each guest was gifted a branded reusable shopping bag. Adding an element of adventure, participants collected stamps on their pass at every business they visited. Those who successfully explored all seven participating Haymarket establishments earned the chance to win prizes, including an overnight stay at the Courtyard Marriott.

Haymarket Unwrapped took place alongside Breakfast with Santa and Wax Buffalo's highly anticipated Winter Market, turning the Haymarket into the ultimate holiday destination.

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Santa's Landing at the Lincoln North Pole

December 15, 2023

In its fourth year, the Lincoln North Pole took over Tower Square during December. The North Pole is comprised of seven holly, jolly zones with interactive activities, including naughty and nice lists, letters to Santa, photo props, and a gingerbread house display showcasing downtown shopping. Holiday music played over the newly installed speakers, creating a whimsical and bright holiday destination for all ages.

This year, visitors sent over 600 letters to Santa, submitted 2,000 names to the Naughty and Nice list, and over 700 people came to meet Santa during the Santa's Landing event on December 15th.

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Shop
Where
Your
Heart
Is



Shop Where Your Heart Is

February 11 - February 17, 2024

This year, for every $25 spent at one of the 16 participating businesses during Shop Where Your Heart Is, shoppers received one entry to win one of 50 Downtown Lincoln inspired Valentine's gifts to be sent to their chosen address.

Anyone who spent $25 or more also received an opportunity to send photos of their shopping date in Downtown Lincoln to receive a Valentine's Day-themed photo strip. Participants could enter a giveaway for a $100 Downtown Lincoln gift card as a grand prize.

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LINCOLN



Downtown Family Day

June 1, 2024

With the expansion of the BID to the Telegraph District, this year's Downtown Family Day was moved to Union Plaza. Our bubble and t-shirt giveaways were a huge hit for our young audience. Five hundred attendees eagerly queued up for face painting and the opportunity to receive a complimentary balloon animal crafted by skilled balloon artists while enjoying local children's music.

Twenty downtown businesses contributed to the festivities, offering engaging activities for kids and valuable information for parents. The day was filled with joy, creativity, and a strong community spirit, making Downtown Family Day a truly memorable and delightful event.

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Growth

Downtown's construction and renovation activities continue to thrive, showcasing a dynamic landscape. In the current year, a substantial investment of $37,099,071 has been dedicated to the BID, contributing to new construction projects and enhancements to existing structures.

Major projects incude the Drury Plaza Hotel at 9th and Q St, Hampton Inn at 11th and O St, and a new office building for the Nebraska League of Municipalities at 14th and L St.

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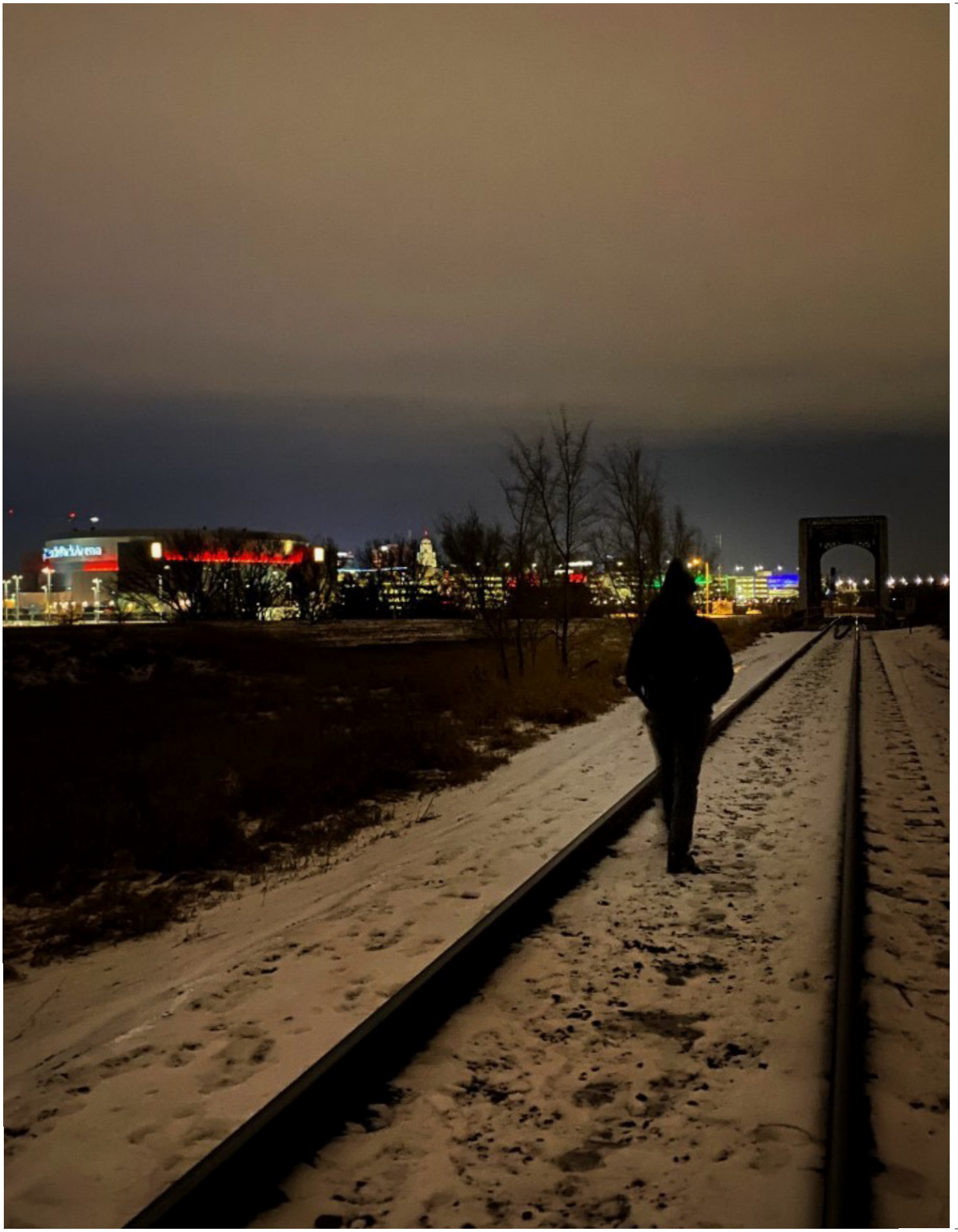

Homeless Outreach

This year, CenterPointe enrolled 282 individuals in the downtown area in their programs to help with housing, mental health, substance abuse, employment, and fulfillment of other basic needs. The outreach team completed 107 screenings for services, and made 33 referrals for case management and 13 referrals for treatment. The staff provided food, 522 basic needs items, and 1,172 bus passes to individuals experiencing homelessness.

Continuing in its second year, the alternate response program, in partnership with the Lincoln Police Department, answered 1,312 calls, with downtown outreach workers responding to 297 calls.

DLA continues to participate in the Downtown Street Outreach meetings monthly to support and communicate with downtown stakeholders and community partners.

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Social Media

Downtown Lincoln's social media continues to exceed expectations year after year. With a consistent influx of new followers every day, our pages thrive. Our posts regularly resonate beyond the local scene, reaching tens of thousands in and around the Lincoln community. Our followers are captivated by the vibrant happenings downtown, and who can blame them?

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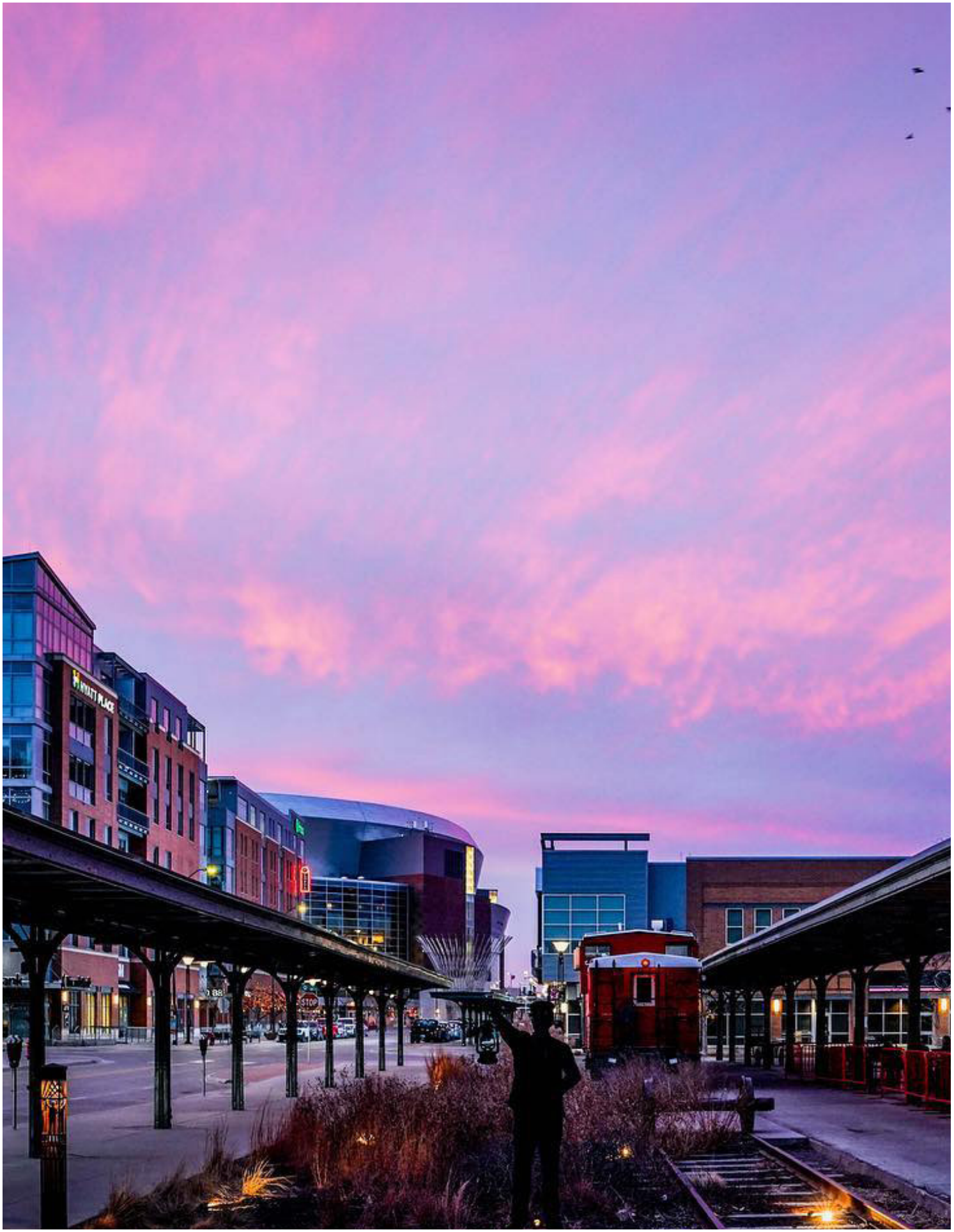

Facebook

September 1, 2023 - August 31, 2024

Our Facebook page is Downtown Lincoln's undisputed social media rockstar, boasting an epic following of over 22K fans! It's our powerhouse for spreading the word about events, our newsletter stories, and the hottest new businesses in town.

From September 1, 2023, to August 31, 2024, our Facebook game leveled up big time. A mind-blowing 353.1K accounts were reached, our content interactions doubled, reaching 15K, and 3.6K links were clicked.

Oh, and did we mention our star post? Brace yourselves – it reached 1.8K reactions, sparked 70 comments, and got shared 271 times!

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ARCADE BAR
HYATT PLACE
STOP

Instagram

September 1, 2023 -
August 31, 2024

Downtown Lincoln's Instagram is our fastest-growing account. It has been our most versatile tool for sharing unique perspectives of Downtown Lincoln's beauty and excitement. Comparing the performance to the last fiscal year, from September 1, 2023, to August 31, 2024, our Instagram presence has shown growth, with a reach totaling 26.6K individuals and 16.6K followers, over 970 interactions, 340 links clicked, and 23.5K views.

Our most popular post received 996 likes, 139 shares, 27 saves, eight comments, and an additional 37 follows.

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JUNCTION
IGUANA'S
PITA & NAAN
MEDITERRANEAN & EASTERN CUISINE

Website

Downtown Lincoln's website, DowntownLincoln.org, saw over 220K users and just over 552K page views in 2024. It serves the Downtown community as a convenient tool to access places to shop, eat, and live; it also gives people a place to find events, gifts, information on local news, and other updates. The list of services DowntownLincoln.org provides keeps on growing.

DowntownLincoln.org extended its collection of web pages in 2024 with the addition of the Telegraph satellite page. This page was integrated into Downtown Lincoln's website in December 2023 and includes a business directory, signature events, Telegraph District information and Telegraph news.

The top visited pages were the Historic Haymarket, Farmer's Market, Downtown Lincoln, Dining Directory, and Downtown Events. The countries that used our website the most were the United States, Poland, the United Kingdom, and Canada. In the US, the states that used our website the most were Nebraska, Illinois, Texas, Iowa, and Kansas.

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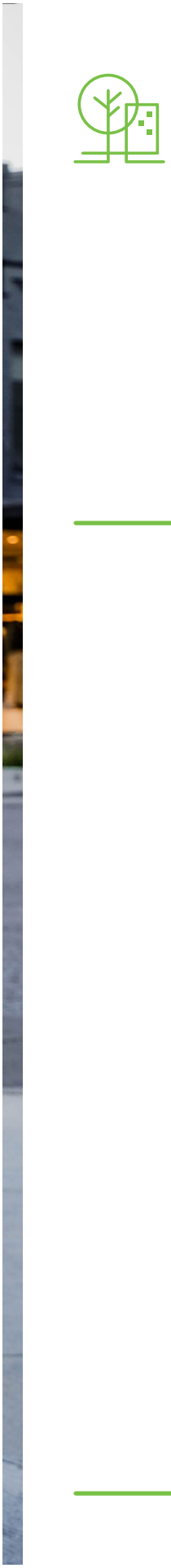
TAP
TO GET
STARTED
DOWN
TOWN
LINCOLN



Digital Kiosk

The Downtown Lincoln Digital Kiosk, located on the corner of 14th & P, continues to showcase the unique businesses and events happening downtown. The kiosk provides a business directory with retail, restaurant, arts, and entertainment information and our full event calendar. While guests view the business directory, they can use the kiosk's technology to text directions to their next downtown destination. When the kiosk is not actively used, it displays a rotation of digital posters featuring upcoming downtown events. The kiosk was used over 26,000 times this year with an average of 71 daily sessions and 4 minutes per session.

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PATCHES



Assemble Lincoln

Assemble Lincoln, a Committee of Lancaster County composed of public officials and community leaders, continues pursuing its mission to bring a world-class convention center to Downtown Lincoln. In collaboration with Legends and Populous, two leading global firms specializing in premium venue experiences, the group has conducted an extensive site analysis, evaluating hundreds of public and private locations. After a thorough review, they have identified three prime locations for the project. Assemble Lincoln aims to announce the final site selection and begin the building design process in 2025.

For updates and more information, visit AssembleLincoln.com.

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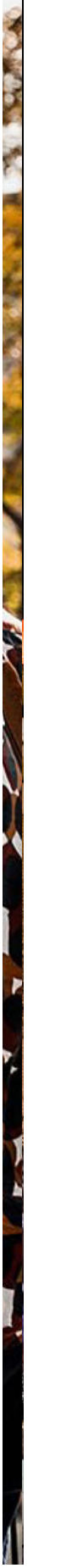

Music District

The Downtown Lincoln Association was awarded a $1.25 million QCT Recovery grant and a $1 million Economic Development Administration Tourism grant from the State of Nebraska Department of Economic Development. These funds are being used to propel forward projects under the Downtown Lincoln Music District and City of Lincoln Downtown Corridors enhancement project. Initiatives under these projects include enhanced signage and amenities within the Music District boundaries, comprehensive branding and art, and upgraded alleys and streetscapes within the district boundaries.

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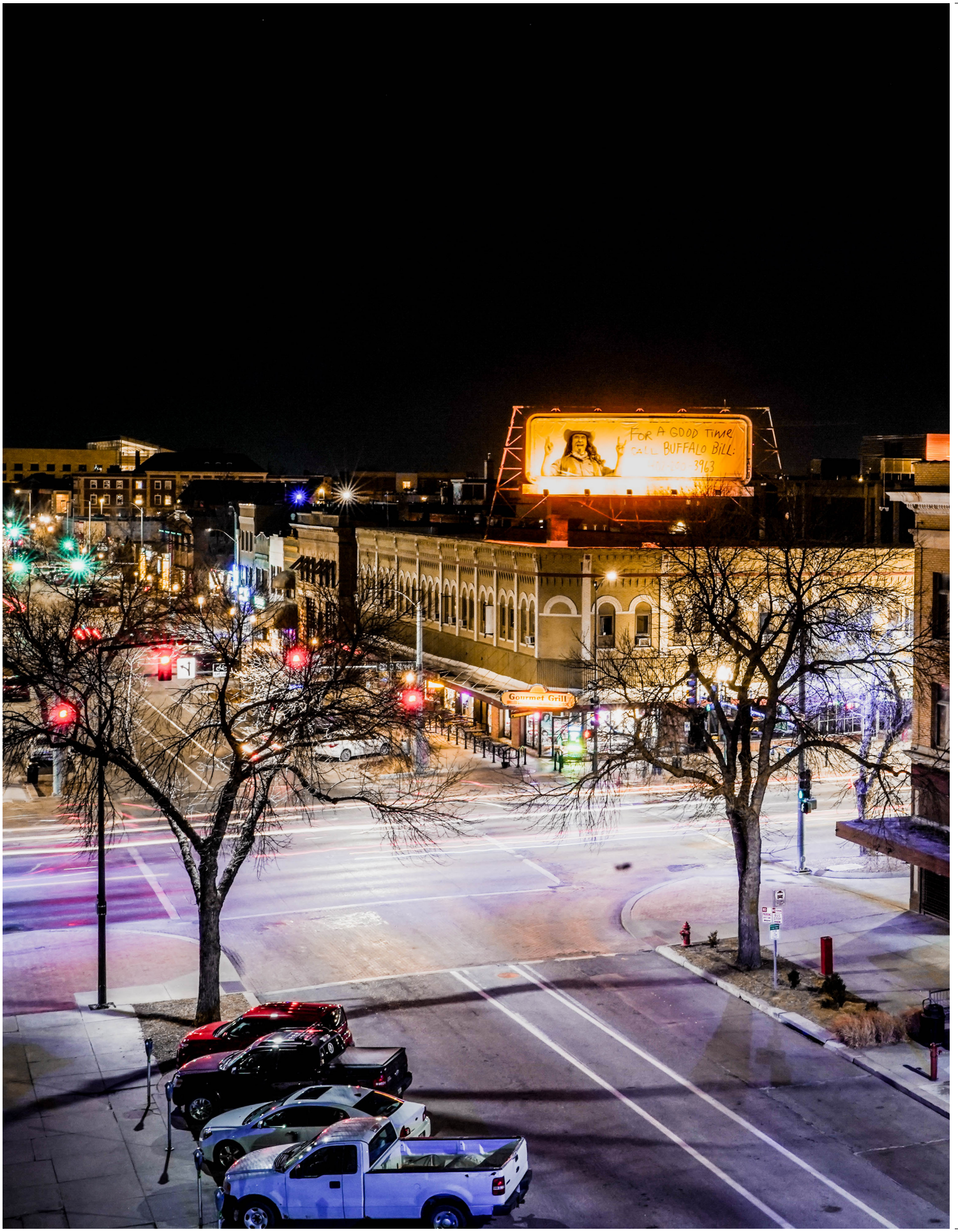
FOR A GOOD TIME
CALL BUFFALO BILL:
3963
Gourmet Grill

Music Box

One of the first grant-funded projects DLA has taken on is the Music Box (located at 1330 N St.) The Music Box is a multi-use band rehearsal and recording space, and it will serve as an incubator for local musicians and artists. Work on the Music Box began in 2023 and will continue into early 2025. Artists will be able to check out the space for allotted times, attend classes, and engage in community-driven events at the Music Box.

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Arial View of Antelope Valley and Telegraph District | 2022



BID Expansion

After a year of outreach, meetings, and data collection, the Lincoln City Council voted 7-0 on August 14, 2023, to expand the Downtown Lincoln BID to include the Telegraph District. Services began on September 1, 2023, for the 189 properties, 83 businesses, and 36,305 front feet added to the BID. DLA staff also participates in quarterly Telegraph Business Association meetings to keep businesses informed of DLA activities and to assist with Telegraph District marketing, communications, and events.

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Downtown Lincoln's Gift Card

Gift Card

In its 12th year, the Downtown Lincoln Gift Card program continues to grow, with 735 gift cards sold totaling $33,180, with an average of $45 per gift card. Last year $19,815 was redeemed at participating downtown businesses.

The gift cards are accepted at 200+ locations throughout downtown including last year's 10 most popular gift card destinations: Canopy Street Market, Marcus Lincoln Grand Cinema, The Mill Coffee & Tea, Lazlo's Brewery & Grill, Lincoln Running Company, Sultan's Kite, Chipotle, The Oven, Threads, and Buzzard Billy's.

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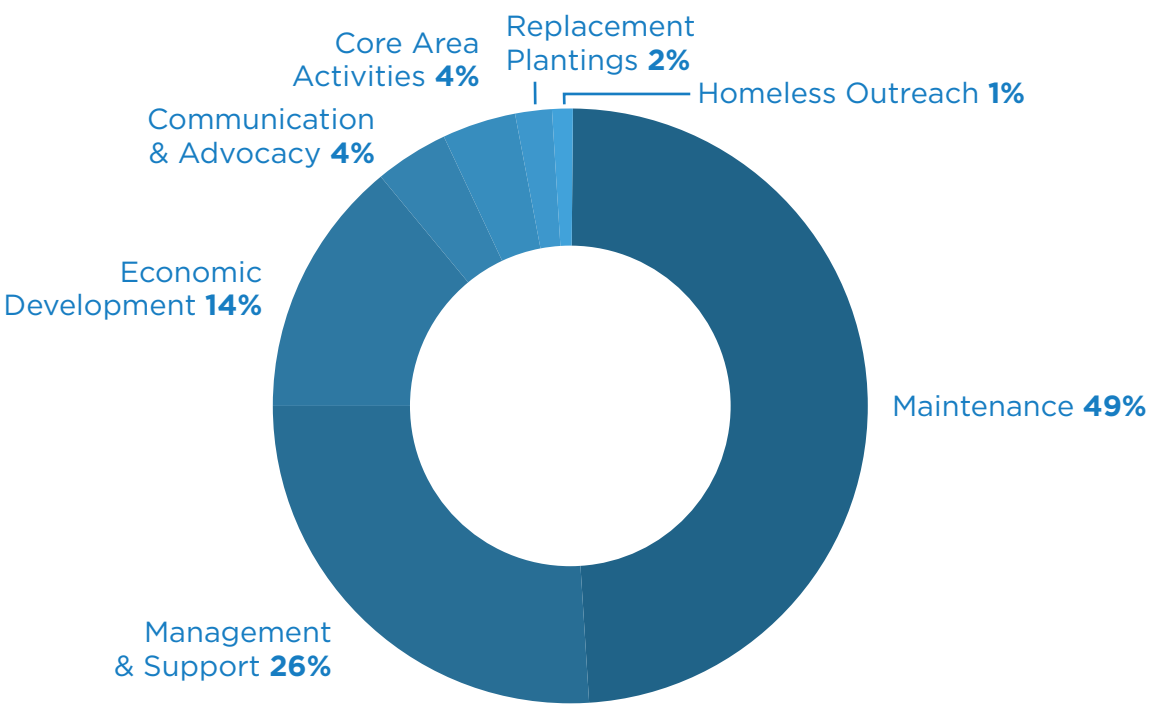
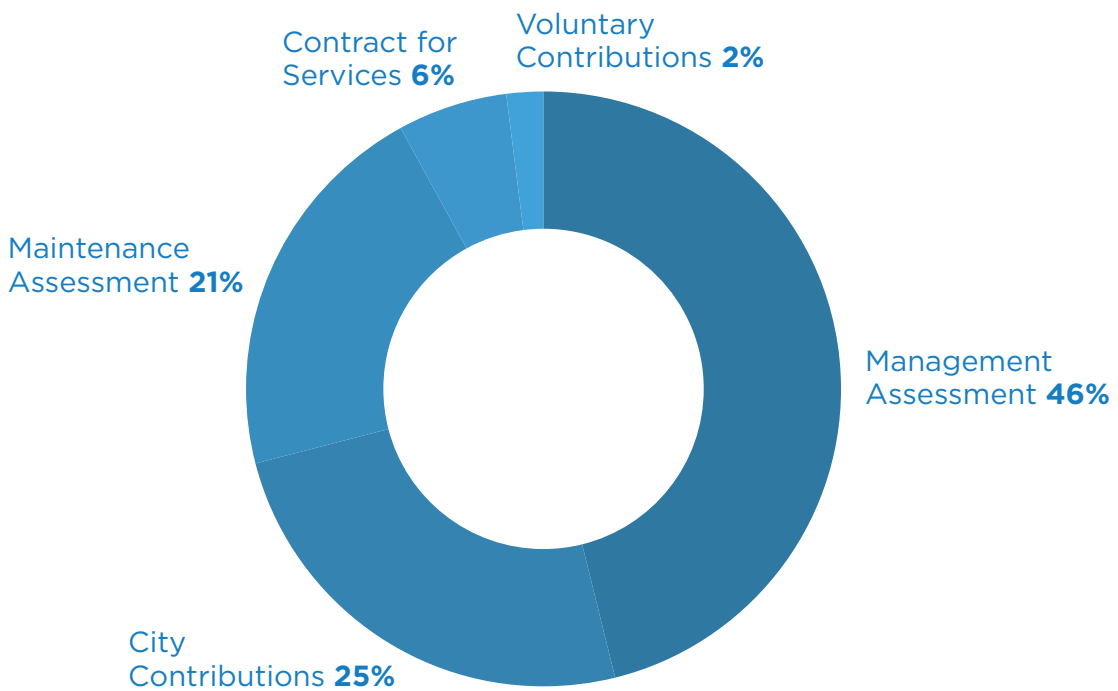
Allocation of Budget to Priorities



Budget Breakdown

Revenue Sources



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DLA BID BOARD OF DIRECTORS 2023-2024

Members

Tom Klein	Downtown Resident
Bryant Bone	Downtown Advocate
Kaylen Akert	Woods Aitken
Lynnette Nelson	Pinnacle Bank
Stephanie Dinger	Union Bank & Trust
Ann Ringlein	Lincoln Running Company
Aaron Stitt	Courtyard Marriott
Greg Frayser	WRK LLC
Jeff McPeak	Olsson
Tom Gifford	Speedway Properties
Amy Long	Farmers Mutual Insurance
Jill Moline	Canopy St. Market
Bob Hinrichs	Fuse Coworking
Bryan Sullivan	Embassy Suites
Angie Tucci	Telesis
Andrew Lempka	Nelnet
Scott Miller	Assemblage - Lincoln Leasing

Chair's Appointments

Debby Brehm	Center Associates, LLC
Brett West	Assurity
Lisa Kiechel	Kiechel Fine Art
Brook Seacrest	Hyatt Place
Katie Ripa	KidGlov
Dallas McGee	Gallery Antiques
Derek Zimmerman	Rev Development
Karen Kunc	Constellation Studios

Liaisons

Jon Carlson	Mayor of Lincoln designee
Hallie Salem	Mayor of Lincoln designee
Brodey Weber	City Council
Tom Beckius	City Council
Collin Christopher	City Planning Department
Jeff Cunningham	LHDC
Bob Campbell	Downtown Civic Ventures
Randy Hawthorne	Downtown Residential Council
Luke Peltz	LPED

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