



# Staff Report

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To: The Loop CID Board  
From: Carrie Gartner  
Date: June 17, 2019  
Re: FY2020 Budget Expenditures

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## Overview

Our budget is created based on our organization’s overarching goals and the goals set by various public processes. The main project areas included in the CID Petition are organized based on Environment and Economy, and include 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. Since then we have completed two major public plans focused on Environment (The Loop Corridor Plan) and Economy (the Small-Scale Manufacturing Plan).

## Organizational Goals

### 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%

(It’s important to note that marketing and branding initiatives rarely survey well but are critical components of public outreach.)

Corridor Plan Goals

- 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

Small-Scale Manufacturing Plan Goals

- Establish a Clear Vision for Development
- Build upon Catalytic Partnerships to Attract Makers, Businesses, Developers and Other Investments
- Help Make City Processes Predictable and Transparent
- Activate The Loop with Branding and Programming
- Provide Business Development Support

**Revenues**

		<b>FY2019</b>	<b>FY2020</b>	<b>Change</b>	
	Property Assessment	63,710	68,264	4,555	<i>current collections</i>
	Sales Tax	327,705	316,024	(11,681)	<i>estimate based on 3-year average</i>
	<b>Total Revenue</b>	391,415	<b>384,289</b>	(7,126)	

The shift to a running three-year average resulted in a lower estimate for sales tax collections. However, the increase in property assessments means that the budget is not significantly lower than FY19. For some contrast, the initial CID petition estimated that by this point in time, we would collect \$246,486 in sales tax and \$57,400 in property assessments.

The following is an overview of major projects and expenditures as initially outlined by the board at the May board meeting. All projects are mapped onto the previously outlined goals from both the Loop Corridor Plan and the Small- Scale Manufacturing Plan.

**1) Beautification and Streetscape (Environment)**

Recommendation:

- **Loop Banners** (\$45,000 Non-Recurring – Capital; \$21,000 Recurring - Operational)  
Banner development and installation. 100 double-arm banners, length of district, plus hardware and installation.

Plan Goals:

- Enhance the Streetscape
- Define the Street’s Identity
- Activate The Loop with Branding and Programming

*Cost: \$66,000 plus committee/staff time*

- **Traffic Box Art** (Recurring - Capital)  
Next series in the traffic box art program.

Plan Goals:

- Enhance the Streetscape
- Define the Street’s Identity
- Activate The Loop with Branding and Programming

*Cost: \$1500 plus Committee/staff time*

- **Landscaping/Maintenance** (Recurring - Operational)  
These are funds included to replace and maintain the landscaping at the pop up park and bike station, as well as maintain the planned landscaping at Providence.

Plan Goals:

- Enhance the Streetscape
- Green the Street
- Define the Street’s Identity

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

- **Public Space Amenities** (Non-Recurring - Capital)  
As the park and bike station are used, more amenities can be added.

Plan Goals:

- Enhance the Streetscape
- Create Public Spaces
- Define the Street's Identity
- Attract Economic Investment
- Activate The Loop with Branding and Programming

Cost: \$5,000 plus committee/staff time. Possible help from Board of Realtors.

- **Environmental Graphics** (Non-Recurring - Operations)  
Projects to be determined later, after environmental graphics package is approved.

Plan Goals:

- Enhance the Streetscape
- Define the Street's Identity
- Activate The Loop with Branding and Programming

Cost: \$10,000 plus committee/staff time.

## 2) Marketing, Events, and Economic Development (Economy)

- **Brochure/Other Collateral** (Non-Recurring - Operations)  
Designed to attract businesses, developers, and investors (Small-Scale Manufacturing/General Businesses)

Plan Goals:

- Attract Economic Investment
- Build upon Catalytic Partnerships to Attract Makers, Businesses, Developers and Other Investments
- Provide Business Development Support

Cost: \$5,000 plus committee/staff time  
(Printing budget increased by \$8500)

- **Development Templates** (Non-Recurring - Operations)  
Printed/online development guide for city-tested small-scale manufacturing templates.

Plan Goals:

- Attract Economic Investment
- Establish a Clear Vision for Development
- Build upon Catalytic Partnerships to Attract Makers, Businesses, Developers and Other Investments
- Provide Business Development Support
- Help Make City Processes Predictable and Transparent

Cost: \$3,000 plus committee/staff time  
(Printing budget increased by \$8500)

- **Photos/Videos** (Non-Recurring - Operations)  
Image bank to use on banners, website, social media, other collateral.

Plan Goals:

- Attract Economic Investment
- Define the Street's Identity
- Provide Business Development Support

Cost: \$5,500 plus committee/staff time

- **Website Updates** (Non-Recurring - Operations)  
Updated business mapping, improved SEO/search, improved accessibility, expanded structure which allows for added elements tailored to needs

Plan Goals:

- Attract Economic Investment
- Define the Street's Identity
- Build upon Catalytic Partnerships to Attract Makers, Businesses, Developers and Other Investments
- Provide Business Development Support

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

- **Consumer Advertising/Marketing** (Non-Recurring - Operations)  
General Loop advertising focused on business niches, events, makers, and general branding.

Plan Goals:

- Attract Economic Investment
- Define the Street's Identity
- Provide Business Development Support

Cost: \$15,000 plus committee/staff time

- **Event Programming** (Non-Recurring - Operations)  
Loop-sponsored events, such as a makersfaire, food trucks, retail pop ups, as well as marketing of other events in the area.

Plan Goals:

- Attract Economic Investment
- Define the Street's Identity
- Create Public Spaces
- Activate The Loop with Branding and Programming

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

### **3) Program Management and Administration** (Recurring - Operations)

The majority of the recommendations in the Small-Scale Manufacturing Plan require staff time rather than funding. To ensure we don't lose momentum our two plans, we should hire an event coordinator who can also be assigned other marketing or outreach projects.

Event Coordinator duties: (Program Administration I)

- Programing the Pop Up Park (Loop and non-Loop events)
- Events such as pop up markets or Makersfares
- Marketing and social media promotion of events
- Member outreach – based on job duties
- Community outreach – based on job duties
- Project management – based on job duties
- Minutes, meetings, database upkeep, general office duties
- Other duties as assigned

Recommendation:

Salary: \$35,000/year

Health Insurance: \$4000/year

Retirement: Vestment and contribution for SEP IRA to be determined

Total: \$39,000

Plus \$2500 for office equipment, computer, software, etc.

#### **4) Other Items (Recurring Operations)**

Legal Fees: \$20,000 is set aside for legal fees.

Fund balance: \$50,000 is set aside for the fund balance

The board outlined three goals for determining fund balance:

- 1) Have a minimum of 6 months operating expenses on hand.
- 2) Set aside a minimum of 10% of yearly revenues.
- 3) Designate funds as necessary for large, future projects.

As of May 2019, our cash on hand number is \$356,510, more than sufficient for 6 months of basic operations. The current amount of \$50,000 set aside for the fund balance is 13% of anticipated revenue.

These funds can be designated for long-term projects or can be accessed by the board for opportunities or unanticipated expenditures that arise mid-year after the appropriate public hearing.