

Staff Report

To: Downtown CID Board

From: Katie Essing

Date: June 13, 2017

Re: FY2018 Workplan Recommendations – Economic Development and Solid Waste

The Economic Development Committee focuses on business recruitment and retention, investor outreach, and the Solid Waste District. We have shifted public safety issues over to this committee as a way to balance committee assignments. Much of the work coming out of this committee doesn't necessarily require vast amounts of funding; most of the key economic development work is either ordinance-based or involves staff time for outreach. The Five Year Plan highlights the following economic projects:

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

In past years we have accomplished the following:

- Expanded the sidewalk café legislation
- Created approved areas for food trucks
- Supported the Farmers and Artisans Market (financially and with promotional assistance)
- Conducted new business and developer outreach
- Invested in updated marketing data for use by new and current business owners
- Supported the efforts of REDI (financially and with promotional assistance)
- Worked with the city to address compactor issues
- Worked with the city to approve and schedule the parklet
- Purchased a gator for the downtown officers
- Updated the taxi stand rules and promoted them to the public
- Collected pedestrian counts in various locations throughout The District
- Conducted Hospitality Zone Assessment

FY18 Budget and Priority Recommendations

Stakeholder Outreach – Research and implement communication system to survey stakeholders and effectively share information.

Business Research – Partner with University research students to survey downtown constituents in regards to types of businesses that would be successful.

\$500

Business Marketing – Funding set aside for initiatives to stimulate sales and promote business enhancement, recruitment and retention (website, advertising, flyers, events, etc)

\$2000

Economic Benchmarking – Purchase of ESRI demographic data, which will be promoted on our website and utilized for economic growth.

\$500

Public Safety Programs - Funding for potential public safety program expenditures, identified during Hospitality Zone Assessment. Includes \$25,000 for Panhandling/Homeless Outreach program, \$5000 for substation rent and \$2,500 for equipment and lighting.

\$32,500

TIF – We include TIF payments in our budget to ensure that we have funds to reimburse the city for the two hotel projects. Our estimates are based on last year’s performance, with an estimated decrease due to revised calculation procedure.

\$20,000

Solid Waste – Partner with the City of Columbia to manage the downtown solid waste district. Improve overall downtown experience by addressing issues of overflowing trash and recycling containers.

\$0

Responsible Hospitality Institute Hospitality Zone Assessment (HZA) – Utilize results from 2015 HZA report to continue to develop a vibrant nighttime economy.

\$0

City of Columbia Unified Development Code/ MD-T – Monitor the newly passed code to understand potential impacts within the downtown CID.

\$0