



The District • Downtown Community Improvement District
11 S. Tenth Street • Columbia, Missouri 65201 • (573) 442-6816
discoverthedistrict.com

June 26, 2024

Mayor and City Council
City of Columbia
701 East Broadway
P.O. Box 6015
Columbia, MO 65205

Dear Mayor and City Council Members:

The Downtown Community Improvement District would like to respectfully submit to you its 2024-2025 Fiscal Year Budget. Section 67.1471.2 of the Revised Statutes of Missouri, as amended, requires the Downtown CID to prepare an annual budget and present it to the City Council for comment.

Please know that the Fiscal Year 2024-2025 Budget was crafted with the current property assessment remaining status quo at \$.4478 per \$100 of assessed valuation and the sales tax remaining status quo at one-half cent.

A copy of the budget has been sent to the Missouri State Auditor and to the Missouri Ethics Commission.

Per the Downtown CID's bylaws, we will have our annual meeting on August 13, 2024.

If you have any questions, please let me know. Thank you in advance for your time and consideration.

Sincerely,

Nickie Davis
Executive Director, Downtown Community Improvement District

CID BOARD

Russell Boyt
Russell Boty Real Estate

Mikel Fields
Cracked Up Mobile

Kenny Greene
Monarch Jewelry

Aric Jarvis
Broadway Hotel

Sarah Johnson
Basement Reef

Danielle Little
Century 21 Community

Jesse Slade
King Theodore

Kathleen Murphy
Commerce Bank

Mike Nolan
The Blue Note & Rose Music Hall

Lara Pieper
Bloom Bookkeeping

Deb Rust
Tellers & Sake

Morgan Wright
Günter Hans

Dimetrious Woods
Essentialz Bodega

Tootie Burns
Orr Street Studios

Jamie Varvaro
My House



	FY 2023 Budget (Revised)	FY 2024 Budget	FY2025 Budget - proposed	Notes
Recurring Revenue				
Property Assessment	\$ 294,000	\$ 294,000	\$ 294,000.00	No change in assessment rate of .4778
Sales Tax	\$ 775,000	\$ 825,000	\$ 835,000.00	All sales tax reported for Fy2024
Interest Income	\$ 8,800	\$ 10,000	\$ 15,000.00	
Miscellaneous Income	\$ -	\$ 50	\$ 100.00	Credit card rebate
Gateway transfers/donations	\$ 50,000		\$ -	
City of Columbia Reimbursement - credit		\$ 26,700		Alley Cleaning reimburesment - shows as a deduction off of cleaning
From Fund Balance - reserved for Gateway			\$ 200,000.00	For Gateway Hubs
From Fund Balance - reserved for Special Projects		\$ -	\$ 100,000.00	For Wayfinding
Total Recurring Revenue	\$ 1,127,800	\$ 1,155,750	\$ 1,444,100.00	
Recurring Expenses				
Program Management				
Insurance-Health	\$ 14,000	\$ 14,000	\$ 14,000.00	No change in heath insurance
Insurance -Property, D&O	\$ 9,200	\$ 9,800	\$ 11,000.00	Rates have been increasing
Meals & Entertainment	\$ 2,378	\$ 3,000	\$ 3,000.00	No change
Stipend			\$ 4,800.00	All four staff \$100 per month
Industry Membership	\$ 3,200	\$ 3,200	\$ 3,200.00	No change
Office Equipment-Repair	\$ 300	\$ -	\$ -	
Office Repairs & Maintenance	\$ 2,100	\$ 2,100	\$ 2,100.00	Meets the maximum out-of pocket repairs per lease
Office Supplies	\$ 9,000	\$ 9,000	\$ 9,000.00	No change
Office cleaning	\$ 3,900	\$ 3,250	\$ 3,900.00	Increased in weekly rate
Parking-Staff	\$ 3,750	\$ 4,300	\$ 4,300.00	No change - permits purchased at end of fiscal-year
Payroll	\$ 224,500	\$ 246,500	\$ 269,644.00	Full -time Office Manager and 3% raise
Payroll Taxes - employer	\$ 19,000	\$ 20,000	\$ 21,000.00	Increased due to increased payroll
Professional Services	\$ 20,670	\$ 20,500	\$ 20,500.00	No change - currently have \$5,000 pre-payment
Rent-Office	\$ 34,800	\$ 34,800	\$ 39,720.00	Rent has increased
Retirement Plan			\$ 7,500.00	
Seminars & Conferences	\$ 11,000	\$ 15,000	\$ 25,000.00	Pending decision on out-of town retreat
Telephone/Internet	\$ 5,000	\$ 5,000	\$ 5,500.00	Small increase
TIF Reimbursement	\$ 10,000	\$ 11,000	\$ 11,000.00	No change
Utilities	\$ 9,000	\$ 9,000	\$ 9,000.00	No change
Total Program Management	\$ 381,798	\$ 410,450	\$ 464,164.00	

Programs & Services

Operations

Banners (Installation & Repair)	\$ 15,000	\$ 18,000	\$ 25,000.00	Increase cost of banner change out
City Horticulture	\$ 28,000	\$ 28,000	\$ 20,000.00	Lower bid
Cleaning & Maintenance	\$ 255,352	\$ 237,600	\$ 274,500.00	With cashing in some banked hours and city reimbursement
Cleaning & Maint Equipment	\$ 1,000	\$ 1,500	\$ 1,500.00	No change
Contract Labor	\$ 30,000	\$ 30,000	\$ 40,000.00	Nickie to see if this is an option
CPD Substation - Rent	\$ 6,600	\$ 6,600	\$ 8,160.00	Increase rent - part of overall lease
Maintenance (Gateway)	\$ 3,000	\$ 4,000	\$ 4,000.00	No change at this time - higher summer cost
Interest Expense (Gateway)	\$ 1,000	\$ -		
Contingency	\$ -	\$ -		
	\$ 339,952	\$ 325,700	\$ 373,160.00	

Economic Development

Business Recruitment/Retention	\$ 7,000	\$ 5,000	\$ 2,000.00	
Business Metrics/Econ Benchmarking	\$ 10,000	\$ 14,000	\$ 14,000.00	Placier paid for early in fiscal year
Gift Card Grant Program	\$ 20,000	\$ 20,000	\$ 20,000.00	May purchase District Gift cards with this line item
One Card - District Gift Card Program	\$ 18,950	\$ 10,000	\$ -	No cost to District - thru CCA
Contingency				
Total Economic Development	\$ 55,950	\$ 49,000	\$ 36,000.00	

Marketing

		FY 2024		
Image Marketing/Media Buy	\$ 42,000	\$ 42,000	\$ 52,000.00	Increase
Promotions & Events	\$ 22,000	\$ 22,000	\$ 22,000.00	No change - True/False rent donation = \$6,000
Christmas Events	\$ 10,000	\$ 16,800	\$ 23,100.00	Two carriages 11 weekends
Online Marketing	\$ 13,000	\$ 10,000	\$ 10,000.00	
Graphic Designer	\$ 28,000	\$ 15,000	\$ 15,000.00	No change
Holiday Décor install	\$ 40,000	\$ 20,000	\$ 29,000.00	Increase in cost of install
Public Safety/Cleanliness Campaigns	\$ -	\$ -		
Marketing Subscriptions	\$ 3,500	\$ 3,500	\$ 3,500.00	No change
Postage	\$ 800	\$ 800	\$ 800.00	No change
Printing	\$ 13,800	\$ 12,000	\$ 12,000.00	No change
Contingency	\$ -			
Total Marketing	\$ 173,100	\$ 142,100	\$ 167,400.00	

Total Programs & Services	\$ 569,002	\$ 516,800	\$ 576,560	
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Total Recurring Expenses \$ 950,800 \$ 927,250 \$ 1,040,724

Special Projects

Broadway Gateway - expenses	\$ -	\$ -		
Banner Purchases	\$ 25,000	\$ -	\$ 5,000.00	
Convention Center Study				
Camera Grants to Businesses		\$ 30,000		<i>Money for FUSUS not used</i>
FUSUS Cameras with CPD	\$ 20,000			
Distirct Cameras New	\$ 4,000	\$ -		
Wayfinding Signs	\$ 30,000	\$ -	\$ 150,000.00	<i>After study need to fund next steps</i>
Minority Business Grants*	\$ 30,000	\$ 30,000	\$ -	<i>combine into one grant line item</i>
Sharp End Shops		\$ 15,000	\$ 15,000.00	<i>Agreed to fund multi-year</i>
Gateway -More on masterplan	\$ 100,000	\$ 100,000	\$ 200,000.00	<i>Current balance \$205,315.17 - transfer more for future if available</i>
Public Art - Art Boxes *	\$ 500			<i>Combined with overall Public Art</i>
Public Art - Alley Door/Mural *	\$ 18,000			
Public Art Combined		\$ 18,500	\$ 18,500.00	<i>No Change - no funds spent yet in FY24</i>
Purchase new of Holiday Decorations		\$ 10,000	\$ 10,000.00	<i>Contuine to fund new holiday decorations</i>
Grants for businesses			\$ 30,000.00	<i>Combine Programs for all grants</i>
Pilot program - safety officers			\$ -	<i>New program - 2 safety officers - not in this year's budget</i>
<u>Reserve for future projects</u>	\$ 100,000	\$ -		<i><u>Transfer funds as available</u></i>
Special Projects	\$ 327,500	\$ 203,500	\$ 428,500.00	
Contingency	\$ 25,000	\$ 25,000	\$ 25,000.00	
Total Non-Recurring Expenses	\$ 352,500	\$ 228,500	\$ 453,500.00	
Total Expenses	<u>\$ 1,303,300</u>	<u>\$ 1,155,750</u>	<u>\$ 1,494,224</u>	

\$ (50,124)