

Board of Directors

- C.J. Thoma, Chair**
Foundation for Educational Services
- Bryan Sullivan, Chair Elect**
Embassy Suites
- Bill Schmeackle, Past Chair**
Assurity Life
- Jenni Christiansen, Treasurer**
Wells Fargo
- Patrick Spethman, Asst. Treasurer**
US Bank
- Ben Kiser, Secretary**
Nelnet
- Nancy Gade, At Large**
The Arter Group
- Greg Allen**
Farmers Mutual Insurance
- Josh Berger**
Scott, Woodbury, Wiegert
- Tafe Sup Bergo**
Post & Nickel | Doozy's
- Ken Fougeron**
Speedway Properties
- Ashlie Hadden**
Embellish | Cuff
- Chuck Harper**
The Cornhusker Marriott Hotel
- John Kay**
Sinclair Hille
- Troy Terwilliger**
Holiday Inn
- Dana Schmidt**
Concorde Management
- Dean Settle**
Downtown Resident
- Brett West**
WRK LLC
- Debby Brehm**
Center Associates, LLC
- Stan Maly**
NEBCO
- Kerin Peterson**
Security National Properties
- Ed Swotek**
Ameritas
- Michelle Waite**
University of Nebraska-Lincoln

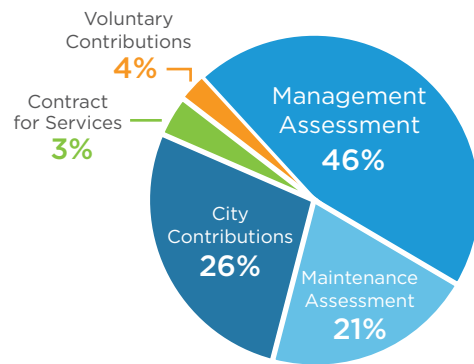
Liaisons

- Rick Hoppe | Dallas McGee**
Mayor Designees
- Carl Eskridge | Leirion Gaylor Baird**
City Council
- Rod Anderson**
State of Nebraska
- Scott Richardson**
Haymarket Development Corp.
- Kristin Tynon**
GoLincolnGo

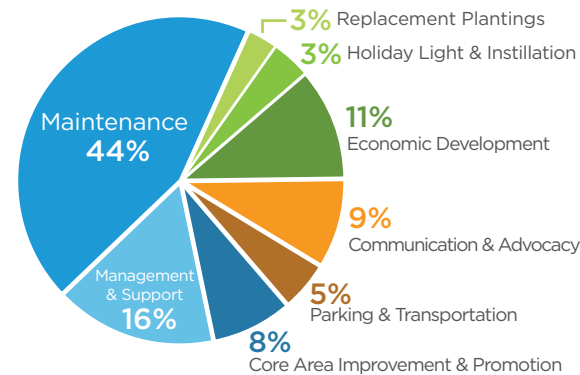
DLA Staff

- Terry Uland | President**
- Todd Ogden | Marketing Director**
- George Pinkerton | Maintenance Director**
- Lorna Parks | Finance Manager**
- Susan Felton | Executive Assistant**
- Ross Felton | Research Coordinator**
- Spencer Munson | Comm. Coordinator**
- Grant Weber | Marketing Coordinator**

REVENUE SOURCES



ALLOCATION OF BUDGET TO PRIORITIES



2012-2013 DLA Revenues & Expenditures

In 2012-13, the Downtown Lincoln Association managed a BID budget of \$1,031,721 which is directed to three business improvement districts (BIDs).

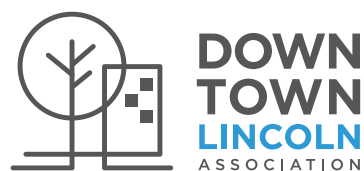


Our Downtown Vision

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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downtownlincoln.org

ANNUAL REPORT 2012-2013

LIVE



Living Indicators

Maintenance Employees	14
Downtown Residents	3,500
Downtown Trees	1010
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	41,212
Refuse Containers	289
Refuse Collected (Cubic Yds.)	2,880
Cigarette Receptacles	86
Downtown Banners	400

Economic Indicators

Downtown Appraisal Value	\$314,673,315.30
Employees	30,000
Businesses/Organizations	878
Retail Establishments	308
Parking Spaces	22,721
Hotel Rooms	1008
Office Vacancy Rate	12.6%
Retail Vacancy Rate	12.1%

2012-2013 Investments:

Construction Permits Issued	87
Construction Values	\$78,589,591
Office Investment	\$32,776,791
Residential Investment	\$1,668,330
Retail Investment	\$8,673,181

INVEST



HIGHLIGHTS

Downtown Lincoln retail opportunities continue to grow with 40 new retailers opening in Downtown since 2010. The area has welcomed 30 new restaurants, and 10 new clothing and accessory shops. Some established businesses have chosen to expand while other businesses are new to Downtown. Nearly \$9 million in retail construction permits were issued between September 2012 and August 2013.

Lincoln was named a Top 10 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 and economic development efforts and for the wealth of quality-of-place amenities in the area.

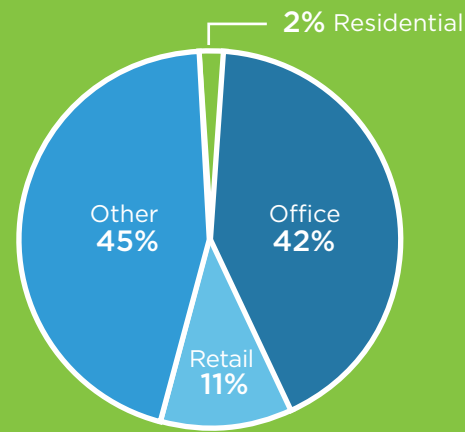
New "smart" parking meters made their debut Downtown with 1,400 solar-powered and programmable new meter heads. The new meters accept credit, debit, and pre-paid parking cards in addition to dollar coins, dimes, and quarters. Meters take Visa and MasterCard, but users must buy a minimum of one hour of parking for \$1. The new meters also accept the Downtown Gift Card.

HIGHLIGHTS

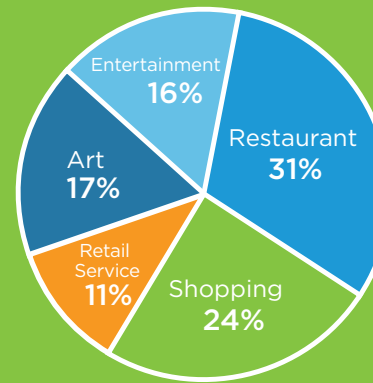
Construction of the Pinnacle Bank Arena has been completed and its doors opened to the public, offering over 30 concerts and sporting events in the last 5 months of 2013 alone. The project utilized predominantly local firms and contractors, and was completed on time and on budget. A multi-purpose, 470,400 square foot facility with dynamic floor and staging possibilities, it has a total center stage seating capacity of 15,900. With a sold out basketball season, the arena expects 100,000 visitors by year's end. Canopy St. private development has complemented the arena with new dining, housing and entertainment options, highlighted by "The Cube", a 560 square foot digital screen.

The P Street District improvement project broke ground in fall 2013 on an anticipated year-long construction project in the area along P Street between 11th St. and Centennial Mall as well as the east side of 14th St. between O and Q Streets. The project includes a total redesign of the streetscape, parking and rights-of-way incorporating specialized lighting, plants and public spaces. As envisioned in the Downtown Master Plan, the project will create a vibrant atmosphere that makes P Street a unique, must-see district and help to build the retail core. Work also began on Civic Plaza at 13th and P Streets. Both projects are scheduled to be completed in the fall of 2014. For more information on the project visit PstreetDistrict.com.

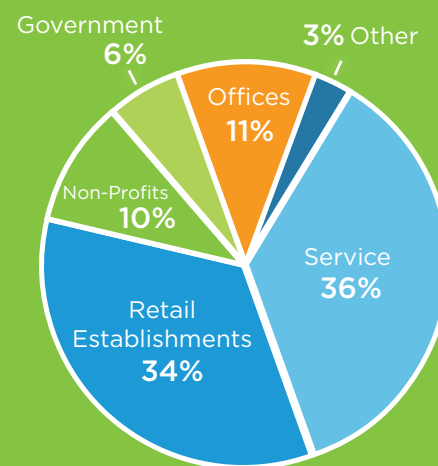
Downtown Investment



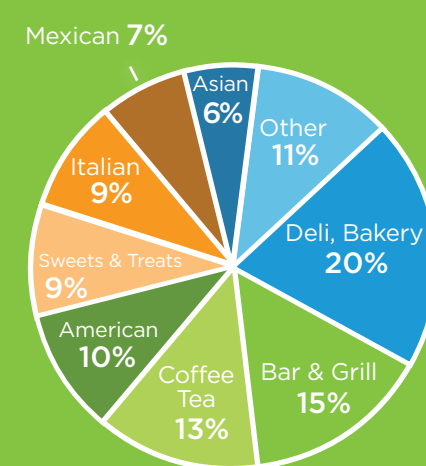
Downtown Retail



DOWN TOWN LINCOLN ASSOCIATION



Downtown Businesses



Downtown Restaurants

HIGHLIGHTS

Downtown Lincoln launched its new brand identity, which emphasizes themes of live, learn, work, invest, play with a refreshed logo and iconic look to capture the vibrancy of Downtown. Working with local marketing agency Archival, the new brand represents all of Downtown with versatility. Watch for the new look in all DLA marketing venues, print, online and social media.

Shop the Blocks, downtown's premier shopping event featuring 24 retail stores throughout the retail core, has become an annual spring and fall event. Participating retail stores offer in-store discounts and prizes for Shop the Blocks registrants and provide appetizers, drinks and desserts. A combined total of over 2,230 shoppers have attended four Shop the Blocks events with sales topping \$200,000 in net revenue for downtown retailers.

On September 1, 2013, the new Downtown Gift Card Program celebrated its second full year. Accepted 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. This year, with the addition of new credit-card ready parking meters installed Downtown, the gift card can also be used in the new meters. The Downtown Gift Card can be purchased online at downtowngift.org.

HIGHLIGHTS

2012-13 was an outstanding year for the community to celebrate and was highlighted by the following events:

Celebrate Lincoln- The 2013 festival featured two full days of live music, food, dancing and arts, capped off with a live performance by Montgomery Gentry.

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 10th 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.

Zoofest- Celebrating its 40th year, Zoo Bar held its annual blues festival in July, featuring three 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
GoTo Guides Distributed	30,000
Newsletters Sent	25,000
First Friday Brochures	4,000
Facebook Fans	7,907
Twitter Followers	6,071
Downtown Gift Card Sales	\$21,717

Website Statistics

Visitors	147,192
Pageviews	581,050
Total Hours Spent	7,360
Downtown Living Searches	194,279
Restaurant Pages Searched	89,400
Shopping Pages Searched	18,743
News Stories Read	27,516

Event Indicators

2012-13 Athletic Attendance:

Nebraska Husker Athletics	
Football	454,194
Men's Basketball	186,342
Women's Basketball	89,123
Baseball	114,154
Volleyball	57,392
Wrestling	9,719

Other Athletics

Lincoln Saltdogs	177,982
Lincoln Stars	126,392

PLAY

