

**THE LOOP**

**ANNUAL  
REPORT  
2020**



# Our Goals

- ▶ Create an attractive and authentic multimodal corridor.
  - ▶ Attract and retain diverse and innovative businesses, employees, makers, and investors.
  - ▶ Design a street that is safe, vibrant, healthy, and welcoming to all.
  - ▶ Communicate the importance of the area to Columbia.
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# Who We Are

Michele Batye, *Flooring America*

Gary Ennis, *Ennis Appliance Center*

Ryan Euliss, *Boone Electric Cooperative*

Crystal Garza-Matthews, *McDonald's*

Karen Geotz, *Dive Bar*

Dave Griggs, *Flooring America*

James Roark-Gruender, *Passions*

Linda Schust, *Jabberwocky Studios*

Jeff Spencer, *Just Jeff's Street Food*

Lili Vianello, *McDonald's*

Carrie Gartner, *Executive Director*

Rae Adams, *Event Coordinator*

*The Loop CID Board is appointed by the mayor and approved by the Columbia City Council.*



We're a collection of doers. We learn, we fix, we build.

Whether it's souping up your car or sprucing up your house, grilling a steak or planting a garden, we have the knowledge and the tools to get the job done.

Now we're taking that same DIY approach to improving The Loop.

No longer satisfied being a quick route through town, we're building on our strengths and creating a corridor of learning opportunities, creative industries, and economic engines—all with the same get-it-done attitude we're known for.



*The Holiday Maker Faire attracted makers and customers to our park.*

**MAKE**

# The Maker City

The Loop CID and Jabberwocky Studios received one of five national Maker City grants from Etsy and the MasterCard Center for Inclusive Growth.

This grant will help us build a community of diverse local makers and use that energy to revitalize The Loop in a way that builds on the existing vibe of the street. The Loop is already a collection of fixers, builders, and makers and by identifying and supporting these up-and-coming small manufacturers, we can expand our local economy while remaining true to the character of the area.

## **SUPPORT FOR LOCAL MAKERS**

By identifying and supporting a diverse collection of small manufacturers, food producers, and makers, we can begin to grow our own local businesses. Maker meetups, workshops, and other activities are helping us form a local hub for these creators. Workshops on social media, packaging and shipping, and maintaining an online store are helpful to both makers and Loop businesses.

## **SHARED WORKSPACES**

Small startups can't always afford their own space so we're turning to shared spaces. We're building a commercial kitchen at Mizzou North in partnership with REDI as a way to provide accessible, inclusive, and affordable kitchen space for starting and expanding local food-based businesses. MACC is building a shared makerspace at Parkade Plaza with 3D printing, woodworking, industrial sewing machines, a long-arm quilter, and more. We plan to support the small businesses being incubated in these spaces and, as they grow, find a place for them on The Loop.

## **POP-UP RETAIL**

We've already hosted two Maker Faires at the Community Pop-Up Park with great success. Although COVID-19 lead us to delay all events, our eventual goal is to continue this bi-yearly event and host smaller pop-up retail events at the shared spaces to highlight the goods being produced on site.

## **BRANDING**

Small makers don't always have the time or funds for marketing so the grant is allowing us to create a joint brand that all makers can use for labeling, social media posts, and other messaging. By combining many smaller businesses under a larger brand, we can help promote The Loop and Columbia as a place for makers.

## **MARKETING AND ADVERTISING**

In addition the shared brand, the grant will allow us to develop a maker website and directory, an advertising campaign, and a promotional video showing our makers in action. With these projects, we'll not only promote these growing businesses but we'll solidify The Loop as the place where makers, producers, and other creatives can find a home.

*Due to COVID-19, some of the key elements of the plan have been postponed and the timeline of the grant has been extended. However, our joint commitment to this project and the related economic development activities remain strong. The complete Small-Scale Manufacturing plan is available at [www.theloopcomo.com/make](http://www.theloopcomo.com/make).*



*Social distancing solutions helped businesses during the shutdown.*

**WORK**



**\$13,998,260**

Commercial Valuations



**\$459,968**

Utility Valuations



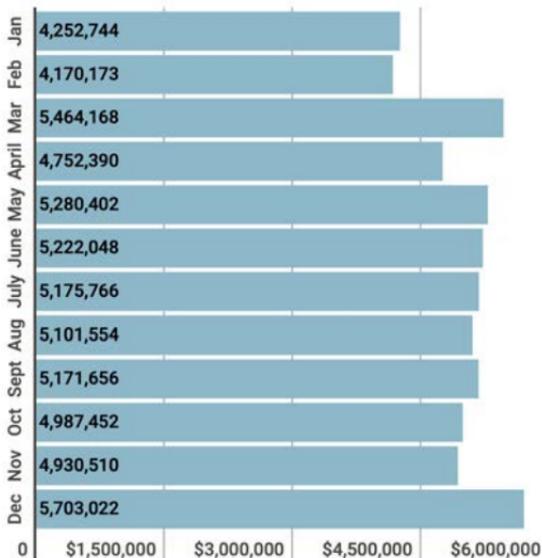
**\$34,054**

Residential Valuations



**3%**

Increase over previous year



Monthly Sales (Non-Auto)

## INSIGHTS

- ▶ The Business Loop is home to approximately 150 businesses, many of which focus on home improvement, auto sales and service, and other general retail and restaurant offerings.
- ▶ Combined property assessments increased by 3% over the previous year.
- ▶ Sales have declined by 3%, expected given local trends. However, core businesses on the street remain strong. The timeframe for this data is prior to COVID-19 so we continue to monitor the impact of the pandemic on sales.
- ▶ Long-term impacts of COVID-19 are unknown so we are anticipating reduced revenues. As such, we are postponing major corridor projects and instead shifting our funds and resources to increased marketing, advertising, business support, and other projects to keep the economy of The Loop as strong as possible.
- ▶ Our small-scale manufacturing plan is a comprehensive, multi-year effort to attract and support new businesses. It also shows our understanding of the nationwide changes impacting traditional retail models, both anticipated changes and COVID-related ones.
- ▶ This plan will also help increase smart development along the corridor, leading to fewer unused lots and more active, vibrant spaces—as well as new businesses that support our current retail and commercial niche.



*Branding the street added a burst of color to the area.*

**PLAY**



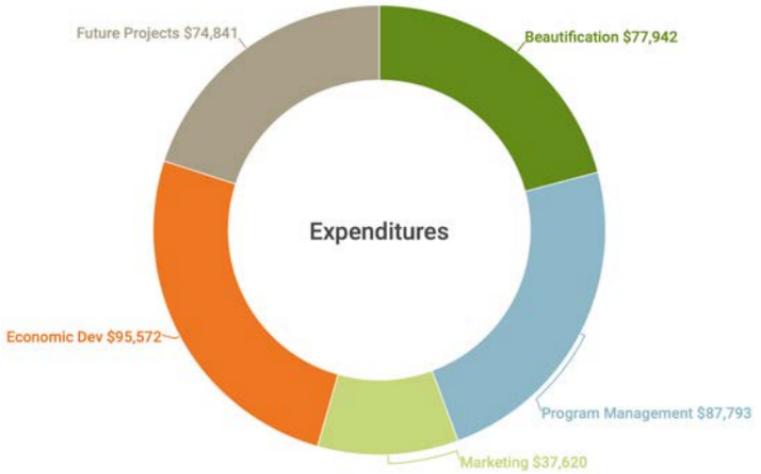
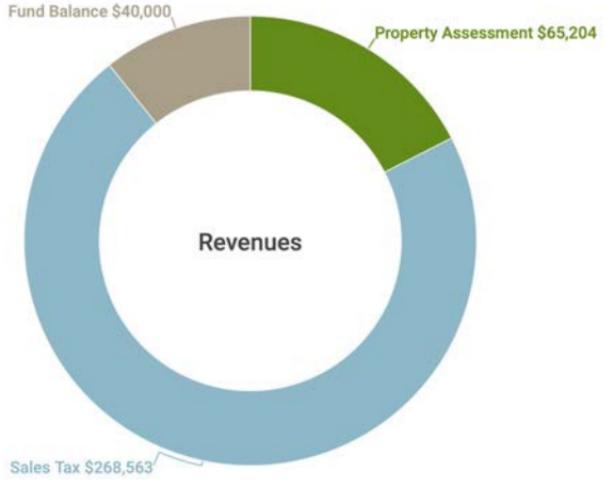
## ACHIEVEMENTS

- ▶ Designed, purchased, and installed branded banners along the entire length of the CID, adding a needed shot of color and showing customers a united Business Loop community.
- ▶ Added branded signage to our Community Pop-Up park as a way to welcome the public to use the new space. This spring we also replanted flowers, tomatoes, and peppers at both the park and the Bike Repair Station at Parkade Plaza.
- ▶ Teamed up with the students at Hickman High School to plant a native garden at the corner of Providence and Business Loop. This garden of hardy Missouri native plants will serve as a test for future landscaping options.
- ▶ Were one of only 5 cities to be named an Etsy Maker City, in partnership with Jabberwocky Studios. We're working together to support local makers as a way to eventually bring these new businesses to the street.
- ▶ Despite the COVID-19 related shut down, we've made substantial progress on a shared commercial kitchen at Mizzou North in partnership with REDI. The ultimate goal is to encourage the growth of local food entrepreneurs by reducing barriers and creating opportunities for those without easy access to a certified kitchen.
- ▶ Launched a newly redesigned website complete with updated business listings to better highlight all our local shops, restaurants, service providers, and schools.



*Coming together as a community in an unprecedented time.*

# FY21 BUDGET



## FY21 PROJECTED REVENUES

Sales Tax	\$268,563
Property Assessments	\$65,204
Fund Balance Draw Down	\$40,000

**\$373,768**

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## FY21 PLANNED EXPENDITURES

Beautification	\$77,942
Program Management	\$87,793
Marketing	\$37,620
Economic Development	\$95,572
(Possible Future Projects)	\$74,841)

**\$298,927**

*Due the coronavirus pandemic, we are estimating revenues at 85% of the three-year average. We have budgeted for a surplus of \$74,841, held in anticipation of future improvement projects on the street once the crisis has passed. We will continue to monitor the COVID-19 crisis, our revenues, and our needs throughout FY2021.*

COLUMBIA  
LOOKS GOOD  
ON YOU. THE LOOP



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