

# IT'S GOOD TO BE HERE



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

[discoverthedistrict.com](http://discoverthedistrict.com)



2021 ANNUAL REPORT





## MESSAGE FROM THE BOARD CHAIR

Hello from here.

First, I would have you join me in thanking our Executive Director, Nickie Davis, Director of Operations, Kathy Becker, and Office Manager, Hannah Bilau. They did an incredible job and continue outstanding work under these unimaginable circumstances. The laundry list is long. We have been able to help many citizens of Columbia, downtown residents, and businesses.

As we begin a new year, challenges and commitments remain. Very important will be the distribution of the American Rescue Plan funds. We have outlined our priorities to the Mayor and City Council. The final push for the Gateway Plaza is underway, and we anticipate that by the time you read this, the Columbia Park Sales Tax renewal has been approved by voters.

I would also heartily thank the Board of Directors for being a hardworking and truly dedicated body of volunteers going above and beyond expectations. They demonstrate with time and effort their support of our city.

Thank you for being part of the downtown community—and for your continued support of local businesses.

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



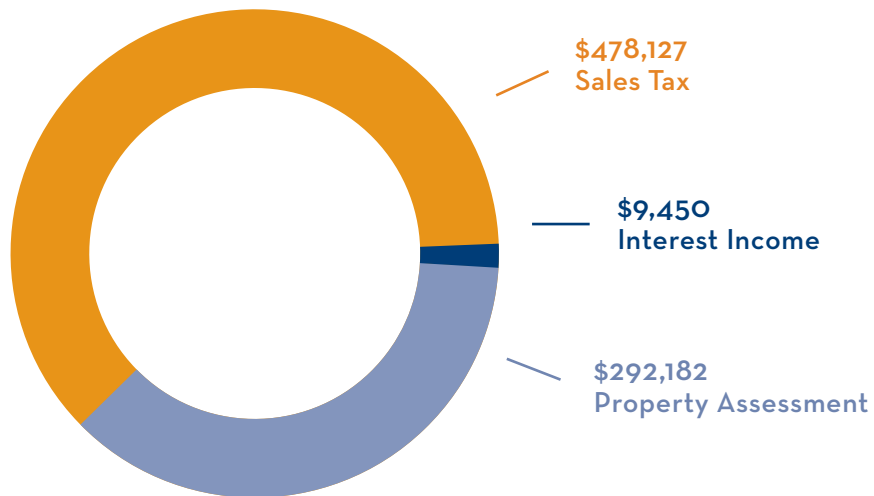
2021



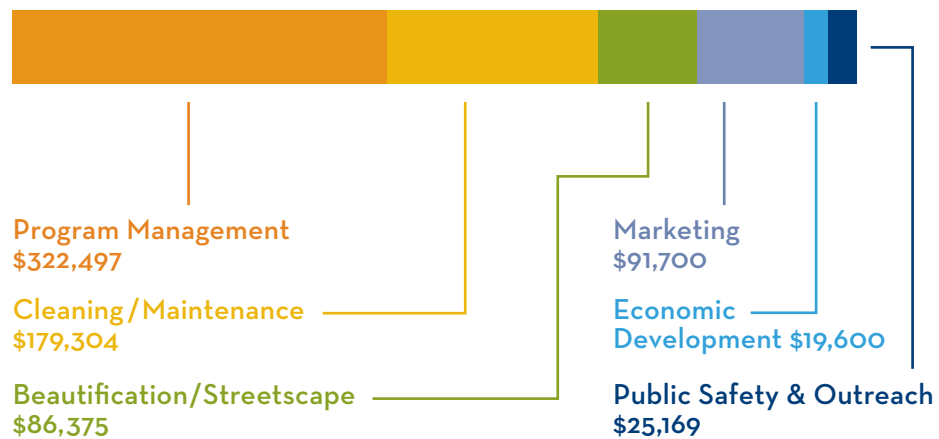


## FY 2021 BUDGET

### REVENUE



### EXPENDITURES



### NON-RECURRING EXPENSES

Gateway Plaza	Update to Street Lights	Contingency
\$1,043,547	\$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 and costs 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
- 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 service aides, and for proactive policing in the CID

#### Green Space and Beautification

- Advocate for Ameren site to become a green space
- Implement the Gateway Plaza plan with the Flat Branch Park Extension
- Maintain the cleanliness of The District above the City's abilities: cleaning sidewalks, annually powerwashing alleys, removing graffiti, recycling cigarette butts, etc.
- Collaborate with the City to improve streetscapes, landscapes, horticulture, trees and planters
- Advocate for moving power lines in the CID underground
- Select and implement new holiday decorations to cover more area within the 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 through various media
- 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 the 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 sized towns to encourage a diverse 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 compiling available information and supporting resources
- Create a business owners' roundtable for collective advice
- Create checklist of things new owners should do in their first years of business and establish standard follow-up procedures
- 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

- After more than ten years of dedication and work, *The Gateway Plaza* is now complete. It brings a beautiful green space and iconic public art piece to the corner of Providence and Broadway. Truly a community effort, each letter of the “Columbia” sculpture is sponsored by local individuals and organizations.
- To keep downtown businesses up-to-date on ever changing developments, District staff continued to hold virtual Q&A meetings with the SBA, City of Columbia, Health Department, Small Business Development Center, and Missouri Women’s Business Center.
- The holidays looked a little bit brighter this year with new décor along Broadway, at City Hall, in the North Village Arts District, and on the columns at Courthouse Plaza.
- The District used unspent funds (*due to halted spending during COVID*) to purchase \$20,000 in gift cards from 40 downtown businesses. The gift cards were given to local nurses and healthcare professionals, and to the public via events and social media.
- When the City of Columbia could no longer provide landscaping for the raised planters downtown, The District responded by creating an “*Adopt-A-Spot*” program for local businesses and volunteers to take over the care of these beautiful spaces.
- In the true spirit of community, more than 100 dedicated volunteers joined us downtown over the summer to repaint The District’s trash and recycling bins.
- To assist local businesses impacted by the pandemic, we partnered with the City of Columbia, the Chamber of Commerce, and the CVB to create the *Business Rebate Program*, offering rebates for 2020 license and inspection fees.
- The *Columbia Police Department* and The District remain in close contact with the downtown Police Substation located at our offices. CPD has taken over parking enforcement in The District, increasing police presence downtown.
- In-person and virtual events in The District were hugely successful this year as we worked to bring people back downtown while keeping everyone safe. We launched a new website and upgraded our newsletter to make these events easier to find.
- After years of success, we have expanded to give *Block by Block* (BBB) their own space at our offices. BBB provides the critical janitorial and ambassador services that keep our downtown streets and sidewalks clean and friendly.
- *4AChange* continued to provide on-the-street counseling for those in need with issues including homelessness, panhandling, substance abuse, and food insecurity.
- A *Minority-Owned Business Grant* has been created to foster diversity among downtown business owners. Grants will be awarded to minority-owned businesses within The District to help with marketing and increase their visibility, viability, and growth.
- The *Alley Gallery* public art initiative was established to create more inviting alleyways downtown. Walkable alley doorways will be painted by local artists with the goal of increasing public art, enhancing safety, and preventing graffiti.

## BOARD OF DIRECTORS



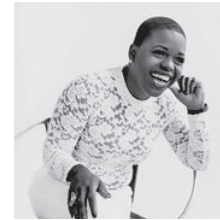
Adam Dushoff  
Addison’s



Mikel Fields  
Cracked Up Mobile



Auben Galloway  
Callahan & Galloway



Crystal L. Graves  
Crystal L. Hair & Makeup



Kenny Greene  
Monarch Jewelry



Van Hawxby  
DogMaster Distillery



Aric Jarvis  
The Broadway Hotel



Kalle LeMone  
Nourish Café & Market



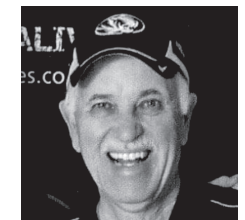
Michael McClung  
Dungarees/Resident



Heather McGee  
On the Rocks



Lydia Melton  
Günter Hans



Tom Mendenhall  
The Lofts at 308 Ninth



Munir Mohammad  
Boone Olive Oil Co.  
& Shortwave Coffee



Lara Pieper  
Bloom Bookkeeping



Deb Rust  
Tellers/Sake