



Membership Packet

“In partnership with its members, DLC is dedicated to enhancing downtown Lexington as a unique and vibrant destination to live, work, and play.”

About the Downtown Lexington Corporation

Unique Mission

The Downtown Lexington Corporation (DLC) has a unique position as a membership organization. It is focused on promoting new growth and change within the downtown community.

The DLC, with more than 350 members who represent the largest businesses, the smallest proprietors and entrepreneurs, neighborhood associations, churches, education institutions and individuals, is a community and business advocacy group founded in 1988. DLC encourages responsible development in the downtown business core and in the various neighborhoods surrounding the central area. The Downtown Lexington Corporation advocates diversity, communication and leadership in assisting property owners, businesses, employees and residents in making downtown Lexington a location for retail businesses, restaurants, offices, arts and cultural activities as well as a wonderful place to live and work.

Getting It Done

The Downtown Lexington Corporation relies heavily on its membership as well as the commitment and involvement of individuals and businesses. It conducts its business through committees and staff support. The decision-making and implementation structure employed by the Downtown Lexington Corporation and its committees allows for great capacity and input in ongoing downtown management, development and promotional efforts. It produces meaningful involvement and ownership on the part of participants and assures that diverse and representative groups are given an opportunity to impact decisions.

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DLC Membership

Through membership the DLC is able to sustain its mission of promoting and advocating for downtown. Without the strong commitment of our members, the DLC would not be able to fulfill the needs of the downtown community. Many benefits of your DLC Membership cannot be quantified. However, the exposure gained through events, marketing, building relationships and advertising of the DLC on behalf of its membership is of immeasurable value. Membership dues are annually and based on the number of full time employees for a company. There are no set dates for joining. For more information about Membership please contact Rob Bright at 859-335-8640 or robert@downtownlex.com.

Membership Dues: (Based on Number of Full Time Employees)

Nonprofits	\$100
1-5 employees	\$175
6-25 employees	\$350
26-50 employees	\$500
51-200 employees	\$750
201 or more employees	\$1,000
Stakeholder	\$5,000
*Individual Membership	\$50
*Family Membership	\$100

* Individual & Family Membership support the DLC Foundation and are Tax Deductible

*No Website link for Family/Individual membership

Benefits Received:

- Tangible
 - Listing on our website under DLC's Membership Directory page with address, phone number and link to your website.
 - Exclusive opportunity to feature your events and promotions in our weekly e-newsletters *Monday Matters* and *Get Downtown!*
 - Listing in our Dining & Nightlife Guide (if applicable).
 - Opportunity for Member's events to be mentioned on the radio*
 - Access to the DLC's membership mailing list once a year.
 - Listing in DLC's annual report
 - Non-profits are eligible to volunteer for tips at DLC events. Information on this goes out in early February and a non-profit must be a current member at that time.

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- Intangible
 - We give our members a voice to be heard.
 - Opportunities to network with other businesses.
 - Opportunities to sponsor events in downtown Lexington.
 - DLC will work as an advocate for your business. DLC constantly monitors ordinances to make doing business in downtown easier for the owner and patrons.
 - The knowledge that your support will make downtown Lexington better than ever. Supporting the DLC helps produce numerous free events for the public to enjoy in downtown Lexington. The events attract many new people to downtown and expose them to all downtown has to offer.

Stakeholder Membership - \$5,000*

DLC Stakeholders invest at a significant level to ensure the success of downtown Lexington and DLC.

Benefits:

- DLC Annual Meeting Gold Sponsorship – Includes five (5) seats to the event; Value: \$1000
- Stakeholder recognition signage during DLC produced events (i.e. Mayfest, Thursday Night Live, Fourth of July Festival, etc.); signage will be displayed in DLC's office throughout the year
- Stakeholder banner will hang on the Main Street side of the 5/3 Bank Pavilion at Cheapside Park during Central Bank Thursday Night Live (TNL) approximately April through mid-October
- Stakeholder name/logo to appear in four (4) ads in Business Lexington – recognizing DLC stakeholders
- 200 TNL drink vouchers and ability to purchase additional vouchers at a discounted rate of \$4/voucher
- Invitation to 2017 Stakeholder Appreciation Event
- Stakeholder logo will scroll on DLC website home page
- Stakeholder recognition on other collateral material where appropriate (i.e. DLC Annual Report, Annual Meeting Program, Monday Matters e-newsletter)
- Weekly recognition in Monday Matters, DLC's e-newsletter, distribution approximately 3,000

*For more information about sponsorships please contact Kathryn Minton at 859-335-8640 or Kathryn@downtownlex.com.

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DLC Media

DLC promotes and advocates for its members in a variety of ways. Members are able to send in any news, announcements or events and DLC will try to promote them as best as it can. The DLC uses a variety of media to keep the public and its members informed about what is going on downtown and with its members.

Electronic Media

- Monday Matters – An e-newsletter featuring member events, business announcements and restaurant/retail specials covering that week from Monday to Sunday. A member spotlight each week has been introduced to increase awareness of DLC members.
- Get Downtown – Thursday e-newsletter highlighting four to six top DLC member events taking place that weekend in downtown Lexington.
- Please send all information to info@downtownlex.com by Wednesday the week prior to publication.
- DLC e-newsletters are sent out to approximately 3,000 members and non-members.

DLC Publications

- Dining and Nightlife Guide – Listing of all DLC eateries and nightlife attractions in that are members. Advertising in the Dining Guide is only available to DLC members. The guide includes a description of the restaurant or bar along with map placement. This free guide is available in several locations throughout Lexington e.g. hotels, shops, stores and businesses in and outside of downtown.

Broadcast / Internet Media

- “Only Downtown” – Is a five to ten minute interview segment that airs on GTV3, Facebook, and YouTube for about a month. These segments showcase why businesses choose to be downtown.
- Radio Mentions – The DLC goes on the radio weekly on WVLK-AM 590 the Jack Pattie Show and on 1620AM radio to help publicize our members’ events and news. All mentions are up to the DLC’s discretion.
- Social Media – The DLC promotes a variety of member events through Facebook, Twitter and Instagram.

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DLC Events

The DLC produces over 60 events throughout the year to promote downtown and help our members to network with other businesses. Sponsorships to DLC events are only available for purchase by DLC members. Statewide press releases are sent out on every DLC event that are picked up by television stations, newspapers, radio and magazines throughout Kentucky including Kentucky Travel Guide and Lexington Convention and Visitor's Bureau Visitor's Guide. Many local media outlets such as Tops in Lex, Lexington Herald-Leader, Ace Magazine and Smiley Pete publications frequently feature stories about DLC produced events.

DLC Events include:

- Thursday Night Live
- Mayfest Arts Fair
- Bike Lexington
- Fourth of July Festival
- Fountain Films on Friday
- Lexington Fest-of-Ales
- Ice Rink
- Luminate Lexington
- DLC Annual Meeting

*Visit downtownlex.com for dates, times and location of all our events.

Thank You

The Downtown Lexington Corporation invites you to participate at its various gatherings, special events and committee meetings. The DLC also welcomes your questions about business and residential opportunities in our thriving community. For more information about the many programs, services and membership to the Downtown Lexington Corporation, please contact Membership Coordinator, Rob Bright, at 335-8640 or email robert@downtownlex.com.

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MISSION STATEMENT

In partnership with its members, DLC is dedicated to enhancing downtown Lexington as a unique and vibrant destination to live, work, and play.

VISION STATEMENT

Downtown Lexington is a welcoming and exciting city with a keen sense of history and pride.

CORE VALUES

These are the guiding principles that influence the behaviors and decisions of DLC as an organization. These values form the foundation of the conduct and the work performed by the DLC representatives each day.

At the Downtown Lexington Corporation, we:

- Are passionate about downtown

- Embrace diversity

- Welcome collaboration with our members and our neighbors

- Encourage and promote innovation

- Communicate clearly

- Work in partnerships for adaptive solutions

- Appreciate the value of respect for all

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Frequently Asked Questions

Q: Is Downtown Lexington Corporation (DLC) a part of Lexington-Fayette Urban County Government (LFUCG)?

A: No, we are not a government agency. DLC is an independent, non-profit organization whose focus is to promote and advocate downtown Lexington.

Q: Does LFUCG provide financial support to DLC?

A: Yes. DLC has a purchase of service agreement with LFUCG to provide certain events and activities for downtown Lexington including Lexington's 4th of July Festival and Luminare Lexington. In addition, LFUCG sometimes provides financial support to specific events in the form of in-kind sponsorships.

Q: Where does DLC get its money?

A: DLC is a member-based organization; therefore revenues come in the form of annual membership dues from its members. Members may also provide financial support for individual events in the form of cash sponsorship. DLC also generates revenue from events through beverage sales, vendor fees and merchandise sales. These revenue sources fund the majority of our budget.

Q: Are my individual donations to the DLC tax-deductible?

A: No. DLC carries a 501(c)4 non-profit status (FEIN # 61-1189677), therefore membership dues are not tax-deductible. However, DLC formed a 501(c)3 Foundation (FEIN # 20-3026004) and donations to the Foundation are tax-deductible. The DLC Foundation focuses on beautification, homelessness issues, education about downtown Lexington and multicultural activities. For more information on the DLC Foundation, visit the Foundation page of our website.

Q: What does DLC do with the money it generates?

A: The revenue raised by DLC goes to support the organization and its programs, such as: office expenses and payroll, marketing our members, advocating for and promoting downtown Lexington and producing free events in the downtown area for the public to enjoy.

Q: Who can join DLC as a member?

A: Anyone who has an interest in supporting the vitality of downtown Lexington. Our members are not limited by geographical boundaries and we have members who are large corporations, small businesses, non-profit organizations and individuals. Anyone who wants to see Lexington stand out as a world class city should invest in a safe, vibrant downtown.

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Frequently Asked Questions Continued

Q: Are there benefits to membership?

A: Yes. Most of the direct benefits are geared toward our business and non-profit members in the form of exposure and advertising opportunities. We work cooperatively with our members to create win-win situations that give to each other and the community. Visit our membership page for more information.

Q: How is DLC different from Commerce Lexington (Lexington's Chamber of Commerce)?

A: Commerce Lexington focuses specifically on economic development and the promotion of its business members. While the DLC includes economic development, DLC also produces entertainment events that benefit the public at large whereas Commerce Lexington produces events that focus primarily on benefiting or recruiting business members. For more information about Commerce Lexington visit their website at www.commercelexington.com.

Q: How is DLC different from Lexington Downtown Development Authority (LDDA)?

Currently DLC and LDDA are in talks of merging the two entities under one umbrella.

A: The mission of the LDDA is to promote physical and economic development, land uses, and activities that make downtown Lexington the lively, thriving, stimulating and diverse economic, cultural, and residential heart of Central Kentucky.

The mission of the LDDA is similar to that of DLC, however; DLC is a membership based organization that focuses on promotion and marketing of its members, producing free events for the entire community and promoting downtown Lexington. For more information on LDDA visit their website at www.lexingtondda.com.

Think of Commerce Lexington and LDDA as recruiting businesses and development and DLC as helping retain business through quality of life initiatives.

Q: How is DLC different from VisitLEX (Lexington's Convention and Visitor's Bureau)?

A: VisitLEX markets the Bluegrass Region, nationally and internationally; as an outstanding destination for leisure travel, business travel, meetings and conventions. DLC supports these efforts by creating downtown maps and shopping, dining and entertainment guides for our visitors.

Q: Does DLC manage parking in downtown Lexington?

A: No. The Lexington Parking Authority (LEXPARK) provides, maintains and operates public parking in downtown Lexington. For more information visit www.lexpark.org or call (859) 231-7275.

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Frequently Asked Questions Continued

Q: How does the Downtown Lexington Management District (DLMD) differ from DLC?

Currently DLC is helping the DLMD Board manage the district on an interim basis.

A: The Downtown Lexington Management District is a property tax improvement district responsible for improving the downtown area. The District is managed by a 15-member board composed of local business owners, residents and other downtown stakeholders.

The District puts tax dollars to work to enhance downtown through beautification, safety and marketing efforts. The goal is to foster economic growth, renew interest in the area by businesses, residents and visitors, and ultimately increase property values. For more information on DLMD visit dlex.town.com.

Q: Can I get involved with DLC?

A: Yes! Since DLC functions with a very small core staff, we rely heavily on the help of our interns and volunteers. We have opportunities to help with office-related tasks, special research projects and events. We work closely with the local colleges and universities to provide student internship opportunities each semester. If you are interested in volunteering in any of these areas, contact our office at 859-335-8640 or info@downtownlex.com.