



ANNUAL
REPORT

.....
2014-15

LEBANON

DOWNTOWN BUSINESS DISTRICT

DEAR DOWNTOWN STAKEHOLDER

“...there’s a reason that Elm Street and Main Street resonate in our cultural memory. It’s not because we’re sentimental saps. It’s because this pattern of human ecology produced places that worked wonderfully well, and which people deeply loved.” – Jim Kunstler

It is my privilege to present the Lebanon Downtown Business District (DTBD) Annual Report, outlining the accomplishments of Fiscal Year 2015.

FY2015 focused primarily on improving the physical infrastructure of Downtown Lebanon through three major projects.

First, the Board adopted a Downtown Strategic Plan drafted in collaboration with PGAV Planners through the DREAM Initiative. As part of the plan, PGAV and FleishmanHillard generated retail market analysis, residential demand analysis, focus group surveys, and telephone surveys, as well as a communications toolkit and building and streetscape design guidelines. These tools will be used extensively in the coming years to spur growth and development Downtown.

Second, major improvements began on Downtown’s streetscape. Street crews are currently reconstructing intersections for ADA compliance. Additionally, the DTBD Board approved purchasing new streetscape elements including decorative street signs, bike racks, and metal trash containers. The number of hanging baskets was doubled this year, providing a full complement of two baskets for every pole in the DTBD footprint. Landscaping is now being maintained by a combination of City staff and youth workers provided by the Missouri Career Center.

Finally, a refurbishment plan was begun on the Jefferson railroad crossing Christmas decorations. Purchased in 1994, many decorations feature broken animations, degraded wiring, and are in general disrepair. The refurbishment of the Santa Sleigh and Four Reindeer display, with the remaining decorations slated for work after Christmas 2015.

Downtown Lebanon welcomed several new businesses this year including Shadow of the Nerd, Buzz Cuts Barber Shop, Fur Baby Boutique, Bargain Thrift Shop, Rustic Charm, Salon Envy, and Downtown Treasures. Our vacancy rate remained steady at 14%, consistent with rates from prior years.

With the mission of improving property values, attracting new business, and providing a great place for residents and visitors to shop and play, the Downtown Business District is committed to developing new street events, improving Downtown aesthetics, and promoting the redevelopment of available lots and buildings. It is our goal to showcase why Downtown Lebanon is Laclede County’s premiere destination to shop, dine, and live.

Sincerely,



Benjamin DeClue
Assistant to the City Administrator
Staff Liaison to the Downtown Business District



THE DTBD: Formed in 1976 by a petition of Downtown Lebanon merchants and ordinance of the Lebanon City Council, the DTBD provides support for Downtown events, maintains landscaping, promotes local businesses, and works to keep Downtown Lebanon a vibrant community.



Board of Directors

Ed Brackett, Chair
Galleria Fine Jewelry and Gifts

Chris Meckem, Secretary
United Insurors

Vacant

Ralph Pitts
Shelter Insurance

Melanie Matlock
Act II

Gay Boston
Falcon Floor Covering

Amanda Wehner
Wehner's Bakery

Randy Sutter
Attorney-at-Law

Ginger Johnson
Hogan Land Title Company



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FY2015 DTBD Financial Report

FY2015 Revenue:

■ Real Estate Tax..... \$25,969.64

*Paid by property owners within the DTBD.
Current rate is \$0.6958/\$100 AV*

■ Financial Institutions.. \$2,942.56

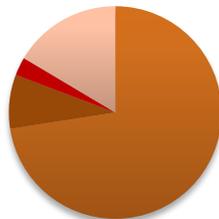
*Paid by banks in Lebanon under
certain conditions*

■ Miscellaneous..... \$1,000.00

Includes rent from the Farmers Market lease

■ Business Licenses..... \$5,890.50

*Paid by business owners within the DTBD. Current rate is
\$50/business*



Total Revenue..... \$35,802.70

FY2015 Expense:

■ Capital Purchases..... \$7,004.17

*Includes watering machine for hanging baskets,
Christmas decoration refurbishments*

■ Professional Services..... \$2,349.17

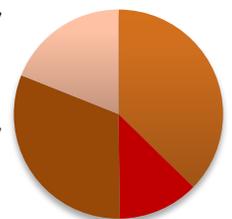
*Includes legal services, port-a-potty rental for
Farmers Market, and former hanging basket watering*

■ Supplies and Materials..... \$5,868.15

*Includes landscaping flowers, planting materials for hanging
baskets, as well as purchase of new baskets to complete set*

■ Internal Service Costs..... \$3,560.04

*Labor provided by Facilities Management staff. DTBD has
no employees on staff*



Total Expense..... \$17,021.17

2014-2015 DTBD Highlights

Completed Missouri DREAM Initiative and adopted the Downtown Strategic Plan as the guiding document for future development and improvement efforts

Partnered with the Lebanon Farmers Market for another successful market season

Conducted a survey of Downtown merchants in partnership with the Tourism Department and Earth Day Planning Committee to better involve merchants in annual Earth Day Street Fair

Began working with the Community Development Department on code enforcement issues within the Downtown Business District

Purchased 38 new hanging basket planters, bringing our total number of baskets to 70 and providing two baskets for every decorative pole in the DTBD footprint

Collaborated with Street Division of Public Works to improve physical streetscape, including new ADA ramps, decorative street sign poles, bike racks, and new metal trash receptacles

Partnered with Missouri Career Center to provide free youth labor to maintain landscaping and clean up litter Downtown

Began refurbishing "Santa's Workshop" Christmas decorations located at the Jefferson Avenue railroad crossing

2014-2015 DTBD Looking Forward

- All Ash Trees Will Be Removed and Replaced With Dogwood and Crabapple Trees
- Completion of "Santa's Workshop" Christmas Decorations Refurbishment
- Enhanced Communications From the DTBD Board of Directors
- New Landscaping At Intersections
- New Streetscape Improvements

Be involved and in the know!

We want to hear from you. Please send us your email address so we can exchange information and keep you informed: bdeclue@lebanonmo.org





HISTORIC DOWNTOWN LEBANON

