



# *Southtown*

*2007-2008  
Annual Report*

*The Southtown Council strives to facilitate partnerships among the stakeholders to create an environment for economic development and community growth; strengthen existing businesses and welcome new ones; promote Southtown resources and achievements; initiate corrective actions where needed; and maintain Southtown as a great place to live, work and do business.*

## Southtown's Member Organizations (partial list)

### Neighborhoods

Neighborhoods Brush Creek to 85th Street, Watkins Drive to Brookside Blvd/Main St.

49/63 Neighborhood Coalition  
Armour Hills Homes  
Blue Hills  
Marlborough  
Morningside  
Oak Meyer Gardens  
Rockhill Gardens  
Tower Homes  
Town Fork Creek  
Walnut Grove

### Businesses

More than 200 businesses in a full range of industries, including:

Allstate Insurance  
American Family Insurance  
AT&T  
Bank Midwest  
Blue Cross/Blue Shield of KC  
Commerce Bank  
Cosentino's Price Chopper  
I Donnelly and Company  
Gates Bar-B-Que  
JE Dunn Construction  
Kansas City Power & Light  
Kansas City Star  
Lathrop & Gage  
M&I Bank  
Mazuma Credit Union  
Missouri Gas Energy  
Muehlebach Funeral Home  
Top Innovations  
Townsend Communications  
UMB Bank  
Union Bank  
US Bank  
Valley View Bank

### Institutions

More than 75 institutions, including:

Academie Lafayette  
Alphapointe Assn. for the Blind  
Blue Hills Community Service Corp.  
Calvary Lutheran Church & School  
Clever Family YMCA  
Cleveland Chiropractic College  
Discovery Center  
House of Menuha  
Job Corps  
Kansas City Parks Department  
Kansas City Police Department  
KC Area Transportation Authority  
KCSOURCELINK  
MAST  
Nat'l Cncl Alcohol/Drug Dependence  
Nazarene Theological Seminary  
Neighborhood Housing Services  
Research Medical Center Campuses  
Rockhurst University  
Rose Brooks  
Second Presbyterian Church  
Sertoma International  
Shepherd's Center of KC Central  
St. Francis Xavier Church  
St. Peter's Church  
St. Teresa's Academy  
Stowers Institute for Medical Research  
Swope Health Services  
University Academy  
University of Missouri-Kansas City

For the past 26 years, it has been not only our mission but our privilege to support the Southtown area in its efforts to create a thriving, diverse and dynamic community. Over those years, three principles have guided our approach to the programs and projects we initiate and implement:

## Keep Neighborhoods Stable



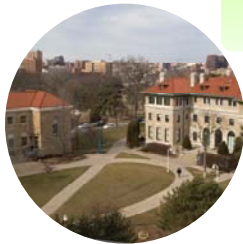
Neighborhood stability is the foundation of a healthy community. For that to happen, residents must feel safe in their homes, and welcome in their neighborhoods. Beyond their boundaries, neighbors want to feel a connection with the businesses around them, that those businesses are partners in the community's welfare. Southtown works to support neighborhoods' efforts to achieve their goals and makes certain the neighborhood viewpoint is integrated into all our initiatives.

## Encourage a Dynamic Economy



A sustainable community requires a diverse economic base. Businesses of all types and sizes are needed, but particular attention should be paid to encouraging small businesses, which are most vulnerable. The community economy should provide basic services to area residents, but it also must attract customers from beyond its borders. Within the economy, there should be good representation from all sectors - finance, retail, services, health care, entertainment - so that the fortunes of the community are not dependent on economic swings and cycles. Southtown works to support small business through connectivity, promotion, and business development programs and services, and to play an active role in attracting and retaining businesses to Southtown.

## Foster Institutional Partnerships



Institutions are simply businesses or organizations whose size, interests or tenure position them as *anchors* in the community. Hospitals, educational and faith-communities are traditional models. Some institutions have missions that naturally connect them to community, while others may come to realize they have grown into that role as the community has evolved. Whether seasoned partner or new, Southtown works with institutions to help them maximize the benefits of that role, as well as help them understand the importance of maintaining trusted partnerships with the neighborhoods and businesses in their area.

## SOUTHTOWN COUNCIL & FOUNDATION BOARD AND STAFF

### OFFICERS

**President** - Raymond Moore, *Nazarene International Headquarters*  
**1<sup>st</sup> Vice President** - Marie Jennings, *Stowers Institute for Medical Research*  
**2<sup>nd</sup> Vice President** - Stancia Jenkins, *University of Missouri-Kansas City*  
**Secretary** - Patricia Keeling, *Blue Hills Neighborhood Association*  
**Asst. Secretary** - William Egelhoff, *Egelhoff & Associates, LLC*  
**Treasurer** - Steve Pierce, *Muehlebach Funeral Home*

### BOARD OF DIRECTORS

Dr. Clark Beckley, *Cleveland Chiropractic College*  
Clifford Breaux, *Liberty Bank*  
Kim Crockett, *JKL Events*  
George Gilchrist, *BKS Properties*  
John Hagg, *Commerce Bank*  
Matthew Heinrich, *Rockhurst University*  
Kevin Hicks, *Research Medical Center*  
Major Randy Hundley, *KCMO Police Department*  
Benny Lee, *Top Innovations*  
Emanuel Obi, *OBI Consulting Engineers, Inc.*  
Martha Pruitt, *Oak Street Collee Shop*  
Jason Pryor, *Pizza 51*  
Durwin Rice, *Artist*  
Madeline Romious, *AT&T*  
Pam Smith, *Gates & Sons Bar-B-Q*  
Monique Stevenson, *Kansas City Power & Light*  
Dr. Patricia Stewart, *Rockhill Pet Clinic*  
Jim Wilson, *Retired*

### STAFF

**Executive Director** - Marti Lee  
**Office Manager** - Anita Sims  
**Receptionist** - Martrice Hutton  
**Special Projects** - LaDene Morton

### CONTACT

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# 2007-2008: Southtown's Year in Review

## Changes in the Institutional Character of Southtown

One of Southtown's distinguishing characteristics is the prevalence of institutions in the area. This year saw the departure of two long-time Southtown fixtures – **Cleveland Chiropractic College** and **Nazarene International Headquarters**. The good news is that, starting next year, the main building of Cleveland Chiropractic will be the new home of **Benjamin Banneker Charter Academy**, and while the Nazarene's headquarter facilities are moving, the **Nazarene Theological Seminary** will remain. Both these organizations operated multiple-facility campuses. One challenge for the next year will be to find potential tenants and reuses for these buildings.

## Challenges in Local Redevelopment

Redevelopment activity in Southtown was modest last year, affected by many factors such as declining support for local community development corporations (CDCs), the absence of a city housing plan, and the deployment of local redevelopment resources toward downtown investment. In spite of these obstacles, there have been some bright spots. **Blue Hills Community Service Corporation**, one of the city's strongest CDCs, has continued its tradition of responsive development in the Blue Hills neighborhood with its latest project, the Olive Street Homes, and BHCCS has plans for additional project phases next year. **Research Medical Center** completed its \$9 million, 22,000 square foot Cancer Center, part of its \$92 million capital improvement project that began a few years ago. The **University of Missouri-Kansas City** continues with expansion projects, principally the second of two new residence halls, Oak Place. UMKC has also helped bolster the potential for reinvestment with the creation of its "Drilldown" analysis that helps identify and describe the market potential of the Southtown area not revealed by traditional US Census data. The new data will help Southtown persuade developers and retailers of the buying power within the Southtown community.

## Infrastructure and Enhancements Remain Critical Components

While private investment may have lagged last year, Southtown continued to play an important role in promoting public reinvestment. Some of those efforts were rewarded. Since 2005, Southtown had been working with Jackson County and others regarding the impact on businesses and neighborhoods during the construction of the **Troost Avenue Bridge at 85<sup>th</sup> Street**. In 2008, that bridge finally opened. Conversely, the **Troost Bridge at Brush Creek** continued to face challenges in funding and resulting changes in design, but the project is now apparently back on schedule, slated for completion by 2010. The Troost Bridge is a key component of the KC Area Transportation Authority's **Bus Rapid Transit (BRT)** plan, and the ATA began hearings this year for the expansion of the BRT to Troost. Southtown was successful in applying to the City's **Public Improvements Advisory Committee (PIAC)** for streetscape improvements along both the Troost Avenue Corridor and 63<sup>rd</sup> Street Corridor. But perhaps the most noticeable improvement of recent years is the **Tulips on Troost Project**, which is well on its way to its goal of 1 million tulips planted along Troost Avenue by 2010. TOT continued to grow in 2008, increasing the size of the annual Tulip Festival, garnering support for volunteer staffing through Americorps, and expanding partnerships such as the one they have with UMKC to plant 75,000 tulips in recognition of the school's 75<sup>th</sup> anniversary.

## Financials Demonstrate Continued Organizational Health

In its 26<sup>th</sup> year of operation, Southtown continues to remain a fiscally strong and viable organization. The annual budget for the Southtown Council and Foundation is approximately \$267,000, an increase of more than 25% from just a year ago. **Membership revenues** continue to grow at approximately 5% annually, as do revenues from the organization's two major annual **fundraising events**. The Southtown Planning Center provides **program support** for other community-based organizations, and that entrepreneurial activity helps support Southtown by generating fees for service representing approximately 5% of the budget. This also helps keep Southtown's **administrative** share of its budget to 13%.

## Public Affairs Added to List of Southtown Standing Committees

Southtown works best when it works in partnership. Over the years, two of the organization's best partners have been the **Brookside Business Association/Community Improvement District** and the **Waldo Area Business Association**. Each year, the three organizations participate in a joint board retreat that helps identify issues and strategies regarding our mutual interests. One of the ideas to come out of those sessions was the Public Affairs Committee. Keenly aware that knowledge of public agency processes and relationships with public officials was shared among too few individuals, the Public Affairs Committee established itself as *the* forum in the community to meet with elected officials and others in the public realm on specific issues of interest. The Committee began by developing informational packets on their organizations' combined interests and efforts and scheduled individual meetings with each of the members of the **Kansas City, Missouri City Council and the Mayor**. These individuals were then invited separately to come to committee meetings where the discussion focused on working together to achieve common goals. Pending the outcome of the 2008 elections, the committee plans to continue the process with officials at the county and state levels in 2009.

## AMERICAN CITIZEN AWARD

Each year, Southtown celebrates the careers of area notables whose civic and charitable works, like that of Southtown, cross geographies, disciplines, industries and causes. Begun in 1997, the American Citizen Award is presented at a widely-attended luncheon that serves as the organization's major annual fundraiser. Funds raised from this event help the organization in its events and activities that support small businesses and neighborhoods in the Southtown area.

This year, the award was presented to the honorable Richard Berkley, former mayor of Kansas City and CEO of Tension Envelope for his years of service to the community.



*2007 American Citizen Award recipient Richard Berkley (second from right) is congratulated by (from left) Ollie Gates and former American Citizen Award recipients Anita Gorman and Carl DiCapo*

### Past Recipients

- Albert Mauro
- Jerome Cohen
- Carl DiCapo
- Sen. Christopher "Kit" Bond
- Robert "Woody" Cozad
- Rev. Emanuel Cleaver II
- Manie Hughes Rodgers
- Anita Gorman
- Fr. Norman Rotert
- Barnett & Shirley Helzberg
- William T. Nelson

## SOUTHTOWN COUNCIL & FOUNDATION STANDING COMMITTEES

**Beautification:** Promote area improvements; work to resolve problems with area properties; select monthly Sparkle Award and annual Beautification Awards recipients

**Membership/Fund Development:** Coordinate membership drives, fund requests; promote membership activities; publish annual Directory

**Planning and Development:** Monitor public/private development projects; direct involvement in area planning projects; support business development activities

**Program:** Plan regular and special networking events; plan yearly service and fund-raising events; identify additional methods of communications and promotion within and for the area

**Public Affairs:** (Combined committee with Brookside Business Association/CID and Waldo Area Business Association); Established forum for creating cooperative relationships with public officials; monitor public policy trends and issues; broaden connections between membership and public sector

**Safety and Security:** (Combined committee with Brookside Business Association/CID and Waldo Area Business Association); Support and participate in Community Police Action Cooperative (CPAC); serve as liaison with law enforcement agencies; conduct safety events; monitor safety trends

## ANNUAL BEAUTIFICATION AWARDS

Whether it's a pocket park in a neighborhood, a façade improvement for a small business, or a major hospital expansion, Southtown recognizes the importance of reinvestment in the community. The Annual Beautification Awards is our opportunity to recognize and thank those who make a difference in Southtown. The informal dinner honors a wide range of organizations and individuals, and serves as a means of support Southtown's own efforts to advocate for community improvement in public sector projects.



*49/63 CAN Coordinator Ruth Austin, along with Metro Patrol officers Aaron Shillcutt (pictured) and Chris DeFreece, received the 2007 Southtowners of the Year Award for the graffiti abatement program they initiated.*

### 2008 Beautification Award Recipients

#### **Small Business:**

- Gates Management
- Walk on Water Ministries

#### **Medium/Large Business:**

- Commerce Bank
- Mazuma Credit Union

#### **Institutions:**

- Research Medical Center
- South Broadland Presbyterian Church
- Center Alternative School

#### **Public Improvements:**

- Kansas City Zoo
- Kansas City Public Works/PIAC
- Kansas City Parks Department
- Mrs. Ilus (Bea) Davis
- Metropolitan Community Service Project

#### **Most Outstanding Tulip Achievement Award:**

- Forest Hill Cemetery

#### **Southtowners of the Year:**

- Ruth Austin, Coordinator and Metro Patrol Officers Aaron Shillcutt and Chris DeFreece of the 49/63 Community Action Network (CAN) Office

#### **Public Achievement:**

- Missouri Senator (9<sup>th</sup> District) Yvonne Wilson