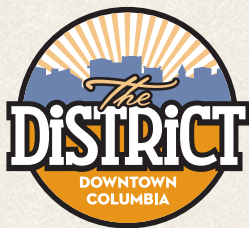


It's
good
to be
here



2024 ANNUAL REPORT

Hello from The District



Dear Friends and Partners,

As we reflect on the past year, I am proud to share the strides the Downtown Community Improvement District (CID) has made in enhancing and enriching the heart of Columbia. The Downtown CID is not an extension of the city, but an independent organization, driven by a commitment to serve our vibrant downtown community. Every achievement is the result of focused efforts and partnerships with businesses, property owners, and residents who care deeply about our shared future.

This year brought exciting milestones. The opening of the Shops at Sharp End marked a new chapter in celebrating local entrepreneurs and preserving downtown's unique history. This project showcases how we can honor our past while building a thriving future.

Our community survey guided the development of a five-year strategic plan, ensuring that our initiatives align with the needs of those who call downtown home. By listening to voices across Columbia, we have created a roadmap for growth that balances innovation with inclusivity.

Recognizing the importance of connectivity, we started a wayfinding study to improve how residents and visitors experience downtown. These enhancements will promote exploration and increase engagement with our businesses and cultural destinations.

This year, we also expanded our 4-A-Change budget, increasing staffing for critical outreach efforts. This investment ensures that those in need receive the support and resources they need, fostering a safer, more compassionate downtown environment. Additionally, we introduced new events to bring fresh energy and excitement. These gatherings created connection and joy, showcasing the best of what our district has to offer.

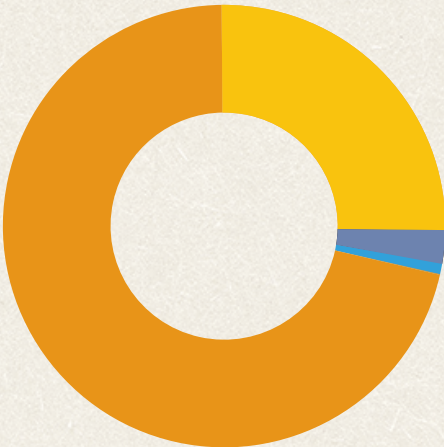
As we look ahead, I am filled with optimism for what we will accomplish together. Our vision for downtown is bold, but with your support, we will continue to elevate The District as the cultural, economic, and social hub of Columbia.

Thank you for your partnership, trust, and shared belief in the power of community. Here's to a year of continued collaboration and success— ***it's good to be here.***

Aric Jarvis
Downtown CID Board Chair
info@discoverthedistrict
(573)442-6818
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FY 2024

Budget



REVENUE \$1,155,750

\$825,000	Sales Tax
\$294,000	Property Assessment
\$26,700	Gateway Plaza Donations
\$10,000	Interest Income
\$50	Miscellaneous

EXPENDITURES \$927,250



\$410,450	Program Management	\$49,000	Economic Development
\$243,100	Cleaning & Maintenance	\$46,000	Beautification/Streetscape
\$142,100	Marketing	\$36,600	Public Safety & Outreach

NON-RECURRING EXPENDITURES \$203,500

\$100,000	Future Projects	\$30,000	Camera Grants to Businesses
\$30,000	Minority Business Grants	\$18,500	Public Art
\$15,000	The Shops at Sharp End	\$10,000	Holiday Decorations

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 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.

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.

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

FIVE YEAR PLAN 2025 - 2029

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 in the Petition by the qualified voters as necessary in order to provide a source of repayment for CID Obligations issued to finance the CID Projects.
- To complete the tasks stated in the Petition
- Fulfill other purposes as authorized by the Act

Improvements and Services

The improvements to be constructed by The District 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 security in The District in order to prevent crimes, particularly those crimes resulting from loitering and intoxication
- Track and fix/report broken curbs and sidewalks to the City
- Advocate for the Columbia Police Department to develop and implement a plan to recruit more officers and community aids and for proactive policing in The District
- Advocate and prioritize enforcement of ordinances in regards to loitering, panhandling, and other public nuisances that have the potential to have a negative impact on The District businesses

Green Space and Beautification

- Continue to implement the Gateways Master Plan
- Work with the City to provide continued alleyway cleaning
- Improve streetscape, landscape, trees, and planters within The District
- Advocate for the undergrounding of powerlines in The District
- Select and implement new holiday decorations to cover more areas in The District and drive more interest and visits

Parking

- Improve signage for parking within The District
- Advocate for clean and safe parking garages
- Improve messaging for the availability of parking in the District
- Monitor and advocate, when necessary, the need for additional parking structures within The District

Public Art

- Add sculptures to the Flat Branch Park extension on a rotational schedule to add interest in park
- Add door art, creating alleyway galleries to prevent graffiti and improve the 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 on variety of medias
- Combat false perceptions on the ease of parking
- Increase the perception of safety downtown with statistics
- Ensure that District resources are evenly applied to to all areas of The District

Marketing of Events

- Create more 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 The District to the City and State

- Lobby for improvements in public transportation, safety, and parking downtown
- Work with the City on projects identified by The District to be a priority
- Look for grants and partnerships that will add to The District's environment and public art
- Start the steps for repititioning
- Continue to show the value and impact The District has on the downtown community

Enhance the Downtown Economy

Enhanced Communication with Businesses

- Maintain a full database of businesses in the The District with contacts
- Maintain an updated website that is 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 District

Recruitment of Businesses

- Advocate to new and expanding businesses to locate in The District and improve working relations with REALTORS®
- Expand the boundaries of The District
- Reach out to expanding businesses in similar towns to encourage the mix of businesses within The District
- 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 accumulating information, supporting resources currently available
- Create checklist of things new owners should do in their first years of business and establish standard follow up

- Collaborate with local organizations to create free classes on bookkeeping, expense management, social media, websites, taxes and offer grants for course completion
- Provide incentive for businesses to come and stay in The District
- Provide and promote a unified gift card program for all businesses within The District

Operations and Governance

The operations and governance of The District shall include, but not be limited to, the following:

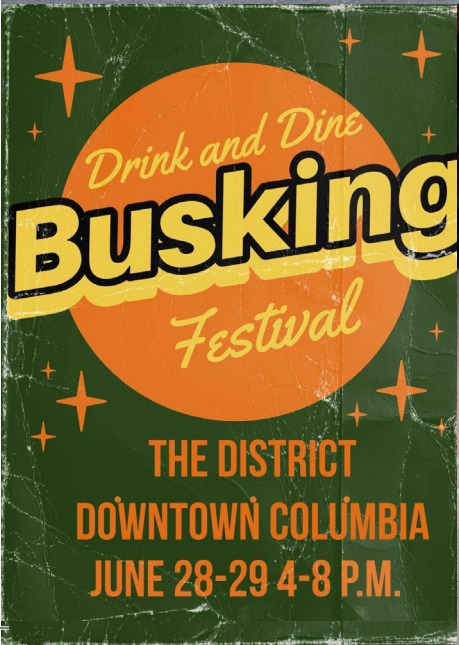
- Adopting bylaws, passing resolutions, and otherwise governing The District in the manner required by the Act and the revised statutes of the State of Missouri
- Developing funding sources, including the levying of the special assessments necessary in order to pay for the required expenses and costs 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 District Projects, as described in the Petition
- Arranging for the construction of District 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 District
- Providing such other services as are authorized by the Act

Budget

The Petitioners submit that the majority of District 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 of 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.

The District
boasts 50
Square Blocks,
1 Million +
Visitors
and more
than 5,000
residents





YEAR IN REVIEW

- The **Gateway Master Plan** continues. With the completion of the Gateway Plaza in 2021, the CID Board now looks to move forward with new Gateway locations to mark The District's boundaries and welcome visitors.
- The District engaged Corbin Design to plan better **Wayfinding** downtown. Working with the City, we hope to bring this vision to life in the coming years.
- The District Marketing Committee introduced exciting new events in 2024 including the **Caftan Crawl**, **Buskers Fest**, and **Wassail Stroll**. The District staff organizes more than 15 events every year from our offices on Tenth Street.
- The District has assumed control of the **raised planters along Broadway**. In the past, this was overseen by the City, but our goal is to bring more life and color to these planters knowing they have a huge visual impact and create a more beautiful downtown.
- We made our **Office Manager** position a full-time job. This brings much-needed help as we continue to get our **District Gift Card Program** up and running and look to renew our CID petition.
- Twenty **15-minute paid parking spots** have been permanently installed downtown, allowing customers to quickly pick up food orders from our businesses. The District brought this idea to the City back in 2020 so we are happy to see it come to fruition.
- After surveying the public and our businesses, the Board of Directors has updated our **Five Year Strategic Plan**. Survey results reveal the public's love for small businesses, festivals, and a continued interest in nightlife security. The updated plan—that will guide us for the next five years—is shown in this report.
- This was our ninth year hosting a **Columbia Police Department Substation** in our offices. Due to staffing issues, the CPD has removed our dedicated downtown officers and replaced them with a **Homeless Outreach Team**. We will continue to foster a strong connection between The District and the CPD.
- The City has now completed installation of **street lights funded in part by The District**. The 94 new lights are controlled by CPD, who have the ability to raise or lower the light intensity for increased safety downtown.
- **Block by Block** (BBB) continues its excellent work by cleaning our sidewalks, removing graffiti, and cleaning cigarette, trash, and animal waste receptacles. Through our partnership with the City, Block by Block has expanded its cleaning footprint into downtown alleys.
- The District increased funds to **4-A-Change** to add a new full-time worker. This provides additional on-the-street counseling to those in need with issues including homelessness, panhandling, substance abuse, and food insecurity.
- Initiatives like our **Minority Owned Business Grants**, **Camera Grants**, **Gift Card Buy Programs**, **Alley Galleries**, and **Pedestrian Streets Work Group** were approved by the Board. Learn more about The District's projects at discoverthedistrict.com

Honoring the Past

The Shops at Sharp End

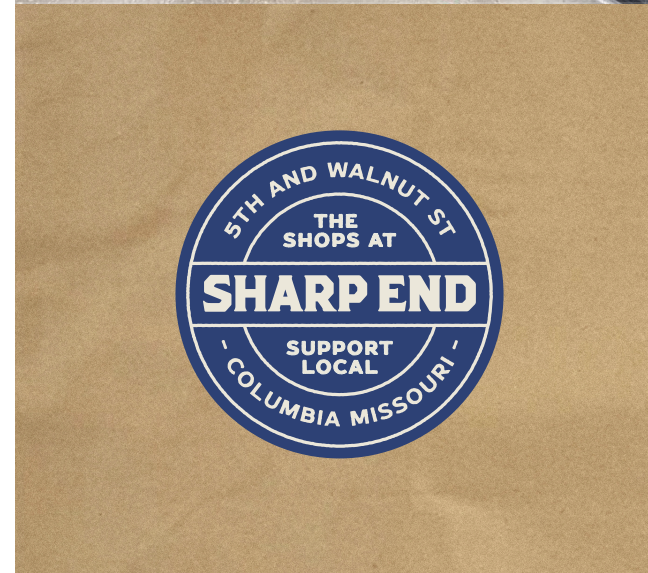
The Shops at Sharp End opened its doors in January and has welcomed many entrepreneurs—from candle and bath and body makers, to young authors, to popcorn and sauce startups. Columbia's first retail incubator, **The Shops at Sharp End** is a partnership between The District, Regional Economic Development Inc. (REDI) and Central Missouri Community Action (CMCA). Participants receive business coaching and get to experience selling their products and working in a retail environment. Events take place regularly in the Shops at the corner of 5th & Walnut, creating a vibrant community space. This is an exciting opportunity for The District to work with entrepreneurs while recognizing Columbia's Historic Black Business District.

African American Heritage Trail

The District staff has served on the **African American Heritage Trail** Board for seven years. In 2024, we were thrilled to complete the final trail map and help pay for the printing. The maps are provided to local students, community members and visitors at no charge. Included on the map are all 29 historical trail markers and a glimpse into Columbia's Black history.

McKinney Building

After the City purchased the **McKinney Building on Broadway**, District staff have been working on the McKinney Task Force Committee to ensure that this historic property continues to be recognized as an important cultural landmark for Columbia's Black community.





This year
District
Businesses
saw nearly
\$165 Million
in taxable
sales

6.45% INCREASE FROM 2023

Keeping The District clean

OUR CLEANING CREW, BLOCK BY BLOCK, DID ANOTHER AMAZING JOB THIS YEAR

- Removed graffiti 1,166 times
- Picked up 22,538 pounds of trash (not including alleys)
- Emptied and recycled cigarette containers 865 times
- Cleaned up 9,792 pounds of trash in alleys around dumpsters/compactors
- Spent 118 hours power washing alleys in the District
- Removed 221 illegally placed stickers from city light poles
- Cleaned up human waste 157 times

Our Block by Block crew works—no matter the weather—to ensure The District is clean and welcoming. In addition to cleaning, Block by Block District Ambassadors track broken curbs, trash compactors and street lights in need of repair.

Ambassadors also give directions and serve as an initial point of contact for visitors looking for help or information in The District.



Who we are

DISTRICT STAFF



Nickie Davis
Executive Director



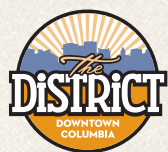
Kathy Becker
Director of Operations



Nikki Reese
*Events & Business
Coordinator*



Ellen Nimmo
Office Manager



The District • 11 S. Tenth Street • Columbia, MO 65201
discoverthedistrict.com

BOARD OF DIRECTORS



Russell Boyt
Russell Boyt Real Estate



Tootie Burns
Mixed Media Arts



Mikel Fields
Cracked Up Mobile



Kenny Greene
Monarch Jewelry



Aric Jarvis
The Broadway Hotel



Sarah Johnson
The Basement Reef



Danielle Little
Century 21 Community



Kathy Murphy
Commerce Bank



Mike Nolan
The Blue Note & Rose Music Hall



Lara Pieper
Bloom Bookkeeping



Deb Rust
Tellers & Sake



Jesse Slade
King Theodore Records



Jamie Varvaro
My House



Dimetrious Woods
Essentialz



Morgan Wright
Günter Hans



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