

Brookside Business Association
and
Brookside Community
Improvement District

Annual Report
2009-2010

Brookside Go Bragh!

If “Erin Go Bragh” is roughly translated to “Ireland Forever,” then this year we’re saying “Brookside Forever” in honor of the 30th Anniversary of the Brookside St. Patrick’s Day Warm-Up Parade. Brookside has had many events and promotions over its long history, but the Warm-Up Parade now stands as our longest continuous activity ever, a fact of which we’re very proud. As a special addition to this year’s annual report, we’ve included an extended story on the background of the parade, and the results of this year’s highly successful event. If you weren’t there to join us this year, don’t miss it next year!

“Brookside Forever” could also be the motto of our Community Improvement District. After five years of operation, it’s going strong, and continuing to allow us to reinvest in the Brookside area and plan far into the future. Despite national trends, Brookside continues to be a highly viable commercial center. More than just “the luck of the Irish,” that’s due to the high quality of merchants and the loyalty of our customers, for which we are ever grateful.

Finally, we take a look at Brookside’s future with a story on the newest addition to the Brookside family (and our first redevelopment in a number of years) - the new Missouri Bank building at 62nd Terrace and Main. With its sleek design and award winning art, it shows that Brookside can be modern as well as traditional.

We hope you enjoy this annual report, and that it will prompt you to come visit us in Brookside soon and often. And as always, we thank you for your interest and your support.

Sincerely,

Marti Lee

District Manager

Properties within Brookside Community Improvement District



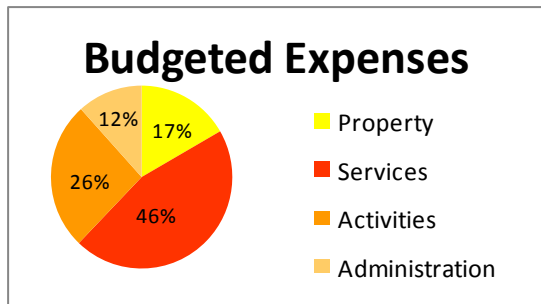
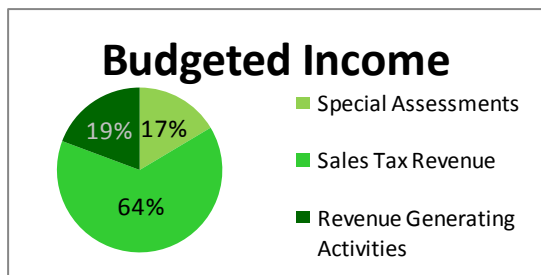
Remembering Tom Shaper...

In October 2009, Brookside lost a special member of our community.

Everyone who was lucky enough to know Tom Shaper, proprietor of Pickerman’s Soup & Sandwiches (116 W. 63rd St.) knew him as a remarkable person who touched lives throughout the area. He was particularly passionate about celebrating life and protecting the environment. In the Brookside area, Tom could always be counted as a strong supporter of Brookside’s many activities, and with Pickerman’s, he created a great gathering place. Tom was a terrific Brookside booster, and he will be greatly missed.



Financial Highlights



- 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 current period, the total budget is \$600,000.
- For the current period, revenues from sales tax have exceeded budget expectations by more than 5%, while special assessments are nearly 22% ahead of budget.
- The District’s primary revenue generating activity is the Brookside Art Annual. This year’s event exceeded expenses by more than \$5,000, but expenses exceeded budget as well, by more than \$8,000.
- This year, the CID was able to establish a contingency fund of more than \$42,000. The fund provides insurance against unexpected needs, like this year’s extra snow removal services.
- The organization’s administrative expense has held at approximately 12% of the budget since the CID’s initiation.
- While actual income and expenses were both higher than anticipated in the budget, the CID still managed to achieve a surplus (income less expenses) of nearly \$15,000.00.

St. Patrick's Day Warm-Up Parade Turns 30



It's hard to believe, but Brookside's annual St. Patrick's Day Warm-Up Parade turned 30 this year! What started in 1981 as a relatively small affair has turned into one of the city's largest St. Patrick's Day celebrations, and certainly one of its most family-friendly.

Some date the true origins of the parade even earlier. Long-time and former merchants remember a St. Patrick's day in the mid 1970s when the proprietor and patrons of a Brookside tavern formed an impromptu parade around the District, no doubt inspired by the origins of the downtown St. Patrick's Day Parade. But in 1981, Brookside decided to make it official, although with a twist.

The concept for the Warm-Up parade arose from the idea to get a jump on the growing popularity of the downtown parade, which had started off informally but was already becoming a significant event on Kansas City's holiday calendar. Brookside had recently hired a new staff person—Virginia Kellogg. Virginia and her husband Everett owned several Brookside beauty salons over the years and were heavily involved in the business associa-



tion. Virginia saw the potential of promoting Brookside with events, and thought that St. Patrick's Day would be a natural. By making it the "warm-up" parade, Brookside would have the distinction of kicking off the local St. Patrick's Day celebrations.



Initially, the parade staged in the parking lot by the tennis courts on Brookside Boulevard, then wound around Meyer Boulevard, heading north on Brookside Plaza, then east on 63rd Street. That first year, the participants were largely children—school bands, scout troops, or maybe just a gaggle of neighborhood kids and their parents. A car was pressed into service to chauffeur the "dignitary" who served as Grand Marshal. That was all. According to Ms. Kellogg, the whole parade couldn't have lasted more than thirty minutes. In one of those early years, a local television station arrived to film the parade just as it was ending. "I told them to wait a few minutes," Ms. Kellogg says, "and we just sent the parade around a second time." In just a few years, the parade grew too large for Brookside Plaza. Today, the route stages on Brookside Road just south of the District, comes north on Wornall Road to 63rd Street, and then east to its conclusion at Main Street.

The identity of that first Grand Marshal is apparently lost to history. But over the years, the parade has featured local dignitaries of all stripes as Grand Marshals, including most Kansas City mayors, City Council members and other elected officials and a few of Brookside's long-time tenants—each proud to be Irish for one day. Later years also saw the parade committee naming a "Mr. & Mrs. Irish" - a couple who have been involved in Brookside area business or neighborhood activities for a long time. And the parade has grown from an estimated twenty entrants to more than 100. Competition is keen to get into the Brookside parade each year, now that the number of entrants has been limited out of necessity.

For approximately the last twenty years, the parade has been judged and awards given in several categories. Highlights of the 2010 parade include:

- Grand Marshal—Tony DiPardo
- Mr. & Mrs. Irish—Carole and Tom Crowley of the James Hallmark Store
- Best Float—Brookside Charter Day School
- Best Theme—St. Peter's School
- Best Music—Mid America Freedom Band.

Photo captions: Top left: The first of three pictures from the 1986 parade shows Grand Marshal Sheriff Robert Rennau chauffeured in a pick-up truck sporting the Brookside gas lamps as its theme. Top right: Then County Executive Bill Waris and Larry Moore of TV station KMBC Channel 9 join then-BKS Executive Director Virginia Kellogg and a clown in the staging area. Middle left: Parade participants far exceed the number of spectators, and cars are still parked on Brookside Plaza during the parade. Bottom right: The 2010 parade comes to a close as the participants and those who came to celebrate disburse into one collective mob on Meyer Boulevard. The crowds are a testament to how popular the Brookside parade has become.



New Missouri Bank Building is a “Dream”

Brookside prides itself on tradition, but that doesn't mean there isn't room for change, particularly when the change so nicely blends the old with the new.

Since 1983, Star Motors had occupied the building at 7 West 62nd Terrace. The building was originally built by the Nichols Company for the Faddis Motors car dealership in 1950, and in the 1970s and early 1980s served as the home of Surface Paints. The property is currently owned by BKS Real Estate, the same group that purchased all the original Nichols properties from Highwoods Properties five years ago.

In 2009, BKS secured a new anchor tenant for the space—Missouri Bank. Missouri Bank is a great fit for Brookside. It's a family-owned business with only four branches, and it puts a high value on involvement with the community. "Brookside is a great urban neighborhood and a place where we've wanted to have a location for a long time," said President and CEO Grant Burcham. "We're not a huge branching bank and are very deliberate about where we want to go. We've identified certain areas in Kansas City that fit well with our brand and demographic. We like the sense of community in Brookside and want to be a part of it."



The building has been renovated in a style to make Brookside proud. While much of the façade retains the original look, the Missouri Bank space is a striking departure. It features a drive-up facility that allows cars to literally drive through the building. The bank's modern-style lobby is visible from the drive-through lanes through a full-glass wall. Lining the other side is an award-winning art installation by local artist Archie Scott Gobber—the word “Dream” illuminated against a bold striped background. “Contained in the work is LED lighting that glows from behind the letters as if spray-painted,” says Gobber. “A skewed arching perspective within the letters, combined with a painted drop shadow that looks a foot thick, makes for an imposing message – as imposing as one chooses to see it. I see it as a hopeful, humanist, nostalgic and proud statement by a local bank that is committed to people. It says ‘You're in the right place.’”

The building also features additional retail space ready for lease. And as a nod to tradition, the retail spaces have new awnings that feature the familiar blue and burgundy stripes of Brookside, but in a staggered rather than uniform pattern. Missouri Bank opened its doors in February 2010, and BKS Real Estate anticipates additional tenants to fill the remaining space by the end of the year.

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/Community Improvement District

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brooksidekc.org

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Brookside CID Board of Directors:

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