

IT'S GOOD TO BE HERE



2022 Annual Report



The District
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Columbia, Missouri 65201
(573) 442-6816

discoverthedistrict.com





Greetings from the Board Chair

Hello from The District!

As a busy year ends, I am pleased with our accomplishments. While our businesses continue to recover from COVID, The District is vibrant, as shopping, dining, and entertainment return to pre-pandemic levels.

Throughout the year, we have continued our mission of enhancing downtown. We are committed to increasing the overall experience and value of being in The District for visitors, residents, and businesses. This includes meeting with the city's new *Orr Street Park Committee* to bring a seven-year dream to life—a new green space downtown.

We continue to work with city leaders to keep The District clean and safe. This year brought an increased awareness of the needs of the homeless and unsheltered in our community. We continue ongoing conversations with the city and other stakeholders to seek solutions. In the meantime, we partner with *4A Change* to provide outreach to those in need.

Our focus on safety has also resulted in new lighting. The District helped pay for new street lights downtown that can be adjusted to daylight brightness for increased visibility and crime prevention.

The District continues to support our businesses. We will be partnering with the city to keep our alleys cleaner. We are providing funds to downtown businesses for cameras, and we offer grants to minority entrepreneurs looking to start a business here.

We are proud to carry on signature events like Restaurant Week, Dog Days, Shop Hop, and Drinks in the District. New this year was Wellness Weekend. Events like these create excitement and activity and bring people downtown.

In closing, I want to thank *Executive Director* Nickie Davis, *Operations Director* Kathy Becker, and the CID Board of Directors. I also want to thank everyone who supports our local businesses. Because of you, it's good to be here.

Kenny Greene
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Fiscal Year 2022 Budget



REVENUE \$1,285,182

- \$740,000 Sales Tax
- \$292,182 Property Assessment
- \$250,000 Gateway Plaza Donations
- \$3,000 Interest Income

EXPENDITURES \$850,939



- \$342,035 Program Management
- \$217,614 Cleaning & Maintenance
- \$161,710 Marketing
- \$63,500 Economic Development
- \$34,480 Beautification/Streetscape
- \$31,600 Public Safety & Outreach

NON-RECURRING EXPENDITURES \$213,305

- \$106,305 Gateway Plaza
- \$62,000 Convention Center Study
- \$30,000 Camera Grants to Businesses
- \$15,000 Banner Purchases

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 2020-2025

Mission

The purposes of the Downtown CID 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 Downtown 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 of in the Petition and by the qualified voters as necessary in order to provide a source of repayment for Downtown CID obligations issued to finance the Downtown CID Projects
- To complete the tasks stated in the Petition
- Fulfill other purposes as authorized by the Act

Operations and Governance

The operations and governance of The Downtown CID 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 Downtown CID Projects, as described in the Petition
- Arranging for the construction of Downtown CID Projects in accordance with approved plans
- Complying with the terms and conditions of the ordinance of the City authorizing the creation of the Downtown CID
- Providing such other services as are authorized by the Act

Improvements and Services

The improvements to be constructed by the Downtown CID 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 lighting in the CID to prevent crimes at night, particularly those resulting from loitering and intoxication

- Track and fix/report broken curbs and sidewalks to the City
- Advocate for the Columbia Police Department to recruit more officers and community service aides, and for proactive policing in the CID

Green Space and Beautification

- Advocate for Ameren site to become a green space
- Implement the Gateway Plaza plan with the Flat Branch Park Extension
- Maintain the cleanliness of The District above the City's abilities: cleaning sidewalks, annually powerwashing alleys, removing graffiti, recycling cigarette butts, etc.
- Collaborate with the City to improve streetscapes, landscapes, horticulture, trees and planters
- Advocate for moving power lines in the CID underground
- Select and implement new holiday decorations to cover more area within the CID, and drive more interest and visits

Public Art

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

Enhance Marketing and Advocacy of Downtown

Perception of The District

- Promote a positive image of the area through various media
- Combat false perceptions on the ease of parking
- Increase the perception of safety downtown with statistics
- Alter logo to emphasize The District is Downtown CoMo
- Apply District resources more evenly to all areas of the CID

Marketing of Events

- Create more family-friendly 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 Downtown to the City and State

- Lobby for improvements in public transportation, safety, and parking downtown
- Apply for grants developed for urban areas and public art

Enhance the Downtown Economy

Enhanced Communication with Businesses

- Build a full database of businesses in the CID with contacts
- Build an updated website to become 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 CID

Recruitment of Businesses

- Advocate to new and expanding businesses to locate in the CID and improve working relations with REALTORS®
- Reach out to expanding businesses in similar sized towns to encourage a diverse business mix in the CID
- 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 compiling available information and supporting resources
- Create a business owners' roundtable for collective advice
- Create checklist of things new owners should do in their first years of business and establish standard follow-up procedures
- Collaborate with local organizations to create free classes on bookkeeping, expense management, social media, websites, taxes, and offer grants for course completion

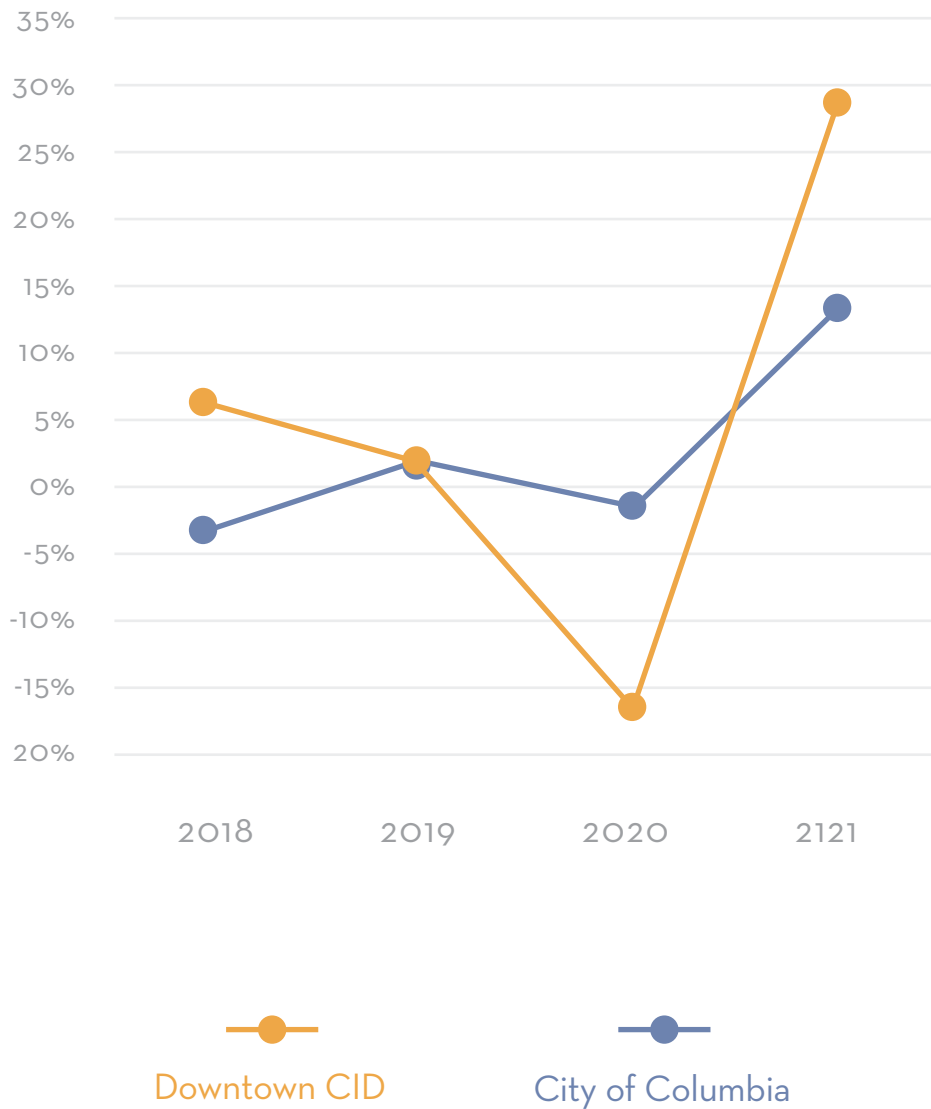
Budget

The Petitioners submit that the majority of the CID 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 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.



**The District
welcomed more
than 8 million
visitors
in 2022**

Year over year sales tax comparison between The District and the city of Columbia



This year, businesses in The District saw more than \$148 million in taxable sales

Year in Review

- The District sparked even brighter this year with an additional \$10,000 of new holiday decor throughout downtown.
- For the first time in ten years, horse-drawn carriage rides will be offered during the holidays. We are so excited to revive this downtown tradition, and offer these rides free to the public.
- Along with the fourteen events hosted out of The District offices, we added our first *Virtual Job Fair* in 2022 to help our short-staffed businesses find employees.
- While typically a function of the city, The District worked with Parks & Recreation to finish repairing, and pay for, the planters along Broadway.
- We maintain our important relationship with the *Columbia Police Department*. Together, we visited Atlanta to see possible camera systems for Columbia. We also updated the downtown CPD Substation, located in our office for the past ten years.
- *Block by Block* (BBB) continues to be our first line of defense in keeping The District clean and safe. BBB provides critical janitorial and ambassador services. With the help of city funding, we will be expanding our footprint into city-owned alleyways to help clean around trash and recycling bins, and educate businesses on proper usage.
- The second round of The District's *Minority-Owned Business Grants* reached over 20 applicants. We are excited to see this program grow and encourage more diverse business ownership downtown.
- Our *Alley Gallery* initiative has been a success. Four doorways, painted by local artists, now grace our alleyways with more in the works. The goal of this project is to increase public art, enhance safety, and prevent graffiti downtown.
- After years of planning (and waiting due to supply chain issues) new downtown street light upgrades have started. We worked with the city to map out locations for 94 new street lights that the Columbia Police Department can adjust as needed. The Downtown CID pledged and paid \$30,000 for these upgrades back in 2021.
- Together with the city's Parking Utility, we are working on creating several permanent *Curbside Pickup* spots. These 15-minute paid parking spaces will allow businesses to offer customers convenient pickup and drop-off.
- After meeting with multiple stakeholders, The District decided to submit a letter to the City of Columbia and council members asking for the end of homeless camping at Wabash Station. We asked the city to find proper alternatives, and to offer strong financial support to local entities already helping those in need.
- The District launched a *Convention Center Feasibility Study* with HVS to explore the need for a convention center downtown. Once findings are complete, we will work with the city, Convention & Visitors Bureau, and other stakeholders to develop next steps.
- The Downtown CID has set aside \$30,000 for *Camera Grants* to downtown businesses and property owners for outward-facing or outdoor cameras.

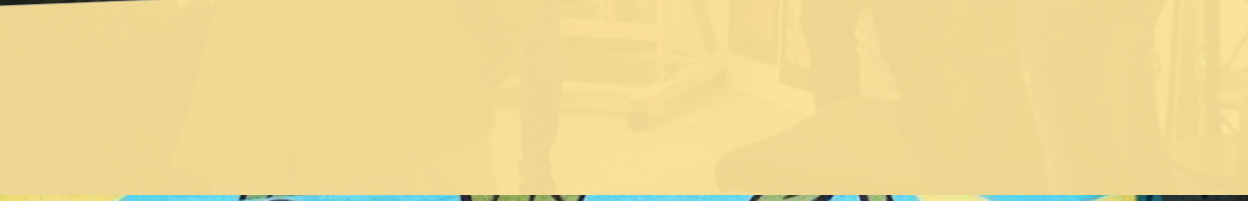


In 2022, our
cleaning crew
Block by Block

Removed graffiti 667 times

Collected and recycled
100,000 cigarette butts

Picked up more than
200,000 pounds of trash



Board of Directors



Russell Boyt
Russell Boyt Real Estate



Charles Bruce
CoMo Magazine



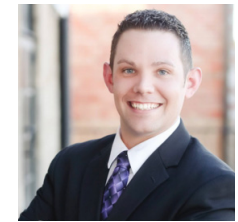
Mikel Fields
Cracked Up Mobile



Kenny Greene
Monarch Jewelry



Van Hawxby
DogMaster Distillery



Aric Jarvis
The Broadway Hotel



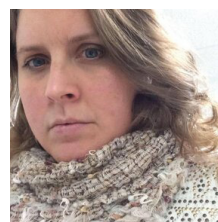
Sarah Johnson
The Basement Reef



Danielle Little
Columbia Real Estate



Michael McClung
Dungarees/Resident



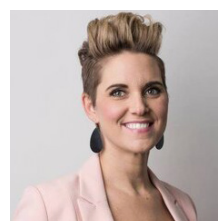
Heather McGee
On the Rocks



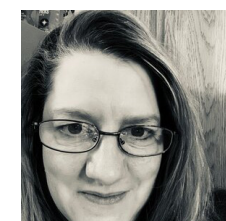
Kathleen Murphy
Commerce Bank



Rachael Norden
Missouri Symphony (MOSY)



Lara Pieper
Bloom Bookkeeping



Deb Rust
Tellers/Sake