



Staff Report

To: The Loop CID Board
From: Carrie Gartner
Date: June 9, 2020
Re: FY2021 Budget Recommendations

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, particularly among those typically excluded from the system
- Help make city processes predictable and transparent
- Activate The Loop with branding and programming
- Provide business development support

Revenues

			FY2020	FY2021	Change	
Revenue						
	Property Assessment		68,264.45	65,204.47	(3,059.98)	<i>current collections</i>
	Sales Tax		316,024.60	268,563.56	(47,461.04)	<i>3-year avg. @85% (COVID)</i>
	Fund Balance Draw Down		0	40,000	40,000	
	Total Revenue		384,289	373,768	(10,521.02)	

COVID-19 Impact

We are drafting a budget with sales tax revenues at 85% of expectations, with the understanding that the budget may require amending once we understand the long-term impact of the crisis. The board has recommended setting aside major Loop Corridor projects in favor of increased economic development projects including business recovery efforts, business recruitment efforts, and increased marketing. This may change as the COVID-19 situation changes, allowing us to add in other improvement projects along the corridor.

The following is an overview of recommended expenditures, with the understanding that project specifics can be determined later as the need appears. 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** (\$1500 Recurring)
Banners to be installed in FY2020. These funds are for maintenance.

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)
Funds to replace and maintain the landscaping at the pop up park and bike station, as well as maintain the Hickman native garden at Providence and Business Loop.

Plan Goals:

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

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

- **Pop-Up Festival Lot** (Recurring – Operational)
Upkeep of the Pop-Up lot. Outdoor public spaces will become more important with indoor restaurant seating limited by COVID-19.

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.

- **Bike Repair Station** (Recurring – Operational)
Upkeep of the bike station. Outdoor activities are more popular post- COVID-19.

Plan Goals:

- Enhance the Streetscape
- Create Public Spaces
- Define the Street’s Identity
- Attract Economic Investment

- Activate The Loop with Branding and Programming

Cost: \$250 plus committee/staff time.

- **Public Space Amenities** (Non-Recurring - Capital)

As the park and bike station are used, more amenities can be added. Alternatively, a new space can be created. Outdoor public spaces will become more important with indoor activities limited by COVID-19.

Plan Goals:

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

Cost: \$6,000 plus committee/staff time.

- **Landscaping/Planting** (Non-Recurring - Capital)

Funds for another native test garden along the street.

Plan Goals:

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

Cost: \$5,000 plus committee/staff time

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

- **Printing** (Recurring - Operations)

Funding set aside for recruitment brochures or other collateral to attract businesses, small-scale manufacturers, developers, and investors, particularly given the impact COVID-19. May also include the printing of a development guide for city-tested small-scale manufacturing templates. This line item also contains regular printing costs (ie, annual reports, business cards, etc.)

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: \$9,500 plus committee/staff time

- **Shared Commercial Kitchen** (Recurring - Operations)
Part-time kitchen manager for the shared kitchen at Mizzou North. Will supervise the clients, handle billing and scheduling, and work with The Loop to help incubate and promote local food producers. Contract employee.

Plan Goals:

- Build upon Catalytic Partnerships to Attract Makers, Businesses, Developers and Other Investments
- Activate The Loop with Branding and Programming
- Provide Business Development Support
- Attract Economic Investment

Cost: \$25,000

- **Consumer Advertising/Marketing** (Recurring - Operations)
General Loop advertising focused on business niches, events, makers, and general branding. Designed to give our businesses a boost during the ongoing COVID-19 crisis.

Plan Goals:

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

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

- **Event Programming** (Recurring - Operations)
Transforming regular events into virtual events such as Facebook live, zoom meetups, etc. Trying new ways to host events in an era of social distancing. Working with Loop businesses, local makers, and our new shared spaces to host appropriate events or activities.

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

- **Web Services** (Recurring - Operations)
Expanded online tools to allow for social distancing (ie, Zoom upgrades). We aren't yet sure what impact COVID-19 will have on our online presence but it is now a key way to connect to our members, our customers, and the general public. Also includes normal, pre-COVID web services such as Google hosted apps, websites, etc.

Cost: \$5,000 plus committee/staff time

3) Program Management and Administration (Recurring - Operations)

We've decreased Program Management by \$1513—much of this category is fixed costs. I reduced conferences from \$5000 to \$3000 but we really don't know yet how travel will be impacted in the next year. If industry conferences switch to a virtual mode, there is an opportunity for board members to attend sessions as well, hence the \$3000 still left in that line item.

Staff salaries increasing 2% for COLA.

4) Other Items (Non-Recurring Operations, Fund Balance Draw Down)

Legal Fees: \$40,000 is set aside for legal fees.

We anticipate increased legal fees for the upcoming fiscal year and the budget includes a draw down from our existing fund balance of \$40,000. This will allow funds in our yearly operating budget to be used for potential improvement projects along the street should we reach the point where we are confident of steady revenues despite COVID-19.

5) Surplus

We have budgeted for a surplus of \$74,841.61, held in anticipation of potential improvement projects on the street should the impact of COVID-19 on expected revenues change. We will continue to monitor the COVID-19 crisis, our revenues, and our needs throughout FY2021.