



NEWS RELEASE

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Media Contact:

Harrison Stiles

Marketing Coordinator (502) 287-7068

harrison@downtownlex.com

Reopening and Recovery Grant Program Announced

As COVID-19 restrictions are lifted and the economy begins to reopen, Downtown Lexington Management District (DLMD) and Downtown Lexington Partnership (DLP) are teaming up to provide financial and in-kind support to help street-level retail, restaurant and bar businesses overcome financial, marketing and operational challenges. The two organizations are providing a joint grant program that will award up to \$3,000 to eligible downtown businesses to assist with expenses to reopen their businesses. Qualifying expenses include rent/mortgage payments, re-hiring staff, personal protection equipment (PPE), cleaning/disinfecting supplies and equipment, interior alterations to comply with new social distancing requirements, sidewalk café and exterior property improvements and marketing expenses. Recipients can't use the grant to reimburse costs covered by any Paycheck Protection Program (PPP) payments or other assistance they have already received. An initial pool of \$80,000 is available to downtown businesses with the hope that additional funds will be available in the next 60 days.

"Street-level retail, restaurant and bar businesses are the heartbeat of downtown Lexington and we wanted to quickly get a program out on the street to help," said Terry Sweeney, President/CEO of Downtown Lexington Partnership. "To do that, we surveyed about 30 downtown businesses on what they would need to reopen and tailored the program based upon the input collected from those surveys."

"I am proud of the responsiveness DLMD board has shown to support our downtown street-level businesses. They are so important to our community. In the coming weeks we will be working with the board to direct more funds to this grant program to help more businesses," said Jim Frazier, Chairman of the Downtown Lexington Management District Board of Directors.

Businesses interested in applying for the grant should contact Ethan Howard, DLP's Director of Placemaking and Economic Development at ethan@downtownlex.com. More information is also available at downtownlex.com.



About DLP and DLMD

The Downtown Lexington Partnership (DLP) is the non-profit umbrella Downtown organization formed in 2017 to provide a single point of contact and accountability and a coordinated approach to Downtown revitalization and management. DLP encourages responsible economic development, produces events, addresses issues on behalf of stakeholders and promotes downtown Lexington. DLP has over 350 members and produced more than 60 events for the public in 2018 including Central Bank Thursday Night Live, Mayfest Arts Fair, Lexington's Fourth of July Festival, and more. DLP manages the programs and service of the Downtown Lexington Management District (DLMD) on behalf of its board of directors.

Downtown Lexington Management District (DLMD) is a property-assessed business improvement district created in 2015 to enhance and manage downtown's physical environment and to foster economic development and Downtown revitalization by:

- Providing enhanced cleaning services to create a foundation for business development.
- Providing enhanced safety resources to address worker, visitor and resident safety.
- Supporting public art initiatives.
- Allocating resources for economic development programs that support property owners/businesses and for marketing Downtown to developers and business prospects.

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