



Annual Report

DOWNTOWN KANSAS CITY, MISSOURI
COMMUNITY IMPROVEMENT DISTRICT
2011 - 2012



A TOP 10 DOWNTOWN

When *Forbes Magazine* selected Kansas City as the 7th best downtown in America in late 2011, the editors underscored the critical role the Community Improvement Districts play in the health and success of Downtown. In the same breath as the Kauffman Center opening and our vibrant arts community, *Forbes* wrote of “a walkable and livable downtown” – the kind of urban experience that simply wouldn’t be possible without the CIDs.

CLEAN, SAFE & GREEN!

The Downtown Community Improvement District (DCID) is a private, not-for-profit corporation dedicated to maintaining a clean, safe and economically competitive Central Business District (CBD) in Downtown Kansas City, Missouri. Our mission is accomplished daily by a team of maintenance, landscape and safety Ambassadors dedicated to Downtown, and its employers, residents and visitors.

Safety

BUILDING A SAFE AND SOUND DOWNTOWN

DCID Public Safety Ambassadors are on the front lines for ensuring a safe Downtown community seven days a week. They are the face of Downtown at the Kansas City Central Library, Metro stops, key intersections and special events, welcoming and assisting hundreds of thousands of workers, residents and visitors annually. They serve as a first point of contact for emergency needs and deterring crime through their consistent coverage and visibility.

Ambassadors undergo intensive training to become knowledgeable on issues such as crime prevention and reporting, first aid and first-responder training, communication skills and homeless outreach services. Maintaining valuable partnerships with the Kansas City Missouri Police Department (KCPD) and other police agencies helps to sustain low crime levels in Downtown by monitoring and reporting any illegal activity immediately.

STATISTICAL HIGHLIGHTS: May 2011 – April 2012

SAFETY SERVICES	CONTACTS
Citizens assists, directions & special events	12,559
Trespass, drug activity, public drinking interventions	10,737
Homeless contacts/referrals	8,486
Aggressive panhandler interventions	1,306
Safety escorts	1,292
Citizen & merchant introductions	770
Police arrests/assistance & medical assists	609

Maintenance

A CLEAN DOWNTOWN IS THE FOUNDATION OF A STRONG & HEALTHY NEIGHBORHOOD

To create an outstanding and memorable urban experience every day, the DCID Public Maintenance Ambassadors are dedicated to keeping Downtown streets clean and inviting.

Working in a time-sensitive manner, Ambassadors quickly remove graffiti, stickers, and illegal posters throughout the CBD. Ambassadors regularly identify and report deteriorating and broken infrastructure to the City’s 311 Action Center, further allowing consistent service to Downtown stakeholders.

Throughout the day, DCID deploys 14 Public Maintenance Ambassadors who manually sweep sidewalks at least three times daily. The DCID proudly has a zero tolerance policy for graffiti. Specially trained teams use solvents and high pressure washers to blast graffiti from the ground floor of building walls, light poles and street furniture while protecting architectural surfaces.

STATISTICAL HIGHLIGHTS: May 2011 – April 2012

MAINTENANCE SERVICES	
Trash bags collected	15,161
Graffiti tags removed	1,929



Physical Improvements

Enhancing the physical environment and the pedestrian experience are critical aspects of Downtown's economic development and contribute greatly to the area's quality of life. Through a partnership with the City of Kansas City, Missouri, the DCID receives Public Improvements Advisory Committee (PIAC) funding to make improvements throughout the CBD, including these in spring 2012:

1,250	Square feet of landscaping installed	20	Light poles painted
140	Linear feet of sidewalk installed	10	Planters installed
40	Damaged tree wells repaired	8	Flags installed
36	Dead trees removed	8	Trash cans installed
36	2.5" caliper trees installed	6	Park benches installed
36	Fire hydrants painted		

Partnering with the Full Employment Council (FEC)

The DCID continues to partner with the FEC in the Occupational Skill Training Program internship. The internship gives the client valuable work experience and has provided the DCID with additional ambassadors at no cost to ratepayers. Over the past year the DCID had 23 intern Ambassadors who provided more than 6,700 hours of services at a savings of \$62,694 to ratepayers.

Training Our Ambassadors

The DCID is committed to empowering its Ambassadors with additional skills and knowledge through year-round comprehensive training courses. These training topics are closely aligned with CID goals of making Downtown a clean, safe and inviting place to live, work or visit. Ambassadors receive training on subjects that improve on the basic services they provide as well as focusing on their personal safety. In addition to the on-going training on such things as company policies, Downtown destinations, and bus routes, the Ambassadors have received training in the following areas:

- CPR & first aid certification
- Harassment & work place violence awareness certification
- Certified Tourism Ambassador certification
- OSHA bucket truck operation certification
- Segway safety & handling training
- Graffiti removal education
- Law enforcement education by KCPD
- Bloodborne pathogen handling certification

Economic & Community Development

Clean, Safe and Green may be the mantra for the DCID, but the role and responsibilities of the organization reach much further into the health and vitality of the Downtown community. DCID board members and ratepayers are committed to community development in such areas as:

- Created \$10 million bonding package to stimulate market rate housing Downtown
- Resolved zoning issues allowing businesses to meet proposed opening dates
- Provided assistance to CBD merchants by retaining needed retailers and removing operators that cause nuisance violations
- Saved and restored historic structures in the CBD through preservation efforts
- Interfaced with Missouri Department of Probation and Parole to address the issue of offender recidivism in Downtown
- Provided homeless services through the Downtown Community Services Center and Kansas City Community Kitchen

Providing Emergency Services and Healthy Meals

DCID Ambassadors play a central role in the Downtown Council's commitment to working with and caring for the homeless population of greater Downtown. Homeless outreach reached new heights over the last three years, as reStart, Episcopal Community Services and the DCID opened the Downtown Community Services Center and Kansas City Community Kitchen at 8th and Paseo. The Center provides coordinated social and community services to persons who are homeless or at risk of homelessness. DCID Public Safety Ambassadors provide on-site security and support at the Center.

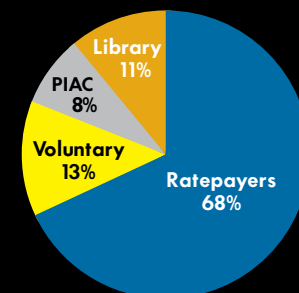
EMERGENCY SERVICES STATS:

- Since assuming operation of the Homeless Services Center, reStart, Inc. has provided 778,050 service units to a total of 15,369 unduplicated clients.
- Our state of the art kitchen, managed by Episcopal Community Services served more than 159,000 meals during the 2011-12 fiscal year.

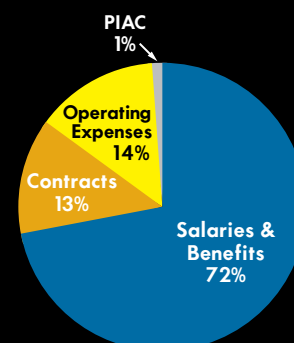
Marketing Initiatives for the DCID and CBD in 2011- 2012

- Downtown CID Annual Report
- Downtown CID weekly electronic newsletter posts on DowntownKC.org
- New Downtown and River Market CID logo and brand platform
- Downtown CID content, photos on DowntownKC.org website
- CID Ambassadors actively distribute Downtown controlled media pieces:
 - Dining Map; Downtown Directory; "Downtown for the Holidays" special sections; Parking Maps; and Walking Maps: 200,000 distribution
- CID Ambassadors rely on other Downtown marketing channels to help inform visitors, residents and employees about events, dining and attractions:
 - Earned media – news coverage of Downtown: 80 million impressions
 - Paid media – Downtown advertising: 30 million impressions
 - Shared media – online content: 1.5 million page views
- CID Ambassadors played critical clean and safe roles in the opening of the Kauffman Center for the Performing Arts – a high point in the revitalization of Downtown and in the Downtown Council's marketing of Downtown

DCID 2011-2012 Budget: \$2,463,278



DCID REVENUES



DCID EXPENSES

What People Are Saying

It was good to see the Ambassadors at the recent Business Recognition Event. I want to give thanks and praise to all of the Safety and Maintenance Ambassadors for all of their hard work. In the past decade, our Downtown has seen many "bricks and mortar" improvements such as the Sprint Center and Power & Light District. However, I feel that the true turning point in the renaissance of the Downtown loop came with the passage of the Downtown CID and the establishment of the team of Safety and Maintenance Ambassadors who we see every day. The "Yellow Jackets" or "Bumblebees," as they are affectionately called, are doing a great job of making visitors feel welcome and locals feel safe. I appreciate all of their hard work.

Ed Ford, Councilman, 2nd District At-Large

I just wanted to say that I was pleasantly greeted yesterday by one of your Maintenance Ambassadors who was busy doing some cleaning along the street/sidewalk that I was walking along near the KC Convention Center. He had a smile on his face as he was doing his part to keep your city neat and tidy.

Luke, Canadian business visitor

I want to let you know that the CID Ambassadors really helped me out last week. It was a long day. I was preoccupied, and got out of my car and locked the door. Not only did I leave my keys in the ignition, my car was still running. Two Safety Ambassadors approached and they really helped me out. The Ambassadors went out of their way to find a tow truck company to unlock my vehicle. I was not sure what I was going to do, once I realized what I had done. I was glad to see the Ambassadors were there to help me solve my problem. I have been a home owner in Quality Hill for the past 14 years, and there have only been positive changes in the neighborhood since the arrival DCID. I just wanted to send a positive note your way, and thank these two guys for all of their help.

Jeff, Downtown resident

I just wanted to send this email giving a big thanks to the Safety Ambassadors who helped with CVS today. The Ambassadors do an awesome job of making it safe to apprehend shoplifters at our store. They are a big part in making the apprehensions go smoothly with little incidents. I am glad to have them Downtown!

Keri, CVS Pharmacy Loss Prevention

Many times leaving work, I drive by as the CID Ambassadors are lowering the U.S. flag near 8th and Main. I appreciate the care and diligence the Ambassadors take in treating the symbol of our country. Keep up the good work.

Michael, Downtown employee

