



ST. JOSEPH

Downtown

COMMUNITY IMPROVEMENT DISTRICT

2021-2022

ANNUAL REPORT

111 S. 7TH ST.

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DOWNTOWNSTJOEMO.COM



A HEALTHY DOWNTOWN IS KEY TO A STRONG COMMUNITY

The St. Joseph Downtown Community Improvement District is fully committed to support and assist in sustaining the viability of the district by making meaningful investments in the downtown area.

The St. Joseph Downtown Community Improvement District (CID) was formed on September 6, 2011 as a special taxing district to improve the downtown area.

Funding for the district is provided by a half cent sales tax and a property tax equivalent to fifty cents per one hundred dollars of property valuation.

The total taxes generated in the fiscal year that ended on June 30, 2022 was \$137,200.61

In 2021-2022, the Downtown Community Improvement District contributed \$96,860.80 toward the cultural and economic activities assisting in the continued development of downtown.

Thank you for reading about all the great projects funded by the St. Joseph Downtown Community Improvement District in 2021-2022.

Aerial photos provided by Up Down Imagery



OUR MISSION

The mission of the St. Joseph Downtown Community Improvement District is to create and promote economic and cultural opportunities within the district by providing businesses and residents a means to fund new services and capital improvements.

PROJECTS FUNDED...

The St. Joseph Downtown Community Improvement District was a proud supporter of many downtown events, services and economic developments.



The Downtown Community Improvement District actively supported and contributed to the 4th annual **DOWNTOWN HOLIDAY EXPERIENCE**. This project is designed to entice residents and visitors to come downtown over the holiday season to eat, shop, and enjoy the seasonal activities. The CID support helps to cover such costs as Santa, Winter Princess, elves, carriage rides, rental fees, concession stand rental, and promotion and marketing including posters, radio, television, and social media advertising.



The St. Joseph Downtown Community Improvement District is a supporter of public art. Once again, the district was the platinum sponsor of the 2021-2022 **SCULPTURE WALK**. This is the nineteenth year for the project that is spearheaded by the Allied Arts Council. Get a brochure and vote for your favorite this year!



PROJECTS FUNDED...

The St. Joseph Downtown Association kept the party going downtown with **SOUNDS OF SUMMER** - St. Joseph's most popular outdoor concert series. These free Friday evening concerts brought Coleman Hawkins Park at Felix Street Square alive with a wide variety of music. The Community Improvement District was a gold sponsor of the event.



The **PERFORMING ARTS ASSOCIATION** provides a wide variety of events representing the best of the performing arts to promote interest in music, theater and dance through these presentations. The Community Improvement District contributed to the association in return for an advertisement in their fall program.



The **IMAGINE ELEVEN SUMMER CONCERT SERIES** invites the community downtown to enjoy a Sunday evening of music and food in a family friendly, alcohol free event. The series offers a wide variety of music covering different styles and decades. Feel like clapping along or dancing? Go ahead! Local and regional musicians and bands inspire, encourage, and uplift the spirit of the community. Proceeds from the event benefit the Crossing Nutrition Center.



PROJECTS FUNDED...

Keeping the community engaged with everything going on downtown can be a challenge. The St. Joseph Community Improvement District worked with the Downtown Association to invest in **DIGITAL SIGNAGE** (mini digital billboards) placed around the city to exclusively promote our unique restaurants, shops, and events. The signage has an irresistible visual appeal that will stand out and encourage the community to spend more time and money downtown while also providing merchants with a unique and exciting advertisement space.



The St. Joseph Downtown Community Improvement District is making strides year after year to help make downtown magical during the holiday season. The CID worked with the Downtown Investment Fund to purchase 4 additional **SNOWFLAKES** that will allow for more lamp posts to be decorated for the holidays.



The St. Joseph Downtown Community Improvement District keeps a close eye on the condition of the downtown murals. This year they made repairs to some of the **MURAL SIGNS**.



MARKETING...

DOWNTOWNSTJOMO.COM



In an effort to better communicate what is happening downtown, the St. Joseph Downtown Community Improvement District collaborated with other key stakeholders to establish one unified downtown **WEBSITE**. This website showcases the unique elements of our downtown to help economic development and our downtown's revitalization. The CID also facilitates a **FACEBOOK** page.



The St. Joseph Downtown Community Improvement District teamed up with Eagle Creative to create a **MARKETING CAMPAIGN** to...Grab Attention, Get People Curious, and Be Fun while driving traffic to our awesome downtown.



CONTRACTED SERVICES...



The **MISSOURI WESTERN STATE UNIVERSITY, CRAIG SCHOOL OF BUSINESS, CENTER FOR ENTREPRENEURSHIP** has partnered with the Downtown Community Improvement District to serve the needs of the business owners in downtown St. Joseph. They provide consulting services, digital marketing and social media strategies as well as workshops and other support to help grow our downtown businesses, and in turn help the local economy.

DOWNTOWN BEAUTIFICATION...

The St. Joseph Downtown Community Improvement District is committed to making downtown an attractive place to live, work and visit.



The Downtown Community Improvement District pays for the **MAINTENANCE OF COLEMAN HAWKINS PARK**. This picturesque outdoor venue is used for live music concerts and festivals and is in the heart of downtown St. Joseph, located at 7th and Felix Street.



With the goal in mind of making downtown an attractive place to live, work and visit, the Downtown Community Improvement District pays for **TRASH REMOVAL** and the **PLANTING AND WATERING OF THE LARGE FLOWER POTS AND HANGING BASKETS** located in various places within the downtown district.



The Downtown Community Improvement District purchased additional **TRASH CANS** to fill in the gaps and make it easier to keep downtown clean. The CID worked with the Downtown Association to install the receptacles.

LEADERSHIP COMMITMENT...

The St. Joseph Downtown Community Improvement District Board of Directors reflects a diversity of professions and viewpoints. Directors either own property or represent a property owner in the district.

BOARD MEMBERS ARE...



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The Community Improvement
District contracts with Mosaic
for office support.