

39th Street

November 2006

39th Street Community Improvement District News

The 39th Street Community Improvement District (CID) is a Missouri political subdivision created by Ordinance No. 030482 of the City, passed on April 24, 2003. The CID is formed to, among other things, manage and direct the use of collected sales tax revenue to invest in economic development of the District. The 39th Street CID is generally located along West 39th Street from State Line Road on the West to Southwest Trafficway on the East in the City of Kansas City, Missouri.

The 39th Street CID serves the business community in much the same way a homeowners association serves a neighborhood. The CID identifies needs and collects funds to provide district improvements. The net result is an improved climate for patrons and existing businesses and an enhanced environment for future economic and neighborhood development.

Sometimes CIDs can improve the public image of a commercial area by putting up colorful signs, increasing trash pick-ups, providing safety officers or removing graffiti. In other cases, they may draw shoppers through special events such as concerts or sidewalk sales. They may also provide streetscape improvements such as pedestrian lighting or way-finding signage.

By applying these and a variety of other economic revitalization techniques, the 39th Street CID is working to transform our community and insure a safe, fun and profitable environment for the businesses and patrons of 39th Street West.

The 39th Street CID is working to improve the district. A streetscape plan has been developed. This plan can be viewed on our website.

Currently Metropolitan Patrol has been hired for our security service. A patrol person is on duty in the District 7 days each week from 11:30 am to 2:30 pm and Tuesday through Saturday from 7:30 pm through 2:30 am.

The CID employs a local crew to pick up trash from the sidewalk and remove graffiti. They also control the weeds around the trees and remove ads from the poles and other clean up chores as needed.

There are some colorful signs being reviewed for marking the district to let visitors know they have entered 39th Street West. This brand will mark the area from Southwest Trafficway to State Line Road.

We also are looking at new ways to promote the Third Friday Music events which are produced from May through September. The 2007 Music events will be better. And there will be another Festival scheduled for Sunday, August 19, 2007.

Visit the website at <http://www.39thstreetwest.com>



on the edge

39th Street CID **Board of Directors**

Michael Bay
Chairman

nich1921@aol.com

Hal Shapiro
Vice Chairman

hal@playpoolproducts.com

Lucie Klemovec
Secretary

lklemovec@kc.rr.com

Bill Vogt
Member

bvogt@allstaryeswecan.com

Vic Allred
Member

allredv@jazzkitchen.com

Not members of the **Board of Directors**

Kelly Collins
Treasurer

Bob Klemovec
District Manager

rklemovec@kc.rr.com

39th Street

The CID's Board of Directors and its Treasurer are not paid. They provide their time and service on a voluntary basis. The 5 members of the Board of Directors are business or property owners in the 39th Street District and have a sincere interest in its economic development and financial health and the safety of .

To be more effective in providing solutions to the District the CID needs subcommittees to help with various projects which are approved by the Board of Directors. The Marketing Subcommittee, led by Todd Hendershot, owner of Whitelight Holistic Resource Center, is one such committee. The Board is grateful for Todd's initiative and to all those helping to get the good work done.

The CID has had its streetscape design plan in place since August 2005 and has now accumulated enough cash reserve to take steps to start phase one of the Pedestrian Lighting portion of the plan. Pedestrian Lighting is considered a priority primarily for the benefit of improved safety for everyone in the community and for the enhanced business visibility as well as improved aesthetics. The basic concept can be viewed by looking at the streetscape plan on the 39thstreetwest.com website, New & Events tab, Upcoming Events, select view the master plan for the 39th Street West district. The CID is taking the initiative to have the District surveyed and the preliminary and final plans made for Phase 1 which will focus on Mercier St. to State Line Rd.

We made a presentation and application to the Public Improvements Advisory Committee in July this year. Basically, PIAC is a way for the City to allocate funds to each council district for spending on neighborhood public improvement projects. We leveraged our request by our offer to match 33% of the project cost.

Based on last fiscal year's income and expenses and expenditures targeted this fiscal year the CID is working with the following budgeted amounts.

Security - \$60,000 or 35% of total budget

Legal - \$25,000 or 15% of total budget

***Director *** - \$12,000 or (less then 1%)

Savings - \$18,000 or 10% of income earned

Marketing - \$21,500 or 12% of total budget

- Billboards
- Banners
- Web Site
- Newsletter

Beautification - \$30,000 or 17% of total budget

- Trash Pick Up

Festivals - (includes 3rd Fridays) - \$12,000 or less then 1% of total budget

Other Expenses - \$1500.00 or less then 1% of total budget

- **NOTE *** - Any member of the CID who wishes to receive more information on the financial status may receive the information either hard copy or electronically by calling or emailing their request to Bob Klemovec, District Manager for the CID at 816 878 8051 or rklemovec@kc.rr.com .
- Currently the CID is promoting the District with four billboards located throughout the city. And we have a full page ad in Welcome to Kansas City. We plan on putting an ad in Visit KC soon.