

IT'S GOOD TO BE HERE



2020 ANNUAL REPORT





Please Obey
Social Distancing
Guidelines

Mask
Required
until seated

PLEASE
STAY 6ft
APART

SUPPORT LOCAL. LOVE LOCAL.



2020



MESSAGE FROM THE BOARD CHAIR

I came to Columbia in 1970 on a Greyhound bus from St. Louis.

My first order of business as a college student was at Jesse Hall, navigating admissions, financial aid and student deferment. In a very short time I was introduced to many of Columbia's gems—people like Big Time, Lee Ruth, Smitty, Babe and Bummer, to name a few—and places like Lindsey's Green Lance, The Shack, Connie's El Sombrero, Brown Derby, and G&D Steakhouse on 9th Street. I had to make my way in a time of civil unrest with protests against the Vietnam war and protests for civil rights and women's rights.

Fast forward fifty years to the uncertainties of 2020—the pandemic, and social and political polarization.

The District's board and staff have a mission of keeping the residents, businesses, property owners, and guests of downtown Columbia safe and informed of what we offer. Although the coronavirus forced us to think outside the box this year, we were proud to find ways to continue signature events like *Drinks in the District*, *Restaurant Week*, *Dog Days*, and *Shop Hops*.

Our board wants to make available the resources, capital, and wisdom of experience that supports new endeavors. Our goal is to assist and maintain the growth of a thriving downtown community, and to this end we are willing to lend both an ear and a hand. Please tell us what you think it takes to make this happen. Your voice is essential and we would love to talk with you.

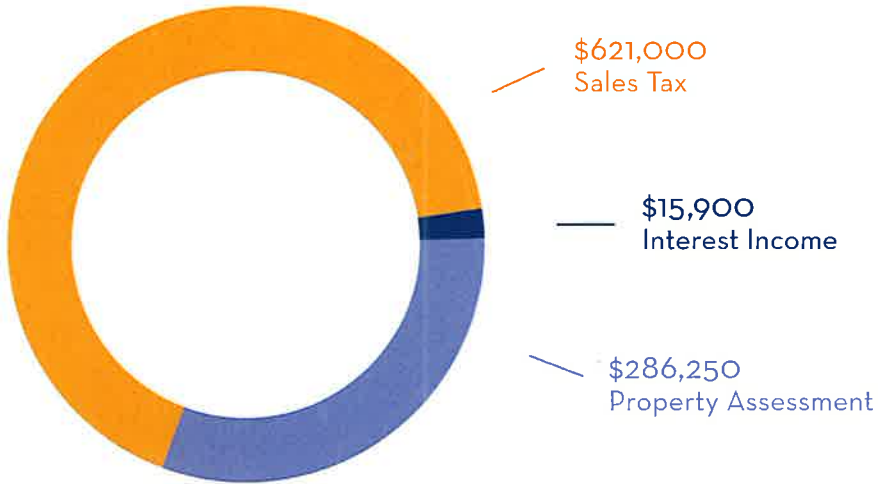
Thank you for supporting local businesses—and each other—during these challenging times.



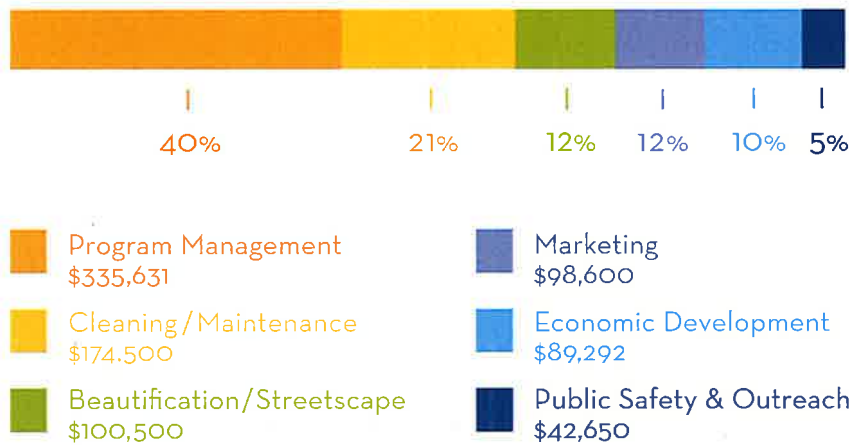
Kenny Greene
info@discoverthedistrict
(573)442-6818
discoverthedistrict.com

FY 2020 BUDGET: \$923,150

REVENUE



EXPENDITURES



IN SAVINGS FOR FUTURE PROJECTS

Gateway Plaza	Update to Street Lights	Contingency
\$653,330	\$30,000	\$25,000

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 a live/work/play neighborhood that sparks the creative, the eclectic and the local. We're a constantly adapting community of people, blending tradition harmoniously with high tech and the latest trends in fashion, food and the arts.

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.

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*

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.

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, costs and expenses 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 for same
- 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 aids and for proactive policing in the CID

Green Space and Beautification

- Advocate for Ameren site to become a green space
- Implement the Gateways Plaza plan with the Flat Branch Park Extension
- Maintain the cleanliness of the District above the City's abilities: cleaning and power washing sidewalks and alleys, removing graffiti, recycling cigarette butts
- Collaborate with City to improve streetscape, landscape, horticulture, trees and planters
- Advocate for the undergrounding of power lines in the CID
- Select and implement new holiday decorations to cover more area in 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 on variety of medias
- 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 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 towns to encourage the 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 accumulating information, supporting resources currently available
- Create business owners' roundtable for collect advice
- Create checklist of things new owners should do in their first years of business and establish standard follow up
- 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.





YEAR IN REVIEW

- With the end of our first strategic plan, our Board of Directors and District staff rolled out our 2020-2025 strategic plan. Implementing over six months of “visioning” at every board meeting.
- District staff held more than 50 virtual Q&A meetings to bring experts and accurate information directly to business owners during the coronavirus pandemic. Participants included the SBA, City of Columbia, Health Department, Small Business Development Center, Missouri Women’s Business Center, and website and ecommerce professionals.
- The Gateway Plaza made substantial strides forward during 2020. The reveal and groundbreaking of the iconic Gateway Plaza at Providence and Broadway is still on track for 2021.
- Beautification of The District remained a top priority. The Gateway Plaza, Office of Culture Affairs traffic art boxes, and the future roll out of the *District Doors* art program all continue to move forward.
- *AAAChange* continued to provide on-the-street counseling to assist those in need with issues including homelessness, panhandling, substance abuse, and food insecurity.
- *The Columbia Police Department* and The District remained in close contact as we continued to house the downtown Police Substation at our offices. We are excited to see CPD taking over parking enforcement in The District, resulting in a larger police presence downtown.
- Our fantastic *Block by Block* crews worked with even greater rigor this year to keep the District clean for residents and guests. Major touch points were sanitized daily including handrails, crosswalk buttons, trash cans, mailboxes, and park benches.
- Events in The District reached a nationwide audience in 2020 as we moved to a virtual setting due to the pandemic. Other CIDs and BIDs reached out to ask for our assistance in how to transition and build their own events online.
- The holidays sparkled in The District with installation of our *Snowflakes on Broadway* and *Magic Tree* at the corner of Ninth Street and Broadway.

DOWNTOWN CID BOARD OF DIRECTORS



Logan Dale
Simmons Bank



Adam Dushoff
Addison's



Mikel Fields
Cracked Up Mobile



Auben Galloway
*Callahan & Galloway
Property Management*



Kenny Greene
Monarch Jewelry



Van Hawxby
DogMaster Distillery



Kalle LeMone
Nourish Café & Market



Michael McClung
Dungarees/Resident



Heather McGee
On the Rocks



Tom Mendenhall
The Lofts at 308 Ninth



Munir Mohammad
*Boone Olive Oil Co
& Shortwave*



Deb Rust
Tellers



Josh Safranski
Alpine Shop



Deb Sheals
*Historic Preservation
Consulting*



ail Hours:

Tues-Thurs
Fri-Sat



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

discoverthedistrict.com

