

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

Kim Harris, *The New Dime Store*, BBA Board Rep.

Brookside Business Association

Board of Directors

Kim Harris, *The New Dime Store*, President

Charles Larson, *Cosentino's Market*, VP

Julie Goodhart, *Brookside Hairworks*, Secretary

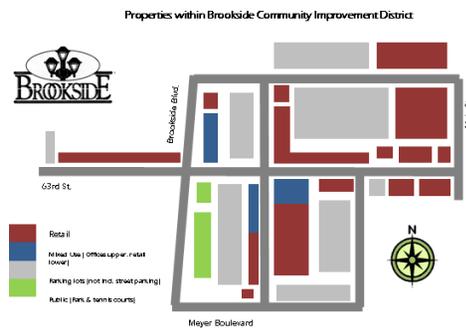
Barbara McMahon, *Innovest Financial Partners*, Treasurer

Delena Stout, *Brookside Barkery & Bath*, Past Pres.

Forbes Cross, *Michael Forbes Grille*

Lesley Reller, *Reller & Company CPA, P.C.*

Doug Shaffer, *McHenry Shafer Architects*



Brookside's Annual Calendar of Events

- **March— St. Patrick's Day Warm-Up Parade** (*Saturday before St. Patrick's Day*)
- **May— Brookside Art Annual** (*first weekend in May*)
- **July—Sidewalk Sale**
- **October 31—Trick or Treat Street**
- **December—Christmas in the Park**

About The Organizations

The **Brookside Business Association** is the most recent name of the organization that has been representing the interests of Brookside businesses for nearly 100 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 CID 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 to sustain maintenance and beautification of the area. The Brookside CID is a Missouri political subdivision, and its revenues are generated by special sales and property tax assessments.

Brookside Business Association/
Brookside CID

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Marti Lee, District Manager



2013-2014 ANNUAL REPORT

Brookside Community Improvement District

and

Brookside Business Association



Enhancing the Public Experience: Brookside's CID

With its implementation in 2005, the Brookside Community Improvement District (BCID) continued the tradition of district investment with an eye toward serving the community that began with the JC Nichols Company a century before. The BCID was able to provide that support through the special assessments paid by area property owners, contributions in sales tax generated by our businesses, and revenues from events, principally the Annual Art Fair (see graph right).

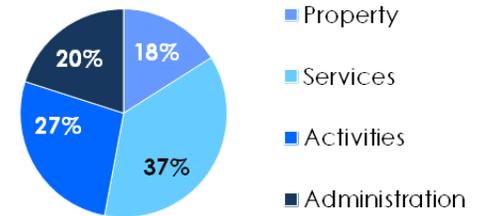
This past year, the CID continued to support the district through the provision of security services, trash and snow removal, district-wide beautification, and maintenance of public areas including parking lots. These Property and Service budget items represented about 55% of the CID's annual budget (see graph right).

In addition to the regular expenditures, this past year the BCID commissioned the design, construction and installation of new bike racks featuring the Brookside gas lamp logo. The new racks were located in eight sites within the district. In cooperation with Brookside merchant STUFF, funds were collected for additional bike racks and other street furniture for the district.

Income



Expenses



Supporting Business and Community: Brookside's BBA

The Brookside Business Association (BBA) represents all the merchants within the Brookside CID, and accepts membership from a few businesses adjacent to the district. Over the years, Brookside has fostered a legacy of businesses actively supporting each other and the greater community. With support from the CID, the BBA also manages the district's events.

This year, Brookside's signature events—the Art Annual and St. Patrick's Warm-Up Parade—continued to grow in scale and attendance. The Holiday Lighting Ceremony is an event that in recent years has expanded dramatically, and makes Brookside "holiday central" for the community. The winner of this year's Holiday Lighting Event was STUFF, with the (New) Dime Store and World's Window among the finalists.

Brookside has always been known for long-standing businesses. This year saw three businesses celebrating milestone birthdays. Both Brookside Barkery & Bath and 5B&Co. Candlemakers celebrated their tenth year in business. In addition, perennial Brookside favorite, Foo's Fabulous Frozen Custard, marked its 25th year in Brookside.