

The Loop Community Improvement District 5-Year Plan

1. Enhance the Business Loop Environment

- a. Working with the City of Columbia with regard to replacing overhead power transmission lines with underground lines
- b. Pedestrian sidewalks, green space, and parks
- c. Streetscape enhancements such as landscaping, street furniture and lighting
- d. Cosmetic improvements such as seasonal banners, decorations, and signage that define the area

2. Increase the Business Loop Safety

- a. Partnering with the Columbia Police Department to increase safety patrols
- b. Lighting improvements

3. Enhance the Business Loop Economy

- a. Establish comprehensive development policies and plans
- b. Business recruitment and retention initiatives
- c. Market research to understand both consumer and investor opportunities

4. Marketing and Events

- a. Consumer marketing and branding to reinforce the Business Loop brand and increase awareness
- b. Development of a website and other internet related promotional activities
- c. Public relations to improve the image of the Business Loop
- d. Events to bring consumers to the Business Loop

5. Advocacy

- a. Advocate to advance policies and attract additional resources for improvement
- b. Develop communications tools to reach out to stakeholders and educate ratepayers
- c. Work to develop special incentives for redevelopment