



The District  
11 S. Tenth Street  
Columbia, Missouri 65201  
(573) 442-6816

[discoverthedistrict.com](https://discoverthedistrict.com)



# It's good to be here



2023 ANNUAL REPORT





# Hello

From The District!

Whether you're a business or property owner, a resident, or a frequent visitor, we are so happy you have chosen to spend your time with us.

We strive to make continuous efforts for improvements, beautification, safety, and to help our 600+ businesses grow. Without our unique businesses and business owners, The District would not be the vibrant, eclectic place it is.

Over the past year, we've seen many new projects begin within our 50 square blocks.

We welcomed the start of the second tower of the Broadway Hotel. Its addition will enable us to host even more visitors downtown. Coming soon, we will be accommodating some new residential arrivals, as construction is well underway for new apartments on Tenth & Broadway.

In The District, we were also happy to see an uptick in venue spaces, bars and clubs, and the introduction of exciting new events this year.

The Board of Directors has worked on projects ranging from a convention center feasibility study to camera grants for our businesses, from continued support for our outreach programs to new ideas for the planters on Broadway, from interactive art to plans for tomorrow and beyond.

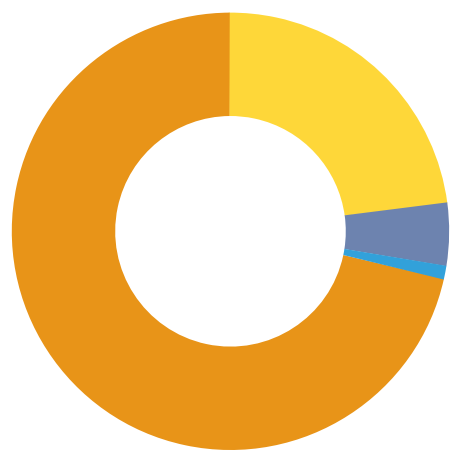
It is an honor to serve on this board and a pleasure to chair it. The District is the heart of Columbia, Missouri and will always have a big piece of my heart. For more than 25 years I have co-owned two businesses in The District, and I'm still proud to say *it's good to be here*.

*Deborah Rust*

Deb Rust  
Owner of Tellers and Sake  
info@discoverthedistrict  
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# FY 2023 Budget



## REVENUE \$1,127,800

\$775,000	Sales Tax
\$294,000	Property Assessment
\$50,000	Gateway Plaza Donations
\$8,800	Interest Income

## WHAT IS THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT?

The Downtown Community Improvement District (CID) is an independent organization dedicated to keeping Columbia's downtown—The District—vital.

The District is bounded by three colleges and encompasses 50 square blocks, more than 300 individual properties, nearly 5,000 residents, and more than 600 businesses, non-profits and government entities.

A 15-member board of directors governs the Downtown CID, representing property owners, business owners and residents throughout The District. The Downtown CID is funded through assessments on properties in The District and through a half cent sales tax.

### The Downtown CID strives to do the following:

- Encourage a centrally located, live/work/play neighborhood
- Create an authentic, dense and sustainable urban space
- Cultivate a creative and innovative culture of diverse enterprises
- Maintain the local and eclectic flavor of the area

## EXPENDITURES \$999,300



\$381,798	Program Management	\$104,450	Economic Development
\$259,352	Cleaning & Maintenance	\$44,000	Beautification/Streetscape
\$173,100	Marketing	\$36,600	Public Safety & Outreach

## NON-RECURRING EXPENDITURES \$279,000

\$220,000	Future Projects	\$25,000	New Banners
\$30,000	Wayfinding Signs	\$4,000	District Cameras

## FIVE YEAR PLAN 2020 – 2025

### Mission

The purposes of the Downtown CID are to:

- Form and govern The District in accordance with the Act and the revised statutes of the State of Missouri
- Provide or cause to be provided, for the benefit of The District, certain improvements and services described below (the Downtown CID Projects)
- Obtain financing for the costs, expenditures and undertakings of The District
- To levy and collect the authorized funding mechanisms authorized by the Act and approved of in the Petition and by the qualified voters as necessary in order to provide a source of repayment for Downtown CID obligations issued to finance the Downtown CID Projects
- To complete the tasks stated in the Petition
- Fulfill other purposes as authorized by the Act

### Operations and Governance

The operations and governance of The Downtown CID shall include, but not be limited to, the following:

- Adopting bylaws, passing resolutions, and otherwise governing The District in the manner required by the Act and the revised statutes of the State of Missouri
- Developing funding sources, including the levying of the special assessments necessary in order to pay for the required expenses and costs of The District in a manner authorized by the Act
- Providing such accounting, reports and communications as are required by the Act
- Employing or contracting for necessary agents, attorneys, engineers, appraisers, construction managers, environmental inspectors and experts of various types and descriptions in order to obtain competent plans and contracts for the construction of Downtown CID Projects, as described in the Petition
- Arranging for the construction of Downtown CID Projects in accordance with approved plans
- Complying with the terms and conditions of the ordinance of the City authorizing the creation of the Downtown CID
- Providing such other services as are authorized by the Act

### Improvements and Services

The improvements to be constructed by the Downtown CID and the services to be provided by The District may include, but not be limited to, the following:

#### ***Enhance the Downtown Environment***

##### **Safety**

- Implement effective solutions to decrease aggressive panhandling downtown
- Provide homeless outreach to improve lives of community members without a home
- Enhance lighting in the CID to prevent crimes at night, particularly those resulting from loitering and intoxication

- Track and fix/report broken curbs and sidewalks to the City
- Advocate for the Columbia Police Department to recruit more officers and community service aides, and for proactive policing in the CID

##### **Green Space and Beautification**

- Advocate for Ameren site to become a green space
- Implement the Gateway Plaza plan with the Flat Branch Park Extension
- Maintain the cleanliness of The District above the City's abilities: cleaning sidewalks, annually powerwashing alleys, removing graffiti, recycling cigarette butts, etc.
- Collaborate with the City to improve streetscapes, landscapes, horticulture, trees and planters
- Advocate for moving power lines in the CID underground
- Select and implement new holiday decorations to cover more area within the CID, and drive more interest and visits

##### **Public Art**

- Add sculptures to the Flat Branch Park extension on a rotational schedule to add interest in park
- Add door art to create alleyway galleries to prevent graffiti and improve interest and appearance of alleys
- Projections onto parking garages for special occasions

#### ***Enhance Marketing and Advocacy of Downtown***

##### **Perception of The District**

- Promote a positive image of the area through various media
- Combat false perceptions on the ease of parking
- Increase the perception of safety downtown with statistics
- Alter logo to emphasize The District is Downtown CoMo
- Apply District resources more evenly to all areas of the CID

##### **Marketing of Events**

- Create more family-friendly events to increase reach
- Advertise current events, increase tourism, and foster greater participation and buy-in
- Encourage and simplify process for third-party hosted events to come to The District

##### **Advocacy of Downtown to the City and State**

- Lobby for improvements in public transportation, safety, and parking downtown
- Apply for grants developed for urban areas and public art

#### ***Enhance the Downtown Economy***

##### **Enhanced Communication with Businesses**

- Build a full database of businesses in the CID with contacts
- Build an updated website to become the authority of events and connections in the community, and increase ease of doing business downtown
- Employ a variety of communication methods to increase the knowledge of business owners on current events and issues occurring in the CID



### Recruitment of Businesses

- Advocate to new and expanding businesses to locate in the CID and improve working relations with REALTORS®
- Reach out to expanding businesses in similar sized towns to encourage a diverse business mix in the CID
- Increase the ease of doing business in The District with how-to instructions and addressing rent and vacancies
- Help new and current businesses succeed by compiling available information and supporting resources
- Create a business owners' roundtable for collective advice
- Create checklist of things new owners should do in their first years of business and establish standard follow-up procedures
- Collaborate with local organizations to create free classes on bookkeeping, expense management, social media, websites, taxes, and offer grants for course completion

### Budget

The Petitioners submit that the majority of the CID Projects are ongoing expenses that will be incurred each year The District is in existence. The Budget contemplates revenue sources authorized by the Act which will fund and fully pay for the cost of each of the line items contained within the Budget over a period of time not to exceed twenty (20) years, and this, in turn, presumes the establishment of dependable revenue sources for The District. The Petitioners represent and believe that the projected special assessments for the properties located within The District and the revenues generated by the additional sales tax should be sufficient to provide a reliable funding source sufficient to cover the costs of The District, as depicted in the Budget.











# What's new

## REAL ESTATE DEVELOPMENTS

- A new six-story **apartment complex** at Tenth & Broadway will feature covered parking, retail space on the first floor, and five floors of apartments above.
- Construction has begun on the **Broadway Hotel's second tower**. Plans call for an additional 80 guest rooms and an 8th floor ballroom with seating for 300.
- **Jailhouse Rocks** on north Ninth Street will transform an old jailhouse into new space for restaurants, retail and offices, adding another beautifully renovated historic building downtown.
- **Orr Street Park** in the North Village Arts District is in the first phase of development. Buildings have been taken down, green space is coming in 2024, followed by a stage in 2025.





## YEAR IN REVIEW

- Summer was in bloom this year as the Board voted to brighten up the raised planters along Broadway with beautiful flowers and plants. Historically run by the City, this was a pilot program that we hope to continue into the future.
- We're thrilled to continue free horse-drawn carriage rides this holiday. This tradition was reintroduced last year and was such a hit with visitors that we've added another carriage and two new horses—Bill and Bob are back, along with newcomers Dan and King!
- The District launched into the future with our newest holiday decor. Three interactive AR (Augmented Reality) displays greet visitors downtown including an enchanted forest at the corner of Ninth and Broadway, a narwhal at the Gateway Plaza, and gingerbread dudes in the North Village Arts District.
- We hired our first **Events & Business Coordinator** and **Social Media & Marketing Manager** to promote our events and better serve our businesses and visitors.
- **The Shops at Sharp End** is our newest partnership project. The District has teamed up with Regional Economic Development Inc (REDI) and Central Missouri Community Action to create Columbia's first retail incubator. Participants will get valuable business coaching and experience selling their products. This is an exciting opportunity to foster young entrepreneurs while recognizing Columbia's historic black business district.
- 2023 marked our eighth year hosting the **Columbia Police Department** Substation in our offices. This proximity keeps The District and the CPD in daily communication, with our shared goal of keeping The District safe.
- After a successful pilot program, the City of Columbia has fully invested in **Block by Block** (BBB) alleyway cleaning. Through this partnership, BBB, managed by The District, has expanded its cleaning footprint into alleyways. We are excited to see this project continue as we work to keep The District clean.
- The District board voted to increase the wage of our dedicated **Block By Block** employees from \$15 to \$17.50 an hour. With help from KBIA, the first week of June was made "*Block by Block Ambassador Appreciation Week*." The ambassadors were given gift cards to local businesses and ads increased awareness of these essential workers.
- **4-A-Change** continues to provide on-the-street counseling to assist those in need with issues including homelessness, panhandling, substance abuse, and food insecurity.
- District staff blanketed downtown businesses with our updated Business Packets this year, ensuring businesses have the most up-to-date information and contact details.
- More than 100 volunteers came to The District this summer to help repaint our poster kiosks. This fantastic effort from *For Columbia* shows what our community can do when we work together.
- Programs like **Minority Owned Business Grants**, **Camera Grants**, **Gift Cards** and **Alley Galleries** continue. Keep up with all of our projects at [discoverthedistrict.com](https://discoverthedistrict.com)



# 8.2 million

**VISITORS JOINED US**

A 5% increase over 2022







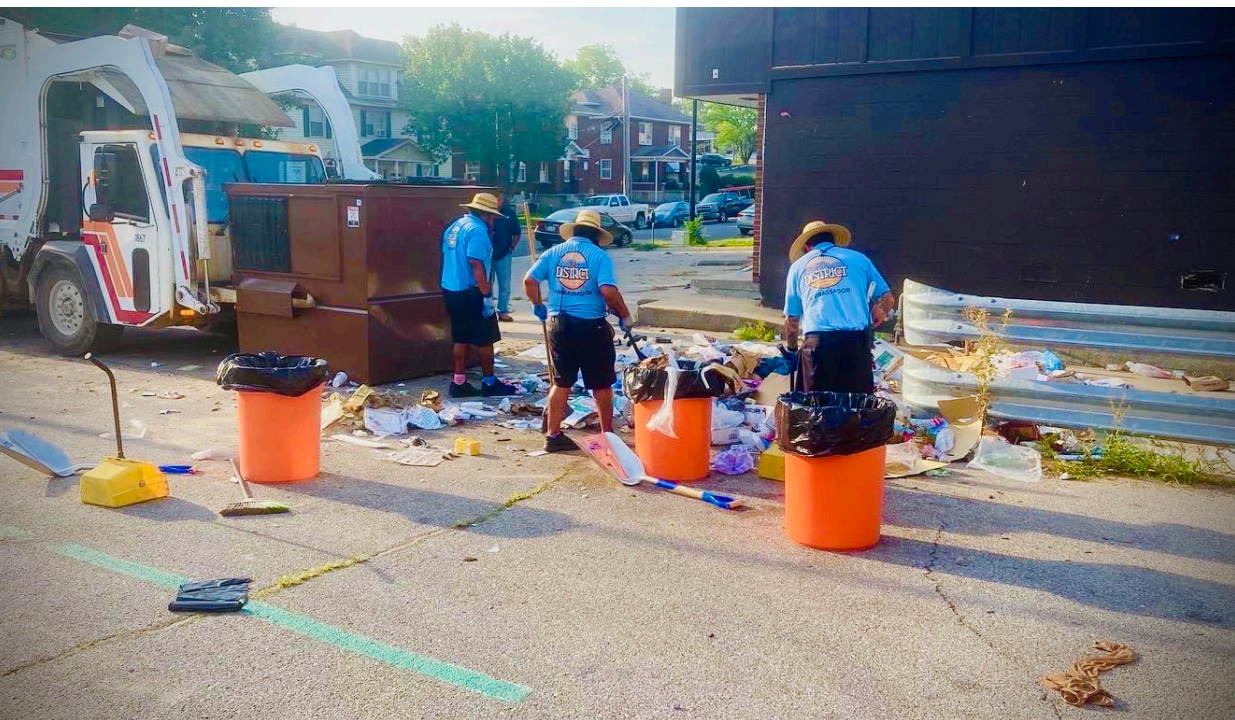


# Keeping it clean

## OVER THE COURSE OF THE YEAR, OUR CLEANING CREW, *BLOCK BY BLOCK*

- Removed graffiti 797 times
- Picked up over 35,000 pounds of trash
- Collected and recycled more than 116,000 cigarette butts
- Cleaned up human waste 45 times
- Cleaned up dog waste 30 times

Our crew works—no matter the weather—to ensure The District is clean and welcoming. In addition to cleaning, Block by Block District Ambassadors track broken curbs, trash compactors and street lights in need of repair. They also give directions and serve as an initial point of contact for visitors looking for help.



THROUGH A PARTNERSHIP WITH  
THE CITY, *BLOCK BY BLOCK* REMOVED  
4,500 POUNDS OF TRASH AND SPENT  
MORE THAN 200 HOURS POWER  
WASHING DOWNTOWN ALLEYS





DISTRICT BUSINESSES  
SAW MORE THAN

**\$155**  
**million**

IN TAXABLE SALES





# Who we are

## DISTRICT STAFF



Nickie Davis  
Executive Director



Kathy Becker  
Director of Operations



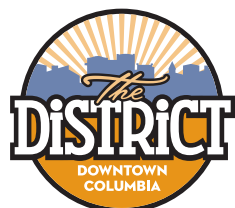
Ellen Nimmo  
Assistant Office Manager



Nikki Reese  
Events & Business  
Coordinator

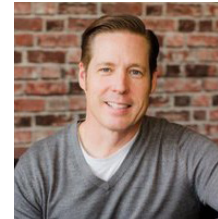


Jazmyn Drake  
Social and Marketing  
Manager



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## BOARD OF DIRECTORS



Russell Boyt  
Russell Boyt Real Estate



Mikel Fields  
Cracked Up Mobile



Van Hawxby  
DogMaster Distillery



Aric Jarvis  
The Broadway Hotel



Sarah Johnson  
The Basement Reef



Danielle Little  
Century 21 Community



Michael McClung  
Dungarees/Resident



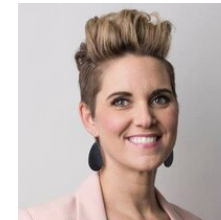
Kathleen Murphy  
Commerce Bank



Mike Nolan  
The Blue Note/Rose Music Hall



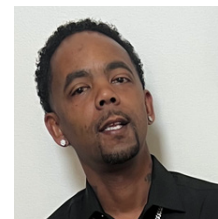
Rachael Norden  
Missouri Symphony



Lara Pieper  
Bloom Bookkeeping



Deb Rust  
Tellers/Sake



Dimetrious Woods  
Essentialz



Morgan Wright  
Günter Hans