

# Staff Report

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To: Downtown CID Board

From: Katie Essing

Date: June 14, 2016

Re: FY2017 Workplan Recommendations – Economic Development

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The Economic Development Committee focuses on business recruitment and retention, investor outreach, and the Solid Waste District. We have shifted public safety issues over to this committee as a way to balance committee assignments. Much of the work coming out of this committee doesn't necessarily require vast amounts of funding; most of the key economic development work is either ordinance-based or involves staff time for outreach. The Five Year Plan highlights the following economic projects:

- Enhance the Downtown Economy
  - Downtown Economic Development Programs
    - Business recruitment and retention initiatives to broaden and diversify downtown's small business base
    - Market research to understand both consumer and investor opportunities for downtown
    - Create investor marketing information to educate entrepreneurs on downtown opportunities
  - Increased Safety
    - Partnering with the Columbia Police Department to increase or improve safety patrols
    - Deploying downtown ambassadors
    - Providing additional equipment for safety patrols

In past years we have accomplished the following:

- Expanded the sidewalk café legislation
- Created approved areas for food trucks
- Supported the Farmers and Artisans Market (financially and with promotional assistance)
- Conducted new business and developer outreach
- Invested in updated marketing data for use by new and current business owners
- Supported the efforts of REDI (financially and with promotional assistance)
- Worked with the city to address compactor issues
- Worked with the city to approve and schedule the parklet
- Purchased a gator for the downtown officers
- Updated the taxi stand rules and promoted them to the public
- Collected pedestrian counts in various locations throughout The District
- Conducted Hospitality Zone Assessment

## **FY17 Budget Recommendations**

Business Marketing – Funding set aside for initiative to promote business recruitment and retention (website, advertising, flyers, events, etc)

*\$2000*

Economic Benchmarking – Purchase of ESRI demographic data, which will be promoted on our website and utilized for economic growth.

*\$500*

Public Safety Programs - Funding for potential public safety program expenditures, identified during Hospitality Zone Assessment. Includes \$24,000 for Panhandling/Homeless Outreach program.

*\$40,000*

TIF – We include TIF payments in our budget to ensure that we have funds to reimburse the city for the two hotel projects. Our estimates are based on last year’s performance, with an estimated decrease due to revised calculation procedure.

*\$20,000*