Staff Report

To: The Loop CID Board

From: Carrie Gartner

Date: June 5, 2018

Re: FY2019 Expenditures

Expenditures

Overview

Our budget document is organized based on the project areas included in the CID Petition including beautification and streetscape, public safety, economic development, marketing, and advocacy.
After the district was established, we drafted a survey designed to prioritize projects on The Loop. This was sent to property owners, business owners, residents, neighborhood associations, and was placed on our website for the community at large.

Survey Results

Respondents were asked to select the most important area of focus for The Loop. Below are the tallied results.

Improvements to make The Loop more attractive (landscaping, streetscape, banners, etc.)	28.42%
Business development, recruitment, and retention	17.37%
Infrastructure improvements (sidewalks, undergrounding of power lines, stormwater, etc.)	15.79%
Transportation (accessibility, parking, bikeability, bus systems, walkability, etc.)	15.26%
Public safety programs	8.42%
Job creation and workforce development	6.32%
Sustainability (recycling, green space, energy use, etc.)	2.63%
Marketing and branding programs for The Loop	2.11%
Promotion of diverse development projects along The Loop	2.11%
Advocacy to educate the city and region on the importance of The Loop	1.05%
Support for special events	0.53%

The bulk of these responses fall under our Corridor Plan and the board has already set this as our top funding priority.

<u>Corridor Plan Goals</u>

- 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

<u>Criteria for Threshold Projects</u>

1) Prioritize projects which will make a visible impact and demonstrate the value of the plan.
2) Ensure that projects are not clustered in one section of the corridor.
3) Don't make small improvements in areas where planned large-scale improvements will necessitate undoing all our work.
4) Focus on enhancing projects which are already in the works to get more bang for our buck.

Below are proposed expenditures based on the above priorities and board input. Please note that the projects are divided into recurring and non-recurring. It's important that recurring projects do not become a large percentage of our expenses because it would prevent us from having the funds for one-time projects. The budget submitted to City Council and the MO Department of Economic Development will reorganize these expenditures as either capital or operational, as per state statute.

All the items listed below are staff recommendations and will be reviewed by the board in light of member needs.

1) Beautification and Streetscape (Environment)

<u>Recommendation</u>:

- **Banner Installation** (Recurring - Operational)
  Banner upkeep.

  Plan Goals:
    - Enhance the Streetscape
    - Define the Street's Identity

  Cost: $1000 plus committee/staff time

- **Landscaping/Maintenance** (Recurring - Operational)
  Threshold Project. While major landscaping projects will require upgrades to the street or the medians, there is at least one key area that we can landscape in year one—the small landscaping bed on the ADA ramp by Hickman. This would include watering, weeding and other maintenance of public landscaping.

Plan Goals:
- Enhance the Streetscape
- Green the Street
- Define the Street's Identity

Cost: $10,000 plus committee/staff time

- **Traffic Box Art** (Recurring - Capital)
  Threshold Project. Establish a yearly traffic box art program similar to the one downtown. FY 2019 would include two boxes at an estimated cost of $2000 each for labor and materials. The first year could include one utility box on the Business Loop and funding for one adjacent to the street planned by the Ridgeway Neighborhood Association.

  Plan Goals:
  - Enhance the Streetscape
  - Define the Street's Identity

Cost: $4,000 plus committee/staff time

- **Environmental Graphics** - (Non-Recurring - Operational)
  Threshold Project. Development of a coherent graphic design kit for environmental graphics for banners, crosswalks, signage, etc. This amount is an estimate of costs. Scope of work must be negotiated and contract approved prior to purchase.

  Plan Goals:
  - Enhance the Streetscape
  - Define the Street's Identity

Cost: $19,300 plus committee/staff time

- **Landscaping/Planting** - (Non-Recurring - Capital)
  Threshold Project. See above for details. Supplies and labor to establish public landscaping.

  Plan Goals:
  - Enhance the Streetscape
  - Green the Street
  - Define the Street's Identity

Cost: $10,000 plus committee/staff time

- **Pop Up Festival Lot** - (Non-Recurring - Capital)
  Threshold Project. Create a public gathering space on the Boone Electric lot on the east end of the corridor. It would include an outdoor eating area with tables, benches, chairs, and potted plants along with dedicated space for food truck parking. Other amenities could include a stage, area for lawn games, and wifi. Fencing, a portable restroom, electric, and access to water will also be necessary. This pop-up space can also serve as proof-of-concept for a restaurant or other business with an outdoor patio.

  The Corridor Plan estimates 115,000 - $140,000 for the space, not including development costs. This plan can be scaled back in line with other tactical urbanism projects that emphasize quick

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and inexpensive changes (which can be upgraded at a later date.) While fundraising/in-kind efforts are already underway, this will be our signature FY19 project and our investment reflects that.

Plan Goals:
- Green the Street
- Enhance the Streetscape
- Create Public Spaces
- Define the Street's Identity
- Attract Economic Investment

Cost: *$100,000 plus committee/staff time*

- **Pop Up Space** - (Non-Recurring - Capital)
Threshold Project. The plan calls for a number of gathering spaces along the street, mainly at intersections. The first can be placed at the Madison/Parkade intersection to take advantage of the city's planned bike boulevard. This pop up space would have a bike repair station, air pump, and a bench for seating. It would also have branded signage at the location as well as directional signage to the south, directing people to the area. This can be done in conjunction with crosswalk improvements.

Plan Goals:
- Enhance the Streetscape
- Improve the Bicycle Network
- Create Public Spaces
- Define the Street's Identity

Cost: *$10,000 plus committee/staff time*

- **Temporary Streetscape Project** - (Non-Recurring - Operational)
Threshold Project. Temporary demonstration of proposed streetscape, in conjunction with an event celebrating the new Bike Boulevard.

Plan Goals:
- Manage Access and Traffic
- Enhance the Streetscape
- Extend the Pedestrian Environment
- Improve the Bicycle Network
- Create Public Spaces
- Define the Street's Identity

Cost: *$3,000 plus committee/staff time*

2) Public Safety (Environment)

Recommendation:

- Crosswalk Enhancements - (Non-Recurring - Capital)
  Threshold Project. The corridor only has 7 crosswalks (with additional crosswalks planned for the bike boulevard at Madison/Parkade). Repainting and highlighting the existing crosswalks and the approach to crosswalks to better alert drivers to the presence of pedestrians and provide a sense of safety to those on foot. It will also add a fun, graphic element to the street. Possible options include repainting faded crosswalks, shifting from parallel crosswalks to zebra crosswalks, adding colored pavement along the crosswalk or through the intersection, and adding colorful graphics along the sidewalks approaching the crosswalks. It is possible that basic crosswalk repainting could be coordinated with MODOT's existing maintenance schedule.

  Plan Goals:
    - Enhance the Streetscape
    - Extend the Pedestrian Environment
    - Create Public Spaces
    - Define the Street's Identity

  Cost: $20,000 plus committee/staff time

3) Economic Development (Economy)

Recommendation:

- Industry Membership (Recurring - Operational)
  Includes the Chamber, IDA, PedNet, and reserve funds for additional opportunities.
  Cost: $1,500 plus committee/staff time

- Economic Development Marketing (Recurring - Operational)
  Marketing to attract businesses and investment to the corridor.
  Cost: $1,500 plus committee/staff time

- Economic Development Marketing (Non-Recurring - Operational)
  One-time development of a brochure focusing on corridor planning efforts.
  Cost: $1,500 plus committee/staff time

4) Marketing (Economy)

Recommendation:

- Advertising (Recurring – Operational)
  Promotion of goods and services along The Loop.
  Cost: $8,000 plus committee/staff time

- Postage (Recurring - Operational)
  Communications with members, stakeholders, and the public, including monthly public meeting postcards.
  Cost: $1,500 plus committee/staff time

- Printing (Recurring – Operational)
  Communications with members, stakeholders, and the public, including the Annual Report.
  Cost: $1,500 plus committee/staff time

- Web/Internet Services (Recurring - Operational)
  Website registration and hosting, google hosted apps, various online services such as Mail Chimp and Survey Monkey.
  Cost: $2,200 plus committee/staff time

5) Fund Balance

We currently have $196,869 cash on hand, largely in anticipation of the passage of our Loop Corridor Plan. Adding to our fund balance will help keep our Corridor Plan on track and allow us to seek matching grants. In addition, best practices recommend 6-9 months of emergency operating funds.

Cost: $60,000

7) Program Management and Administration

Recommendation:

- Program Management. Basic overhead costs (Recurring - Operational)
  Cost: $52,251

- Program Administration. All programs and services provided by the Loop CID require staff and office support. Salary is split between the four program areas (Recurring Environment, Non-Recurring Environment, Recurring Economy, Non-Recurring Economy) to properly account for staff time and resources. Included in this budget is a 2% COLA increase, pending board approval. (Recurring – Operational)
  Cost: $74,970

- Legal. Legal and other fees related to established of the district. Any unused funds will revert to the fund balance. (Non-Recurring - Operating)
  Cost: $12,000