Staff Report

To: The Loop CID Board

From: Carrie Gartner

Date: May 9, 2017

Re: FY2018 Expenditures

Expenditures

Overview
Our budget document is organized based on the project areas included in the CID Petition including beautification and streetscape, public safety, economic development, marketing, and advocacy.
After the district was established, we drafted a survey designed to prioritize projects on The Loop. This was sent to property owners, business owners, residents, neighborhood associations, and was placed on our website for the community at large.

Survey Results
Respondents were asked to select the most important area of focus for The Loop. Below are the tallied results.

Improvements to make The Loop more attractive (landscaping, streetscape, banners, etc.)	28.42%
Business development, recruitment, and retention	17.37%
Infrastructure improvements (sidewalks, undergrounding of power lines, stormwater, etc.)	15.79%
Transportation (accessibility, parking, bikeability, bus systems, walkability, etc.)	15.26%
Public safety programs	8.42%
Job creation and workforce development	6.32%
Sustainability (recycling, green space, energy use, etc.)	2.63%
Marketing and branding programs for The Loop	2.11%
Promotion of diverse development projects along The Loop	2.11%
Advocacy to educate the city and region on the importance of The Loop	1.05%
Support for special events	0.53%

The bulk of these responses fall under Corridor Planning and the board has already set this as our top funding priority.

Below are proposed expenditures based on the above priorities and board input. Please note that the projects are divided into recurring and non-recurring. It's important that recurring projects do not become a large percentage of our expenses because it would prevent us from having the funds for one-time projects. The budget submitted to City Council and the MO Department of Economic Development will categorize these expenditures as either capital or operational, as per state statute.

All the items listed below are staff recommendations and will be reviewed by the board in light of member needs.

1) Beautification and Streetscape (Environment)

Recommendation:

- Banner Installation (Recurring - Operational)
  Museum banner upkeep
  Cost: $750 plus committee/staff time

- Corridor Planning (Non-Recurring – Operational/Capital)
  May be used to fund corridor design efforts, specific improvements, or earmarked and set aside for future use.
  Cost: $200,000 plus committee/staff time

- Special Streetscape Projects - (Non-Recurring, Capital)
  Funding for temporary or Phase 1 projects designed to beautify the street as per the Corridor Plan. May be earmarked and set aside for future use.
  Cost: $10,000 plus committee/staff time

2) Public Safety (Environment)

Recommendation:

- Special Streetscape Projects - (Non-Recurring, Capital)
  Funding for temporary or Phase 1 projects designed to enhance the safety of the street as per the Corridor Plan. May be earmarked and set aside for future use.
  Cost: $10,000 plus committee/staff time

3) Economic Development (Economy)

Recommendation:

- Industry Membership (Recurring - Operational)
  Includes the Chamber, IDA, PedNet, and reserve funds for additional opportunities.
  Cost: $1,500 plus committee/staff time

- Economic Development Marketing (Non-Recurring - Operational)
  Marketing to attract investment in the corridor, possibly focusing on corridor planning
  Cost: $3,00 plus committee/staff time

4) Marketing (Economy)

Recommendation:

- Web/Internet Services (Recurring - Operational)
  Website registration and hosting, google hosted apps, various services such as Mail Chimp and Survey Monkey.
  Cost: $2,000 plus committee/staff time

- Advertising (Recurring – Operational)
  Promotion of goods and services, possibly focusing on corridor planning.
  Cost: $7,000 plus committee/staff time

- Printing (Recurring – Operational)
  Communications with members, stakeholders, and the public, possibly focusing on corridor planning.
  Cost: $2,000 plus committee/staff time

- Postage (Recurring - Operational)
  Communications with members, stakeholders, and the public possibly focusing on corridor planning.
  Cost: $2,000 plus committee/staff time

5) Debt Service (Non-Recurring - Operational)

After an aggressive commitment to debt reduction, we have met all our debt obligations save for approximately $13,500 on our line of credit from Landmark. We are paying this off on a monthly basis.

NOTE: Although we may have to draw on our line of credit to pay for the Corridor Plan, this amount is already accounted for in the Corridor Planning line item.

6) Fund Balance

Best practices recommend a 6-9 months of emergency operating funds however we are still far too new an organization to have this in place. Once the major corridor planning efforts are underway, focus will turn towards a 6-month fund balance.

NOTE: Funds dedicated to the corridor plan in this budget that go unspent in FY18 will go into the fund balance earmarked for corridor improvements.

7) Program Management and Administration

Recommendation:

- Program Management. Basic overhead costs (Recurring - Operational)
  Cost: $35,310

- Program Administration. All programs and services provided by the Loop CID require staff and office support. Salary is split between the four program areas (Recurring Environment, Non-Recurring Environment, Recurring Economy, Non-Recurring Economy) to properly account for staff time and resources. (Recurring – Operational)
  Cost: $73,500

- CID Establishment. Legal and other fees related to established of the district. Any unused funds will revert to the fund balance. (Non-Recurring - Operating)
  Cost: $10,000

- Office Furniture. (Non-Recurring - Capital)
  Cost: $2500