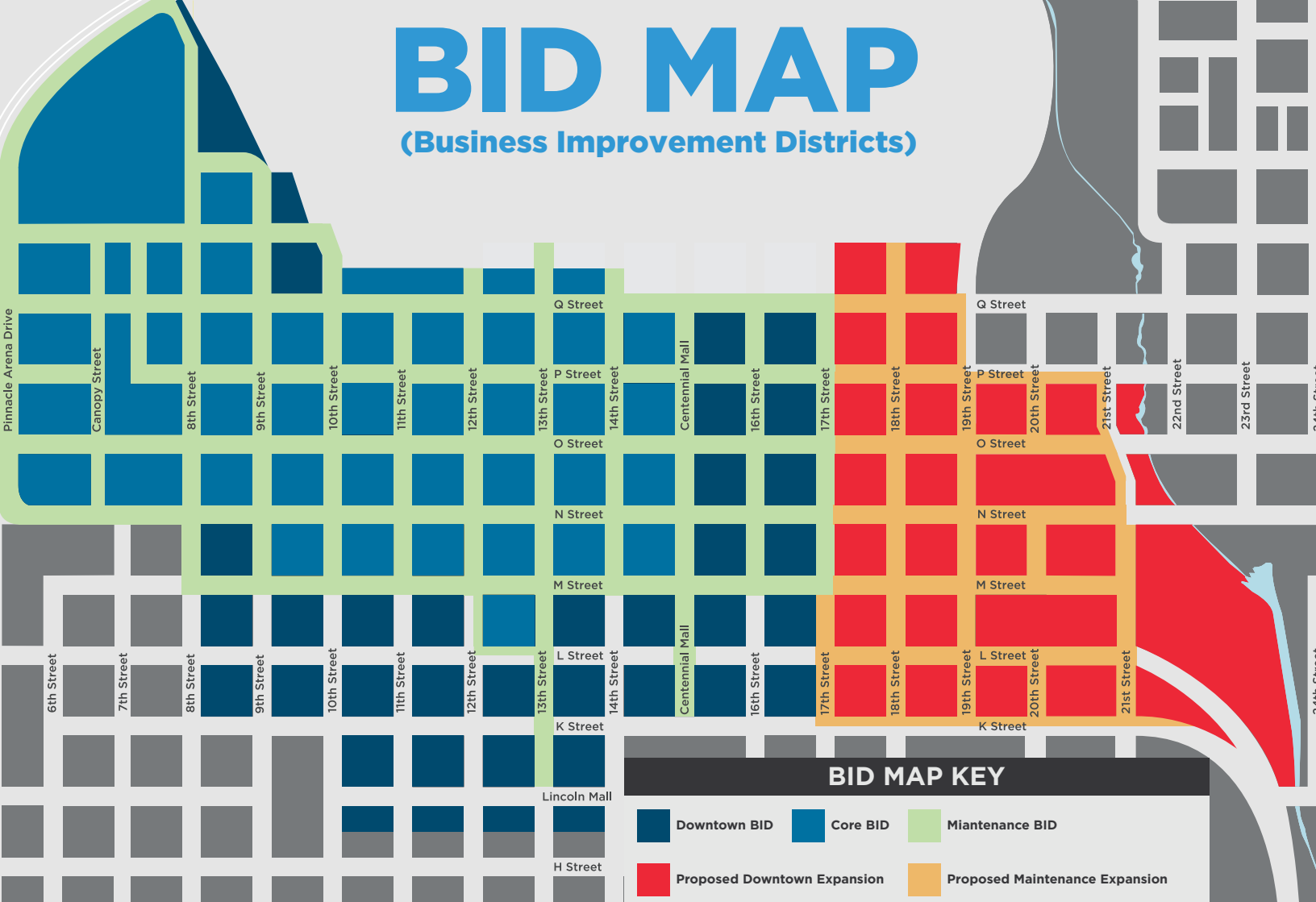


BID MAP

(Business Improvement Districts)



GROWING DOWNTOWN



BID MAP KEY

- Downtown BID
- Core BID
- Maintenance BID
- Proposed Downtown Expansion
- Proposed Maintenance Expansion



DLA Board of Directors

- Bryant Bone**, Chair
Downtown Advocate
- Tom Klein**, Chair Elect
Downtown Resident
- Ken Fougeron**, Past Chair
Speedway Properties
- Lynnette Nelson**, Treasurer
Pinnacle Bank
- Stephanie Dinger**, Asst. Treasurer
Union Bank & Trust
- Ann Ringlein**, Secretary
Lincoln Running Company
- Kaylen Akert**, At Large
Woods Aitken
- Aaron Stitt**, At Large
Courtyard Marriott
- Jeff McPeak**
Olsson
- Tom Gifford**
Speedway Properties
- Courtney Rodgers**
Hudl
- Will Scott**
WRK LLC
- Lisa Froehlich**
US Property
- Amy Long**
Farmers Mutual Insurance
- Jill Moline**
Canopy St. Market
- Bob Hinrichs**
Fuse Coworking
- Bryan Sullivan**
Embassy Suites
- Angie Tucci**
Telesis
- Debby Brehm**
Center Associates, LLC
- Lisa Kiechel**
Kiechel Fine Art
- Brian Schweiger**
US Bank
- Brook Seacrest**
Hyatt Place
- Brett West**
Assurity Life
- Katie Ripa**
KidGlov
- Andrew Lempka**
Nelnet
- Dallas McGee**
Downtown Advocate

Dear Greater Downtown Property Owners,

It has been thrilling for all of us involved with the Downtown Lincoln Association (DLA) to witness the tremendous growth the area has achieved.

For over 50 years, DLA has worked to provide meaningful services to the business improvement districts (BIDs) in the areas of economic development, parking and transportation initiatives, marketing, advocacy, and streetscape beautification.

As a result of Downtown's continued growth, and heightened property owner interest, DLA established a committee to research and explore areas adjacent to the BID. Over the last three years, the committee has examined new developments, analyzed needs, and estimated the overall impact the BID expansion would have on our surrounding perimeter.

DLA is primarily funded by an annual Special Assessment from the area properties for operating the BID. Our property owners have experienced tremendous value, and feel that the growing eastern edge of Downtown would benefit in BID services as well.

In order to understand the current dynamic of the area, DLA has conducted surveys, held one-on-one conversations, and hosted open house meetings. With your help, our committee analyzed positive feedback, and interest to determine a recommended BID boundary.

As you read through this update, you will see highlights of the significant growth in downtown during the last 10 years and how DLA has been a champion for progress. Our proposed BID boundary, budget allocation and process timeline are also highlighted.

Please feel free to contact us with your questions and visit www.ExpandDowntown.com for more info, including upcoming meeting opportunities.

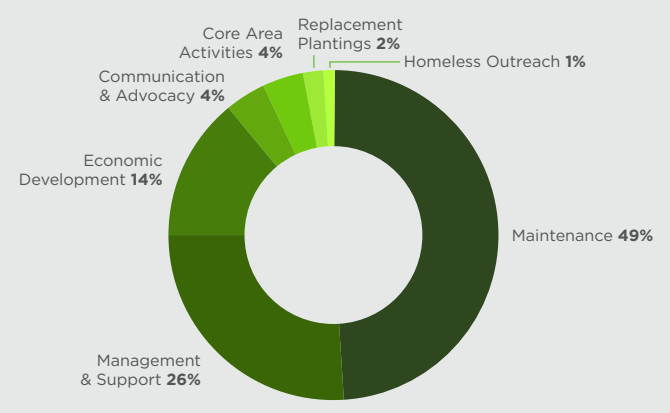
Thank you for your time and potential interest in helping to expand and sustain a welcoming, vibrant, and prosperous downtown.

Downtown Lincoln Association BID Expansion Committee

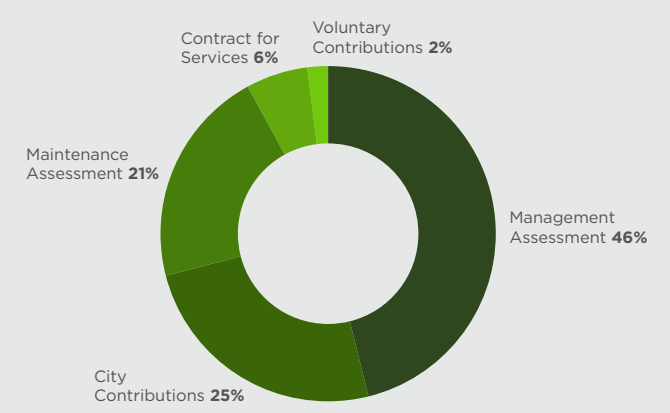
info@downtownlincoln.org 402.434.6900 www.downtownlincoln.org

2023 Proposed Budget Draft

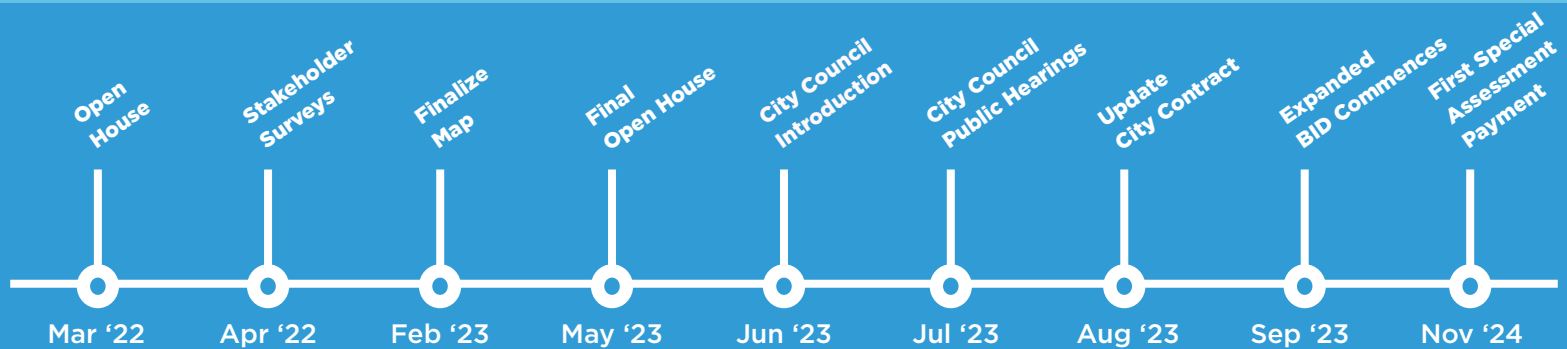
Allocation of Budget to Priorities



Revenue Sources



BID Expansion Process





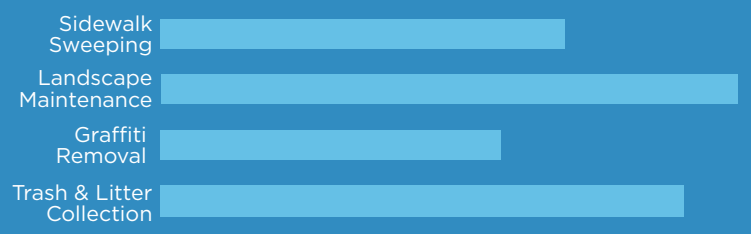
DOWNTOWN GROWTH

\$600 MILLION
invested



405% residents
156% hotel rooms

250,000 hours keeping downtown clean



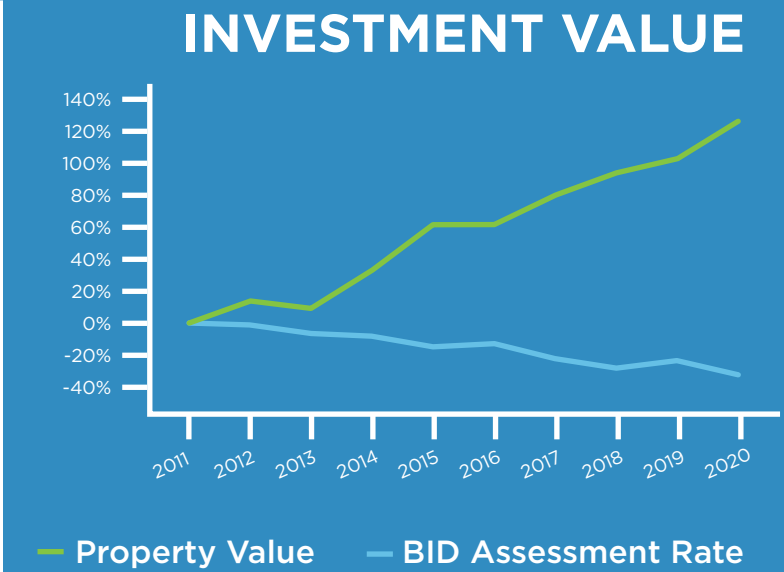
1,500
trees downtown

1,300
landscape beds

16K FOLLOWERS
New Businesses

21K FOLLOWERS
Breaking News

15K FOLLOWERS



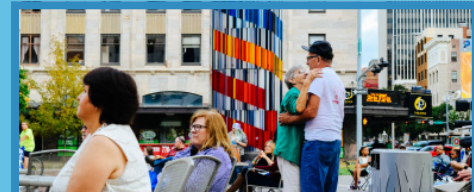
200 EVENTS produced & supported

\$450,000
spent downtown with Gift Card

200,000
visitor guides distributed



A CHAMPION OF PROGRESS



- 2010 Arena Bond Issue passed.
- 2010 First Hour Free begins in all City garages.
- 2011 Parking Ambassadors take over meter enforcement.
- 2011 Downtown Gift Card launches.
- 2011 DLA creates Shop the Blocks to promote Downtown retail.
- 2011 Pinnacle Bank Arena & Railyard projects break ground.
- 2012 City updates Downtown Master Plan.
- 2012 Downtown streets resurfaced in entire BID.
- 2012 Larson Building is built, completing a major Master Plan catalyst project.
- 2013 Downtown installs 1,300 credit card meters.
- 2014 DLA expands footprint, by adding West Haymarket area to the BID.
- 2014 Downtown Lincoln celebrates grand re-opening of pedestrian friendly P Street District & Tower Square.
- 2015 N Street Protected Bikeway opens for riders.
- 2015 Lincoln recognized nationally, named a Top 10 Downtown by Livability.
- 2016 DLA successfully renews management BIDs.
- 2017 DLA celebrates 50th Anniversary
- 2018 City adopts new Downtown Master Plan