



Featured Street Artists:

Maura Mudd
Karina Bedilion
Elise Buchheit
Renée Monroe
Michelle Marcum



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The Loop

Annual Report 2022



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.
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Who We Are

Michele Batye | Flooring America

Karen Geotz | Dive Bar

Sara Huaco | Carlito's Cabo

Ryan Euliss | Boone Electric Cooperative

Jay Rader | Business Loop 70 Properties

James Roark-Gruender | Passions

Linda Schust | Jabberwocky Studios

Carrie Gartner | Executive Director

Rae Adams | Event Coordinator

Jamie Davis | Kitchen Manager

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

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

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

**Guiding our efforts are a 10-year Corridor
Plan to revitalize the street and an
Economic Development Plan to attract
local, small-scale makers and
manufacturers to the area.**

**We're making it good to
be in The Loop.**



Make

Maker City

CoMo Cooks Shared Kitchen

The Loop CID took over full management of the shared kitchen and with the closure of Mizzou North, we were immediately faced with finding a new location. We found a 3200 square foot street-level space right across the street with enough room for both our office and a permanent kitchen. We secured a \$250,000 Workforce Development Grant from the City of Columbia for build out and equipment and construction has begun. This kitchen will be a catalyst for increased economic activity on the street.

The Packing House

Our newest initiative is a manufacturing component of the shared kitchen called The Packing House, designed to help local farmers transform their crops into value-added products. We teamed up with Root Cellar and Greenbelt Land Trust of Mid-Missouri on a nearly \$600,000 USDA grant to strengthen regional food supply chains. Farmers can now process crops in our kitchen, freezing and packaging fruits and vegetables for retail and wholesale distribution.

Shared Spaces

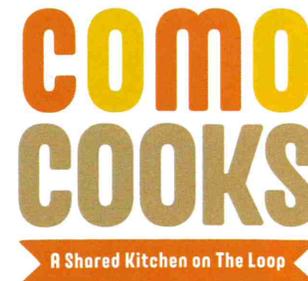
Small startups can't always afford a stand alone location so we're turning to shared spaces as a way to foster new businesses. Our CoMo Cooks Shared Kitchen provides accessible, inclusive, and affordable kitchen space for starting and expanding local food-based businesses. The MACCLab at Parkade Plaza 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.

Scholarship Assistance

As affordable as shared spaces can be for start-ups, membership fees can pose an obstacle, particularly for those who have been historically impacted by racial, social, and economic inequality. As part of the City of Columbia's grant, the MACCLab Makerspace has been awarded \$75,000 for scholarships and CoMo Cooks has been awarded \$15,000 for minority scholarships. We already have two scholarship recipients working out of our kitchen and it's a great way for us to help new business start-ups.

Advertising

A grant from Etsy and the Mastercard Center for Inclusive Growth allowed us to launch the CRE[8] Maker City campaign on YouTube, Facebook, and other social media sites. The goal was to recruit makers to our shared spaces, advertise our online Makers Directory, and position The Loop as a place that welcomes and supports local makers and creatives. The campaign received 705,706 impressions in November and 853,658 in December. Overall, the campaign was successful at targeting cooks and other makers and introducing them to our shared spaces. An added benefit was highlighting the Maker Directory at www.CRE8como.com in time for holiday shopping and connecting it to our Fall Maker Market held at the Pop-Up Park.





Work

**IT'S
GOOD
TO BE
IN THE
LOOP**



\$14,190,248

Commercial Valuations



\$497,568

Utility Valuations



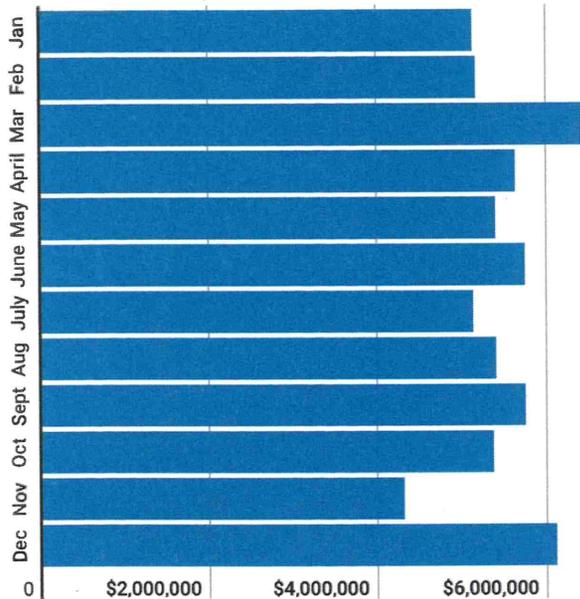
\$36,537

Residential Valuations



.3%

Decrease over previous year



Monthly Sales (Non-Auto)

Insights

- Despite the pandemic, we saw no decrease in sales in 2020. As further proof of the economic strength of this area, sales increased by more than 7% in 2021.
- A good portion of our sales are tied to home improvement—new construction or remodeling—so we are watching the housing market carefully.
- The Loop CID generated over \$1.36 million in sales tax revenue for the City of Columbia in 2021.
- Property values remained steady with drop of less than one percent. We anticipate total valuations dropping in the future as ownership of some key properties shifts to nonprofits.
- Likewise, we also anticipate a future decrease in overall sales as the use of some properties shifts from retail sales to social and community services.
- The Loop continues to be an attractive and affordable location for new businesses. As a result, our vacancy rate averages around 3%. This lack of available space highlights the need for shared spaces to accommodate new business start-ups.
- 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

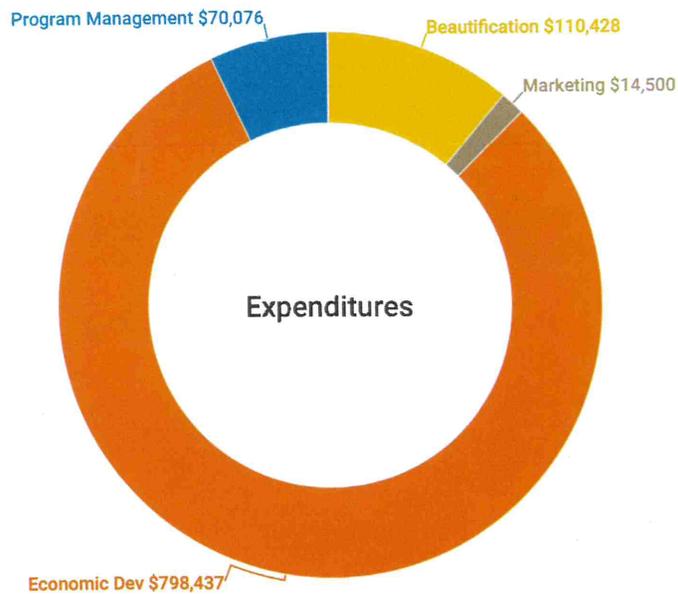
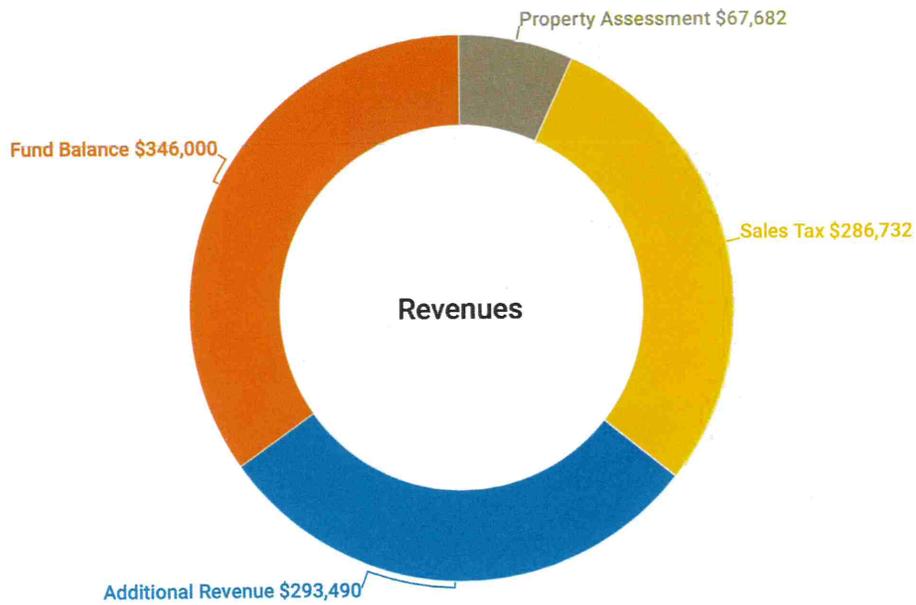


Achievements

- Completed the second round of Street Art installations where we asked local artists and graphic designers to create works of art that reflected The Loop and the activities along the street.
- Landscaped the Pop-Up Park and the Bike Repair Station with flowers and herbs.
- The Loop CID generated over \$1.36 million in sales tax revenue for the City of Columbia in 2021.
- Hosted Pop-Up Park events like our family-oriented STEAM Bus Brunch, our bi-yearly Maker Market, and food trucks or other pop-ups. Locals are also using the space for family events or music concerts.
- Increased advertising to highlight the people along The Loop and what their businesses do best.
- Continued working with the City of Columbia to improve the infrastructure along the corridor, including undergrounding of utility lines and other critical projects.
- Received a \$250,000 City of Columbia Workforce Development Grant to build and equip our permanent shared kitchen and provide scholarships to minority chefs.
- Partnered with the Root Cellar and Greenbelt Land Trust of Mid-Missouri on a nearly \$600,000 USDA Grant to assist local farmers producing value-added products at our shared kitchen.
- Moved the Loop office to a street-level, more accessible location. The CoMo Cooks Shared Kitchen will be integrated into this new space with construction anticipated to be completed in early 2023.



FY23 Budget



FY23 Projected Revenues

Sales Tax	\$286,732
Property Assessments	\$67,682
Fund Balance Draw Down	\$346,000
Additional Revenues	\$293,490

City Workforce Development Grant,

USDA Grant, kitchen revenues

\$993,904

FY23 Planned Expenditures

Economic Development	\$798,437
Beautification	\$110,428
Program Management	\$70,076
Marketing	\$14,500

\$993,441