



Staff Report

To: The Loop CID Board
From: Carrie Gartner
Date: May 9, 2023
Re: FY2024 Budget Recommendations - DRAFT

Overview

Our budget is created based on our organization's overarching goals and the goals set by various public planning processes. The main project areas included in the CID Petition are organized based on Environment and Economy, and include beautification and streetscape, public safety, economic development, marketing, and advocacy. Since the district has been established, have completed two major public plans focused on Environment (The Loop Corridor Plan) and Economy (the Small-Scale Manufacturing Plan).

Organizational Goals

Corridor Plan Goals

- Manage Access and Traffic
- Green the Street
- Enhance the Streetscape (ie, amenities, lighting, public art)
- Extend the Pedestrian Environment
- Improve the Bicycle Network
- Create Public Spaces
- Define the Street's Identity
- Manage Stormwater
- Attract Economic Investment

Small-Scale Manufacturing Plan Goals

- Establish a clear vision for development
- Build upon catalytic partnerships to attract makers, businesses, developers and other investments, particularly among those typically excluded from the system
- Help make city processes predictable and transparent
- Activate The Loop with branding and programming
- Provide business development support

The following is an overview of recommended expenditures (other than typical year-to-year items) with the understanding that project specifics can be determined later as the need appears. All projects are mapped onto the previously outlined goals from both the Loop Corridor Plan and the Small- Scale Manufacturing Plan.

1) Environment

Banners

These funds are for banner maintenance.

Plan Goals:

- Enhance the Streetscape
- Define the Street's Identity
- Activate The Loop with Branding and Programming

Cost: \$3,500 plus committee/staff time

Corridor Plan

Pending successful RAISE Planning Grant application. This is our cash funding commitment to public outreach regarding the plan. Our commitment is also for staff time to assist with the planning process and staff salary was estimated as part of our total commitment.

Plan Goals:

- • Manage Access and Traffic
- • Green the Street
- • Enhance the Streetscape (ie, amenities, lighting, public art)
- • Extend the Pedestrian Environment
- • Improve the Bicycle Network
- • Create Public Spaces
- • Define the Street's Identity
- • Manage Stormwater
- • Attract Economic Investment

Cost: \$5,000 plus committee/staff time.

Landscaping

Planting and watering of planters at the Pop Up Park and the Bike Station.

Plan Goals:

- Enhance the Streetscape
- Create Public Spaces
- Define the Street's Identity

Cost: \$5,000 plus committee/staff time

Pop-Up Spaces

Upkeep of the Pop-Up lot and the Bike Repair Station, including planting and watering of containers.

Plan Goals:

- Enhance the Streetscape
- Create Public Spaces
- Define the Street's Identity
- Activate The Loop with Branding and Programming

Cost: \$4,000 plus committee/staff time.

Street Art

Creation and installation of up to 10 pieces of street art along the corridor. We will be working on new options for mounting the art, hence the increased investment in this program.

Plan Goals:

- Enhance the Streetscape
- Create Public Spaces
- Define the Street's Identity
- Activate The Loop with Branding and Programming
- Build upon catalytic partnerships to attract makers, businesses, developers and other investments, particularly among those typically excluded from the system

Cost: \$15,000 plus committee/staff time.

2) Economy

Advertising

Loop advertising focused on business niches, events, makers, and general branding. We have not had the ability to do an extensive advertising campaign for Loop business in the past and this is a good opportunity to promote our businesses and strengthen the Loop economy.

Plan Goals:

- Attract Economic Investment
- Define the Street's Identity
- Provide Business Development Support
- Activate The Loop with Branding and Programming

Cost: \$30,000 plus committee/staff time

3) Kitchen Operations

Kitchen Operations includes overhead, manager salary, and a portion of utilities, rent, and insurance. The permanent kitchen has just opened so we are working on best estimates of costs for the new location. Until we have a year of data for the new kitchen, we are making conservative estimates of our revenues and we anticipate going over budget on the kitchen.

Note: Our grant from the MO Dept. of Agriculture reimburses a portion of the kitchen manager's salary (\$7500), hence the line item is lower than the actual salary.

Plan Goals:

- Build upon Catalytic Partnerships to Attract Makers, Businesses, Developers and Other Investments
- Provide Business Development Support
- Attract Economic Investment

Cost: \$97,454

Kitchen Scholarships

This is the amount included in the City Workforce Development Grant application for minority scholarships. Each scholarship is \$2500 over 6 months plus comped kitchen time at Tier 1. This funding line item will appear in the Special Project Budget NOT the Operating Budget.

Plan Goals:

- Build upon Catalytic Partnerships to Attract Makers, Businesses, Developers and Other Investments
- Provide Business Development Support
- Attract Economic Investment

Cost: \$5,000

4) Program Management

We show a decrease in the program management section because rent, insurance, and utilities are being charged to the Shared Kitchen Operations section. Increase in Seminars and Conferences for the Chamber Leadership Trip with a focus on homeless issues.

Actual salaries will be determined by the Executive Committee and the Executive Director (in the case of staff positions) after staff reviews.

5) Fund Balance

This is a lean budget based on the board's stated goal of replenishing the fund balance for future projects. The June version of the budget has \$100,000 dedicated to the fund balance.