



# BROOKSIDE



## **Brookside Community Improvement District**

**Annual Report  
2012-2013**

## Continuity is Key

Those of us who are lucky enough to live and work in Brookside recognize the debt we owe to all those who came before us, those who made the Brookside Shopping District as a great example of a neighborhood-based shopping district. The Brookside CID was formed in large part to provide the financial and management stability the district needs to sustain the reputation it has both locally and nationally. There are always challenges, though in Brookside, we think of those as “opportunities.”

This past year, we were saddened by the loss of one of the district’s longest-tenured merchants, Leon Goodhart. We pay tribute to Leon here, recognizing that the torch is passed to the next generation of Brooksidiers, who continue to rise to those challenges, and to seize opportunities to make Brookside ever better. A great example is the new Commerce Bank building, constructed this past year. Other, more modest, examples of our stewardship are reflected in the day-to-day work of beautification, business promotion, and a thriving tradition of great community events like the Art Annual and the St. Patrick’s Day Warm-Up Parade. They are reminders that we continually build on the successes of the past, even as we move toward Brookside’s second century.

In that spirit, our cover revives an image of Brookside that shows how timeless Brookside is. This watercolor by artist Rod Cofran (1924-1994) was presented to the (then) 63<sup>rd</sup> & Brookside Business Association in the 1980s. Cofran, a highly regarded watercolor artist who taught and worked locally, depicts a typical street scene in Brookside. As it was then, as it is today, the key to Brookside’s continuity is the devotion of its merchants, customers and neighbors.

*Marti Lee*  
District Manager

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& Brookside Business Association**  
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## About The Organizations

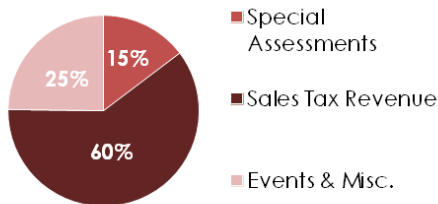
In 2005, the **Brookside Community Improvement District (CID)** was formed to provide a source of funding to sustain the maintenance and beautification of the Brookside Shopping District. The CID manages all the district’s landscaping, snow and trash removal, and maintenance of public areas. The Brookside CID is a Missouri political subdivision. Its revenues are generated by special sales and property tax assessments.

The **Brookside Business Association (BBA)** 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.

## Financial Highlights

The Brookside annual CID budget is zero-based. Total budget for 2012-2013 was \$618,800.

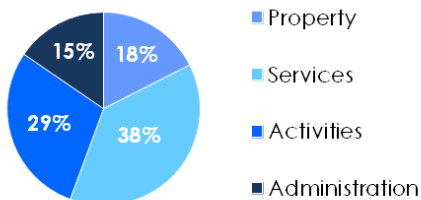
### Income



### Income

- The largest share of BCID’s income is generated by an additional sales tax levy. In 2012, that levy was \$0.005.
- Special assessments represent the property tax portion of BCID income. For 2012, the additional CID assessment was \$0.045 per \$1000 valuation.
- The District’s primary revenue generating event is the Brookside Art Annual. Events & Misc. income includes a small grant from the City of Kansas City, Missouri’s Neighborhood Tourism & Development Fund for Brookside’s St. Patrick’s Day Warm-Up Parade.

### Expenses



### Expenses

- BCID’s four broad categories of expenses are property (landscaping, maintenance of public areas, and parking lot leases); maintenance services to businesses (snow and trash removal, security and utilities); activities (events, promotion and marketing); and administration (staffing, office, professional services and contingencies).
- The organization’s administrative expenses were slightly higher this year, in part owing to professional fees incurred as a part of the CID renewal process.
- In 2012, minimal snow removal costs (budgeted under “services”) provided excess capital that allowed for the installation of sidewalks in Brookside along 62nd Terrace between Main and Brookside Plaza. These expenditures were categorized as “contingencies.”



## New This Year in Brookside

The T-Shirt Deli, located at 116 W. 63rd Street, opened its first location outside Chicago this year in the heart of Brookside. Designed to look like an old-fashioned delicatessen, this business serves up custom-made apparel for adults kids and pets for gifts, special occasions, or just for fun.



Another business "came home" to Brookside this year when the Brookside Soccer Club moved its administrative offices to the District. Founded in 1977, the Brookside Soccer Club serves 2,000 kids ages 4 through 18 from all over the metro area. Brookside's own Roasterie is one of the club's sponsors.



The Brookside CID made a significant capital investment this year on 62nd Terrace. New sidewalks were laid on the south side of the street between Main and Brookside Plaza, completing the last of the sidewalk configuration throughout the district. In addition, the adjacent parking lot was reorganized, bringing a significant increase in the lot's parking capacity, as outlined in the 2011 Brookside Parking Study.



Christmas is always a special time in Brookside. This year, Brookside's Annual Tree Lighting Ceremony relocated to Brookside Court Park on the southeast corner of 63rd Street and Brookside Boulevard, right in the heart of the District. This year's event included a visit from Santa Claus, the Dickens Carolers, St. Elizabeth's Children's Choir, and period costumers from the Wornall House.



Along with other Christmas celebrations, a long-time Brookside tradition was revived this year with the window decorating contest for Brookside merchants, where the winner chooses a local charity as the recipient of the \$100 prize. While there were many festive and fun entries, the New Dime Store emerged the winner, and their charity of choice was Literacy KC.



## Remembering Leon Goodhart



Brookside and Kansas City lost a beloved and respected long-time member with the passing of Leon Goodhart in June. Born in Lodz, Poland, Leon survived WWII to come to Kansas City in 1949, where he worked for his great-uncle, Jake Hyman at one of Brookside's earliest shops, the Country Club Shoe Store. Over the next forty years, Leon Goodhart became one of the great fixtures in Brookside. When his uncle retired, Leon took over the Country Club Shoe Store, making it one of the leading shoe stores in Kansas

City, and a must-stop for all the families in the Country Club District area. Leon also owned and managed buildings on the west side of Brookside Plaza, including the Brookside Plaza Building and the buildings currently housing Jalapeños, the UPS Store and DoMo's.

Leon was Brookside's greatest champion and gave tirelessly to the district. He served as a BBA and BCID board member, and Property Committee Chair. He will be dearly missed. In his memory, Brookside Plaza from 63rd Street south to Meyer Boulevard has been given the honorary designation, "Leon Goodhart Way."



Leon & coworkers at the Country Club Shoe Store circa 1970

# Commerce Bank Builds New Facility in Brookside

The development of Brookside began in 1919 with the Nichols Company, and continued through the 1930s when it was built to its current size of about six city blocks. During the last eighty years, there has been relatively little new construction in Brookside. But this past year saw one of largest construction projects in Brookside's post-war history.



Commerce Bank before the recent construction

Commerce Bank has been located at the northwest corner of Brookside Plaza and Meyer Boulevard since 1985 when it took over the location of the former Plaza Bank & Trust Company. The small branch location had long outgrown its compact size, and Commerce determined that a simple renovation would not meet the bank's needs.

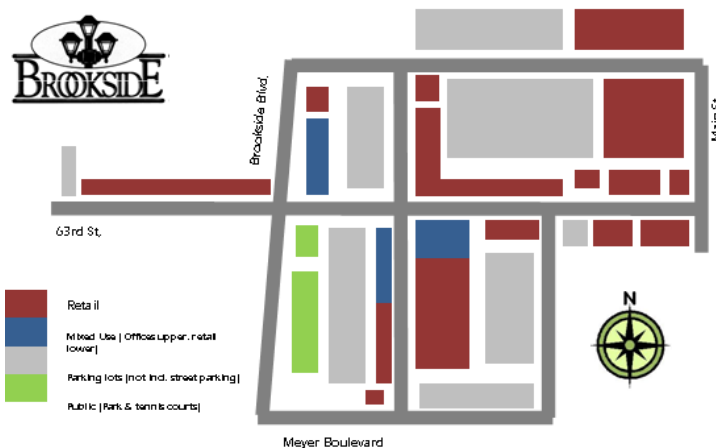
The project posed definite challenges, building a new bank on the same site while maintaining operations at the old. But the results are striking. The new 4,000 square foot bank conforms to the sidewalk

alignment of the other businesses along Brookside Plaza, and features many architectural details in keeping with the style of the adjacent buildings. The project has also increased parking, improved pedestrian and vehicular access, added landscaping and even incorporated a doggie drinking fountain near the Trolley Track Trail. The \$2.5 million project also features a number of energy saving features in the lighting and heating systems. And it's topped off by Commerce Bank's signature clock tower, a feature that folks in Brookside have wanted for some time.



The new Commerce Bank opened in August 2012

## Properties within Brookside Community Improvement District



## Brookside Community Improvement District Board of Directors:

**George Gilchrist**, BKS Properties, President  
**Kelly Collins**, Commerce Bank, Vice President  
**Khara Cosentino**, Cosentino's, Secretary  
**John Cosentino**, Cosentino's, Treasurer  
**Delena Stout**, Brookside Barkery and Bath,  
 BBA Board Representative

## Brookside Business Association Board of Directors:

**Delena Stout**, Brookside Barkery & Bath, President  
**Michael Jones**, Commerce Bank, Past President  
**Kim Harris**, The New Dime Store, Vice President  
**Charles Larson**, Cosentino's Market, Secretary  
**Lesley Reller**, Reller & Company, CPA, Treasurer  
**Albert Davis**, Goodcents Subs & Pastas, Member  
**Doug Shaffer**, McHenry Shaffer Mitchell, Architects,  
 Member