

THE LOOP

**ANNUAL
REPORT
2019**



OUR GOALS

- ▶ Create an attractive and authentic multimodal corridor.
 - ▶ Attract and retain dynamic and innovative businesses, employees, and investors.
 - ▶ Design a street that is safe, vibrant, and healthy.
 - ▶ Communicate the importance of the area to Columbia.
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WHO WE ARE

Gary Ennis, *Ennis Appliance Center*

Ryan Euliss, *Boone Electric Cooperative*

Dave Griggs, *Flooring America*

James Roark-Gruender, *Passions*

Linda Schust, *Jabberwocky Studios*

Jeff Spencer, *Just Jeff's Street Food*

Lili Vianello, *McDonald's/Visionworks Marketing Group*

Carrie Gartner, *Executive Director*

The Loop CID Board is appointed by the mayor and approved by the Columbia City Council.




We're a collection of doers. We learn, we fix, we build.

Whether it's souping up your car or sprucing up your house, grilling a steak or planting a garden, we have the knowledge and the tools to get the job done.

Now we're taking that same DIY approach to improving The Loop.

No longer satisfied being a quick route through town, we're building on our strengths and creating a corridor of creative industries, economic engines, and skills-based learning—all with the same get-it-done attitude we're known for.





Representatives from the Economic Development Administration, Smart Growth America, and RecastCity tour MACC's Mechatronics Lab during our small-scale manufacturing grant site visit.

MAKE

SMALL-SCALE MANUFACTURING

The Loop CID was one of six communities in the nation to receive a federal grant to encourage local, small-scale manufacturing as a way to revitalize the corridor in a way that remains true to the character of the street. The top action items include the following:

ESTABLISH A CLEAR VISION FOR THE LOOP

While our Loop Corridor Plan presents a vision of a street with working infrastructure, accessible streets and sidewalks, landscaping, and public art, we need buildings to house local makers and provide an active and attractive component to the street. We've begun creating a visual guide to building styles and materials and drafting a handful of test cases for the new Unified Development Code (UDC).

BUILD UPON CATALYTIC PARTNERSHIPS

Often it takes one catalytic project to see the possibilities in an area. The Business Loop has worked with Boone Electric Cooperative (BEC) to activate a vacant lot, MACC to develop a makerspace at Parkade Plaza, and Mizzou North to brainstorm on shared kitchen space. The Loop CID can also seek developers interested in creating spaces for small manufacturing and serve as a match maker between property owners and tenants and between manufacturers and potential employees.

HELP MAKE CITY PROCESSES PREDICTABLE AND TRANSPARENT

Small-scale manufacturing hasn't been a focus in Columbia so the details of building a manufacturing space or permitting a business are not well-established. We are currently working with the city to refine the definition of Artisan Industry in the UDC to better reflect what makers are already doing and we've developed a series of test cases designed to make it easier to develop and permit small-scale manufacturing.

ACTIVATE THE LOOP WITH BRANDING AND PROGRAMMING

Our goal is to bring people to the street now, in anticipation of new development. If people are excited about an area, developers and businesses become interested as well. We've teamed with BEC and Parkade Plaza to create two new public spaces and we've been actively programming our Pop-Up Park with a series of events designed to bring people to The Loop, showcase the diversity of Columbia's maker community and Loop businesses, as well as establish The Loop as a place all are welcome.

PROVIDE BUSINESS DEVELOPMENT SUPPORT

We're currently referring makers and artisans to counseling services at REDI and MO Women's Business Center. We're also reaching out to banks and other business funding sources to create links to potential manufacturers, including those who have been impacted by racial, social, and economic inequality and may not have ready access to business mentoring or financing.

The complete plan is available at COMOMAKES.com



The Chamber of Commerce, Boone Electric Cooperative, and nearby business owners and residents attend the grand opening of our Community Pop-Up Park at 807 Business Loop 70 E.

The park is open daily or it can be reserved for special events.

WORK



\$14,027,193

Total Assessed Value



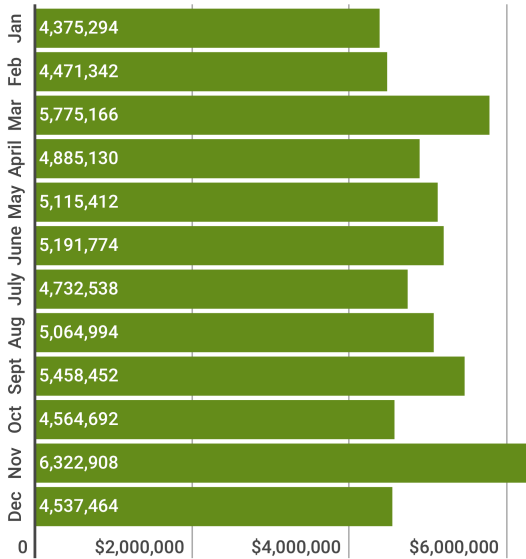
.3%

Decrease over previous year



\$34,054

Residential



Monthly Sales (Non-Auto)

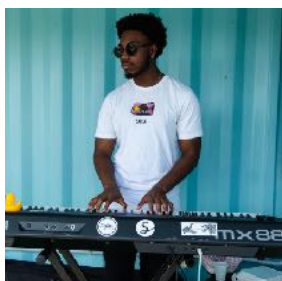
INSIGHTS

- ▶ Property assessments remain stable; the slight decrease was the result of one property shifting over to a not-for-profit use.
- ▶ Sales tax revenues have declined in a manner similar to Columbia as a whole, but core businesses on the street remain strong.
- ▶ The Business Loop is home to approximately 150 businesses, many of which focus on home improvement, auto sales and service, and other general retail.
- ▶ With a relatively small collection of retailers, we are seeing that even the loss of a single business has a disproportionate impact on sales revenues.
- ▶ The area is still underserved by restaurants, which are a common way to keep sales local and tax revenues on track.
- ▶ Our rental rates remain the most affordable in the city, giving us an advantage when it comes to attracting local startups.
- ▶ Our small-scale manufacturing plan is a comprehensive, multi-year effort to attract and support new businesses to the area. It also shows our understanding of the nationwide changes impacting traditional retail.
- ▶ This plan will also help increase smart development along the corridor, leading to fewer unused lots and more active, vibrant spaces.



We've hosted several family-friendly events at the Community Pop-Up Park and children love playing the lawn and table games.

PLAY



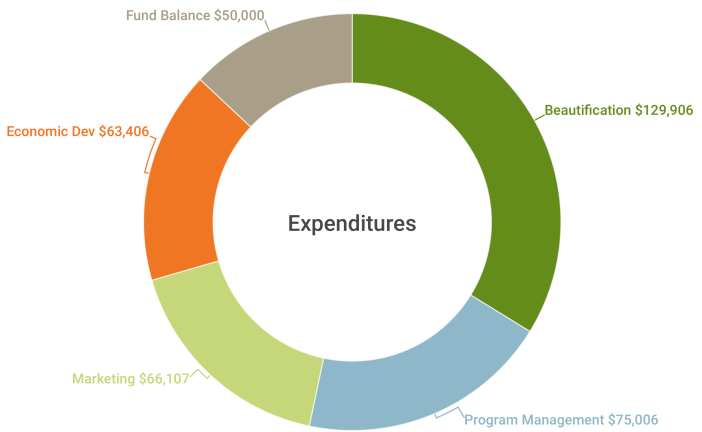
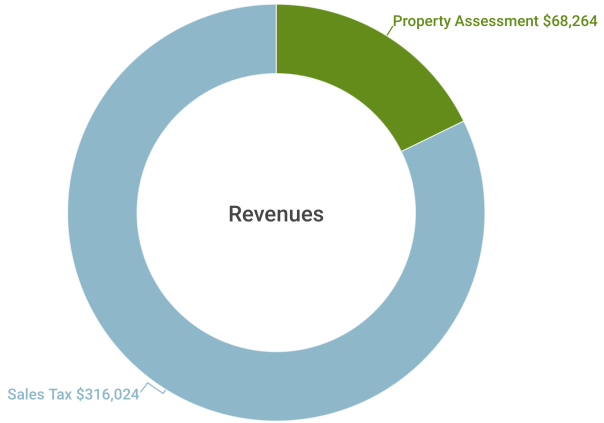
ACHIEVEMENTS

- ▶ Transformed a vacant lot into a community park with the help of Boone Electric, Sherwin-Williams, and volunteers with ForColumbia. We now have a place for special events, public gatherings, or just meeting friends for lunch. Not only are we activating previously unused space and drawing people to The Loop, it's proof-of-concept for future development.
- ▶ Installed a bike repair station at Parkade Plaza with the help of the Columbia Board of REALTORS®, their local agents, and volunteers with ForColumbia. Now cyclists on the MKT-Parkade Bike Boulevard have a place to rest and fill their tires.
- ▶ Created a toolkit of environmental graphics which reflects our brand and the vibe of the street. Already, the graphics are being used in public space signage and colorful stencils are brightening up bland stretches of asphalt.
- ▶ Refined the definition of Artisan Industry and created a set of development templates as part of our continuing efforts to work with the city to make it easier for makers and small manufacturers to build and locate on The Loop.
- ▶ Made substantial progress on a shared commercial kitchen in cooperation with REDI and Mizzou North, with the ultimate goal of encouraging the growth of local food entrepreneurs by reducing barriers and creating opportunities for those without easy access to a certified kitchen.



Local REALTORS® and volunteers with ForColumbia help us create some curb appeal by our new bike repair station at Parkade Plaza, funded in part by a grant from the National Association of REALTORS®.

FY20 BUDGET



FY20 PROJECTED REVENUES

Sales Tax	\$316,024
Property Assessments	\$68,264

\$384,288

FY20 PLANNED EXPENDITURES

Beautification	\$129,906
Program Management	\$75,006
Marketing	\$66,107
Economic Development	\$63,406
(Fund Balance	\$50,000)

\$334,425



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