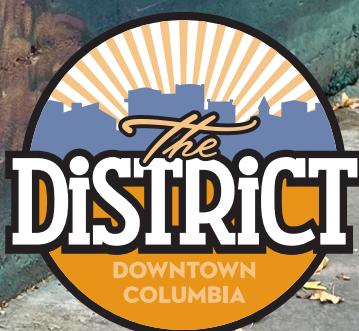


IT'S
GOOD
TO BE
HERE



2025 ANNUAL REPORT



HELLO

Dear Friends and Partners,

As we reflect on 2025, it's clear that this has been a year of both meaningful progress and important reflection for the Downtown Community Improvement District. The District continues to serve as the heart of Columbia where business, culture, and community intersect, but we also recognize that keeping downtown vibrant means staying responsive to its challenges as well as its opportunities.

Public safety has rightly been at the forefront of conversation. Our board and staff have continued to work closely with city partners, law enforcement, and service organizations to address concerns related to late-night activity, the unsheltered population, and overall perceptions of safety. Initiatives like our Block by Block Ambassadors, increased lighting and cleanliness efforts, and outreach partnerships are all steps toward a safer, more welcoming environment and we know this work must continue and evolve.

At the same time, we've remained committed to the programs and experiences that make downtown thrive: from events like Dog Days, Busker Fest, and Halloweenie to beautification and business support initiatives that strengthen our local economy. These efforts not only bring people together but remind us why downtown Columbia is a place worth investing in – lively, creative, and full of connection.

I want to extend sincere thanks to our board, our staff, our business owners, and our many partners who continue to engage with purpose and passion. Your collaboration ensures that The District remains both a destination and a community. One that is safe, welcoming, and reflective of Columbia's best.

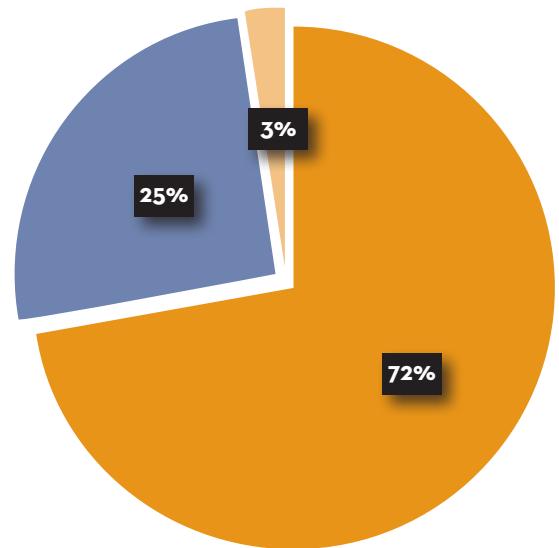
As we move into 2026, we remain focused on transparency, collaboration, and sustained action ensuring that downtown is not only a great place to visit and do business, but a place where everyone feels secure and proud to belong.

Aric Jarvis
Downtown CID Board Chair
info@discoverthdistrict.com
(573)442-6816
discoverthdistrict.com



FY 2025 BUDGET

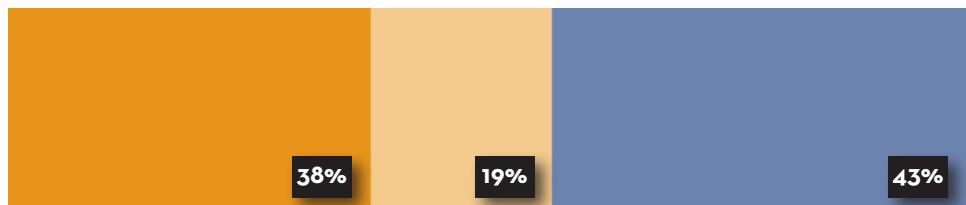
Real Estate
The District



REVENUE **\$1,147,449**

\$828,964	Sales Tax
\$290,928	Property Assessment
\$27,557	Interest Income and Miscellaneous

EXPENDITURES **\$1,013,957**



\$384,145 Environment: Streetscape, Cleaning, and Safety

\$190,524 Economy: Economic Development and Marketing

\$439,288 Program Management and Support

SPECIAL PROJECTS (NON-RECURRING EXPENDITURES) **\$105,967**

WHAT IS THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT?

The Downtown Community Improvement District (CID) is an independent organization dedicated to keeping Columbia's downtown— The District – vital.

The District is bounded by three colleges and encompasses 50 square blocks, more than 300 individual properties, nearly 5,000 residents, and more than 600 businesses, non-profits, and government entities.

A 15-member board of directors governs the Downtown CID, representing property owners, business owners, and residents throughout The District. The Downtown CID is funded through assessments on properties in The District and through a half cent sales tax.

The Downtown CID strives to do the following:

- Encourage a centrally located, live/work/play neighborhood
- Create an authentic, dense, and sustainable urban space
- Cultivate a creative and innovative culture of diverse enterprises
- Maintain the local and eclectic flavor of the area



FIVE YEAR PLAN 2025 - 2029

Mission

The purposes of the Downtown CID (The District) are to:

- Form and govern The District in accordance with the Act and the revised statutes of the State of Missouri
- Provide or cause to be provided, for the benefit of The District, certain improvements and services described below (the CID Projects)
- Obtain financing for the costs, expenditures and undertakings of The District
- To levy and collect the authorized funding mechanisms authorized by the Act and approved in the Petition by the qualified voters as necessary in order to provide a source of repayment for CID Obligations issued to finance the CID Projects.
- To complete the tasks stated in the Petition
- Fulfill other purposes as authorized by the Act

Improvements and Services 2025-2029

The improvements to be constructed by The District and the services to be provided by The District may include, but not be limited to, the following:

Enhance the Downtown Environment

SAFETY

- Implement effective solutions to decrease aggressive panhandling downtown
- Provide homeless outreach to improve lives of community members without a home
- Enhance security in The District in order to prevent crimes, particularly those crimes resulting from loitering and intoxication
- Track and fix/report broken curbs and sidewalks to the City
- Advocate for the Columbia Police Department to develop and implement plan to recruit more officers and community aids and for proactive policing in The District
- Advocate and prioritize enforcement of ordinances in regards to loitering, panhandling, and other public nuisances that have the potential to have a negative impact on The District businesses

GREEN SPACE AND BEAUTIFICATION

- Continue to implement the Gateways Master Plan
- Work with the City to provide continued alleyway cleaning
- Improve streetscape, landscape, trees, and planters within The District
- Advocate for the undergrounding of powerlines in The District
- Select and implement new holiday decorations to cover more areas in The District and drive more interest and visits

PARKING

- Improve signage for parking within The District
- Advocate for clean and safe parking garages
- Improve messaging for the availability of parking in the District
- Monitor and advocate, when necessary, the need for additional parking structures within The District

PUBLIC ART

- Add sculptures to the Flat Branch Park extension on a rotational schedule to add interest in park
- Add door art, creating alleyway galleries to prevent graffiti and improve the interest and appearance of alleys
- Projections onto parking garages for special occasions

Enhanced Marketing and Advocacy of Downtown

PERCEPTION OF THE DISTRICT

- Promote a positive image of the area on variety of medias
- Combat false perceptions on the ease of parking
- Increase the perception of safety downtown with statistics
- Ensure that District resources are evenly applied to all areas of The District

MARKETING OF EVENTS

- Create more events to increase reach
- Advertise current events, increase tourism, and foster greater participation and buy-in
- Encourage and simplify process for third-party hosted events to come to The District

ADVOCACY OF THE DOWNTOWN TO THE CITY AND STATE

- Lobby for improvements in public transportation, safety, and parking downtown
- Work with the City on projects identified by The District to be a priority
- Look for grants and partnerships that will add to The District's environment and public art
- Start the steps for repetition
- Continue to show the value and impact The District has on the downtown community

Enhance the Downtown Economy

ENHANCED COMMUNICATION WITH BUSINESSES

- Maintain a full database of businesses in The District with contacts
- Maintain an updated website that is the authority of events and connections in the community and increase ease of doing business downtown
- Employ a variety of communication methods to increase the knowledge of business owners on current events and issues occurring in The District

RECRUITMENT OF BUSINESSES

- Advocate to new and expanding businesses to locate in The District and improve working relations with realtors
- Expand the boundaries of The District
- Reach out to expanding businesses in similar towns to encourage the mix of businesses within The District
- Increase the ease of doing business in The District with how to instructions and addressing rent and vacancies
- Help new and current businesses succeed by accumulating information, supporting resources currently available

- Create checklist of things new owners should do in their first years of business and establish standard follow up
- Collaborate with local organizations to create free classes on bookkeeping, expense management, social media, websites, taxes and offer grants for course completion
- Provide incentive for businesses to come and stay in The District
- Provide and promote a unified gift card program for all businesses within The District

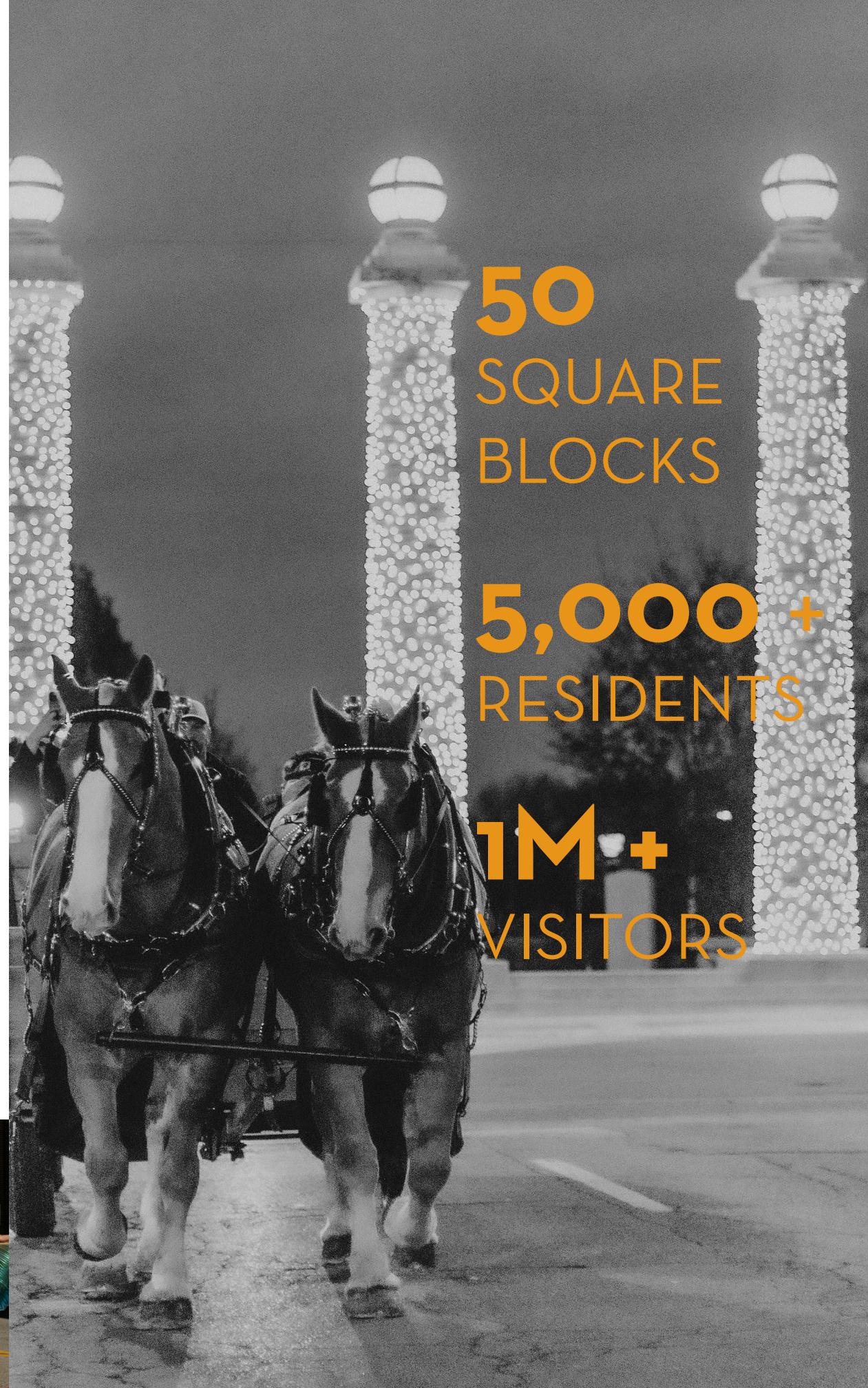
Operations and Governance

The operations and governance of The District shall include, but not be limited to, the following:

- Adopting bylaws, passing resolutions, and otherwise governing The District in the manner required by the Act and the revised statutes of the State of Missouri
- Developing funding sources, including the levying of the special assessments necessary in order to pay for the required expenses and costs of The District in a manner authorized by the Act
- Providing such accounting, reports and communications as are required by the Act
- Employing or contracting for necessary agents, attorneys, engineers, appraisers, construction managers, environmental inspectors and experts of various types and descriptions in order to obtain competent plans and contracts for the construction of District Projects, as described in the Petition
- Arranging for the construction of District Projects in accordance with approved plans
- Complying with the terms and conditions of the ordinance of the City authorizing the creation of The District
- Providing such other services as are authorized by the Act

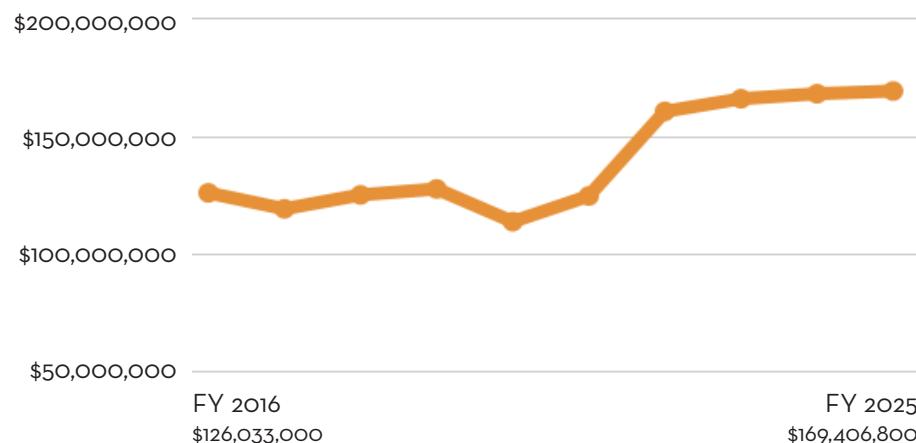
Budget

The Petitioners submit that the majority of District projects are ongoing expenses that will be incurred each year The District is in existence. The budget contemplates revenue sources authorized by the Act which will fund and fully pay for the cost of each of the line items contained within the Budget over a period of time of not to exceed twenty (20) years, and this, in turn, presumes the establishment of dependable revenue sources for The District. The Petitioners represent and believe that the projected special assessments for the properties located within The District and the revenues generated by the additional sales tax should be sufficient to provide a reliable funding source sufficient to cover the costs of The District, as depicted in the Budget.



SALES IN THE DISTRICT

SALES IN THE DISTRICT HAVE GROWN BY 34%
OVER THE LAST TEN YEARS.



DOWNTOWN COLUMBIA GIFT CARDS

Introduced in winter 2024, the Downtown Columbia Gift Card makes it easy to gift local and keep dollars downtown.

IN THE FIRST YEAR

- 1,240** CARDS SOLD
- \$42,135** VALUE LOADED
- 33.19%** REDEMPTION RATE
\$13,983.92 IN TRANSACTIONS
- 65** PARTICIPATING BUSINESSES



FY 2025 FIGURES



BLOCK BY BLOCK

The District's Cleaning Ambassadors work seven-days a week—no matter the weather—to ensure The District is clean and welcoming. In addition, our ambassadors are called upon to clean up human and pet waste, report broken compactors and track broken curbs.

BY THE NUMBERS

- 819** GRAFFITI AND ILLEGAL STICKERS REMOVED
- 30,154** POUNDS OF TRASH REMOVED FROM SIDEWALKS
- 4,760** POUNDS OF TRASH REMOVED FROM AROUND DUMPSTERS AND COMPACTORS
- 53** DIRECTION OR ASSISTANCE PROVIDED
- 1,325** DISTRICT CIGARETTE CONTAINERS EMPTIED, AND CIGARETTES RECYCLED

4 A CHANGE

The District contracts 4A Change to assist with our unhoused population that frequents The District. Last year 4A Change assisted by providing the following services.

BY THE NUMBERS

- 36** ASSISTANCE IN OBTAINING JOB
- 77** COACHING OF HOMELESS GROUPS OR INDIVIDUALS
- 33** CAMPING CLEAN-UP MOVED
- 84** HELP GET HOUSING
- 62** TRANSPORT TO SERVICES
- 47** TRANSPORT TO HEALTH SERVICES
- 34** CALL FOR BUSINESSES
- 18** DE-ESCALATION
- 27** HELP WITH PAPERWORK - GETTING SS, DRIVERS LICENSE, ETC.
- 82** ASSIST IN GETTING PSYCHIATRIC HELP
- 24** HELP WITH CLOTHING, ETC.
- 38** CONNECT WITH SERVICES
- 11** ASSIST IN GETTING TO COURT
- 14** TRANSPORT OUT OF TOWN

YEAR IN REVIEW

In 2025, The District focused on what matters most to downtown Columbia: welcoming streets, thriving small businesses, a clean and safe environment, and memorable traditions that bring our community together.

Wayfinding & First Impressions

- We continued working with Corbin on District-wide wayfinding to improve how visitors navigate parking, shopping, dining, arts, and nightlife. With installation expected in 2027.
- Broadway Planters – The District assumed full responsibility, from the City of Columbia, for the raised planters along Broadway—bringing seasonal color, pollinator-friendly plantings, and consistent maintenance. \$20,000 well spent, with new fall/winter plantings planned.

Downtown Columbia Gift Card Program

Introduced in winter 2024, the Downtown Columbia Gift Card makes it easy to gift local and keep dollars downtown.

Cards sold: 1,240

Value loaded total: \$42,135

Redemption rate: \$13,983.92 in transactions, equaling 33.19% redeemed thus far

Participating businesses: 65

Holiday Traditions & Winter Activation

Continuing our holiday traditions, we brought back horse-drawn carriages, holiday lighting, Living Windows Festival, and more—and welcomed back the Wassail Stroll as a new favorite. You will also notice new holiday decorations along Broadway and 9th Street.

Clean & Safe: Strong Partnerships, Visible Results

- CPD Substation at The District (Year 10). Hosting the Columbia Police Department substation in our offices continues to strengthen communication, problem-solving, and presence downtown. District staff joined CPD for a night walk of The District and hosted our first full safety seminar—Safety, Support, Solutions.
- Block by Block (BBB) remains our cleaning partner (10+ years) and, in partnership with the City of Columbia, continues the Alleyway Cleaning program. Focused alley care improved the look and feel of service corridors and back-of-house entries.
- The District continues our contract with 4A Change to assist with our unhoused population that frequents The District. 4A Change assisted by providing the following services.
 - Assistance in obtaining job - 36 times
 - Coaching of homeless groups or individuals - 77
 - Camping clean-up moved - 33
 - Help get housing - 84
 - Transport to services - 62
 - Transport to health services - 47
 - Call for businesses - 34
 - De-escalation - 18
 - Help with paperwork - getting SS, Drivers license, etc. - 27
 - Assist in getting psychiatric help - 82
 - Help with clothing, etc. - 24
 - Connect with services - 38
 - Assist in getting to court - 11
 - Transport out of town - 14

Economic Vitality & Small Business Support

The Shops at Sharp End. Partnered with REDI/CMCA and community mentors to support entrepreneurs with space, coaching, and visibility.

District Grants & Incentives.

- Minority-Owned Business Grants: 5 grants yearly totaling \$25,000 for startup growth, equipment, and marketing. This is our 4th year of this grant.
- Camera Grants: 28 awards to enhance safety and deter property crime. Totaling close to \$60,000

Historic Preservation & Placemaking

The District worked closely with citizens and the City of Columbia on the McKinney Building Task Force to shape the future of this historic Black-owned and Black-built building. Plans aim to keep this a community space, and we look forward to its rehabilitation in the coming years.

Streets for the People

At the Mayor's request, The District is supporting a pedestrian street in the downtown area. The Pedestrian Streets Workgroup continues planning and community dialogue for people-first streets—including data collection, merchant listening sessions, and coordination with City staff on pedestrian-friendly concepts for key corridors.

Events, Marketing & Storytelling

- Signature events anchored the calendar and drove foot traffic: Shop Hops, Busker Fest, Dog Days Sidewalk Sale, Spring Shop Hop, Halloweenie, Living Windows, and more.
- The District collaborated with CVB, The Tiger Hotel, Missouri Restaurant Association, and the Columbia Hospitality Association to launch a citywide CoMo Restaurant Week.
- The District sponsored a traveling Vintage Fest, bringing 4,000+ shoppers into The District.
- Vox Magazine and the Columbia Missourian produced two District-specific guides—Winter events and a new Spring Guide to The District sent to over 38,000 homes and locations.
- Kindness Murals arrive in 2026, thanks to partnerships with Children's Grove and the City of Columbia Office of Cultural Affairs.

Advocacy & Collaboration

We worked alongside the City of Columbia, CPD, REDI, CMCA, the Chamber, the Missouri Women's Business Center, neighborhood groups, and property owners to align on safety, wayfinding, access/parking, and economic development priorities.

Follow our progress: DiscoverTheDistrict.com



WHO WE ARE

DISTRICT STAFF



Nickie Davis
Executive Director



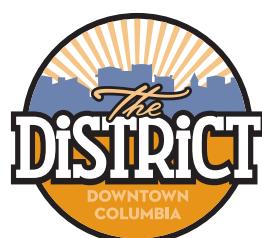
Kathy Becker
Director of Operations



Nikki Reese
Events & Business
Coordinator



Ellen Nimmo
Office Manager



The District
11 S. Tenth Street
Columbia, MO 65201
discoverthedistrict.com

BOARD OF DIRECTORS



Russell Boyt
Russell Boyt Real Estate



Tootie Burns
Tootie Burns Mixed Media Arts



John Gilbreth
Pizza Tree & Main Squeeze



Kenny Greene
Monarch Jewelry



Ray Hall
DreamTree Academy 573



Aric Jarvis
The Broadway Hotel



Kathy Murphy
Commerce Bank



Mike Nolan
The Blue Note & Rose Music
Hall



Tanner Ott
Alley A Realty



Erica Pefferman
Flat Branch Bank



Lara Pieper
Bloom Bookkeeping



Deb Rust
Tellers & Sake



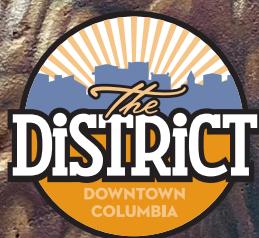
Mary Stauffer
Tallulahs

tallulahs
kitchen tabletop home

BRIGHT CITY LIGHTS
LIGHTING | FANS | ACCESSORIES

Jamie Varvaro
My House

Zach Wagner
Bright City Lights



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