



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

July 10, 2025

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

Dear Honorable Mayor and City Council Members:

The Downtown Community Improvement District would like to respectfully submit to you our 2025-2026 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 2025-2026 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.

The next Downtown CID Board of Directors Meeting is Tuesday, August 12th. Per the Downtown CID's bylaws, this meeting will also be its Annual Meeting.

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

Sincerely,

A handwritten signature in black ink, appearing to read 'Nickie Davis', with a large, stylized flourish at the end.

Nickie Davis
Executive Director, Downtown Community Improvement District

CID BOARD

Russell Boyt
Russell Boyt Real Estate Group

Tootie Burns
Tootie Burns Mixed Media Art

John Gilbreth
Pizza Tree & Main Squeeze

Kenny Greene
Monarch Jewelry

Ray Hall
Dream Tree Academy

Aric Jarvis
Broadway Hotel

Kathleen Murphy
Commerce Bank

Mike Nolan
Blue Note & Rose Music Hall

Tanner Ott
Alley A Reality

Erica Pefferman
Flat Branch Bank & Loans

Lara Pieper
Bloom Bookkeeping

Deb Rust
Tellers & Sake

Mary Stauffer
Tallulahs Inc

Jamie Varvro
MyHouse

Zach Wagner
Bright City Lights

CID Fiscal Year - 2025 Budget to Actual

	FY 2024 Budget	FY2025 Budget	FY2026 Proposed	Notes
Recurring Revenue				
Property Assessment	\$ 294,000	\$ 294,000.00	\$ 294,000.00	Stay same - under last year should be higher this year (apartment)
Sales Tax	\$ 825,000	\$ 835,000.00	\$ 825,000.00	Slight decrease
Interest Income	\$ 10,000	\$ 15,000.00	\$ 21,000.00	Increase
Miscellaneous Income	\$ 50	\$ 100.00	\$ 500.00	Increase
City of Columbia Reimbursement - credit	\$ 26,700			Alley Cleaning reimbursement - shows as a deduction off of cleaning
From Fund Balance - Operating				To balance \$47,730.96
From Fund Balance - reserved for Gateway		\$ 200,000.00		For Gateway Hubs - funds already saved
From Fund Balance - reserved for Special Projects	\$ -	\$ 100,000.00		For Wayfinding - or other project. Funds already saved
Total Recurring Revenue	\$ 1,155,750	\$ 1,444,100.00	\$ 1,140,500.00	
Recurring Expenses				
Program Management				
Insurance-Health	\$ 14,000	\$ 14,000.00	\$ 16,550.96	Includes children and deductible \$1,000 - ded \$2,500 = \$16,400
Insurance -Property, D&O	\$ 9,800	\$ 11,000.00	\$ 10,500.00	new carrier
Meals & Entertainment	\$ 3,000	\$ 3,000.00	\$ 3,000.00	No change - permits purchased at end of fiscal-year
Stipend		\$ 4,800.00	\$ 4,800.00	All four staff \$100 per month
Industry Membership	\$ 3,200	\$ 3,200.00	\$ 3,200.00	Industry members due in the summer/fall
Office Repairs & Maintenance	\$ 2,100	\$ 2,100.00	\$ 200.00	No major expenses anticipated - if arise will come out of contingency
Office Supplies	\$ 9,000	\$ 9,000.00	\$ 10,000.00	
Office cleaning	\$ 3,250	\$ 3,900.00	\$ 4,810.00	Price increase
Parking-Staff	\$ 4,300	\$ 4,300.00	\$ 4,300.00	No change - permits purchased at end of fiscal-year
Payroll	\$ 246,500	\$ 269,644.00	\$ 278,500.00	Accross the board raise
Payroll Taxes - employer	\$ 20,000	\$ 21,000.00	\$ 21,100.00	
Professional Services	\$ 20,500	\$ 20,500.00	\$ 20,500.00	
Rent-Office	\$ 34,800	\$ 39,720.00	\$ 37,800.00	
Retirement Plan		\$ 7,500.00	\$ 8,400.00	All staff contribution to SEP IRA 3% of salary
Seminars & Conferences	\$ 15,000	\$ 25,000.00	\$ 15,000.00	No out of town retreat
	FY 2024 Budget	FY2025 Budget		Notes
Telephone Internet		\$ 5,500.00	\$ 5,500.00	

CID Fiscal Year - 2025 Budget to Actual

TIF Reimbursement	\$ 11,000	\$ 11,000.00	\$ 12,500.00	<i>New hotel</i>
Utilities	\$ 9,000	\$ 9,000.00	\$ 10,000.00	<i>seeing increase in rates</i>
Total Program Management	\$ 405,450	\$ 464,164.00	\$ 466,660.96	

Programs & Services

Operations

Banners (Installation & Repair)	\$ 18,000	\$ 25,000.00	\$ 25,000.00	
City Horticulture	\$ 28,000	\$ 20,000.00	\$ 15,000.00	<i>Lower bid</i>
Cleaning & Maintenance	\$ 237,600	\$ 274,500.00	\$ 290,970.00	
Cleaning & Maint. Equipment	\$ 1,500	\$ 1,500.00	\$ 2,000.00	
Contract Labor	\$ 30,000	\$ 40,000.00	\$ 40,000.00	<i>4A Change</i>
CPD Substation - Rent	\$ 6,600	\$ 8,160.00	\$ 9,600.00	<i>Calculated as percentage of square feet utilized</i>
Maintenance (Gateway)	\$ 4,000	\$ 4,000.00	\$ 4,000.00	<i>higher cost in the summer so keep same as FY25</i>
	\$ 325,700	\$ 373,160.00	\$ 386,570.00	

Economic Development

Business Recruitment/Retention	\$ 5,000	\$ 2,000.00	\$ 2,000.00	
Business Metrics/Econ Benchmarking	\$ 14,000	\$ 14,000.00	\$ 0.00	<i>No placier in 2026</i>
Gift Card Grant Program Giveaways and incentives	\$ 20,000	\$ 20,000.00	\$ 10,000.00	<i>Gift Card purchase and incentives.</i>
District Gift Card Program - with CCA	\$ 10,000	\$ -	\$ 10,000.00	<i>Donations to CCA to help pay for program</i>
Total Economic Development	\$ 49,000	\$ 36,000.00	\$ 22,000.00	

Marketing

Image Marketing/Media Buy	\$ 42,000	\$ 52,000.00	\$ 66,000.00	<i>Combined Image Marketing and Online Marketing</i>
Promotions & Events	\$ 22,000	\$ 22,000.00	\$ 62,000.00	<i>Added Twilight Fest (\$40,000)</i>
Christmas Events	\$ 16,800	\$ 23,100.00	\$ 23,500.00	<i>Two carriages 11 weekends</i>
Online Marketing	\$ 10,000	\$ 10,000.00	\$ 0.00	<i>Combined with Image Marketing and Online Marketing</i>
Graphic Designer	\$ 15,000	\$ 15,000.00	\$ 15,000.00	<i>Aug and Sept bills and Annual report bill of \$5,395 from the past</i>
Holiday Decor - install		\$ 29,000.00	\$ 29,000.00	
Marketing Subscriptions	\$ 3,500	\$ 3,500.00	\$ 3,500.00	<i>No change</i>
Postage	\$ 800	\$ 800.00	\$ 500.00	
Printing	\$ 12,000	\$ 12,000.00	\$ 10,000.00	<i>Received reimbursement from CVB</i>
Total Marketing	\$ 80,100	\$ 167,400	\$ 209,500.00	

Total Programs & Services	\$ 454,800	\$ 576,560	\$ 618,070	
Total Recurring Expenses	\$ 860,250	\$ 1,040,724	\$ 1,084,731	



CID Fiscal Year - 2025 Budget to Actual

Special Projects

Banner Purchases	\$ -	\$ 5,000.00	\$ 5,000.00	<i>Need new winter banners soon</i>
Camera Grants to Businesses	\$ 30,000			<i>Funds for camera grant still available from prior years</i>
District Cameras New	\$ -			
Wayfinding Signs	\$ -	\$ 150,000.00		<i>Just under special project fund</i>
Special project fund				
Minority Business Grants	\$ 30,000	\$ -		<i>Moved to just grants</i>
Sharp End Shops	\$ 15,000	\$ 15,000.00	\$ 15,000.00	<i>Agreed to fund multi-year</i>
Gateway -More on masterplan	\$ 100,000	\$ 200,000.00		<i>Transfer to Gateway fund within the year</i>
Public Art Combined	\$ 18,500	\$ 18,500.00	\$ 18,500.00	
Purchase new of Holiday Decorations	\$ 10,000	\$ 10,000.00	\$ 10,000.00	<i>Need to be purchased by the end of the summer</i>
Grants for businesses		\$ 30,000.00	\$ 30,000.00	<i>Combined all grants</i>
Special Projects	\$ 203,500	\$ 428,500.00	\$ 78,500.00	
Contingency	\$ 25,000	\$ 25,000.00	\$ 25,000.00	
Total Non-Recurring Expenses	\$ 228,500	\$ 453,500.00	\$ 103,500.00	
Total Expenses	\$ 1,088,750.00	\$ 1,494,224.00	\$ 1,188,230.96	