

Brookside Business Association
and
Brookside Community
Improvement District

ANNUAL REPORT 2010-2011



Welcome to the Brookside Community!

Even though J.C. Nichols only ever gave the name “Brookside” to the shopping district and the boulevard, over the years Brookside has come to mean a larger community. First and foremost, of course, are the surrounding neighborhoods that are our oldest Brookside community members. Over the years, though, lots of groups have come to feel a part of Brookside. We treasure that about this place.

And even though the Brookside Community Improvement District — now in its fifth year! — continues to take the lead in terms of maintaining the District as a vibrant, viable and inviting destination, this year’s Annual Report is dedicated to our partners who throughout the year promote, improve and enrich Brookside in more ways than we can count.

Featured among them is the delightful addition to the Brookside art scene—“Inspired Child,” the new sculpture at 63rd & Brookside Boulevard, itself a collaborative project. Thanks to long-time supporter, KCUR 89.3, Brookside hosted StoryCorps last fall, a true honor and a great community opportunity. Our most treasured partnerships, our individual merchants, were very busy this year moving in, sprucing up, or otherwise celebrating Brookside. Their efforts are highlighted here as well.

Of course, there’s never enough room to tell all the stories of our Brookside community partners, but we hope this report will give you a peek into how Brookside continues to flourish and thrive, thanks to the efforts of so many. If you’re among them, we thank you. If you’d like to join them, we invite you to be a part of Brookside. It’s a great community!

Marti Lee

District Manager

Properties within Brookside Community Improvement District



StoryCorps in Brookside

In September 2010, it was story time in Brookside all month long.

National Public Radio’s StoryCorps trailer took up long-term parking at 63rd and Brookside, recording dozens of memories, family sagas and personal experiences over its four week stay.

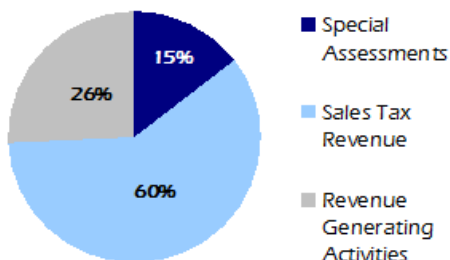


Started in 2003, the StoryCorps mobile trailer tours the country gathering simple yet profound conversations between friends and family. Interviews are a regular feature on NPR, and are archived with the Library of Congress.

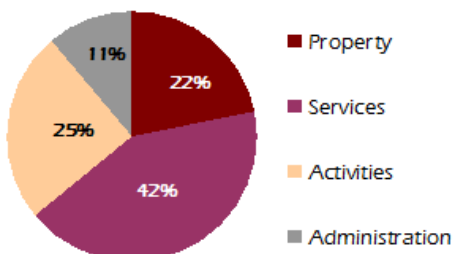
Photos courtesy sarahsnodgrass.com

Financial Highlights

2010 INCOME



2010 EXPENSES



- *The financial management of Brookside is maintained through the Brookside Community Improvement District, as the recipient of public funds (sales & property taxes). The CID has a fiscal year coinciding with the City of Kansas City, Missouri, May 1 through April 30. The operating budget follows a calendar year.*
- *The budget is a zero-based budget; for the period of this report, the total budget was \$600,000.*
- *The principal source of revenue is sales tax; the Brookside CID’s sales tax rate is 0.5%, or one-half cent for every dollar.*
- *Revenue generating activities consist primarily of the Art Annual and the St. Patrick’s Day Warm-up Parade. In 2010, these activities exceeded budget expectations by 3%.*
- *This year, the CID was able to maintain a contingency fund of more than \$44,000. The fund provides insurance against unexpected needs like snow removal services.*
- *The CID makes it possible to provide Brookside customers and merchants with a high level of services, consistently provided throughout the District. These services include security, trash & litter removal and snow removal.*

An "Inspired Child" In Brookside



What does it take to inspire a child? Bright colors, simple shapes, a chance to play with mud, perhaps? In Brookside, at least, that was the start of what has become the District's newest landmark.

As of May, 2011, *Inspired Child* now proudly occupies the southwest corner at 63rd Street and Brookside Boulevard. The 12-foot sculpture is a vast improvement over the concrete urn that used to occupy that spot. While the urn only occasionally offered color and interest to the corner, the new sculpture is a permanent enhancement to Brookside. Three slim rods extend from the base, each one skewered with a different array of shapes and baubles. The rods are steel, the shapes are stoneware and the baubles are glass and beadwork. The work is fanciful, almost Dr. Seuss-like. Not only is it big, bright and attention

grabbing, it's also kinetic. The rods bob ever-so-playfully in the wind, almost as if they were waving to passers-by.

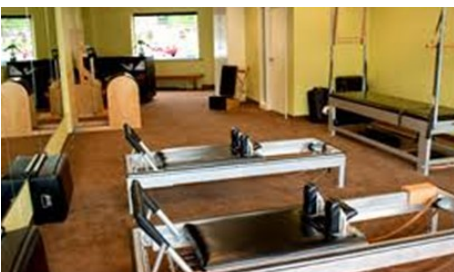
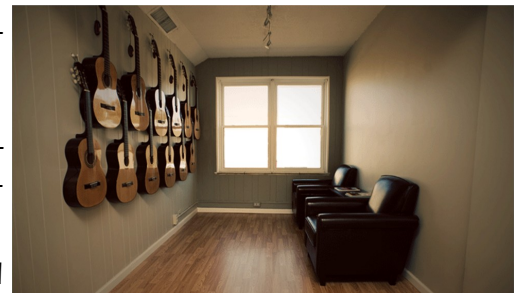
Inspired Child plays well with others. The work was a collaborative effort of talent, promotion and know-how. It began with Border Star Montessori. The school raised funds for the piece, and its upper-class students helped in the creation. Former Border Star art teacher Lee Anne Snozek, noted for her work with geometric patterns and color, designed the piece. KC Clay Guild artist-in-residence and KCAI graduate Paul Storms worked with Snozek and Star students to create the piece. Paul Dorrell, owner of the Leopold Gallery in Brookside, supported the project from its concept to its installation.



New Businesses in Brookside

Over the past year, we've welcomed the following new businesses to Brookside:

- **Brookside Guitar**, 6814 Brookside Plaza, Suite 202—A boutique music store dedicated to the instruction and performance of music. Lessons in both guitar and piano are offered.
- **Elements**, 6236 Main Street—Kansas City's only holistic and organic Medical Spa.
- **The Right Touch**, 6247 Brookside Blvd., Suite 227—Provides a safe, relaxing and peaceful massage therapy environment for feeling refreshed and rejuvenated.



- **Pure Pilates**, 6410 Brookside Plaza—Provides classic Pilates training to "strengthen the body, stimulate the mind and energize the spirit."
- **Vitamin Shoppe**, 7 West 62nd. Terrace—Specialty retailer and direct marketer of vitamins, minerals, herbs, supplements, sports nutrition and other health and wellness products.

Brookside Happenings—2010-2011

The old **Brookside Police & Fire Station** building, current home to Fiddly Fig florists at 22 W. 63rd St., turned 100 in 2011. It was the first building built in Brookside, though not by J.C. Nichols, he sold the property to the City to build the station.

A few doors down and across the street, **Optical Innovations**, a unique eyewear shop at 107 W. 63rd St., brought some picturesque innovations to its exterior. Where in the past there had been electrified signs, now there are murals. Above the door, the distinctive eyes of Audrey Hepburn gaze alluringly at passers-by. On the west face, she peers coquettishly over her sunglasses. The images are taken from the classic film, "Breakfast at Tiffany's."

Back across the street, **Brookside Barkery & Bath** at 118 W. 63rd St., underwent a major expansion and renovation, nearly doubling their size. The work, which included a water fountain for patrons of the furry variety, earned the business the Southtown Council's 2011 Beautification Award for Medium-Sized Business.

Another Brookside familiar spot celebrated a major milestone in 2011. **Shop Beautiful**, 320 W. 63rd St., celebrates its 75th year in business. The business was started in March of 1936, and while there have been several owners over the years, it is the only business to ever occupy that space. Current second-generation owners and sisters Sarah Douglas and Abbey Fields planned a full year of events to celebrate this wonderful Brookside staple.

Brookside businesses have gotten greener this past year, thanks to the placement of **Ripple Glass's** purple recycling bins throughout the District. Like the regular waste disposal and the cardboard recycling containers already in place, these bins are intended for the exclusive use of Brookside businesses. By recycling, Brookside hopes to reduce its cost of waste disposal, and help the local economy and environment at the same time.



About The Organizations

The **Brookside Business Association** is the most recent name of the organization that has been representing the interests of the Brookside business community for nearly 90 years. In addition, the BBA is engaged by the CID to support its efforts in the areas of events, promotion and marketing. All businesses and property owners within the district boundaries are automatically members of the Brookside Business Association.

In 2005, the **Brookside Community Improvement District (CID)** was formed to provide a source of funding for the ongoing maintenance and beautification of the area. The Brookside CID is a political subdivision, and its revenues are generated by special sales and property tax assessments.

**Brookside Business Association and
Brookside Community Improvement District**
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Marti Lee—District Manager

Brookside Business Association Board of Directors:

Michael Jones, *Commerce Bank*, President
Kim Harris, *The (New) Dime Store*, Vice President
Delena Stout, *Brookside Barkery & Bath*, Secretary
Lesley Reller, *Reller & Company, CPA*, Treasurer
Gary Arb, *Cosentino's Price Chopper*, Immediate Past-President
Mbugua Njoroge, *Mail Packages Etc.*, Board Member

Brookside CID Board of Directors:

George Gilchrist, *BKS Properties*, President
Leon Goodhart, *Brookside Plaza Building*, Vice President
David Cosentino, *Cosentino's Price Chopper*, Secretary
John Cosentino, *Cosentino's Market in Brookside*, Treasurer
Michael Jones, *Commerce Bank*, BBA Board Representative