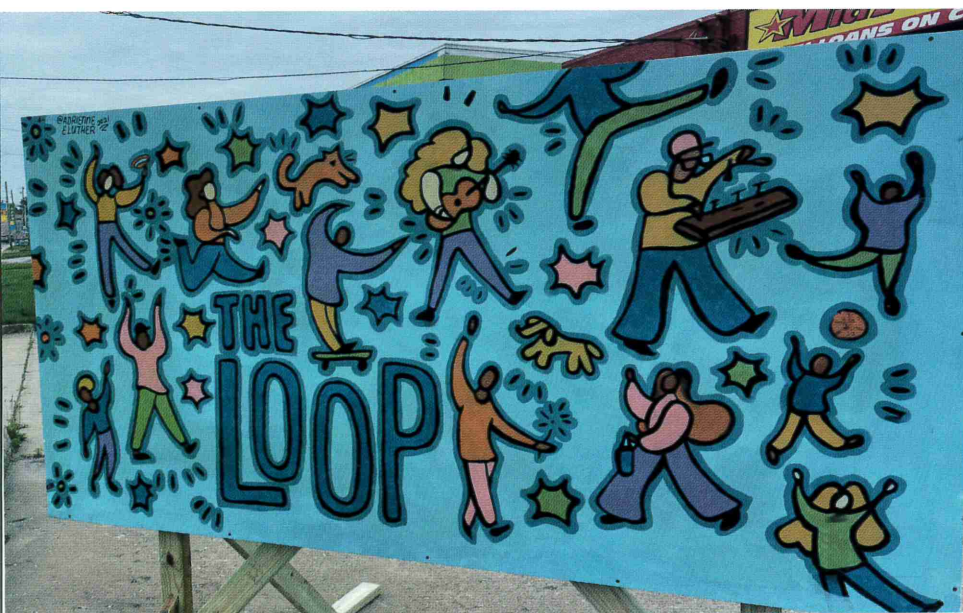


THE LOOP

ANNUAL REPORT 2021



good to be in the loop

601 Business Loop 70 W #128
Columbia, MO 65203
(573) 443- LOOP

TheLoopCoMo.com | CRE8CoMo.com | CoMoCooks.com

Our Goals

- Creating an attractive and authentic multimodal corridor.
- Attracting and retaining diverse and innovative businesses, employees, makers, and investors.
- Designing a street that is safe, vibrant, healthy, and welcoming to all.
- Communicating the importance of the area to Columbia.

Who We Are

Michele Batye | Flooring America

Karen Geotz | Dive Bar

Sara Huaco | Carlito's

Ryan Euliss | Boone Electric Cooperative

James Roark-Gruender | Passions

Linda Schust | Jabberwocky Studios

Tasca Tolson | TMT Consulting

Carrie Gartner | Executive Director

Rae Adams | Event Coordinator

KyMBERLEE Matney | Kitchen Manager

The Loop CID Board is appointed by the mayor and approved by the Columbia City Council.



MAKE



The CoMo Cooks Shared Kitchen helps all good cooks turn their recipes into reality, regardless of background, income, or status. We're fostering entrepreneurial success by providing accessible, inclusive, and affordable kitchen space for starting and expanding local food- based businesses.

The Maker City

The Loop has always been a place for creative industries, fix-it shops, and those who believe that if you're not wearing coveralls, you're not really working. Now, we're turning this same attention to the individual makers and creatives who love what they do and take pride in a job well done.

We're not just reaching out to Columbia's hidden economy of makers, we're creating pathways for those left out of the traditional funding and start up process, often women and minorities, so we can expand the Loop economy while remaining true to the character of the street.

COMO COOKS SHARED KITCHEN

Our new shared kitchen at Mizzou North, in partnership with REDI, is up and running with a collection of food trucks, caterers, bakers, and even chocolatiers. It's providing space and support for local food-based businesses, creating opportunities for those without easy access to a commercial kitchen, reducing barriers for women and minority chefs, and enhancing the economic vitality of the Business Loop.

CRE[8] BRAND

We know small makers don't have big ad budgets and that's where we can help with joint branding and a shared marketing campaign. We've created a brand and logo that all our local makers and creatives can use--on packaging, labels, social media and more. The CRE[8] brand will help position The Loop—and Columbia in general—as a place that supports local makers and manufactures.

WEBSITE

We took advantage of quarantine to create a Maker City website to highlight our economic development efforts, further our brand, and promote small-scale manufacturers. CRE8CoMo.com includes a Makers Directory, business support resources, and listing of space available on the Business Loop. A companion site, CoMoCooks.com, serves as a way to recruit kitchen clients.

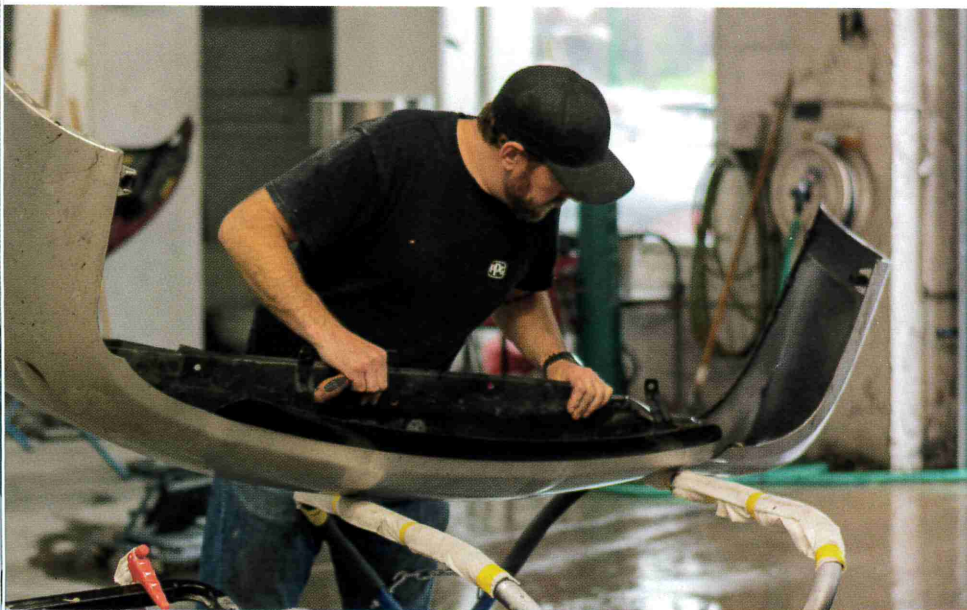
MAKERS DIRECTORY

A key project this year was our online Makers Directory to help promote our makers and give customers an easy way to shop local. Because this was grant-funded, the directory is open to small manufacturers and producers across Columbia and Boone County as well as our kitchen clients and Loop-based makers. Combined with our regular Maker Markets at the Pop-Up Park, it's a great way to help micro-businesses grow.

SHARED SPACES

Small startups can't always afford a stand alone location so we're turning to shared spaces as a way to foster new businesses. Our CoMo Cooks Shared Kitchen provides accessible, inclusive, and affordable kitchen space for starting and expanding local food-based businesses. The MACCLab at Parkade Plaza is a community makerspace with 3D printing, woodworking, industrial sewing machines, a long-arm quilter, and more. And Vidwest Studios is a community digital media studio focusing on photography, video, and podcasting. As businesses outgrow these shared spaces, we can help them find their own shop right here on The Loop.

WORK



Our corridor is designed for DIYers, builders, makers, hobbyists, and anyone else interested in getting the job done right. We've got a great collection of lunch joints, fix-it shops, small manufacturers, and some of the best Saturday morning retail in town.



\$14,298,932

Commercial Valuations



\$497,568

Utility Valuations



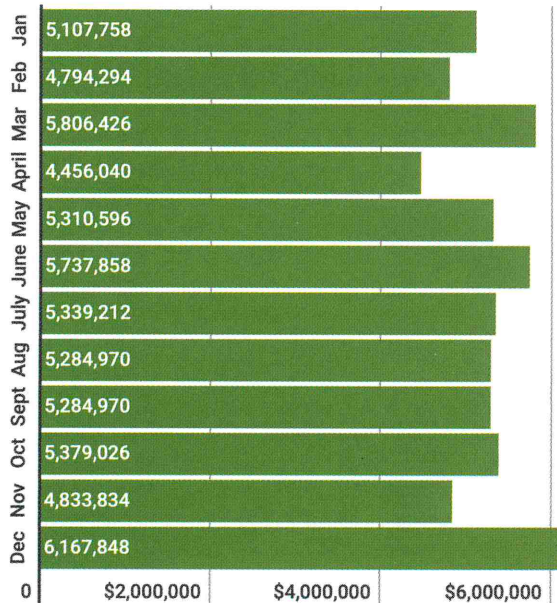
\$36,537

Residential Valuations



2.35%

Increase over previous year



Monthly Sales (Non-Auto)

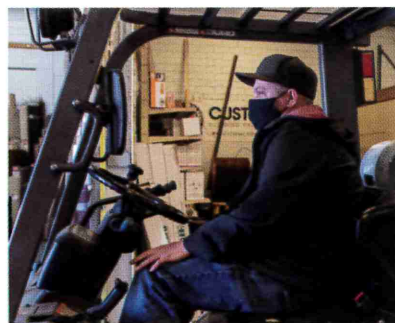
INSIGHTS

- The Business Loop is home to approximately 150 businesses, many of which focus on home improvement, auto sales and service, and other general retail and restaurant offerings.
- Combined property assessments increased by 2.35% over the previous year. While lease rates remain affordable, we are seeing an uptick in the real estate market for this area and higher sales prices may lead to higher rents in the future.
- Our successful—but continuing—work to modify the zoning rules to better fit the street will allow for redevelopment projects previously prohibited on the Business Loop and thus create new space for additional businesses.
- Sales increased slightly despite the pandemic largely due to efforts by business owners to adapt, with restaurants focusing on drive-thrus and parking lot seating and retailers leaning into stay-at-home activities like home and garden improvements. Increased marketing and advertising from the Loop CID also helped.
- We do anticipate future consumer spending shifting back to normal patterns—such as spending on vacations rather than home upgrades.
- Our work to support small makers—by providing shared spaces and seasonal Maker Markets—will help us increase the variety and the amount of small businesses on the street even without a large inventory of available brick and mortar buildings. Our goal is to integrate these non-traditional options into the existing retail culture along the street to expand all shopping activities.

PLAY



We're safely bringing back events at our Community Pop-up Park, especially ones designed for our little makers like art or STEM activities.



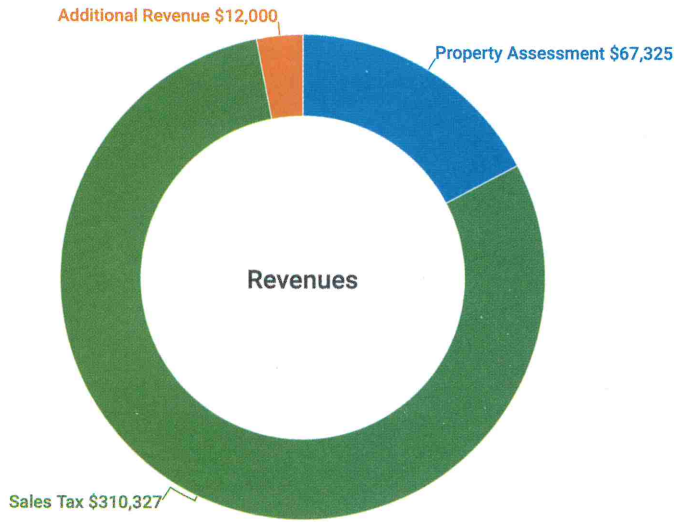
ACHIEVEMENTS

- Our Street Art Project selected 10 local artists and graphic designers, gave them a 4' x 8' canvas, and told them to let their imaginations run wild. We placed them in locations you can see from a car but also where you can pull up, see the artistry up close, and even take a selfie.
- We don't have many crosswalks along the corridor so we wanted to make sure pedestrians could locate them easily. Volunteers used stencils to paint graphics on the sidewalks approaching all our crosswalks as part our larger effort to bring some color and interest to the corridor
- Volunteers also helped us with upgrades to our Pop-Up Park including new sun shades, fun graphics, and newly planted flowers and veggies.
- We successfully advocated for changes to the Artisan Industry zoning definition to better fit the needs of small-scale manufacturers. Businesses can now build larger spaces, offer shared spaces, and use a wider variety of tools and equipment.
- We mapped out setback and right-of-way lines for the length of the CID—no small task for a street that began as a state highway. This is the first step to determining a new setback line that will create a more active and interesting street front and allow for redevelopment on smaller lots.
- We've slowly and safely begun hosting events again, including a grand opening of the CoMo Cooks Shared Kitchen. Events at the Pop-Up Park have included group painting activities, food truck lunches, and the ever popular STEAM Bus Brunch for families with children.

FY22 BUDGET



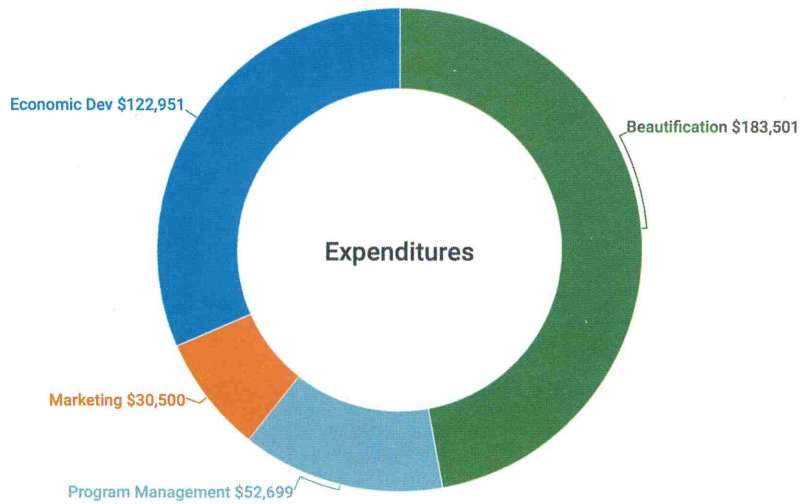
Our Street Art Project highlighted the work of local artists and graphic designers and their art celebrated Loop activities, local history and, of course, the people on The Loop.



FY22 PROJECTED REVENUES

Sales Tax	\$310,327
Property Assessments	\$67,325
Additional Funding	\$12,000

\$389,652



FY22 PLANNED EXPENDITURES

Beautification	\$183,501
Economic Development	\$122,951
Program Management	\$52,699
Marketing	\$30,500

\$389,652