



MARKETING INITIATIVES FOR THE RMCID

The RMCID adopted a new brand identity in 2012.

Verbally and visually, the brand helps to communicate the organization's unique value proposition. The new brand is meant to reflect today's revitalized Downtown Kansas City — complete with its colorful, diverse and creative people, neighborhoods and businesses.

MARKETING INITIATIVES FOR 2012-2013

- River Market CID Annual Report
- River Market CID Quarterly Newsletter
- New logo and brand platform
- River Market Visitors Map, updated in 2013 in partnership with the Downtown Council and the River Market Community Association
- New logo and brand platform
- River Market CID content, blog posts and photos on DowntownKC.org website
- Ambassadors actively distribute Downtown and River Market maps, directories and directions to help inform visitors, residents and employees about events, dining and attractions
- Ambassadors played critical clean, green and safe roles as Downtown served as Home Base for fan activities during the Major League Baseball All Star Game festivities in July 2013



WHAT PEOPLE ARE SAYING

I WOULD LIKE TO THANK YOUR STAFF OF FAITHFUL AMBASSADORS FOR THEIR CONTINUED COMMITMENT TO KEEPING THE RIVER MARKET SAFE AND CLEAN.

For the last four years, I have observed your Bumblebees diligently patrol the area, keeping watch. Because of the commitment of your staff and their watchful eyes, I have felt safe coming and going in the River Market area. Please keep up the excellent work by your almighty RMCID Ambassadors.

VERA, RIVER MARKET RESIDENT

I WANT TO COMMEND THE HARD WORK THE RIVER MARKET CID AMBASSADORS HAVE DONE THIS WINTER. THEY ARE GREAT.

The Ambassadors worked really hard during all of the snow removal on the bridges and street corners. I wished I had taken a picture of them. I am always letting them know we have hot chocolate here in our office. Great job to all!

LORI, RIVER MARKET PROPERTY MANAGER

I JUST WANTED TO TELL YOU ALL WHAT A GREAT JOB YOU ARE DOING. IT IS VERY COMFORTING TO SEE THOSE YELLOW JACKETS PATROLLING AND KEEPING THE DOWNTOWN AREAS SAFER AND NICER.

As a resident of City Market, it means a lot. I know all of you do a lot of work, and it is appreciated. Just seeing you around makes a ton of difference. It does a lot of good for the area. I would also like to point out that every one of the Ambassadors that I've spoken to or even passed by in the street has been exceptionally polite. Thank you all for your professionalism and dedication. Know that we are all grateful for what you do.

SAMUEL, RIVER MARKET RESIDENT

I WANTED TO TAKE A MOMENT TO EXPRESS MY GRATITUDE TO THREE OF YOUR AMBASSADORS. I HAD RUN OUT OF GAS AT 3RD AND GRAND, WHEN THEY STOPPED AS THEY SAW I NEEDED HELP.

One Ambassador said they had a gas can in their truck just for that reason. They proceeded to put gas in my car, and I was on my way. I'm not familiar with the River Market area and didn't know where I was going to begin to find any gas. For them, I am extremely grateful. You have three very nice men working for you! Thank you once again for turning an inconvenience into a pleasant experience!

WILLIE, RIVER MARKET VISITOR

2012-2013 ANNUAL REPORT

RIVER MARKET COMMUNITY IMPROVEMENT DISTRICT KANSAS CITY, MISSOURI



The River Market Community Improvement District is a private, not-for-profit corporation dedicated to sustaining a clean, green, safe and economically competitive River Market District in Downtown Kansas City, Missouri. The mission is addressed and accomplished on a daily basis by a team of maintenance, horticulture and safety ambassadors dedicated to the River Market and Downtown, and its employers, workers, residents and visitors.

Downtown KC has earned a top 10 ranking among U.S. downtowns by *Forbes* magazine, which reported that Kansas City has a "walkable and livable downtown" — the kind of urban experience that simply wouldn't be possible without the CIDs.

RMCID CELEBRATES 6-YEAR MILESTONE

In his first State of the City address, Mayor Sly James celebrated the fact that Downtown Kansas City has reached a tipping point – that moment when an idea, trend, or behavior crosses a threshold, tips, and spreads like wildfire.

That tipping point didn't happen by accident. The creation of the River Market CID in 2007 and its sister organization, the Downtown CID in 2003 proved to be two pivotal moments in Downtown's revival. During the last 10 years, more than \$6 billion has been invested in the renaissance of Downtown.

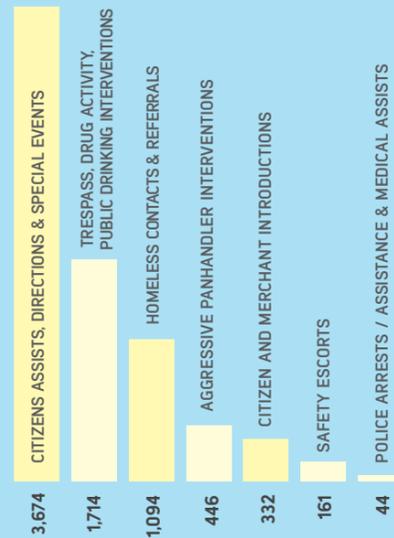


SAFETY STRENGTHENING A SAFE AND SOUND HISTORIC RIVER MARKET DISTRICT

RMCID Public Safety Ambassadors provide a reassuring presence on River Market streets seven days a week. These uniformed "yellow jackets" are visible throughout the district as they work the City Market, Metro stops, key intersections, streets, parking lots and special events, welcoming and assisting hundreds of thousands of workers, residents and visitors annually.

Ambassadors serve as a first point of contact for emergency needs; helping to maintain order, and deterring crime through their consistent coverage and visibility. Maintaining valuable partnerships with the Kansas City Missouri Police Department (KCPD) and other police agencies helps to sustain low crime levels in the River Market by monitoring and reporting any illegal activity immediately.

STATISTICAL HIGHLIGHTS: MAY 2012 – APRIL 2013 SAFETY SERVICES:



MAINTENANCE A CLEAN RIVER MARKET IS THE CORNERSTONE OF A STRONG AND HEALTHY NEIGHBORHOOD

To safeguard a remarkable urban experience every day, the RMCID Public Maintenance Ambassadors are dedicated to keeping River Market streets clean, friendly and inviting.

Ambassadors quickly remove graffiti, stickers and illegal posters throughout the River Market. They routinely identify and report deteriorating and broken infrastructure to the City's 311 Action Center, thus allowing consistent service to stakeholders.

The RMCID deploys its Public Maintenance Ambassadors who manually sweep sidewalks at least twice daily. Sidewalks receive a monthly power washing to remove accumulated stains and grime. The RMCID has a zero tolerance policy for graffiti. Specially trained teams use solvents and high pressure washers to blast graffiti from multiple levels of building walls, light poles, and street furniture while protecting architectural surfaces.

STATISTICAL HIGHLIGHTS: MAY 2012 – APRIL 2013 MAINTENANCE SERVICES:



HORTICULTURE GREENING IT UP – PHYSICAL ENVIRONMENT



Improving the physical environment and the pedestrian experience are crucial to the River Market's quality of life. Through a partnership with the City of Kansas City, Missouri, the RMCID receives Public Improvements Advisory Committee (PIAC) funding to make improvements, including these in spring 2013:

- 650 Square feet of landscaping installed
- 60 Linear feet of sidewalks installed
- 18 Light poles painted
- 12 Damaged tree wells repaired
- 12 Dead trees removed
- 12 2.5-inch caliper trees installed
- 12 Fire hydrants painted
- 8 Decorative flags installed
- 4 Above-ground planters installed
- 4 Trash receptacles installed
- 2 Park benches installed

BUDGETS RMCID 2012-2013



PARTNERS WITH THE FULL EMPLOYMENT COUNCIL (FEC)

The River Market and Downtown CIDs continue to partner with the FEC in the Occupational Skill Training Program for intern candidates, which has provided the CIDs with additional Ambassadors at no cost to ratepayers. Over the last two years, the CIDs had 38 intern Ambassadors who provided more than 15,600 hours of services at a savings of \$121,620 to ratepayers.

TRAINING THE AMBASSADORS

The RMCID is committed to educating the Ambassadors with additional skills and knowledge through year-round comprehensive training courses. Ambassadors undergo intensive training in crime prevention and reporting, first-responder training, homeless outreach services, along with these classes in the last year:

- CPR & first aid certification
- Harassment/workplace violence awareness certification
- Certified Tourism Ambassador recertification
- BikeShareKC orientation
- Graffiti removal education
- Law enforcement education by KCPD
- Suspect identification/incident reporting by KCPD
- Bloodborne pathogen handling certification

ECONOMIC & COMMUNITY DEVELOPMENT

RMCID board members and ratepayers are committed to the health and vitality of the River Market in such areas as:

- Created \$10 million bonding package to stimulate market rate housing
- Resolved zoning issues allowing businesses to meet proposed opening dates
- Provided assistance to RMCID merchants by retaining needed retailers and removing operators that cause nuisance violations
- Interfaced with Missouri Division of Probation and Parole to address the issue of offender recidivism in the River Market District
- Provided emergency services and healthy meals for the homeless and hungry through reStart and the Kansas City Community Kitchen at the Downtown Community Services Center at 8th and Paseo. CID Ambassadors play a central role in the Downtown Council's commitment to working with and caring for the homeless population of greater Downtown.



EMERGENCY SERVICES STATS:

- 6,680 ADULTS
 - 3,370 FAMILIES
 - 1,367 CHILDREN
 - > 310,000 HOT MEALS
- In 2012, reStart, Inc. provided support to 6,680 adults, 3,370 families and 1,367 children, and opened the Housing Solutions Center.
- Our state-of-the-art kitchen, managed by ECS, served more than 310,000 hot meals during its first two years at the DCSC.