

Business Improvement District
2023 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.



2023 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 2023.





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 is also 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 to remove the 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.

2023 PROGRAMMING

2023 was the year Downtown Topeka signified itself as the cultural hub of our community. Through numerous campaigns, including ones with international coverage, Downtown Topeka was seen as a welcoming place to diverse cultures alike. By highlighting the fact, we offer Irish, Mexican, Southern, Chinese, Vietnamese, French, American, Mediterranean, Indian, and Spanish dining experiences within blocks of one another, Downtown Topeka was seen as the cultural core of our city. In addition to our brick-and-mortar opportunities, DTI actively supported and marketed multiple festivals throughout the year to provide unique experiences to our population, and to draw in a wide variety of crowds.

Clean & Safe

BRINGS PLACEMAKING DOWNTOWN

As 2023 progressed, an unwelcome trend was noticed by businesses and residents in our district. The occurrences of disruptive behaviors and misdemeanor crimes were rising quickly, and there was a noticeable growth in our unsheltered. Through this concern, the Clean & Safe Task Force was created with the concept that grassroots and placemaking practices would be the quickest and most effective way to address these concerns. Members were strategically chosen to represent small merchants, residents, corporate businesses, law enforcement, and advocates. Chaired by Seth Wagoner of AIM Strategies LLC, this group quickly went to work and identified multiple ways we could implement strategies to mitigate these occurrences. winter.

Clean & Safe is a common practice amongst many downtown associations throughout the globe. These practices are often part of standard operating procedures and address everything from litter control to security to ambassador and customer service programs. Under the strategic recommendations of Mr. Wagoner, the task force worked to identify multiple attainable goals to gain momentum. This included auditing our security cameras and lighting downtown, enhancing litter control, speaking at public forums, and working in cooperation with TPD and Valeo Behavioral Health Care.

A database to accurately track activity was advertised to the BID District and all events or activity can be reported to notify@downtowntopekainc.com. Through these preliminary measures, there was a drastic decrease in unwanted and dangerous activity. These practices have been so efficient, the downtown clean and safe task force's ideas have been examined by other local districts and neighboring communities in other counties. The one key element to success has been the public/private partnership between the City of Topeka and it's citizen volunteers. Without this support, all efforts would be halted or slow to show results.



Welcome,

ANNUAL FESTIVALS MADE THEIR MARK

Downtown Topeka was excited to host numerous major festivals that were both reoccurring and in their inaugural year. By continuing to invest in diverse programming, Downtown Topeka was exposed to new demographics and was seen as a conveyer of cultures in our community.



IRISH FEST

Year 2

March 18, 2023



WiFi FILM FESTIVAL

Year 2

April 21- 23, 2023



FIESTA TOPEKA KICKOFF

Year 2

July 8, 2023



FOR THE CULTURE KS FEST

Year 1

July 27-30, 2023



INDIA MELA

Year 1

August, 2023



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 2023 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 events to provide updates on what new things are taking place in the district.

Destination

DOWNTOWN

With multiple venues providing valuable entertainment this year, Downtown was the destination to be for concerts, comedic performances, conferences, unique dining opportunities, holiday celebrations and more. Layered in, we capitalized by declaring downtown as the one stop shop for entertainment. While we're known for our restaurants and retail, Downtown Topeka offers multiple activities within walking distance to make it the best place in Topeka for families, friends and colleagues to enjoy themselves. Calling out activities like, bowling, arcades, indoor golf, axe throwing, free movies, splash pads, concerts, maker spaces and more through strategic marketing helped to put our district at the forefront of our community's mind when wondering, "What's there to do in Topeka?"

2024

LOOKING FORWARD

In an effort to become more effective, transparent, and good stewards of our BID funds, we will continue to review and develop standards and procedures within our district. 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.

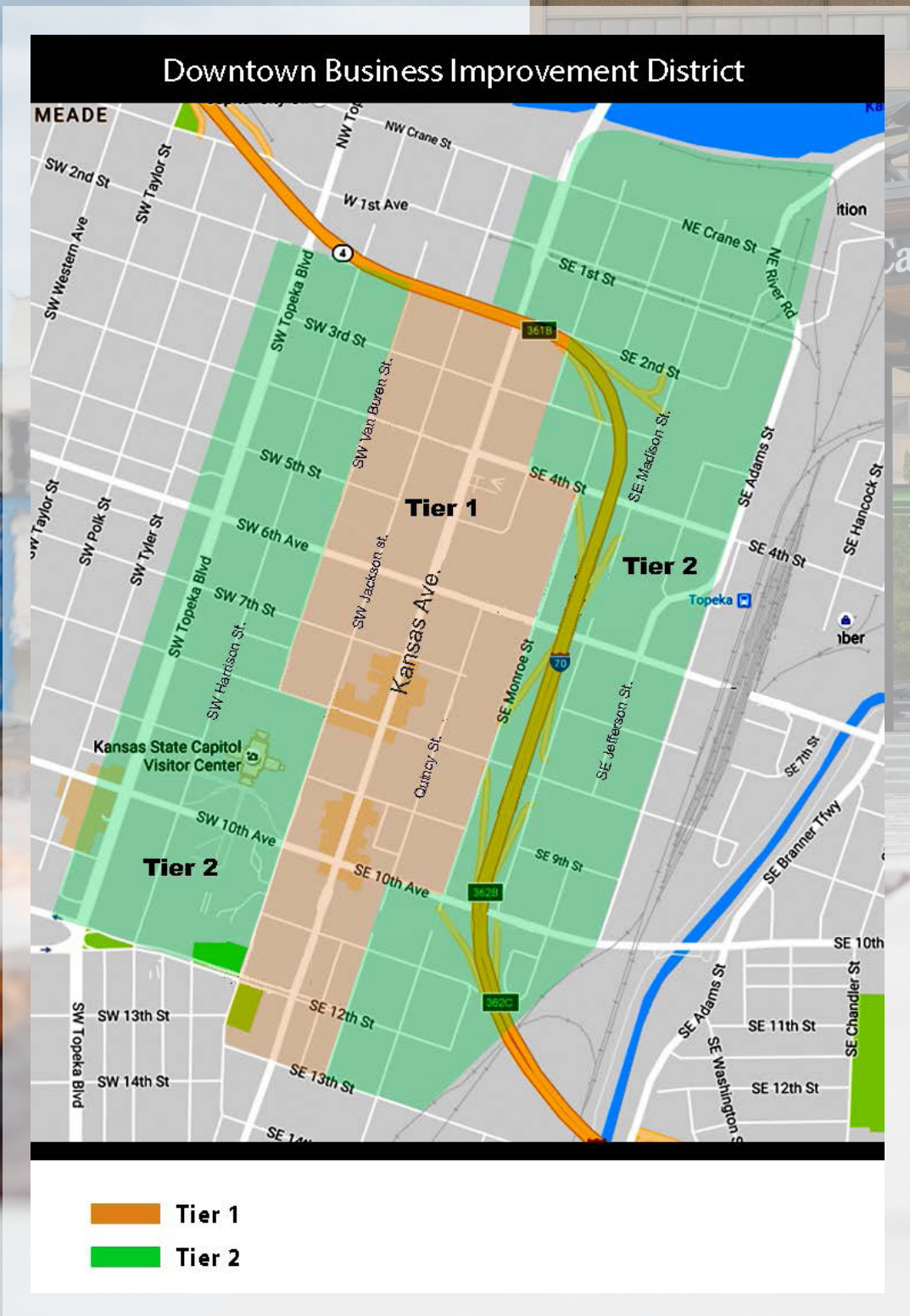
In addition, the Advisory Board continues to recommend the assessment of empty properties at the following rates:

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 2023

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