

Amanda K. McGee
Executive Director – 39th Street CID

5820 Locust St.
Kansas City, MO 64110
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39thstreetwest@gmail.com

August 24th, 2022

VIA ELECTRONIC MAIL

City Clerk
25th Floor, City Hall
414 E. 12th Street
Kansas City, MO 64106
Marilyn.Sanders@kcmo.org

Re: 39th Street Community Improvement District

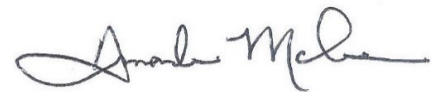
Dear Ms. Sanders:

On behalf of the District, and as required by the Missouri Community Improvement District Act, Section 67.1401-67.1571 of the Revised Statute of Missouri (the "Act"), and more specifically, Section 67.1471.4 of the Act, we submit the following documentation:

1. Annual report for fiscal year 2022; and
2. Copies of each Resolution passed by the Board of Directors of the District during fiscal year 2022.

If you have any questions concerning any of the enclosed, please contact me as soon as possible.

Very truly yours,



Amanda K. McGee
Executive Director – 39th Street CID
<https://39thkc.com/>

AKM
Enclosures

ANNUAL REPORT FOR
39th STREET COMMUNITY IMPROVEMENT DISTRICT ("CID")

SECTION I

Date: August 24th, 2022

CID Contact Information: Amanda McGee 310-497-8284 (akmkeller@outlook.com)

Political Subdivision or Not for Profit: Political Subdivision

Date of and Ordinance No: April 24, 2003 Ordinance No, 030482 & June 6, 2013

Ordinance No. 130421

SECTION II

PURPOSES OF CID AND SERVICES PERFORMED DURING FISCAL YEAR:

Purpose — Facilitate economic development, coordinate efforts to improve the District through improved safety and security measures, maintenance and the visual appearance of the District, parking management, promotions and marketing to encourage tourism and local patronage.

Specific Services — In FY2022, the CID progressed District goals with a larger focus on maintenance and clean-up efforts through the year, security services, facilitation of maintaining economic development stability post pandemic, and streetscape beautification. The world public health pandemic changed the outlook for all local sales tax revenue and the District modified all 2021 into 2022 plans. Since 2016, the Community Improvement District focused on improving needed pedestrian amenities; sidewalk repairs and reconstruction, right-of-way tree and streetscape improvements, a plan for trash receptacle updating, and graffiti removal with the anticipation of Phase II community improvements. Since the beginning of the public health crisis of Covid-19 in March of 2020, the District made immediate changes to facilitate precautionary measures for small businesses and public interactivity. Sanitary measures were taken to clean public use items with disposable gloves and disinfectant and tourism/marketing was directed to online efforts to engage public awareness and continuity. In the year to present, a major change of property ownership district-wide has occurred with a variety of impacts. Many small businesses already impacted by public health crisis changes were additionally challenged by land property ownership changes during the same year. Two major efforts of public improvement plans within the District were initiated, completing the installation of replacement public trash receptacles with service agreement with the City of Kansas City, MO Waste Department. In the meantime, the District has continued to address maintenance issues with pedestrian streetlights when vehicular accidents have occurred and maintaining amenities while planning for future traffic installations that will coordinate elements of the corridor together. The CID has continued to prosper with the same 10-year plans in progress with safety, traffic, infrastructure and pedestrian amenities at the forefront.

The marketing strategies of the District increased another fiscal year of attracted growth for local and small business establishments, while the existing one-half percent (.05%) only district sales and use tax remained moderately stable during 2021-2022. However, the CID has been remarked upon by local businesses for being able to sustain a collective measure of business promotion and assistance. Two large-scale events were partnered with the 39th Street CID for the 2022 fiscal year to promote local engagement in tourism; the Sporting KC soccer team kick-off event in February, and 3rd Friday activities from April to September. The District approach to tourism and marketing via social media outlets and interactive

engagement with shops maintained a baseline for online marketing and awareness of the region, routinely changed hours of businesses, and carryout services. The overall budget was maintained by conservative approaches to address anticipated decrease in sales tax annual revenue.

SECTION III

BOARD MEMBERS AS OF DATE OF MOST RECENT ANNUAL MEETING:

Donna Foulk

Tom Wayne

Daniel Pule

Bill Vogt

Melissa Waters

Martha Hasker

SECTION III EXT: BOARD MEMBER CONTACT INFORMATION

Board Member	Contact Address	Contact Number
Donna Foulk	1410 W. 39th Street, Kansas City, MO 64111 donna@donnasdressshop.com	(816) 931-0022
Tom Wayne	1800 W. 39th Street, Kansas City, MO 64111 twayne@prosperosbookstore.com	(816) 531-9673
Bill Vogt	835 W. 39th Street, Kansas City, MO 64111 bvogt@allstaryeswecan.com	(816) 531-3635
Melissa Waters	1415 W. 39th St. #D, Kansas City, MO 64111 misti.waters@yahoo.com	(816) 541-3144
Daniel Pule	1616 W. 39th Street, Kansas City, MO 64111 stateoftheartkc@gmail.com	(816) 756-2787
Martha Hasker	1906 W. 43rd Ave, Kansas City, KS 66103 martha.hasker@commercebank.com	(816) 234-1734

SECTION IV

REVENUE AND EXPENSES:

INCOME:		
a) Sales Tax		\$194,141.45
b) DOR Local Option		\$5,305.15
c) Interest		\$22.33
TOTAL INCOME:		\$199,468.93

EXPENSES:		
I. Administrative		
a)	Bookkeeping	\$3,372.11
b)	District Operations Management	\$72,000.00
c)	Legal Fees	\$285.00
d)	Insurance	\$2,851.00
e)	Bank Service Charges	\$5.00
f)	Mailing/Postage	\$0.00
SUB-TOTAL:		\$78,513.11
II. Advertising & Marketing		
a)	Advertising & Marketing	\$4,438.00
SUB-TOTAL:		\$4,438.00
III. Maintenance & Beautification		
a)	Trash/ Maintenance Clean-Up	\$18,322.45
b)	Christmas Lights (Replacements)	\$677.14
c)	Electrical Utilities	\$6,426.99
d)	Electrical Engineering Contractor	\$7,780.00
e)	Landscape/Beautification Maint.	\$3,788.65
SUB-TOTAL:		\$36,995.23

EXPENSES:		
IV. 3rd Friday Events/ Community Events		
a)	Charitable Contributions	\$950.00
SUB-TOTAL:		\$950.00
V. Security		
a)	Security Services	\$60,840.00
Operating Reserve		
VI. Other	b) (Reserved)	
SUB-TOTAL:		\$60,840.00
VII. Int. Improvements		
c)	Interior Real Property Improvements	\$0.00
VIII. Ext. Improvements		
d)	Exterior Real Property Improvements	\$0.00

EXPENSE TOTAL:		
I. Administrative	\$78,513.11	
II. Advertising & Marketing	\$4,438.00	
III. Maintenance & Beautification	\$36,995.23	
IV. Community Events	\$950.00	
V. Security Services	\$60,840.00	
TOTAL EXPENSES:	\$181,736.34	
TOTAL INCOME	\$199,468.93	
LESS TOTAL EXPENSES	-\$181,736.34	
BALANCE	\$17,732.59	

SECTION V

LIST OF RESOLUTIONS APPROVED DURING FISCAL YEAR (ATTACHED COPIES):

RESOLUTION NUMBER	RESOLUTION TITLE
2022-01	Resolution Approving Budget for FY 2023
2022-02	Resolution Appointing Directors/Officers

SUBMIT FORM AND ATTACHMENTS TO:

Missouri Dept. of Economic Development
 Attn: CID Annual Report
 301 W. High Street, P. O. Box 118
 Jefferson City, MO 65102
 Phone: 1-573-526-8004
 Fax: 1-573-522-9462
 Email: missouridevelopment@ded.mo.gov

City Clerk
 25th Floor, City Hall
 414 E. 12111 Street
 Kansas City, MO 64106
 Phone: (816) 513-3360
 Fax: (816) 513-3353
 Email: Marilyn.Sanders@kcmo.org

THE 39th STREET COMMUNITY IMPROVEMENT DISTRICT
MAY 1, 2022 — APRIL 30, 2023 BUDGET (FY-2023)

BUDGET MESSAGE:

The 39th Street Community Improvement District (the "District") was formed as a political subdivision of the State of Missouri on April 24th, 2002, by virtue of an ordinance approved by the City Council of Kansas City, Missouri. The stated purpose of the District is to provide Eligible Services and/or public improvements which are deemed by the District to be necessary and desirable to the economic vitality of the District; Improve safety conditions within the District; Improve the visual appearance of the District by maintenance and other amenities; Improve parking management including lease and acquisition; and implement a comprehensive promotional marketing program on behalf of the District. The District adopted a fiscal year of May 1st to April 30.

Important Budget Features:

The District's source of revenue is sales and use taxes pursuant to the Missouri Community Improvement District Act, Sections 67-1545 to 67-1551 of the Missouri Statutes and approved by the qualified voters of the District by an initial sales' tax election on April 24th, 2002. The sales tax election for renewal occurred on February 5th, 2014. The MO Department of Revenue has received notification as required by Section 67.1545, RSMo, that the 39th Street Community Improvement District has extended the existing one-half percent (0.5 %) district sales and use tax for funding the community improvement district. The renewed tax will remain effective April 1, 2014 and will expire March 31, 2034. There are no unincorporated areas in this district.

The District was formed to provide "Eligible Services" and/or public improvements which are deemed by the District to be necessary and desirable to the economic vitality of the District; Improve safety conditions within the District; Improve the visual appearance of the District by maintenance and other amenities; Improve parking management including lease and acquisition; and implement a comprehensive promotional marketing program on behalf of the District. No bonds have been issued.

Major Changes:

Since March of 2020 until present 2022, the Community Improvement District has dedicated significant resources and time to maintaining a safe environment for the corridor. In lieu of the decrease in overall revenue of Sales & Use Tax, the CID has continued to prosper with the same 10-year plans in progress with safety, traffic, infrastructure and pedestrian amenities at the forefront. During 2020 to 2022, multiple pedestrian light posts were demolished by impaired drivers using the corridor as a through street to the state line divide. Partial changes to the district's annual budget were previously made to reserve additional income for potential maintenance costs of property such as replacement light posts and electrical engineering repairs. The conservative budgets remained contingent on the budget fluctuation of Sales & Use Tax during the health and safety concerns of the nationwide pandemic. The conservative balance approach to the overall budget made it possible for upkeep with existing infrastructure. A significant visible change occurring within the District from land property ownership changeover has reduced the amount of sales & use tax performing businesses from the corridor and increased building vacancy. It has shown to be a consequence creating ongoing commercial tenant challenges which have an impact on the District and overall community vitality. From 2016 – 2022 the Community Improvement District focused on improving needed pedestrian amenities; sidewalk repairs and reconstruction, right-of-way tree and streetscape improvements, a plan for trash receptacle updating, and graffiti removal with the anticipation of Phase II community improvements to address traffic safety installations into future years. The major changes planned to incrementally address traffic safety for pedestrians and all modes of traffic have continued to be delayed, specifically, crosswalk installations, removal of rush-hour lane to be replaced by available parking on the City streets, traffic safety installations (stop signs and traffic calming strategies). The additional streetscape improvements; majority sidewalk reconstruction, trash can replacement and installation, graffiti removal, and landscape and tree maintenance, have all shown progress. The amount allocated for security to address major regional crime issues occurring in the area returned to a district high average expenditure and will likely continue. The CID's working relationship with KCPD and local security for the corridor highlighted a need to request cameras with plate reading capabilities for continuity of the western region of the City. Overall, the last two years have improved upon the oversight and purpose of security maintained in the District and provided better communication between all parties where needed in 2022. A master plan for 5 – 7 year improvements utilizing existing infrastructure and current marketing strategies

continue to be productive. Administration and social media marketing increased as the spring pandemic began and increased the importance of a digital avenue of engagement to public activities. The Community Improvement District hopes to continue community events again in Spring or Fall 2022 to boost regional Kansas City tourism, and will continue the existing monthly 3rd Friday activities to support the promotion of local tourism after the health and safety of the community is restored post-health pandemic.

	<u>FYE</u>	<u>2023*</u>	<u>FYE</u>	<u>2022*</u>	<u>FYE</u>	<u>2021**</u>
						(as amended)**
FUNDS AVAILABLE:						
- Cash on Hand (Beginning of Fiscal Year)	\$	-	\$	67,713.03	\$	69,332.90
ESTIMATED REVENUE:						
- Sales/Use Tax (<u>0.5</u> % effective 02/05/2014)	\$	200,000.00	\$	208,000.00	\$	155,155.33
- Interest Earned from	\$	-	\$	-	\$	22.99
[Add any CID additional income, i.e. special assessments]	\$	-	\$	-	\$	-
TOTAL ESTIMATED FUNDS AVAILABLE & REVENUE:	\$	200,000.00	\$	208,000.00	\$	224,511.22
ESTIMATED EXPENDITURES:						
-Administrative costs (e.g., insurance)	\$	3,300.00	\$	5,029.00	\$	75,055.00
-Bond Trustee Fee	\$	-	\$	-	\$	0.00
- Legal fees	\$	1,000.00	\$	1,000.00	\$	80.00
- Audit	\$	-	\$	-	\$	0.00
- Reserve	\$	-	\$	18,600.00	\$	0.00
-[Principal and/or interest due on the Notes/Bonds]**	\$	-	\$	-	\$	-
- [Additional Public Improvement Fund]**	\$	-	\$	-	\$	-
- [Additional Sales Tax to Bond Trustee]	\$	-	\$	-	\$	-
TOTAL ESTIMATED EXPENDITURES	\$	196,000.00	\$	196,000.00	\$	156,798.19
FUNDS AVAILABLE:						
- Cash on Hand End of Fiscal Year	\$	-	\$	-	\$	67,713.03

*Estimated values.

**Actual values.

The first column is the new FY budget amounts, which will be estimates. The second column is the FY that the CID is currently in and should also be estimates since the FY has not ended. The last column must be actual figures of receipts and disbursements for, in this particular case FYE 2022. Next year FYE 2021 drops off and FYE 2022 will be in the last column with actual figures. You will also move FYE 2023 to the middle column (will still be estimated figures) and have the new budget year FYE 2024 be the first column of numbers.

39TH STREET COMMUNITY IMPROVEMENT DISTRICT BUDGET

Approved for Fiscal Year 2023

May 1, 2022 - April 30, 2023

PROJECTED INCOME TOTAL **\$195,000**

FISCAL YEAR PROJECTED EXPENSES:

Accounting **\$3,000**

Legal Fees & Insurance:

Legal Fees (**reserve**) \$1,000

Liability Insurance \$2,300

Total Legal & Insurance **\$3,300**

Administration & District General Operations

Annual Operating Budget

Planning & District Operations **\$72,000**

Marketing

Social Media & Marketing for Social Media --

(Accounted for in Dist. Operations)

Marketing & Branding (Materials/ Stickers) \$2,500

Local Charitable Donations \$ 500

Events \$2,000

Total Marketing **\$5,000**

Security **\$62,000**

Beautification and Maintenance:

Electricity/ Utilities \$5,800

Utility Maintenance Repair (**reserve**) \$6,000

Landscape Materials/Utility at Cost (**reserve**) \$8,200

Holiday Lighting/ Decoration & Replacements \$700

Landscape Maintenance/ROW Improvements \$16,800

Street Maintenance (clean-ups/trash/graffiti) \$12,200

Total Beautification **\$35,500**

Reserved Total **\$15,200**

TOTAL PROJECTED BUDGET EXPENSES **\$179,800**

TOTAL PROJECTED BUDGET (WITH RESERVE) **\$195,000**

39TH STREET COMMUNITY IMPROVEMENT DISTRICT BUDGET

Approved for Fiscal Year 2022

May 1, 2021 - April 30, 2022

PROJECTED INCOME TOTAL **\$200,000**

FISCAL YEAR PROJECTED EXPENSES:

Accounting **\$3,000**

Legal Fees & Insurance:

Legal Fees	\$1,000
Liability Insurance	\$2,300

Total Legal & Insurance **\$3,300**

Administration & District General Operations

Annual Operating Budget

Marketing

Social Media & Marketing for Social Media Additional Costs (ED.) Reserve	--
Marketing & Branding (Materials/ Stickers)	\$4,500
Local Charitable Donations	\$ 500
Events	\$4,000

Total Marketing **\$9,000**

Planning & District Operations **\$72,000**

Security **\$70,000**

Beautification:

Electricity/ Utilities	\$5,800
Utility Maintenance Repair (reserve)	\$8,000
ROW Improvements/ Landscape (reserve)	\$15,900
Holiday Lighting/ Decoration & Replacements	\$1,000
Street Maintenance (clean-ups/trash/graffiti)	\$12,000

Total Beautification **\$42,700**

Reserve

TOTAL PROJECTED BUDGET EXPENSES **\$200,000**

39TH STREET COMMUNITY IMPROVEMENT DISTRICT BUDGET

Approved for Fiscal Year 2021

May 1, 2020 - April 30, 2021

PROJECTED INCOME TOTAL **\$208,000**

Expenses:

Accounting **\$3,000**

Legal Fees & Insurance:

Administrative Legal Fees \$1,000

Liability Insurance \$2,300

Total Legal & Insurance **\$3,300**

Annual Operating Budget

Marketing

Social Media & Marketing (ED.) Reserve \$4,000

Website (Completed & Updated TBD)

Marketing & Branding (Materials/ Stickers) \$4,500

Local Charitable Donations \$ 500

Events \$4,000

Total Marketing **\$13,000**

Planning & District Operations **\$72,000**

Security **\$70,000**

Beautification:

Electricity/ Utilities \$5,800

Utility Maintenance Repair (**reserve**) \$6,000

ROW Improvements/ Landscape (**reserve**) \$20,300

Holiday Lighting/ Decoration & Replacements \$1,000

Street Maintenance (clean-ups/trash/graffiti) \$12,000

Total Beautification **\$45,100**

Reserve **\$1,600**

TOTAL PROJECTED BUDGET EXPENSES **\$208,00**

THE 39th STREET COMMUNITY IMPROVEMENT DISTRICT
RESOLUTION OF THE 39th STREET COMMUNITY IMPROVEMENT DISTRICT
("DISTRICT") APPROVING THE BUDGET FOR FISCAL YEAR 2023.

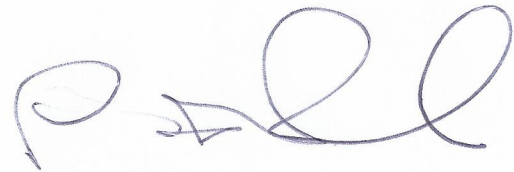
WHEREAS, the District, which was formed by Ordinance Number 030482, and amended by Ordinance Number 130421, and adopted by the City of Kansas City, Missouri, City Council, is a public body created under the authority of the "Missouri Community Improvement District Act," Sections 67.1401, *et. seq.*, RSMo, as amended (the "Act"), and is transacting business and exercising the powers granted by the Act;

WHEREAS, the Board of Directors ("Board") desires to approve the District's proposed budget for fiscal year 2023, in substantially the form attached hereto as Exhibit A.

NOW, THEREFORE, BE IT RESOLVED by the Board of the District, as follows:

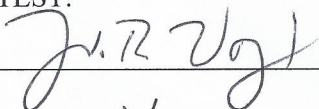
- Section 1. The Board approves the proposed budget for fiscal year 2023.
- Section 2. The Chairman is authorized and directed to take all further action necessary to carry out the purposes and intent of this Resolution.
- Section 3. This resolution shall take effect immediately.

Adopted this 20th day of January, 2022.



Daniel Pule, Chairman

ATTEST:


WILLIAM VOGT, Secretary

THE 39th STREET COMMUNITY IMPROVEMENT DISTRICT
RESOLUTION OF THE 39TH STREET COMMUNITY IMPROVEMENT DISTRICT
(THE "DISTRICT") APPOINTING OFFICERS

WHEREAS, the District, which was formed by Ordinance Number 030482 and amended by Ordinance Number 130421, and adopted by the City of Kansas City, Missouri City Council, is a public body created under the authority of the "Missouri Community Improvement District Act," Sections 67.1401, *et seq.*, RSMo, as amended (the "Act"), and is transacting business and exercising the powers granted by the Act;

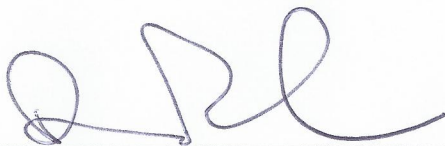
WHEREAS, the Board of Directors of the District desire to appoint a Chairman, Vice Chairman, District Member for Board of Directors, District Member for Board of Directors, Secretary and Treasurer in accordance with the Article IV of the District's Bylaws.

NOW THEREFORE, BE IT RESOLVED by the Board of Directors of the District that the following individuals shall be or remain appointed to those positions listed opposite their names below:

Chairman	<u>Daniel Pule</u>
Vice-Chairman	<u>Donna Foulk</u>
Secretary	<u>Bill Vogt</u>
Board of Directors	<u>Tom Wayne</u>
Board of Directors	<u>Melissa Waters</u>
Treasurer	<u>Martha Hasker</u>

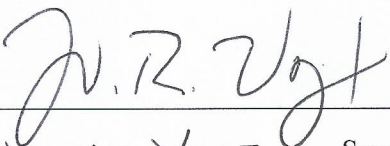
FURTHER RESOLVED, that this Resolution shall take effect immediately upon the date executed below.

Adopted this 20th day of January, 2022.



Daniel Pule, Chairman

ATTEST:



WILLIAM VOGT, Secretary