

IT'S GOOD TO BE HERE



2019 ANNUAL REPORT





MESSAGE FROM THE BOARD CHAIR

As the heart of our city, Downtown Columbia plays a vital role in the economy and culture of the community. The Downtown CID was formed to support that role. Our board and staff are committed to preserving and improving the downtown area. We are guided in that effort by our 5-Year Strategic Plan, which identifies ways to enhance the downtown economy through targeted marketing, events, and ongoing attention to cleanliness and safety.

We continue to enjoy strong alliances with downtown businesses, residents, and property owners, as well as the City of Columbia. All share our goal to keep Downtown Columbia vibrant. We work to increase the overall experience and value of downtown and advocate with City leadership for improvements in areas from parking to growth management. From early morning sidewalk cleaning to late night council meetings, we are committed to making the District the best place possible.

The Downtown CID is proud to carry on signature events like *Restaurant Week*, *Dog Days*, *Shop Hops*, and *Living Windows*. New events this year include *Drinks in the District* and a *Caffeine Crawl*. We continue to support the many third part events that draw visitors to Downtown, including *Fire in the Sky*, *True/False Film Fest*, *Unbound Book Festival* and home football games. We strive to make downtown beautiful by funding holiday décor, landscaping, traffic box art, and seasonal banners.

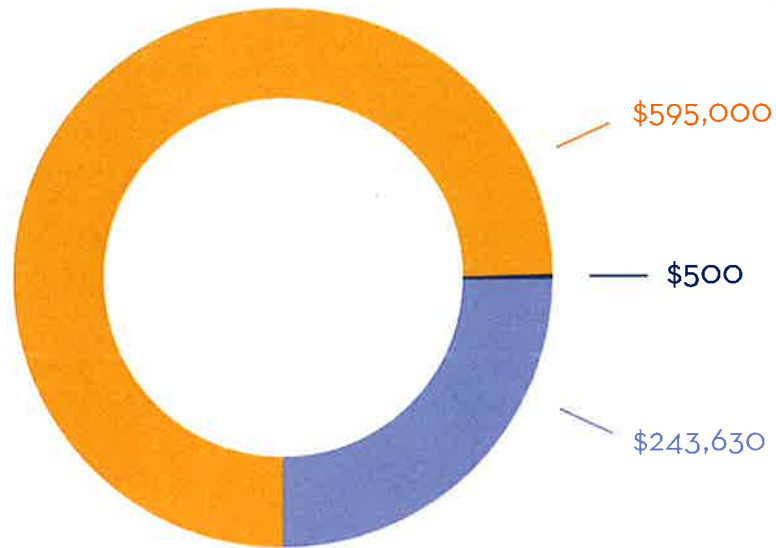
Recent changes in the office include the promotion of Nickie Davis to the position of Executive Director and hiring Kathy Becker to serve as the Director of Operations. Nickie brings a strong knowledge of Downtown including years in retail, time on the board of the Downtown CID, and recent service as our Director of Outreach. Kathy Becker is a native of Mid-Missouri with a strong background in not-for-profit board relations and financial management. We are eager to see what this team will bring to the table.

We want to hear your thoughts about downtown! On behalf of the board of directors, I invite you to share your ideas and feedback. Contact us, attend our open meetings and help us keep our downtown special.



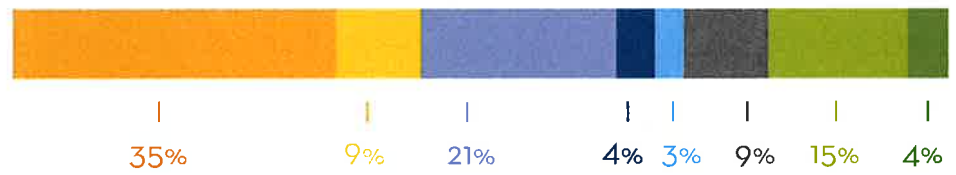
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FY 2019 BUDGET: \$839,145



REVENUE

- Sales Tax
- Interest Income
- Property Assessment



EXPENDITURES

- | | |
|---|--|
| ■ Program Management
\$296,495 | ■ Economic Development
\$24,500 |
| ■ Landscaping/Holiday Décor
\$76,000 | ■ Marketing
\$78,000 |
| ■ Cleaning/Maintenance
\$172,500 | ■ Beautification/Streetscape
\$124,000 |
| ■ Public Safety
\$32,650 | ■ Contingency
\$35,000 |

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 2015-2019

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 accountings, 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 the 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 Downtown CID may include, but not be limited to, the following:

Enhance the Downtown Environment

- **Capital Improvements**
 - Streetscape enhancements such as landscaping, flowers, street furniture and lighting
 - Cosmetic improvements such as seasonal banners and decorations
- **Enhanced Cleaning and Maintenance**
 - Increased sidewalk cleaning
 - Enhanced maintenance and cleaning of alleys and parking garages
 - Enhanced services that would not be expected from the city, such as power washing

Improvements and Services *(cont'd)*

- **Increased Safety**

- Partnering with the Columbia Police Department to increase/improve safety patrols
- Deploying downtown ambassadors
- Providing additional equipment for safety patrols

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

- **Marketing and Events**

- Consumer marketing to reinforce "The District" brand and to generate foot traffic and drive sales
- Enhancement and expansion of "The District" website
- Holiday promotions, programs and events
- Merchant promotions and direct merchant assistance, such as merchandising and assistance to help existing businesses better market their products
- Support of selective special events which leverage marketing efforts to attract customers and investors to downtown
- Public relations, including efforts to improve the regional image of downtown Columbia

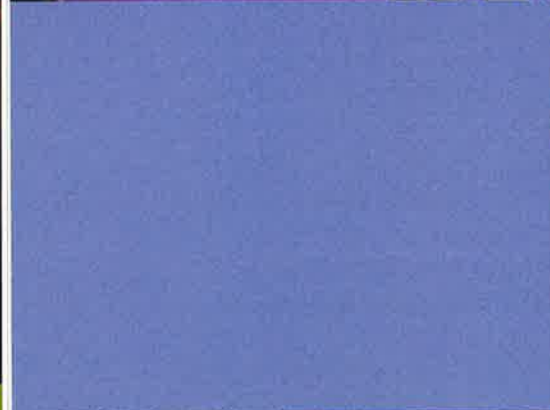
- **Communications and Advocacy**

- Manage media relations to project a positive image
- Advocate to advance policies and attract additional resources that will improve downtown
- Develop communications tools to reach out to stakeholders and educate ratepayers

The services and the improvements provided by the Downtown CID are generally referred to herein as the "Downtown CID Project." The services and improvements are of a public benefit nature.

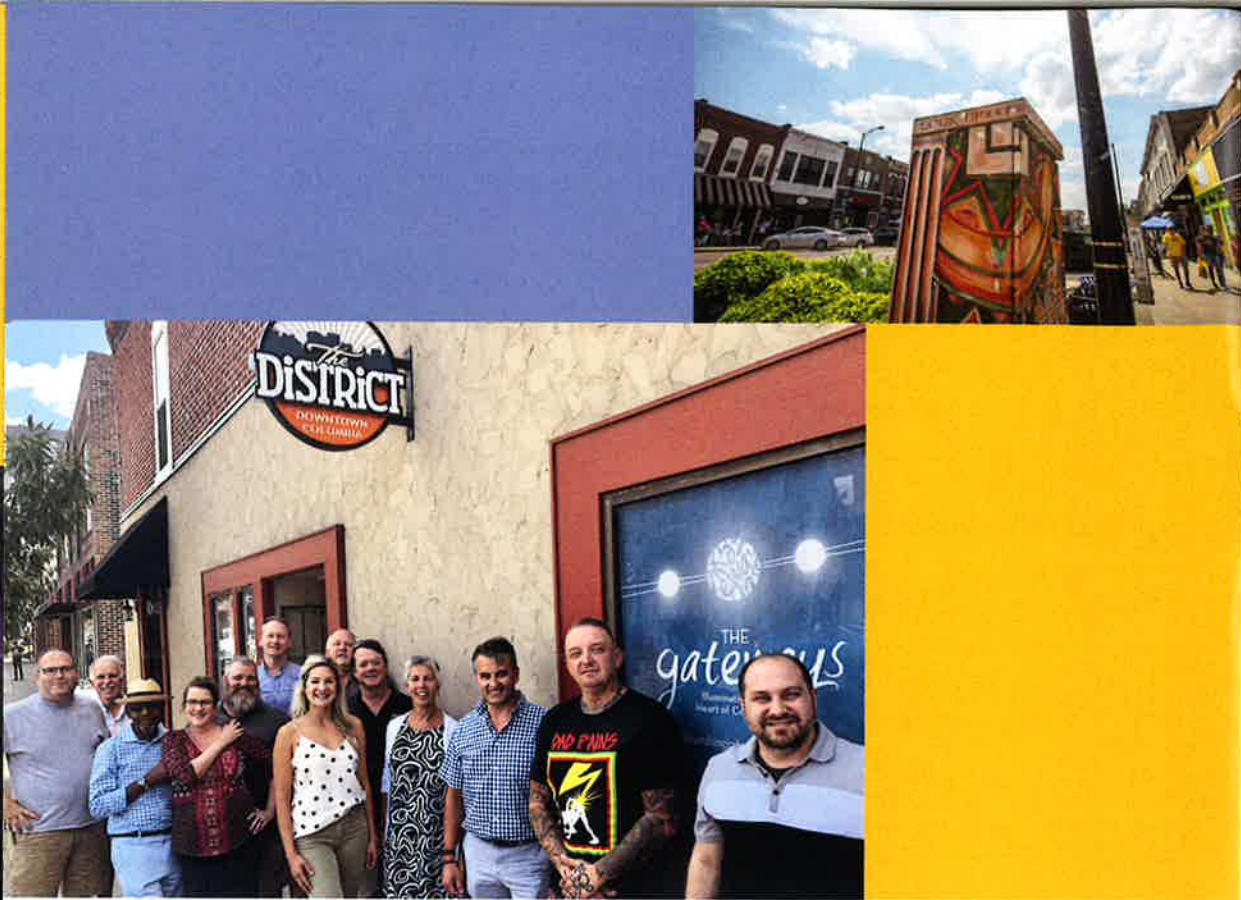
Budget

The Petitioners submit that the majority of the Downtown CID Projects are ongoing expenses that will be incurred each year the Downtown CID 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 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 Downtown CID as depicted in the budget.



YEAR IN REVIEW

- This year was the final year with our 2014-2019 Strategic Plan. Our Board of Directors and staff look forward to revealing our next 5-year Strategic Plan in early 2020.
- The District set aside \$27,000 to fulfill grants to restaurants to help install indoor grease tanks. The Grease Grant has benefited both our business owners and the cleanliness of our alley ways.
- The Gateway Plaza has moved through City Council, with plans for completion in 2021 to coincide with Columbia's Bicentennial Celebration.
- The District worked closely with the City of Columbia on downtown beautification, including the installation of new planters, new light poles, and traffic box art in collaboration with the Office of Cultural Affairs.
- AAAChange continued to provide on-the-street counseling to those in need addressing issues like homelessness, panhandling, substance abuse, and food insecurity.
- We maintained our important relationship with the Columbia Police Department and new Chief of Police, Geoff Jones, while continuing to provide a downtown Police Substation at our office.
- Our successful relationship with Block by Block continued this year, providing janitorial and ambassador services that improve the cleanliness and friendliness of our downtown streets and sidewalks.
- The list of District signature events continued to grow in 2019. We now host 11 annual events, the most recent additions being *Drinks in The District* and the *Caffeine Crawl*.
- The holidays sparkled again this year with the *Snowflakes on Broadway* and a *Magic Tree* at the corner of Ninth Street and Broadway.
- *First Fridays* in The North Village Arts District (located within The District) continued to expand, providing another way for visitors to experience the vitality and vibrancy of our downtown community.



From left: Adam Dushoff, Tom Mendenhall, Kenny Greene, Deb Rust, Michael McClung, Auben Galloway, Kalle LeMone, David Parmley, Van Hawxby, Deb Sheals, Kevin Czaicki, Jesse Garcia, Munir Mohammad

DOWNTOWN CID BOARD OF DIRECTORS

Kevin Czaicki
Centurylink

Kenny Greene
Monarch Jewelry

Munir Mohammad
Boone Olive Oil Co/
Shortwave Coffee

Logan Dale
Landmark Bank

Van Hawxby
DogMaster Distillery

David Parmley
The Broadway Hotel

Adam Dushoff
Addison's

Kalle LeMone
Nourish Café & Market

Deb Rust
Tellers

Auben Galloway
Callahan & Galloway
Property Management

Michael McClung
Dungarees/Resident

Deb Sheals, Chair
Historic Preservation
Consulting

Jesse Garcia
Penguin/Roxy's/
Social Room/
Absolute Vintage

Tom Mendenhall
The Lofts at 308 Ninth

THE GATEWAYS PROJECT



Gateway Plaza Rendering: Arcturis, Inc. from The District Gateway Master Plan

This year brought significant progress on the Gateways Project, including the upcoming construction of the Gateway Plaza at the corner of Broadway and Providence.

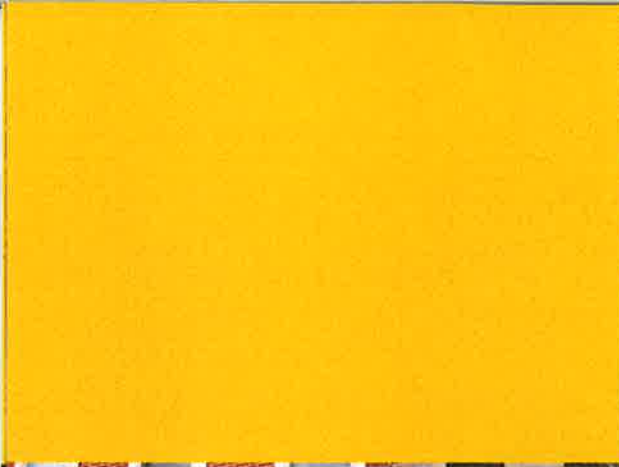
The City Council approved a master plan for the expansion of Flat Branch Park and the construction of the plaza, which will feature an iconic sculpture of the word COLUMBIA to mark the west gateway into downtown.

This part of the project is being overseen by the Mayor's Taskforce on Bicentennial Planning, which includes members of our Board of Directors.

We are excited to see the Gateways continue to take shape, creating a unique visual identity for Columbia and welcoming visitors downtown.

THE
gateways
Illuminating the
Heart of Columbia






The District
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