

The District • Downtown Community Improvement District
 1114 Olive Street • 646.681.1100 • 646.681.1100
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June 10, 2015

Mr. Mayor and City Council:

Section 67.1471.2 of the Revised Statutes of Missouri, as amended, requires the District to prepare an annual budget and present it to the Columbia City Council for comment. As such, the FY 2016 budget for the Downtown Community Improvement District is attached.

Also included are staff reports addressing specific proposals within the budget, as well as our Five Year Plan. We will present this budget at your July 20 Pre-Council Session and will answer any questions that you have.

Thank you for your consideration and feel free to contact me at 442-6816 if you have any questions.

Sincerely,

Katie Essing
 Executive Director
 Downtown Community Improvement District

CID Board

Blake Danuser
 Bingham's

Adam Dushoff
 Addison's

Tony Grove
 Grove Construction

Christina Kelley
 Makes Scents

Tom Mendenhall
 The Lofts at 308 Ninth

Michael McClung
 Dungarees, Resident

Allan Moore
 Moore & Shryock

John Ott
 Paramount Building

Tom Schwarz
 Landmark Bank

Deb Sheals
 Historic Preservation Consulting

Ben Wade
 Guitarfinder

Michael Wagner
 Boone County National Bank

Marti Waigandt
 808 Cherry

Skip Walther
 Walther, Antel, Stamper & Fischer

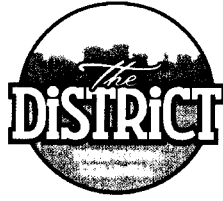
Andy Waters
 Columbia Daily Tribune

Community Improvement District Budget

DOWNTOWN CID	FY2016 - Budget
Recurring Revenue	
Property Assessment	186,246
Sales Tax	633,945
Interest Income	300
Miscellaneous Income	0
Total Recurring Revenue	820,491
Recurring Expenses	
Program Management	
Insurance (Health)	9,240
Insurance (Property, D&O)	1,700
Meals & Entertainment	900
Office Equipment Rental	1,500
Office Equipment Repair	500
Office Repairs & Maintenance	7,000
Office Supplies	1,000
Parking	2,296
Payroll	163,513
Payroll Taxes	16,351
Professional Services	15,000
Rent	27,600
Retirement Plan	3,523
Seminars & Conferences	5,500
Telephone	3,950
Utilities	7,300
Total Program Management	266,874
Programs & Services	
Environmental	
Beautification/Streetscape	
Banners (installation)	12,500
City Horticulture	7,650
Public Art Program	1,000
Holiday Décor	20,000
Special Streetscape Programs	0
	41,150
Cleaning and Maintenance	
Labor	150,000
Payroll Tax	0
Equipment	0
Sidewalk Powerwashing	0
Recycling	0
Extended Cleaning Services	0
	150,000
Public Safety	
Labor	30,000
Programming/ Educational Materials	5,000
Equipment and Lighting	5,000
	40,000
Economy	
Economic Development	
Business Marketing	2,000
Development Programs	0
Economic Benchmarking	1,500
District Wireless (Operating Costs)	33,000
Industry Membership	2,000

Community Improvement District Budget

TIF Reimbursement	25,000
	<u>63,500</u>
Marketing	
Image Marketing	50,000
Promotions & Events	20,000
Online Marketing	10,500
Marketing Subscriptions	1,500
Postage	5,000
Printing	7,000
	<u>94,000</u>
Total Programs & Services	388,650
Total Recurring Expenses	655,524
Non-Recurring Revenue	
FY13 Draw Down	
Total Non-Recurring Revenue	0
Non-Recurring Expenses	
Environmental	
Beautification/Streetscape	
Sidewalk Trash Cans	0
Banner Design/Production	0
Design Guidelines Consultant	0
Design Guidelines Booklet	0
District Wireless (Installation)	0
Broadway Gateway	100,000
Directional Signage	0
Special Streetscape Projects	25,000
Infrastructure Programs	
Energy Efficiency Programs	20,000
Sewer/Stormwater Programs	20,000
	<u>165,000</u>
Public Safety	
Golf Cart Matching Grant	0
Alley Lighting Program	0
Hospitality Zone Assessment	0
Public Safety Programs	0
Public Safety Brochure	0
	<u>0</u>
Marketing	
Professional Services	0
CID Fund Balance	0
Total Non-Recurring Expenses	165,000
Total Surplus (Deficit)	(32)



Downtown Community Improvement District Five-Year Plan 2015 – 2019

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 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

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, costs and expenses 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 CID Projects, as described in the Petition
 - Arranging for the construction of CID Projects in accordance with approved plans for same

- 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

Improvements and Services

- 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
 - Capital Improvements
 - Streetscape enhancements such as landscaping, flowers, street furniture and lighting
 - Cosmetic improvements such as seasonal banners and decorations
 - Enhanced Cleaning and Maintenance
 - Increased sidewalk cleaning
 - Enhanced maintenance and cleaning of alleys and parking garages
 - Enhanced services that would not be expected from City, such as power washing
 - Increased Safety
 - Partnering with the Columbia Police Department to increase or improve safety patrols
 - Deploying downtown ambassadors
 - Providing additional equipment for safety patrols
 - Enhance the Downtown Economy
 - Downtown Economic Development Programs
 - Business recruitment and retention initiatives to broaden and diversify downtown's small business base
 - Market research to understand both consumer and investor opportunities for downtown
 - Create investor marketing information to educate entrepreneurs on downtown opportunities
 - Marketing and Events
 - Consumer marketing to reinforce "The District" brand, generate foot traffic and drive sales
 - Enhancement and expansion of "The District" website
 - Holiday promotions, programs and events
 - Merchant promotions and direct merchant assistance, such as merchandising and assistance to help existing businesses better market their products
 - Support of selective special events which leverage marketing efforts to attract customers and investors downtown
 - Public relations, including efforts to improve the regional image of downtown Columbia

- Communications and Advocacy
 - Manage media relations to project a positive image
 - Advocate to advance policies and attract additional resources that will improve downtown
 - Develop communication tools to reach out to stakeholders and educate ratepayers
- The services and the improvements provided by The District are generally referred to herein as the CID Projects and are of a public benefit nature.

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 of not to exceed twenty (20) year, 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.

Staff Report

To: CID Board

From: Katie Essing

Date: May 12, 2015

Re: FY2015 Workplan Recommendations – Economic Development

The Economic Development Committee focuses on business recruitment and retention, investor outreach, and the Solid Waste District. We have shifted public safety issues over to this committee as a way to balance committee assignments. Much of the work coming out of this committee doesn't necessarily require vast amounts of funding; most of the key economic development work is either ordinance-based or involves staff time for outreach. The Five Year Plan highlights the following economic projects:

- Enhance the Downtown Economy
 - Downtown Economic Development Programs
 - Business recruitment and retention initiatives to broaden and diversify downtown's small business base
 - Market research to understand both consumer and investor opportunities for downtown
 - Create investor marketing information to educate entrepreneurs on downtown opportunities
 - Increased Safety
 - Partnering with the Columbia Police Department to increase or improve safety patrols
 - Deploying downtown ambassadors
 - Providing additional equipment for safety patrols

In past years we have accomplished the following:

- Expanded the sidewalk café legislation
- Created approved areas for food trucks
- Supported the Farmers and Artisans Market (financially and with promotional assistance)
- Conducted new business and developer outreach
- Invested in updated marketing data for use by new and current business owners
- Supported the efforts of REDI (financially and with promotional assistance)
- Worked with the city to address compactor issues
- Worked with the city to approve and schedule the parklet
- Purchased a gator for the downtown officers
- Updated the taxi stand rules and promoted them to the public
- Collected pedestrian counts in various locations throughout The District
- Conducted Hospitality Zone Assessment (in progress)

FY16 Budget Recommendations

Business Marketing – Funding set aside for initiative to promote business recruitment and retention (advertising, flyers, events, etc)

\$2000

Economic Benchmarking – Purchase of ESRI demographic data, which will be promoted on our website and utilized for economic growth.

\$1500

District Wi-Fi – Continue to provide Wi-Fi service for outdoor areas throughout The District.

\$33,000

Public Safety Programs - Funding for potential public safety program expenditures, identified during Hospitality Zone Assessment.

\$10,000

TIF – We include TIF payments in our budget to ensure that we have funds to reimburse the city for the two hotel projects. Our estimates are based on last year's performance, with a built-in increase of 2%.

\$25,000

Staff Report

To: CID Board
From: Katie Essing
Date: May 12, 2015
Re: FY2015 Workplan Recommendations - Marketing

The Marketing Committee focuses on image advertising, events and promotions, and online advertising. The Five Year Plan focuses on the following marketing projects:

- Marketing and Events
 - Consumer marketing to reinforce “The District” brand, generate foot traffic and drive sales
 - Enhancement and expansion of “The District” website
 - Holiday promotions, programs and events
 - Merchant promotions and direct merchant assistance, such as merchandising and assistance to help existing businesses better market their products
 - Support of selective special events which leverage marketing efforts to attract customers and investors downtown
 - Public relations, including efforts to improve the regional image of downtown Columbia
- Communications and Advocacy
 - Manage media relations to project a positive image
 - Advocate to advance policies and attract additional resources that will improve downtown
 - Develop communication tools to reach out to stakeholders and educate ratepayers

In past years we have accomplished the following:

- Significantly increased our spending on traditional media
- Increased our presence online and with social media
- Hired a marketing coordinator (design, merchant outreach, advertising packages, etc.)
- Redesigned the website
- Redesigned District maps and increased distribution
- Refreshed the logo/tagline
- Created and distributed the CID’s 2014 Annual Report
- Design and install new banners

FY16 Recommendations

Gateway Project – Continue dedicating funds to this key project, continue the process of garnering support and applying for grant funding. Many grants will require matching funds, which is the purpose of our budgeted dollars.

\$100,000 to fund balance, dedicated to Gateways. \$20,000 for consultants, including Arcturis, Grant Writer, Campaign Fund Raiser

Successful core events – Continue to offer signature events, including Shop Hops, Living Windows and Halloweenie. Support key events hosted in The District by other organizations.
\$20,000

Expanding online reach
\$10,500

Image Marketing
Shifting our focus to our new “It’s Good to Be Here” campaign (redesigning ads, social media, merchant use of the campaign, etc.). Updating and expand videos, which could be used online or on television to promote The District to customers, businesses, residents, and investors. Additionally, we could use video as a way to increase awareness among our members on issues such as graffiti prevention, snow removal, etc.
\$50,000

Postcards – Continue to send monthly postcards promote events and information in The District to all constituents.
\$12,100

Holiday Decor – Install holiday lighting and landscaping during the fourth quarter to generate excitement and traffic within The District, drawing guests to experience the area during the holiday season.
\$20,000

Staff Report

To: CID Board
From: Katie Essing
Date: May 12, 2015
Re: FY2016 Workplan Recommendations - Operations

The Operations Committee focuses primarily on beautification/streetscape enhancement and cleaning/maintenance programs. The CID 5-Year Plan includes the following operational projects:

- Enhance the Downtown Environment
 - Capital Improvements
 - Streetscape enhancements such as landscaping, flowers, street furniture and lighting
 - Cosmetic improvements such as seasonal banners and decorations
 - Enhanced Cleaning and Maintenance
 - Increased sidewalk cleaning
 - Enhanced maintenance and cleaning of alleys and parking garages
 - Enhanced services that would not be expected from City, such as power washing
 - Increased Safety
 - Partnering with the Columbia Police Department to increase or improve safety patrols
 - Deploying downtown ambassadors
 - Providing additional equipment for safety patrols

In past years we have accomplished the following:

- Added monthly alley cleanings around dumpsters and compactors
- Implemented sidewalk recycling on Ninth
- Designed and installed holiday and spring/summer banners
- Installed more trash cans
- Created the Gateway Master Plan
- Created the Design Guidelines

FY16 Recommendations

The Ops Committee has one major long-term project, the Gateway Project. The FY16 goal should be to stay focused with time and staff resources for a successful result.

Gateway Project – Continue dedicating funds to this key project, continue the process of garnering support and applying for grant funding. Many grants will require matching funds, which is the purpose of our budgeted dollars.

\$100,000 to fund balance, dedicated to Gateways

Contracted Janitorial and Public Safety Ambassadors

Clean, safe, secure. This simple focus should guide our efforts to improve the environment of the CID for guests, employees and residents. By contracting with a professional vendor to provide janitorial, security and ambassador services, we will improve our environment. A consultant will handle staffing, training, scheduling, supplies and equipment, allowing staff to provide oversight and guidance.

<u>Janitorial:</u>	\$150,000
25% Markup (Vendor - Management, Program Costs, Equipment, Supplies, Training)	\$37,500
Remaining	\$112,500
- Per Week Remaining:	\$2,100
- Hours at \$10/hr rate	210
- Daily Hours	30
- Employees per Day for 6 - 8 Hour Shift	4
**One supervisor, Several Employees with staggered schedules for daily coverage	
<u>Potential Duties:</u>	
- Daily portering/ cleaning of District	
- Ambassador to guests and constituents	
- Public Safety duties	
- Powerwashing/ Graffiti Clean Up	
- Take on the extended powerwashing of all compactors/ dumpsters March - November	
Require vendor to provide gator, powerwashing equipment, all materials and equipment	

Overall Janitorial - \$150,000

<u>Public Safety</u>	\$30,000
25% Markup (Vendor - Management, Program Costs, Equipment, Supplies, Training)	\$7,500
Remaining	\$22,500
- Per Week Remaining:	\$433
- Hours at \$15/hr rate	29
- Friday and Saturday Hours with Teams of Two	7
*Two PSO work Fri and Sat from 7 pm - 2 am	
<u>Potential Duties:</u>	
- Public Safety Ambassador to walk downtown area and be visible	
- Provide escorts and information for constituents	
- Trained to communication with and report incidents to CPD	

Weekend Public Safety Ambassadors - \$30,000
Programming and Educational Materials - \$5,000
Equipment and Lighting - \$5,000

Overall Public Safety - \$40,000

Special Streetscape Projects – Funding for streetscape enhancement projects, such as the Parklet, benches, trashcans and landscaping.
\$25,000

Banner Program – Provide seasonal banners to enhance The District branding campaign and enhance the downtown environment.

\$12,500 (detailed pricing below for program)

- *\$500 zip ties (yearly cost)*
- *\$7,500 installation (professional vendor, 2 – 3 times per year, including repairs)*
- *\$2,000 parking hoods*
- *\$2,500 replacement banner hardware*

Infrastructure

Energy Efficiency Programs

Work with the City's Office of Sustainability to develop a matching grant program that would help reduce downtown energy use, save costs for business and property owners, and relieve pressure on the electric grid.

\$20,000 for matching grants

Stormwater/Sewer Management Programs

Work with the City's Office of Stormwater Management to develop a matching grant program that would help reduce downtown I & I, relieve pressure on the sewer system, and preserve the Flat Branch Watershed.

\$20,000 for matching grants