

Business Improvement District
2022 REPORT



Business Improvement District

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Capital City

BUSINESS IMPROVEMENT DISTRICT

MISSION STATEMENT

It is the purpose of the Capital City Business Improvement District (BID), under the authority of the City of Topeka, to carry out a program of services that will:

1. Create an attractive physical environment.
2. Create an attractive economic environment.
3. Strive to achieve excellence in the quality of life as a center of government, commerce, culture, history and recreation.



2022 PROGRAM OF SERVICES

Downtown Topeka, Inc., as the contractor for the BID, will carry out the following program of services to the extent that the funding will permit:

1. Provide general maintenance and cleaning of the district.
2. Provide maintenance of the equipment used in downtown cleaning.
3. Provide a walking path during snow on sidewalks from 4th to 10th on Kansas Avenue as well as the side streets from 6th to 10th.
4. Promote the district through a variety of marketing tools.
5. Spray for weeds on sidewalks.
6. Underwrite and support special downtown events and parades.
7. Provide timely and pertinent information through the DTI website, Facebook page and Twitter.
8. Publish a BID newsletter to communicate to businesses in the district.
9. Provide administrative services including inventory maintenance, office/overhead, insurance, salaries, benefits, etc.
10. Recruit new businesses and residential opportunities.
11. Collaborate with the City to provide Christmas lights and banners on Kansas Avenue.

INTRODUCTION:

The Capital City Downtown Business Improvement District was established December 23, 1986, by the City of Topeka Ordinance Number 15701. The district was established in accordance with the Kansas Statutes to enable the City to provide additional services within the District not otherwise generally provided throughout the City of Topeka. In accordance with the provisions of state law, the Business Improvement District Advisory Board was established to make recommendations regarding the operation of the District. Staff assistance for the District was provided by the Topeka/Shawnee County Metropolitan Planning Agency. Paul Glaves, who was Assistant Director for CBD Development, was assigned the primary responsibility for staff support of the District.

The administration of the District dramatically changed in 1995. At that time, the City of Topeka felt it could no longer provide the staff and resources necessary for managing the District as it had since 1986. Therefore, the City of Topeka has annually entered into an agreement with Downtown Topeka, Inc. to provide the administrative services adopted each year.

As is required in the annual operating agreement, the following report describes and explains the activities and services provided during 2022.





BID

ADMINISTRATION:

Downtown Topeka, Incorporated administers the District by providing the services recommended by the District Advisory Board and approved by the City Council. As the exciting revitalization of downtown continues, the BID goals remain the same: To create an attractive physical and economic environment and strive to achieve excellence in the quality of life as a center of commerce, government, culture, history and recreation.

BID

MAINTENANCE:

Paul Cervantez is employed full-time by DTI to provide maintenance and cleaning throughout the District. His schedule starts at 7:00AM Monday through Saturday as he travels from Monroe to Topeka Boulevard and from 2nd to 13th streets daily emptying trash cans and clearing the sidewalks, alleys and curbs of trash, leaves and other debris. He sprays for weeds on the sidewalks. He also is available on Sundays to clean and remove trash after major Saturday events and parades. Paul maintains the equipment we use for the District and is a watchful eye as he travels throughout downtown. Paul does a wonderful job maintaining the area.

During the winter months Paul often pre-treats the sidewalks in anticipation of ice and provides a walking path from 3rd to 10th on Kansas Avenue as well as the side streets intersecting 6th and 10th before stores open on snowy mornings. It is up to the individual business for removal of remaining snow in front of their business. The BID maintains a supply of urea for downtown businesses to purchase as an ice melt to use on the new concrete sidewalks.

2022 PROGRAMMING

2022 came with an increased number of new opportunities to help draw people downtown. These opportunities included but were not limited too; Downtown Restaurant Week, Topeka Music Week, and Forge Fest. Each of these programs helped to fill a gap in the community and proved successful in doing such. Downtown Restaurant Week was created in partnership with AIM Strategies to help support downtown restaurants in April of 2021 by offering specials and marketing encouraging people to get back downtown and dine at these establishments.

Topeka Music Week was created to serve as a kickoff for KICKER Country Stampede that takes place at Heartland Park every summer. Stampede brings roughly 40,000 people to Topeka each year. Topeka Music Week allowed event venues across the city and in downtown like the Jayhawk, Everygy Plaza and TPAC to bring in entertainment to play off of the experience and draw people to our local venues. Forge Fest was created in partnership with Washburn to help promote downtown Topeka to students and young professionals and has grown each year. In 2022, Fiesta Mexicana Kickoff was also added to the growing list of events moving downtown and with an estimated attendance of 3500, it proved to be a huge success. Plans have been made to continue each of these programs in 2023.

2022 also brought one of the biggest collaborations our community has seen in recent history, with the Dino Days exhibit. This exhibit broke records throughout the community, and downtown was no exception. On average our visitors' center saw 1,000 guests per year, but thanks to the allosaurus exhibit, our visitors' center saw 4,461 visitors.

The BID also owns many tables, chairs and trash cans which we loan, at no charge, to downtown businesses for their events as well as non-profit organizations holding activities in downtown. Paul keeps track of our inventory and delivers and oversees their return after each event. In 2023, we're looking to update our tables and chairs to better serve our businesses the influx of activity we have seen in recent years.

Holiday Cheer

BRINGS LIGHT TO DOWNTOWN

Lights! Banners! Action! We're excited to see tons of holiday cheer coming to Kansas Avenue this winter. Thanks to the BID DTI was once again able to have warm lighting placed on the trees along the avenue, from 6th Street to 10th Street, this holiday season. In addition to the lights, Garland and 5-foot holiday wreaths commissioned by Porterfield's to decorate the Kansas Avenue arches. Holiday banners were put in place by the City's Forestry Department in late November. The Everygy Plaza has secured an 18-foot Christmas tree that will be decorated with the support of Absolute Design by Brenda and adorn the downtown venue. Promotion of the annual holiday window-decorating contest will continue to take place this year as well.

There has also been a significant uptick in traffic Downtown thanks to the Corefirst Ice Rink at Everygy Plaza. Kansas Ave has become a wintertime destination, which has led to additional maintenance to ensure we're making a good impression on all who visit. In the future, the BID allows us to brainstorm new ways to capitalize on how to collaborate with this community favorite and how to make Downtown Topeka an even bigger destination for all.



Welcome,

NEW DOWNTOWN BUSINESSES

Downtown Topeka is excited to welcome those businesses that recently opened storefronts downtown. We hope you'll help us welcome them to the Downtown BID family!



TOPEKA YOGA NETWORK

925 S Kansas Ave

Opened: Dec. 2021 / Grand Opening Jan. 2022



NAULING'S TEXAS BBQ & SOUL FOOD

1001 SE Quincy St

Opened: January 2022



EARTH'S CHOICE

729 S Kansas Ave

Opened: March 2022



THE BEACON

420 SW 9th St

Opened: May 2022



KNOX COCKTAIL LOUNGE

112 SW 6th Ave

Opened: June 2022



HUNTER & LAINE BOUTIQUE & GIFT SHOP
826 S Kansas Ave
Opened: July 2022



OLIVE CAFE
935 S Kansas Ave
Opened: August 2022



ONYX SALON AND WELLNESS SPA
923 S. Kansas Ave
Opened: August 2022



SAFELY SUNNING
828 S. Kansas Ave
Opened: October 2022



WITH JULES
727 S. Kansas Ave
Opened: November 2022



THE WEATHER ROOM
920 S Kansas Ave
Re-opening: December 2022



BID MARKETING/ ADVERTISING

The BID utilizes a portion of its funding to budget for marketing and advertising opportunities for the businesses located in the district in 2022 this included advertising with TK Magazine, Cumulus Broadcasting, etc. This year the BID worked in partnership with KSNT and Capitol Federal to promote a commercial campaign to businesses located in the district. This campaign provides the opportunity for local businesses and restaurants to have commercials created with the support of KSNT that are a part of local programming to help drive business downtown throughout the holidays. The BID created a map that outlines all of the restaurants, retail shops, and entertainment options located in downtown that is distributed to Washburn students, visitors, and local conference attendees through Visit Topeka. The BID has and will continue to participate as a speaker at various local organization event to provide updates on what new things are taking place in the district.

Destination

DOWNTOWN

Downtown Topeka has seen an uptick in wintertime traffic in 2022 thanks to the Corefirst Ice Rink at Every Plaza. Kansas Ave has become a wintertime destination, which has led to additional maintenance to ensure we're making a good impression on all who visit. In the future, the BID allows us to brainstorm new ways to capitalize on how to collaborate with this community favorite and how to make Downtown Topeka an even bigger destination for all. The rink was opened in late November and will remain in operation through January 29, 2023.

2023

LOOKING FORWARD

In an effort to become more effective, transparent, and good stewards of our BID funds, we will begin to create a Standard Operating Procedures manual in 2023. This ensures consistency, as well as provides a benchmark for improvement. Having procedural guidance not only improves the work of DTI, but it allows the downtown businesses a clearer look into what we're doing daily to maintain and improve the district.

New opportunities continue to present themselves as partnership across the community continue to grow and transform. The BID will always strive to find new and creative ways to draw people downtown and drive the growth and prosperity of the district!



Funding

RECOMMENDATIONS & ADMINISTRATION

As we looked forward to 2023 and beyond, the Advisory Board continues to recommend the following assessments:

Tier One - .0905 cents per square foot

Tier Two - .0405 cent per square foot (BID map located to right for reference.)

The cap on the largest businesses is \$15,000.

In addition, the Advisory Board continues to recommend the assessment of empty properties at the following rates:

Tier One - .04525 cents per square foot

Tier Two - .0205 cents per square foot



As part of our efforts to enhance district operations, the BID plans to streamline our annual information-collection process moving forward. When BID members receive the annual distributed form in January 2023 asking for changes in occupancy and usage, there will be a field requesting the best email point of contact. Collecting these email addresses will allow DTI in partnership with the City of Topeka Finance Dept. to transition to a digital collection process. We will be asking for businesses to provide an active email address, as we plan to digitally send those surveys in the future.





**D O W N T O W N
T O P E K A**

PRESENTED BY
DOWNTOWN TOPEKA, INC.
DECEMBER 2022

719 S KANSAS AVE.
TOPEKA, KANSAS 66603
785-234-2644