

Business Improvement District
2026 PLAN



Business Improvement District

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NICK XIDIS | Hazel Hill Chocolate

ROB BERGQUIST | Cyrus Hotel

STEPHEN SMITH | Stephen Smith Gallery

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.



INTRO: CELEBRATING 30 YEARS OF PARTNERSHIP

The BID was established December 23, 1986, by City of Topeka Ordinance Number 15701, enabling enhanced services within the District. The administration changed significantly in 1995 when the City partnered with DTI to manage the BID's administrative services. As we outline the 2026 Program of Services, we also recognize over 30 years of this vital partnership between the City of Topeka and Downtown Topeka Inc., working collaboratively to enhance and promote Downtown Topeka. This report details the planned activities and services for 2026.

BID

ADMINISTRATION:

For 2026, DTI will continue to oversee the District, delivering the services recommended by the Advisory Board and approved by the City Council. As downtown continues its revitalization, the BID's goals remain steadfast: fostering a vibrant physical and economic environment and promoting an exceptional quality of life.

BID

MAINTENANCE:

Maintaining a clean and welcoming district remains a core focus for 2026. This is a team effort led by Paul Cervantez, a dedicated full-time DTI employee. Under Paul's supervision, the maintenance team, including part-time support from Vickie Rose and potentially other staff or contractors, ensures the district remains pristine. Daily responsibilities cover Monroe to Topeka Boulevard and 2nd to 13th Streets, including trash removal, sidewalk/alley cleaning, and weed management. The team provides post-event cleanup and serves as a watchful presence. Paul also oversees equipment upkeep. During winter, the team pre-treats sidewalks and clears key walking paths. While businesses clear their immediate fronts, the BID team maintains and utilizes appropriate ice melt for public sidewalks.





2026 PROGRAMMING & EVENTS

DTI plans a robust schedule of programming and event support for 2026, focusing on entertainment, cultural celebrations, and leveraging the district's unique assets.

Entertainment Hub Support: DTI remains committed to actively supporting the district's vibrant entertainment scene. In 2026, we anticipate strong schedules from key venues like Evergy Plaza and the Topeka Performing Arts Center (TPAC), which serve as major draws for visitors. DTI will continue its collaborative partnerships with these anchor institutions, providing marketing and logistical support to promote their diverse offering of concerts, shows, and community gatherings, thereby enhancing downtown's reputation as a primary entertainment destination.

Signature Events, Parades & Community Programming: Supporting major community events that define downtown's unique character remains a cornerstone of DTI's work in 2026. We will continue to provide assistance for signature parades, most notably the Miracle on Kansas Avenue holiday parade held in late November/early December. This event has grown significantly in popularity and reputation, becoming recognized as one of Kansas' premier holiday celebrations, and DTI is proud to support its continued success. Furthermore, DTI is committed to fostering downtown's rich cultural tapestry through flexible support for culture and community programming. This allows us to assist diverse events that showcase our community, such as the long-standing Fiesta Topeka (celebrating its 102nd year in 2026, including associated Mini Jamaica festivities) and the growing India Mela (entering its 4th year), while remaining adaptable to new opportunities that may arise.

Heritage Tourism Development: A significant focus for 2026 involves strategically bolstering Downtown Topeka as a Heritage Tourism destination, capitalizing on both exciting new developments and treasured existing assets. Following decades of dedicated effort, the historic Constitution Hall is anticipated to reopen in 2025; DTI will play a key role in supporting programming and promotional efforts surrounding this landmark in 2026, reintroducing it to the community and visitors. We will also collaborate closely with the Kansas Historical Society to promote the Charles Curtis House, following its recent acquisition and planned reopening as a publicly accessible historic site honoring the former Vice President. These important sites will join downtown's existing historical anchors, the internationally recognized Brown v. Board of Education National Historic Park and the Ritchie House, carefully stewarded by the Shawnee County Historical Society. To weave these narratives together, DTI plans to strengthen partnerships with Visit Topeka and other local leisure and hospitality entities. A key initiative for 2026 will be supporting the development of cohesive historic trails and interpretive markers within the district, creating a more engaging and informative experience for those exploring Topeka's rich past.

Boosting Retail & LOCAL MERCHANTS

A key focus for 2026 will be strengthening the downtown retail environment and supporting our local entrepreneurs.

Merchant Collaboration: We will enhance our partnership with local merchants and the dedicated Downtown Merchant Group, working collaboratively on promotions, events (like First Friday Art Walks), and addressing shared challenges and opportunities.

Farmers Market Synergy: DTI will strengthen its relations with the Downtown Topeka Farmers market. We aim to create more opportunities for residents and visitors to connect with local artisans and growers at the market, enhancing downtown vibrancy. Furthermore, we recognize the market's vital role in addressing food access and will explore ways to support its function in mitigating the area's food desert characteristics and lack of traditional grocery stores.

District Development & ENHANCEMENTS

DTI's efforts in 2026 extend beyond programming to include strategic development and the continuous enhancement of the physical district environment.

Ongoing Enhancements & Maintenance Strategy: We will continue to implement a comprehensive district-wide maintenance strategy focused on operational efficiency and aesthetic appeal. This includes the effective deployment of assets like the Club Car utility vehicle for daily tasks such as litter collection, planter upkeep, and beautification efforts. Our commitment extends to seasonal needs, ensuring a festive atmosphere through partnerships with local vendors for professional holiday lighting installation and removal, and maintaining safety and accessibility during winter through the execution of our Snow Removal Action Plan. Welcoming and supporting new businesses as they join the downtown community also remains integral to this ongoing enhancement work.

Strategic Development Initiative: Look forward, DTI will actively engage in strategic initiatives aimed at fostering long-term growth and vitality, aligning with broader community goals:

- Housing & Master Plan Advocacy: In collaboration with the Greater Topeka Partnership and other stakeholders, DTI will advocate for the development of new housing options and complementary attractions within the downtown area. We will actively support the advancement of existing housing initiatives and other key projects outline in the City of Topeka's Downtown Master Plan, working to ensure its vision becomes reality.

- Grant Support & Administration: DTI will continue to serve as a crucial resource for property owners and merchants seeking funding for improvements. This includes administering programs like the Downtown Development Grant Program on behalf of the City of Topeka, as well as providing guidance and support to local stakeholders applying for external funding opportunities, such as grants offered by the Kansas Department of Commerce and other relevant agencies. Our goal is to maximize investment in downtown properties and businesses.

APRIL EVENTS in D DOWNTOWN TOPEKA

4.1	WHOSE LIVE ANYWAY? Topeka Performing Arts Center
4.4	FIRST FRIDAY ARTWALK AT THE GALLERY Stephen Smith Gallery
4.5	EASTER BUNNY VISIT Cosmos Court
4.11	FRIDAY NIGHT FLICKS: BLACK PANTHER Evegry Plaza
4.12	CLASSIC ROCK ICONS - LIVE! Cosmos Court
4.12	LIVE @ LUNCH
4.16	
4.18	SESA
4.19	Explore additional events Topeka and on the Topeka
4.23	



Downtown TOPEKA
FACEBOOK



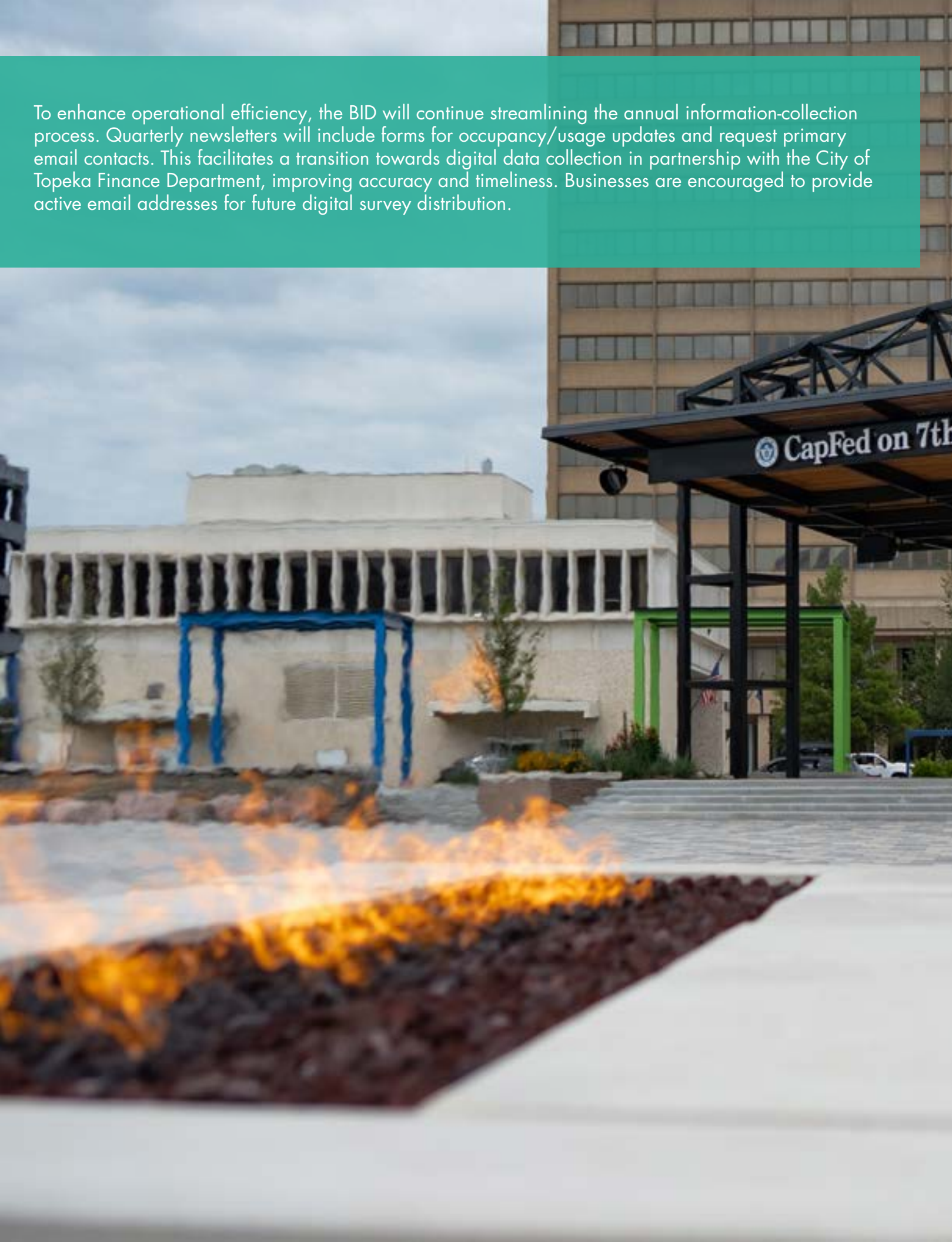
BID MARKETING

BID-funded marketing efforts in 2026 will be guided by a comprehensive annual marketing strategy, developed and implemented in close cooperation with Visit Topeka and other entities within the Greater Topeka Partnership. This collaborative approach ensures alignment and maximizes the impact of our promotional activities. A key component of our 2026 efforts will involve leveraging the full-time Social Media Coordinator position, established in 2025 and shared between DTI and Visit Topeka. We will build upon the initial successes of this role, utilizing this dedicated in-house talent to significantly expand our organic content reach, enhance digital engagement, and provide robust, real-time promotion for district events and initiatives.

Alongside enhanced organic efforts, DTI will continue to strategically allocate resources for paid promotions, advertising, and partnerships with local and regional media outlets to ensure broad visibility for downtown happenings. Furthermore, we recognize that many downtown businesses and venues have their own active marketing programs; DTI will seek opportunities to support and amplify these partner efforts, fostering a unified promotional front for the district. Finally, facilitating enhancements to the Downtown Topeka website will be a priority, with a particular focus on maintaining a robust, accurate, and user-friendly event calendar, shared collaboratively with Visit Topeka to serve as the central hub for information on downtown activities.



To enhance operational efficiency, the BID will continue streamlining the annual information-collection process. Quarterly newsletters will include forms for occupancy/usage updates and request primary email contacts. This facilitates a transition towards digital data collection in partnership with the City of Topeka Finance Department, improving accuracy and timeliness. Businesses are encouraged to provide active email addresses for future digital survey distribution.





D O W N T O W N
TOPEKA

PRESENTED BY
DOWNTOWN TOPEKA, INC.
MAY 2025

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