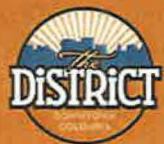


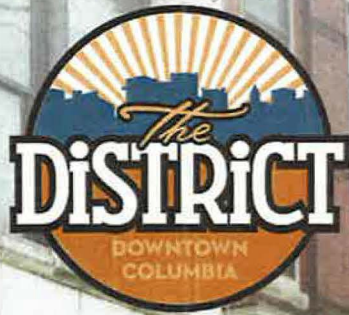
IT'S
GOOD
TO BE
HERE



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

discoverthedistrict.com

2016 IN REVIEW



2016

MESSAGE FROM THE EXECUTIVE DIRECTOR

Our downtown is a vibrant, active community with the best shops, bars, restaurants, entertainment, nightlife, studios, galleries, arts and music in Columbia. In addition, the growing living options within The District have more and more people calling downtown home.

Our goal as a Downtown CID is to enhance the vitality of The District by bridging the gap between the public and private sectors. We are committed to increasing the overall experience and value of our downtown. In addition to working daily to execute our strategic plan and goals set out by our constituents, we have advocated our city leadership for improvements in areas ranging from parking solutions to managing future growth.

As our downtown grows and ever-changes, we work to represent our property owners, businesses and retailers. We are partnering together to address safety issues, improve cleanliness, increase active sidewalks and add entertainment options for all ages. The Downtown CID also strives to make downtown beautiful, by funding holiday décor, landscaping, a parklet, traffic box art and seasonal banners.

We are committed to improving downtown infrastructure, including working with City partners for initiatives to keep our streams clean. For example, this year, we installed over 50 cigarette urns to reduce the waste swept from downtown streets directly into our creeks.

The Downtown CID provides funding for a marketing and branding campaign, advertising and events to drive traffic and sales downtown. We are proud to carry on our downtown tradition of hosting signature events, such as Dog Days, Shop Hops, Shop Small Saturday and Living Windows. In addition, we support the many events and festivals that draw customers to our downtown, ranging from home football games to Fire in the Sky to the True False Film Fest.

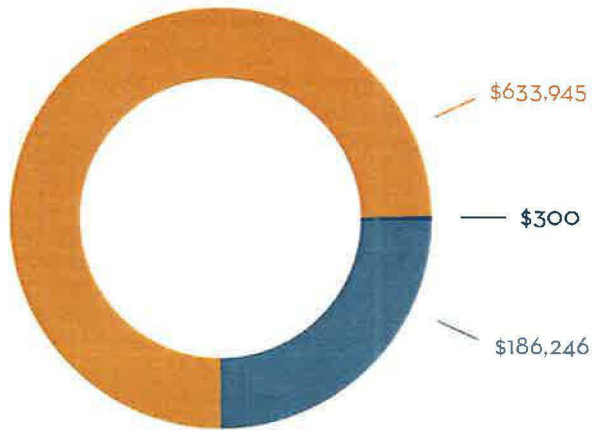
We are grateful for the work of our city, police, organization partners, businesses and property owners and volunteers. From early morning street cleaning to late night council meetings, we are all committed to working side by side to keep our downtown vibrant.

As we continue our work, I invite you to join us. Share your voice as part of the Downtown CID - there are several committees and ways to get involved.

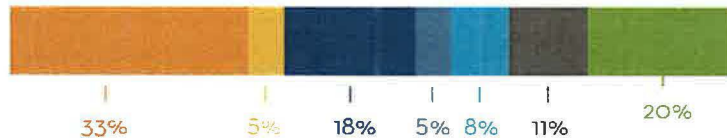
Katie Essing

Katie Essing
kessing@discoverthedistrict.com
(573)442-6818
discoverthedistrict.com

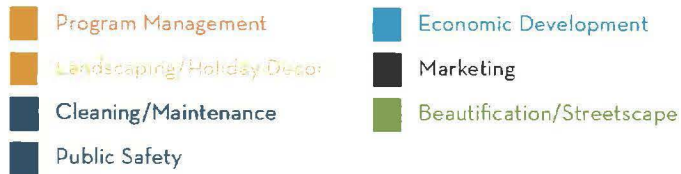
FY 2016 BUDGET: \$820,491



REVENUE



EXPENDITURES



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, with tradition blending 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, over 300 residences, and over 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 on the Budget.

YEAR IN REVIEW



This year we continued to promote The District with a vibrant website, external media, social media, videos, and branded banners throughout downtown.



The Downtown CID weighed in on important issues like downtown parking, trash and recycling and the growth of housing within The District.



We worked with Winter and Company to consult and test the proposed form-based code within the downtown, to determine the impact to property owners within The District.



This year, we continued to lead advocacy efforts for downtown Columbia, attending city and county meetings and offering feedback from our constituency on policies that would benefit downtown.



Alley lighting was installed throughout downtown this year to improve safety and increase overall ambiance. Beautification efforts also included planters, a mobile "parklet" and the traffic box art program.



The District welcomed thousands of visitors with fun events, including Shop Hop, Dog Days, Halloweenie, Shop Small Saturday and Living Windows.



The Gateway Project moved forward with the creation of a capital campaign in partnership with the Community Foundation of Central Missouri and funding the launch of the first three Light Hubs.



We utilized the community-created hospitality zone action plan from the Responsible Hospitality Institute (RHI) to guide efforts concerning public safety, transportation and quality of life downtown.



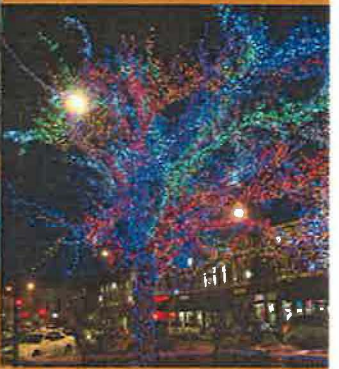
The District contracted with Block By Block to provide janitorial and ambassador services to improve the cleanliness and friendliness of streets and sidewalks.



We worked to grow our important relationship with the Columbia Police Department, providing a downtown Police Substation and funding the downtown camera system.



The "Big Hearts, Real Change" initiative was launched in partnership with Phoenix Programs, the Heart of Missouri United Way, The Loop and the Columbia-Boone County Basic Needs Coalition to address homelessness and panhandling.



The holidays were abuzz in The District with the addition of the popular "Snowflakes on Broadway" and a "Magic Tree" at the corner of Ninth St. and Broadway.

DOWNTOWN CID BOARD OF DIRECTORS

Blake Danuser
Binghams

Adam Dushoff
Addison's

Christina Kelley
Makes Scents

Tony Grove
Grove Construction

Tom Mendenhall
The Lofts at 308 Ninth

Michael McClung
Dungarees/Resident

Allan Moore
Moore & Shryock

John Ott
Paramount Building/
Alley A Realty

Deb Sheals
Historic Preservation
Consulting

Steve Guthrie
Landmark Bank

Michael Wagner
Central Bank
of Boone County

Ben Wade
Guitarfinders

Marti Waigandt
808 Cherry Building

Skip Walther
Walther, Antel & Stamper

Andy Waters
Columbia Daily Tribune/
Tribune Publishing



Front row from left: Katie Essing, Marti Waigandt, John Ott, Deb Sheals, Tony Grove, Christina Kelley
Back row from left: Adam Dushoff, Michael McClung, Blake Danuser, Tom Mendenhall, Steve Guthrie,
Allan Moore, Ben Wade, Michael Wagner

Not Pictured: Skip Walther, Andy Waters

MESSAGE FROM THE BOARD CHAIR

As the Chair for the Downtown CID, I am proud of our accomplishments this year. As a Board, we are committed to strategically executing our Downtown CID's 5-Year Plan, which includes projects to enhance cleanliness, safety and marketing efforts.

We have been actively engaged in the community-wide process of developing a new form based-code in 2016. We hired design consultant Winter and Company to test several downtown redevelopment scenarios with the proposed code, and have shared the findings with the city and community to provide feedback throughout the code review process.

We have been representatives and partners with the city and community on many task forces and commissions, including the Downtown Leadership Commission, the Infrastructure Task Force, the Parking Task Force and the Pedestrian Safety Task Force. We actively work to represent downtown constituents and be their voice at the table.

Homelessness and panhandling are issues facing both downtown and the overall community. The Downtown CID has partnered with the Loop, Phoenix Programs, the Heart of Missouri United Way and the Columbia-Boone County Basic Needs Coalition to create the "Change For Columbia" campaign. This initiative includes a Phoenix Outreach Team to connect individuals with services and a detox program. Public awareness materials encourage the public to redirect their giving to the Columbia-Boone County Basic Needs Coalition which provides necessities like food, clothing and shelter.

I also would like to highlight our work on The Gateways, a series of iconic downtown landmarks. The Downtown CID is taking the lead in creating this unique visual identity for Columbia, and providing funding for the first three Light Hubs. A capital campaign has been launched for the Gateways, which represents the largest public/private art initiative in city history. Learn more at columbiagateways.com.

On behalf of the full Board, I invite you to share your ideas and feedback. Contact us or attend our open meetings. And thank you for helping us make our Downtown even stronger.

It's Good to Be Here!

Mike Wagner