



ANNUAL REPORT

YEAR IN REVIEW 2023

CHARLESTON DOWNTOWN ALLIANCE

CLPRICE@PRIMESOUTHGGROUP.COM

TABLE OF CONTENTS

CONTRACT SUMMARIES	3
Block by Block	3
Inskip Creative	5
Stitch Design	6
Urban3	7
 PERFORMANCE MEASURES	8
Crime Statistics	8
Pedestrian Counts	8
Business License Revenue	8
Taxable Retail Sales	8
Jobs Created	8
Occupancy Rates	9
Attitude Survey	10
 Financial Statements/Audit	13
Profit and Loss Statement	14
Balance Sheet	15
CDA 2024 Budget	16
 Anticipated Completion Dates	13
 Appendices	13
King Street BID Foot Traffic	17
Taxable Retail Sales	24
Scope of Service: Expanded Block by Block service	26
Review of MOU Agreements	29

CONTRACT SUMMARIES

BLOCK BY BLOCK

This project is ongoing.

CDA has a contract with Block by Blok to provide clean services for the King Street Business District, including power washing, sticker removal, weed abatement, BigBelly cleaning, incidental trash pickup. Crew consists of one Operations Manager, four full time Ambassadors and one half time Ambassador. In 2003, CDA worked with Block by Block to:

- Advertise, interview, vet, and hire personnel.
- Ambassadors were on the street training by mid-April 2023.
- Dealt effectively with expected early turnover, but today's staff is fairly stable.
- Successfully added \$200,000 additional funds from Charleston City Council to hire safety Ambassadors for weekends, focused on upper King St.

For 2024, the City Council approved \$200,000 for expanded Ambassador services, largely for a weekend evening presence on Upper King. While for planning purposes, we have referred to these as “safety” Ambassadors, they will really be focused on hospitality and public relations. A draft of the Scope of Services is included in this document. The BID still needs to review this scope with the City of Charleston Police Department. Target date for implementing this expanded service is mid-May 2024.



Quantified Ambassador services for partial year 2023

Task	Mar 01, 2023 - Dec 31, 2023
Animal/Human Waste	14
Assistance Requested (business)	46
Bags of Trash (Inactive: 1/17/2024)	1231
BigBelly Trashcans Cleaned	21622
Bills/Stickers Removed	1417
Billy Goat (hours)	190
Biohazard Clean Up	1535
Block Faces - Cleaning Ambassadors	31001
Blower Hours	98
Bulk Trash Removal	119
Business Contact	107
Directions - Cleaning Ambassadors	163
Directions - Hospitality Ambassadors	498
Electrical Box	12
Event Info	25
Graffiti - Removed	283
Graffiti/Stickers Removed (Inactive: 1/17/2024)	310
Hospitality Contacts	21651
Hospitality Escort	109
Leaves - Bags Collected (Inactive: 1/17/2024)	114
Needle Pick-Up	18
Parking Info	37
Power Washing - Full Blocks	94
Trash (measured in pounds)	13004
Weed Abatement (block faces)	763

INSKIP CREATIVE

This project is complete.

Supplemental holiday décor activation for Holiday season December 2023.

- Wrapped all light poles with red ribbon and bows
- Designed, fabricated and installed giant bow on the parking garage at SE corner of Queen and King St.
- Activated American Theater for two showings of family Christmas movies. Both presentations sold out.
- Coordinated a holiday window display contest with over 25 participants.



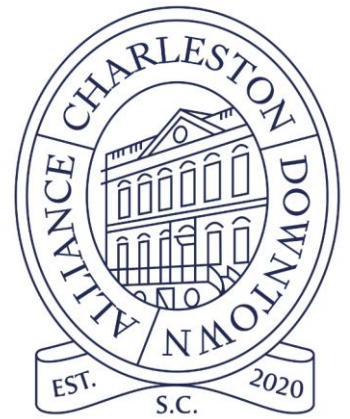
STITCH DESIGN

This project is in process with an anticipated completion date of May 31, 2024

Logo design and Website design, site map, architecture and navigation for Charleston Downtown Alliance.

DELIVERABLES:

- A logo and key brand elements to represent the Charleston Downtown Alliance that complements the existing King Street BID brand.
- A custom Wordpress website with a flexible backend that makes editing, adding or removing content east. Website will be built to inform, inspire, drive engagements and conversions.



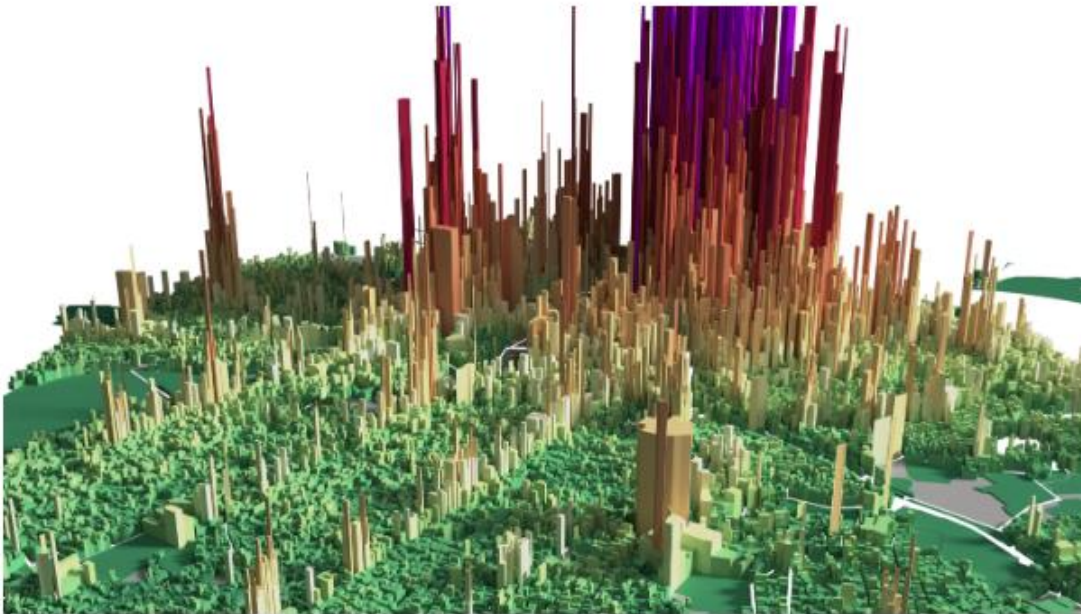
URBAN3

This project is in progress with an anticipated completion date of June 30, 2024.

Urban3 was engaged to conduct an economic impact analysis of King Street and its revenue value to the City and County of Charleston. As anticipated, obtaining the necessary data for this project has been somewhat of a challenge, but the City of Charleston is trying to facilitate an appropriate method to release the data.

DELIVERABLES

- Visualization of the relative economic potency of land uses in King Street using both 2D and 3D graphics, including property and sales, and hospitality tax revenue streams.
- An isolated analysis of various land use patterns within the district.
- Analysis of statewide and local tax systems and creation of graphics to share this information in an easy-to-understand format with citizens.
- Value per acre and productivity comparisons within the county.
- The delivery of those models, including a full ESRI map, to all relevant stakeholders.
- Comparison of the economic potency of the BID within the City and within the County as a ratio.
- Comparative analysis of commercial properties by type and their economic potency.
- Evaluation of district impact in city, county, and state budgets.
- Employment flow to and from the area



PERFORMANCE MEASURES

CRIME STATISTICS

OFFENSE	Q1	Q2	Q3	Q4	TOTAL
Aggravated Assault (firearm, knife, object)	2	3	3	5	13
Breaking and Entering	2	1	1	2	6
Drug and Narcotic Violations	10	19	14	21	64
Drug Equipment Violations	4	8	5	10	27
Motor Vehicle Theft	2	4	2	4	12
Weapons Law Violation	3	6	7	8	24
Theft from Motor Vehicle	3	4	4	8	19
Robbery (knife, hand, Firearm, Object)	0	2	0	0	2
Sexual Assault	0	0	0	1	1
Murder/Manslaughter	0	0	0	0	0
TOTAL	26	47	36	59	168

PEDESTRIAN COUNTS

Included in Appendices.

TAXABLE RETAIL SALES

Included in Appendices.

BUSINESS LICENSE REVENUES

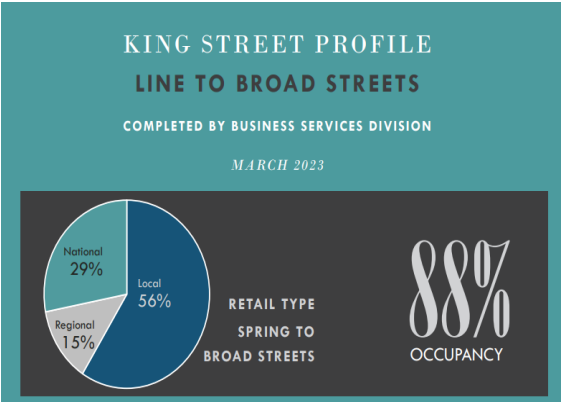
Working with City of Charleston staff to pull together these numbers in aggregate .

JOBS CREATED

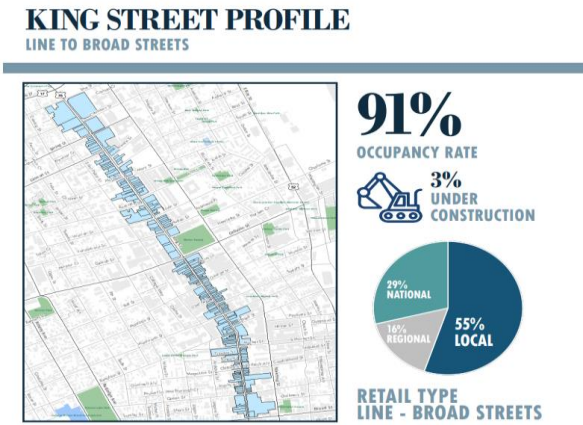
Plans to work with both the City of Charleston and the College of Charleston to see if they have a way we can tie job creation to vacancy. For example, can we estimate a number of positions created with each new business: retail 4-5, restaurant 20-30 and bars 10-15. We would need to determine office employees based on type of service. Plans to explore this partnership more in detail with new executive director starts in June.

OCCUPANCY RATES 2023

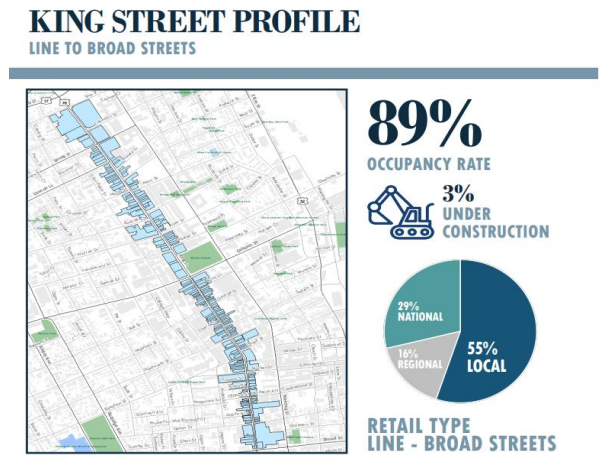
FIRST QUARTER



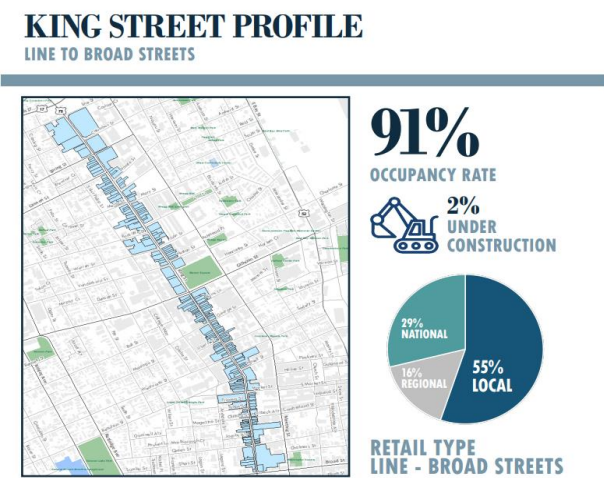
THIRD QUARTER



SECOND QUARTER



FOURTH QUARTER



ATTITUDE SURVEY



King Street Business Improvement District Assessment

By: Kerlyn Mondesir, Riley Center Graduate Assistant &
Jack Wedge, Riley Center Graduate Assistant

Background and Methodology

In October 2023, the Riley Center for Livable Communities at the College of Charleston and the Charleston Downtown Alliance (CDA) partnered together to create and distribute a survey to gauge the effectiveness of the King Street Business Improvement District (BID). In this partnership, Jane Jenkins, interim director of the CDA, provided the Riley Center with the materials necessary to complete the survey process. On January 11, 2024 the survey was released via email to property owners, residents and business owners located within the King Street BID. Three reminders were sent during the time the survey was open. After 39 days, on February 19, 2024, the survey was closed. A total of one hundred sixty-one (161) individuals successfully received the email. Fifty-eight (58) of those either completed or started the survey. The other thirty (30) respondents either started or completed the survey through a shared link. Between the two options to complete the survey, a total of eighty-eight (88) responses were gathered, which is a fifty-five (55) percent response rate. The survey responses indicate the majority of respondents (59%) either somewhat agree or strongly agree that there has been noticeable improvement since the implementation of the BID. Below are the results from each of the survey questions:

Survey Questions and Responses

What is your role in King Street?

- Business Owners - 38% (35)
- Store managers - 31.5% (29)
- Employee - 20.7% (19)
- Property owner - 9.8% (9)

How many years have you been a property or business owner on King Street?

- More than 10 years – 34.2% (27)
- 5-10 years – 24.1% (19)
- 2-5 years – 20.3% (16)
- 0-2 years – 21.5% (17)

What impact do you feel the King Street Ambassador Program has provided King Street in the past 6 months?

- High Impact – 34.2% (26)
- Slightly Positive Impact – 10.5% (8)
- Moderate Impact – 19.7% (15)
- No Impact – 34.2% (26)
- Slightly Negative Impact – 1.3% (1)

How would you rate the current daytime cleanliness (defined as the absence of litter) of King Street sidewalks compared to before the Ambassador program started?

- Much Less Clean – 2.9% (2)
- Slightly Less Clean – 5.6% (4)
- About The Same – 25.7% (18)
- Slightly Cleaner -- 22.9% (16)
- Much Cleaner -- 42.9% (30)

Many other items impact the cleanliness. Besides litter, please tell us the 3 biggest problems detracting from the appearance of King Street?

- Trash – 32.4% (48)
- Poorly maintained construction sites – 15.5% (23)
- Biohazards (human/animal waste) -- 16.2% (24)
- Graffiti – 14.9% (22)
- Other – 12.8% (19)
- Poorly maintained landscaping – 8.1% (12)

Indicate your agreement with the following statement: I feel safe on King Street.

- Strongly Disagree -- 1.5% (1)
- Somewhat Disagree – 16.2% (11)
- Neutral – 5.9% (4)
- Somewhat Agree – 48.5% (33)
- Strongly Agree – 27.9% (19)

What situations/conditions have you observed on King Street?

- Groups of noisy motorcycles/ATVs -- 16.2% (37)
- Individuals who confront pedestrians – 17.1% (39)
- People sleeping on sidewalks and in doorways – 18.9% (43)
- Illegal activities -- 4.8% (11)
- Absence of uniformed officers -- 12.7% (29)
- Overcrowding – 11.4% (26)
- Traffic impeded by service trucks or ride share cars – 12.7% (29)
- Other – 6.1% (14)

Indicate your agreement with this statement: The BID's primary operational functions (sidewalk cleaning, graffiti removal and visitor guidance) are having a positive impact on improving conditions on King Street.

- Strongly Agree – 41.8% (28)
- Somewhat Agree – 28.4% (19)
- Neutral – 20.9% (14)
- Somewhat Disagree – 4.5% (3)
- Strongly Disagree – 4.5% (3)

The correlation of respondents' locations on King Street and their thoughts on whether the conditions have improved positively since the implementation of the BID.

	Q6: In...ocated?			
	Total	Upper (Lin...o Calhoun)	Middle (Ca...to Market)	Lower (Mar...to Broad)
Total Count (All)	90.0	32.0	34.0	24.0
1 - Strongly disagree	3.3%	3.1%	2.9%	4.2%
2 - Somewhat disagree	3.3%	6.3%	2.9%	0.0%
3 - Neither agree nor disagree	17.8%	15.6%	17.6%	20.8%
4 - Somewhat agree	23.3%	9.4%	35.3%	25.0%
5 - Strongly agree	35.6%	40.6%	35.3%	29.2%

- From the chart breakdown, we see that those in the upper and middle King Street have seen more positive improvement than those in lower King Street.



COLLEGE *of*
CHARLESTON

THE RILEY CENTER FOR
LIVABLE COMMUNITIES

FINANCIAL STATEMENTS/AUDIT

- CDA 2003 Profit and Loss statement, as well as a balance sheet are included in this report.
- The 2024 budget approved by both the CDA board and the City Council is also included.
- Auditor has been approved by the City of Charleston and is currently in progress with a targeted completion date of June 1.

ANTICIPATED COMPLETION DATES

- Insurance certificates to City: April 15, 2024
- Audit: June 1, 2024
- Five-year implementation plan: September 1, 2024
- By laws review and revision: October 1, 2024

APPENDICES (see Table of Contents for page numbers)

- King Street Pedestrian counts
- Taxable Retail Sales
- Draft Scope of Service – expanded Block By Block service
- Review of MOU agreements