**Downtown Lexington Management District (DLMD)**

**Request For Proposal**

**Organization(s) to Provide Management, Oversight, and Marketing of DLMD**

**Issue Date: July 7, 2025.**

**Due Date: 12:00 noon, August 7, 2025**

**The Downtown Lexington Management District (DLMD) seeks proposal from all interested qualified entities to provide for: (A) General Management, Oversight and Record-Keeping of DLMD, and (B) Marketing and Communications for DLMD. The term of the contract will be for a one year period and will commence no sooner than September 4, 2025. DLMD may choose to extend or renew the contract with the successful respondent in future years with approval of the DLMD full board. The renewals may be up to four additional one-year periods at the sole discretion of the DLMD board.**

**ABOUT DLMD**

The Downtown Lexington Management District (DLMD) is Lexington’s first property tax business improvement district, composed of Downtown businesses and stakeholders. It was created in May 2015 by the Lexington Fayette Urban County Government (LFUCG) Council through Ordinance No. 52-2015, after a majority of property owners within the proposed District approved a petition to request its establishment. DLMD uses the District property tax levy to foster economic development and Downtown revitalization through:

* Beautification and maintenance.
* Enhanced safety.
* Marketing/promotion.
* Awarding grants.

**SCOPE OF WORK**

DLMD has issued this RFP to solicit proposals from Downtown-focused organizations who can implement the programs and services that comprise the core of the DLMD’s mission on behalf of the DLMD Board of Directors.

The scope of this RFP includes two distinct and separable segments, and respondents may in their discretion choose to propose services for a single segment or both segments together.

1. **General Management and Oversight**

* Answering DLMD phone during normal working hours
* Take all messages
* Be respectful and promote the district and all landowners and tenants
* Manage DLMD email account
* Respond when necessary
* Process mail
* Promptly deliver mail to the Chair of the DLMD
* Prepare agenda, packets and any additional materials for board or committee meetings, send out reminders for board or committee meetings, and take minutes at board or committee meetings
* Manage and maintain the on-going relationship with Block by Block; oversee day to day activities
* Evaluate effectiveness of Block by Block and serve as a go-between for Block by Block if and when needed
* Track feedback from property owners and work with DLMD board to resolve issues
* Assist DLMD Chair, Finance Chair and other board members in the development of the annual DLMD budget
* Since DLMD is a taxing entity, maintain all records in accordance with appropriate KRS guidelines for public funds
* Attend and report at bi-monthly DLMD Board meetings
* Provide all public notices for meetings as required by law or regulation

1. **Marketing and Communications:**

* Maintain the DLMD website and social media presence with consistency and frequency
* Handle communications with property owners through all channels
* Develop and maintain a database list of email addresses for DLMD property owners so that the DLMD can promote its accomplishments
* Create DLMD email distribution list and distribute a quarterly newsletter
* Manage communications with property owners
* Market and promote the DLMD to businesses and property owners in the district
* Market the DLMD to the larger Lexington-Fayette County constituency
* Promote the DLMD in day to day activities
* Monitor Key Performance Indicators to report to the Board
* Attend and report at bi-monthly DLMD Board meetings

**PROPOSAL SUBMISSION**

Interested organizations should submit a letter of interest outlining their relevant experience with particular attention paid to items outlined under “Selection Criteria” for each segment included in the proposal.

**SELECTION CRITERIA**

1. **General Management and Oversight**

* Experience in Downtown management and revitalization
* Knowledge of Downtown Lexington
* Experience working with Downtown management or improvement districts
* Experience with special district taxation
* Staffing plan
* Proposed fee schedule

1. **Marketing and Communications**

* Experience with website maintenance
* Experience with social media management
* Experience with social media and digital display marketing
* Staffing plan
* Proposed fee schedule

**SELECTION PROCESS**

* Committee appointed by DLMD Chair will review submission proposals
* Committee may request interviews with entities submitting proposals as part of selection
* Committee with make recommendations to the full DLMD for approval of contract award(s)

**QUESTIONS REGARDING THIS RFP SHALL BE ADDRESSED TO:**

James H. Frazier, III  
Chair, Downtown Lexington Management District

McBrayer, PLLC

201 East Main Street, Suite 900

Lexington, Kentucky 40507

**SUBMISSION GUIDELINES:**

* Respondent must submit (1) electronic version of the proposal in PDF format via email attachment with a filename of “DLMD RFP – (*respondent name*)”.
* Proposal must CLEARLY STATE which services as segmented above the respondent proposes to supply.
* The DLMD reserves the right to reject any or all proposals, and waive technicalities and informalities when such waiver is determined by the DLMD to be in its best interest.
* *Do not contact any DLMD board member, staff member or any other person involved in the selection process other than the designated contact person regarding the proposal contemplated under the RFP while this is RFP is open and a selection has not been finalized. Any attempt to do so shall result in disqualification of the firm’s submittal for consideration.*

**SUBMISSION DUE DATE:**

Submit proposals by ***12:00 noon PM (EDT), August 7, 2025*** to James H. Frazier, III, via email to:

[jfrazier@mcbrayerfirm.com](mailto:jfrazier@mcbrayerfirm.com)

cc: [bpowers@mcbrayerfirm.com](mailto:bpowers@mcbrayerfirm.com)

Proposals received after the above stated time/date (12 noon (EDT), August 7, 2025) will be not considered for award of the contract. It is the sole responsibility of the respondent to assure that his/her proposal is received by the DLMD before the date and time set for opening proposals.

**CONTENTION PROCESS:**

* Respondents to this RFP have the right to file a notice of contention associated with the RFP process or to file a notice of appeal of the recommendation made by the selection committee.
* Notice of contention with the RFP process must be filed within 3 business days of the RFP recommendation of the selection committee. That recommendation shall be posted on the DLMD website 3 business days prior to any DLMD board action on the recommendation. The process to contend the selection committee recommendation is as follows:
* Written notice, including sufficient documentation to support the appeal, to the DLMD chair; or
* Submission of a written request for a meeting with the DLMD Chair to explain the appeal;
* Following the written request or meeting with the DLMD Chair and review of documentation, the DLMD Chair shall in writing, affirm or withdraw the recommendation of the selection committee.

**NON-APPROPORIATION CLAUSE:**

* Respondents acknowledge that the DLMD is a special taxing district and that this contract validity is based upon the availability of public funding under the authority of its statutory mandate.

In the event that public funds are unavailable and not appropriated for the performance of the DLMD obligations under this contract, then this contract shall automatically expire without penalty to the DLMD thirty (30) days after written notice to the Contractor of the unavailability and non-appropriation of public funds.

In the event of a change in the DLMD statutory authority, mandate and mandated function by state action, which adversely affects the DLMD authority to continue its obligations under this contract, then this contract shall automatically terminate without penalty to the DLMD upon written notice to the Contractor of such limitation or change in the LFUCG legal authority.