

THE LOOP

ANNUAL
REPORT
2017



WHAT WE STRIVE TO DO

- ▶ Create an attractive and authentic multimodal corridor.
- ▶ Attract and retain dynamic and innovative businesses, employees, and investors.
- ▶ Design a street that is safe, vibrant, and healthy.
- ▶ Communicate the importance of the area to Columbia.

WHO WE ARE

Cris Burnam, *Parkade Center*

Gary Ennis, *Ennis Appliance Center*

Dave Griggs, *Flooring America*

Vicki Kemna, *Boone Electric Cooperative*

Paul Land, *Plaza Commercial Realty*

James Roark-Gruender, *Passions*

Lili Vianello, *McDonald's*

Felice Brown, *Resident (past)*

Tom May, *Break Time/MFA (past)*

Carrie Gartner, *Executive Director*

We're a collection of doers. We learn, we fix, we build.

Whether it's souping up your car or sprucing up your house,
grilling a steak or planting a garden,
we have the knowledge and the tools to
get the job done.

Now we're taking that same DIY approach to
improving The Loop.

No longer satisfied being a quick route through town,
we're building on our strengths and creating
a corridor of learning opportunities, creative endeavors, and
economic engines—all with the same get-it-done
attitude we're known for.



My dream for the Loop is to be a destination place that people want to visit, not just a place that people pass through. I see it being fun, funky, vibrant, welcoming—and something that people and businesses want to be a part of.

James Roark-Gruender
Passions
@ Columbia Missourian

MAKE



\$13,556,619

Total Assessed Value



12%

Increase over previous year



\$576,544

New Construction



1857%

Increase over previous year

HIGHLIGHTS

- ▶ City of Columbia completes undergrounding of utility lines from I-70 to Providence.
- ▶ MODOT reconstructs three I-70 bridges and includes two new landscaped roundabouts at West and a new dogbone with crosswalks at Rangeline.
- ▶ A new crosswalk and multi-use path at the roundabouts provide a safe route to Cosmo Park from the Business Loop.
- ▶ New improvements are made to Head Motor, Kia of Columbia, J.D. Byrider, McCosh Chevrolet, Parkade Plaza, and the Boys and Girls Club.

INSIGHTS

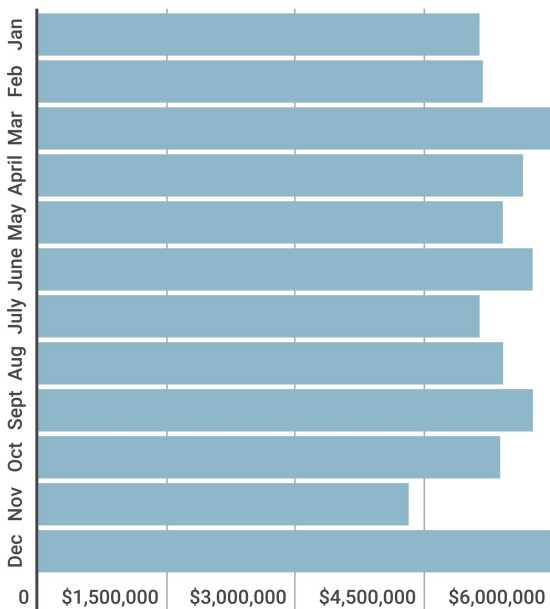
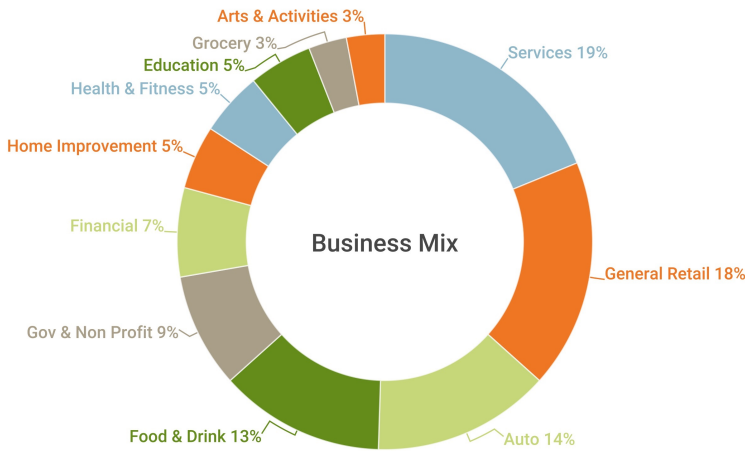
- ▶ Assessments are still low for such a key corridor but the dramatic increase in both property values and new construction is very encouraging.
- ▶ Property owners are moving forward on investments, demonstrating their commitment to the area and their confidence in the future.
- ▶ Public improvements create excitement in the community and can spur additional private investment.
- ▶ The Unified Development Code will expand investment opportunities by allowing new uses such as microbreweries and other artisan industries, as well as higher density development projects adjacent to transit corridors.



We're seeing progress [on the street]. It's improving in terms of utility lines and sidewalks, which makes it easier for kids to have safe [ways to] travel when they come to the club.

*Valorie Livingston
Boys and Girls Clubs
@ Columbia Missourian*

WORK



Monthly Sales (Non-Auto)

HIGHLIGHTS

- ▶ The corridor is home to over 170 businesses with a strong focus on home and auto. One member referred to The Loop as a “working men’s road,” highlighting a key differentiator from other retail areas.
- ▶ Boone Electric, True Media, Parkade Plaza, Hickman High School, and Mizzou North all serve as employment centers for the corridor.
- ▶ Numerous schools along the street mean over 4,000 students are seeking coffee, lunch, and WiFi between classes.
- ▶ Monthly sales for the corridor are strong and consistent.

INSIGHTS

- ▶ Stronger sales tax revenues than expected prove The Loop is a critical retail corridor for Columbia.
- ▶ Built-in customers—employees and students—can provide a foundation for increased retail and restaurant options.
- ▶ Many of our retailers are internet-proof. Home improvement, groceries, and auto service centers are all industries that are holding their own in the face of online commerce trends.
- ▶ Strong home and auto niches provide proof-of-concept to new investors and can help direct our business recruitment efforts.



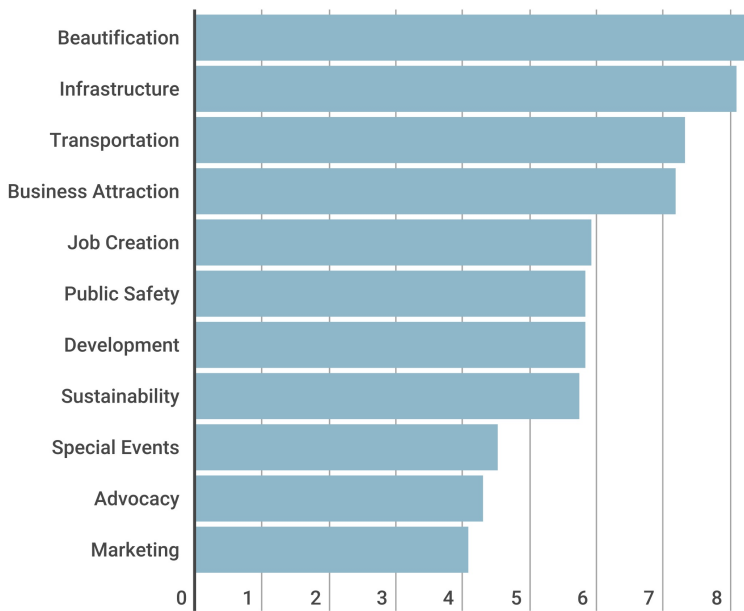
This is a really busy lunchtime road. We see 200 cars in this parking lot every day. I think anybody who doesn't think about doing business at the Business Loop is missing out....Everybody thinks: "Oh you need to go south of town." Everybody tells me that. I wouldn't do it for a million dollars.

*Jeff Spencer
Just Jeff's Street Food
@ Columbia Missourian*

A lot of people drive up and down the Business Loop all day, every day. There's a lot of exposure for us to those people. We like the whole northside that we're on.

*Lloyd Henry
Big Daddy's BBQ
@ Columbia Missourian*

PLAN



Priorities for the Corridor

HIGHLIGHTS

- ▶ Initial surveying of priorities found that beautification and infrastructure were most important with transportation/ access and businesses development following close behind.
- ▶ Corridor planning is our top priority, with over 60% of our budget dedicated to creating a master plan that addresses the community's needs.
- ▶ We've hired Arcturis to develop a master plan for the corridor and our initial public planning meeting was held in July. Our goal is to have a completed plan, including action steps, by the end of the year.

INSIGHTS

- ▶ Two-thirds of respondents visit The Loop once a week with shopping as the main activity. People are also asking for more retail choices, showing us a path forward for future planning efforts.
 - ▶ We have strong public support for improvements to the corridor, particularly given how the street compares to other, newer commercial areas.
 - ▶ A complete transformation of the corridor is a decade-long project but our consultants will be offering phased-in upgrades to allow us to make some visible changes quickly.
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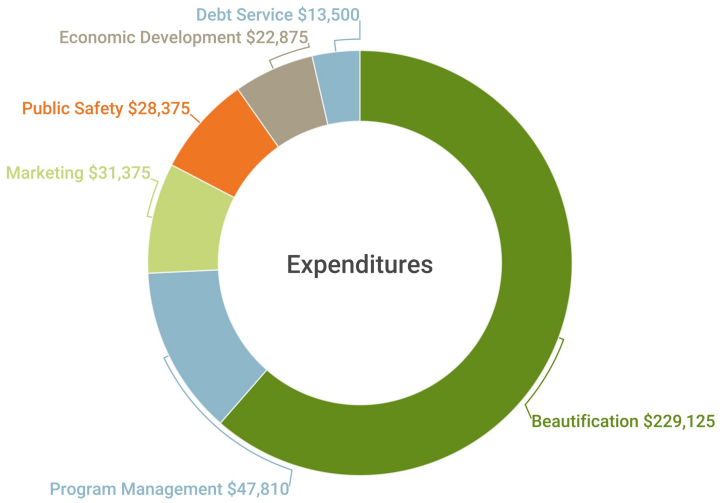
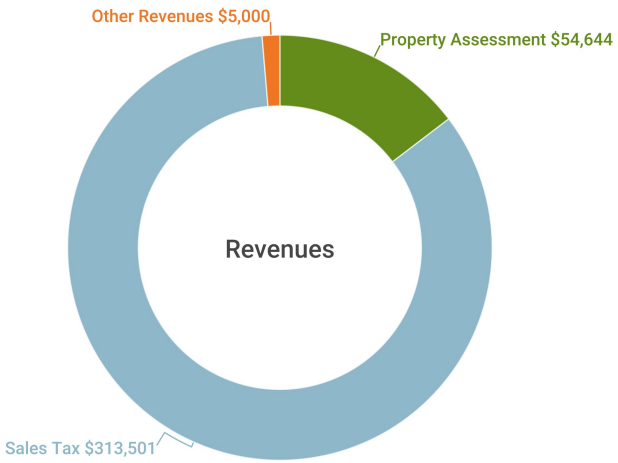


I would like [The Loop] to have a sense of place, but I would like for it to have its own sense of place.

It's a different demographic here. There are a lot more industrial buildings here, and I think it would be interesting to capitalize on those things that are already here to develop a unique kind of ethos for this community and one that's very distinct from other districts...so it has a unique identity.

*Linda Schust
Jabberwocky Studios
@ Columbia Missourian*

FY18 BUDGET



FY18 PROJECTED REVENUES

Sales Tax	\$313,501
Property Assessments	\$54,644
Other Revenues	\$5,000

\$373,145

FY18 PLANNED EXPENDITURES

Beautification	\$229,125
Program Management	\$47,810
Marketing	\$31,375
Public Safety	\$28,375
Economic Development	\$22,875
Debt Service	\$13,500

\$373,060



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