



IOWA CITY DOWNTOWN DISTRICT

The ICDD is a non-profit organization that provides a leadership directive to advocate for the District mission and serve as a mechanism to more efficiently implement District-wide marketing, programs, events, and projects to the benefit of all businesses within it, the University of Iowa, the City of Iowa City, and the region at large.

IC

2015-16 MISSION REPORT

SSMID RENEWED

NEW 10-YEAR TENURE BEGINNING JULY 1, 2016 - JUNE 30, 2026

Renewal acknowledges short-term successes with recognition of more work to be done and investments needed.

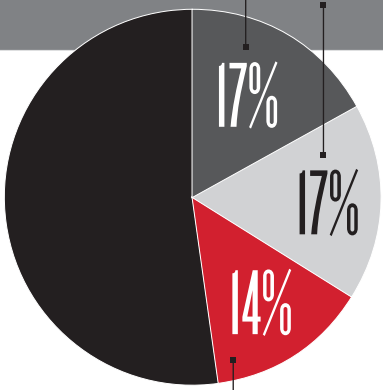
OWNERS WITH

76%

of the taxable value and 55% of unique property owners signed the renewal petition. More than double the 25% threshold needed of each for passage.

The highest taxable valuations in Iowa City per acre are concentrated in the Iowa City Downtown District.

North Planning District
Southwest Planning District



ICDD is the 3rd-ranked neighborhood in City capital improvement projects since 2000

Current stats reveal investment in the commercial core is past due

Washington Streetscape update to address aging utilities and sidewalk conditions.

Demand for Downtown space is fervent and opportunities for increasing housing, retail, and office supply remain critical

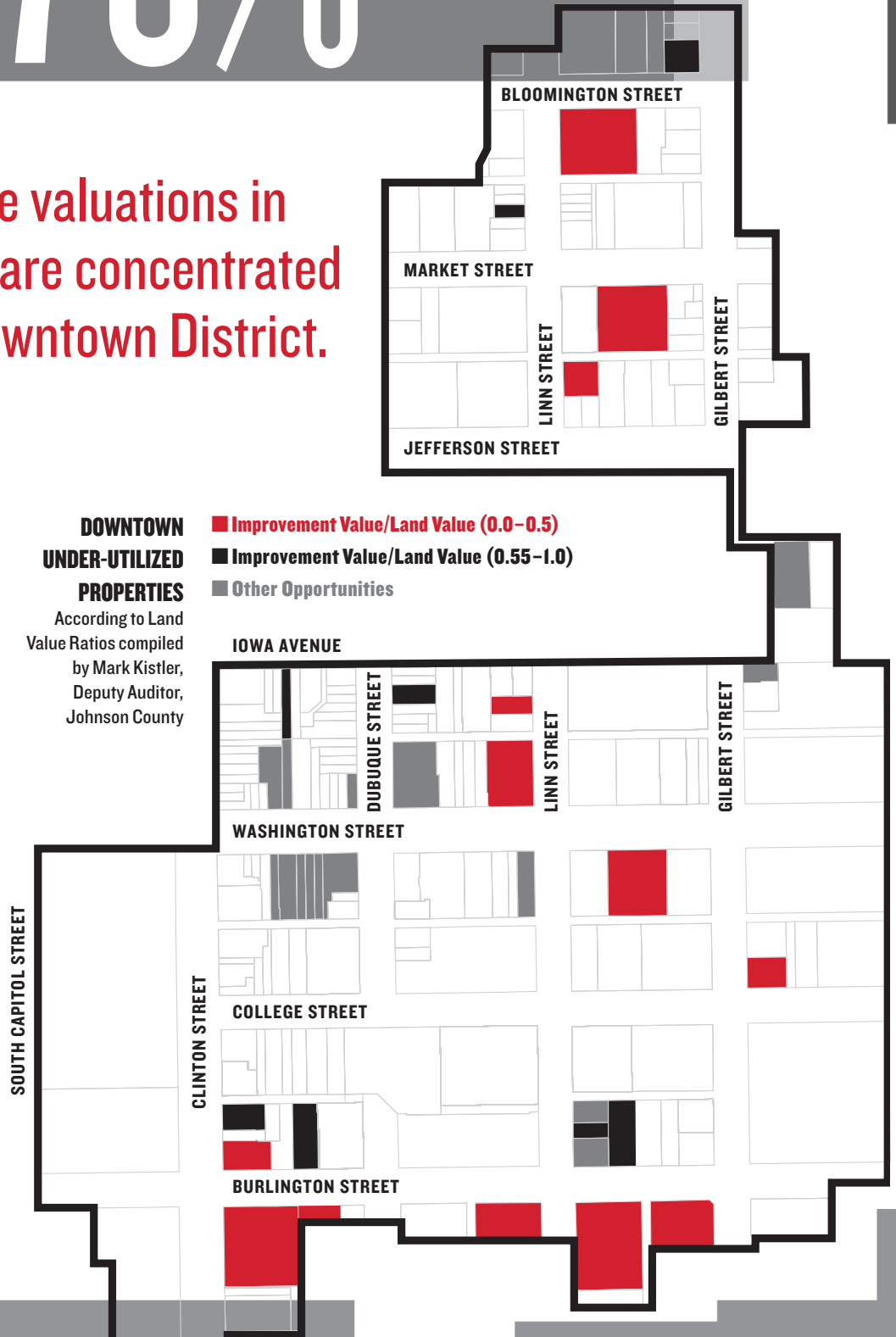
A majority of the properties in the District are valued between \$1,000,000 and \$20,000,000 per acre.

A continuation of streetscape updates and investments into renovating older properties will preserve Downtown heritage and bolster the City's general fund for City-wide services.

DOWNTOWN UNDER-UTILIZED PROPERTIES

According to Land Value Ratios compiled by Mark Kistler, Deputy Auditor, Johnson County

- Improvement Value/Land Value (0.0-0.5)
- Improvement Value/Land Value (0.55-1.0)
- Other Opportunities





HOLIDAY CAMPAIGN

Expanded holiday offerings weekly from Thanksgiving until Christmas with horse drawn trolley, City Santa, Holiday Market and a sold out Downtown Gingerbread House Competition live in the Pedestrian Mall.



IC DOWNTOWN MAGAZINE

- Completed 6th edition Spring 2016

25,000
copies distributed in homes and regionally

- Located in every Downtown hotel room for visitors

IOWA CITY DOWNTOWN DISTRICT GIFT CARD

Gift Card Sales from June 2015 to June 2016 resulted in

\$52,5000
in 109 participating retail locations.

TENANT RETENTION AND RECRUITMENT

- The Good Fancy (March 2016)
- Zephyr's (Relocated April 2016)
- Creative Melon (Coming Soon 2016)
- Zombie Burger (Coming Soon 2016)
- Discerning Eye (Moving Locations 2016)
- OPN Architects (Coming Soon 2016)
- Jimmy Jack's BBQ (Coming Soon 2016)
- Lululemon Showroom (April 2016)
- Sculpt (May 2016)
- Scout (Coming Soon 2016)
- MERGE (May 2016)

MARKETING AND EVENTS DIGITAL PRESENCE

- **DOWTOWNIOWACITY.COM** website increased 3% to

914,866

page views over the last year. For the first time ever, mobile was the primary use. The ICDD is changing over its website to a mobile-friendly website coming August 2016.

- **ICDD FACEBOOK** increased

42%

from 7,000 followers to 10,100

- **TWITTER** went from 6,547 to

8,115

- **INSTAGRAM** went from 2,460 to

6,000



- **SNAPCHAT** - new social media platform

GOAL 1

Enhance Downtown Iowa City's image as the region's premier urban destination to eat, shop, live, play, stay, and enjoy.

GOAL 2

Ensure the Downtown District is inviting, green, clean, and safe for all.

GOAL 3

Increase the Downtown District's economic competitiveness both locally and within the global marketplace.

GOAL 4

Enhance cultural vibrancy and local Innovation through inclusive cultural, educational, and entrepreneurial programs that increase the number of people that visit the Downtown District.

GOAL 5

Partner to evolve and sustain success.

GOAL 6

Live and give local.

The two biggest stories for the Iowa City Downtown District this year were 1) the overwhelming endorsement from City of Iowa City, property owners, the University of Iowa, cultural entities, businesses, and the general public that the organization adds significant value to the community and the Self Sustaining Municipal Improvement District (SSMID) that funds the organization should continue for another 10 years, and 2) the reconstruction of Washington Street commenced.

First, we want to acknowledge the true passion of stakeholders that worked to support the renewal — namely our current Board of Directors that have served for four faithful years, staff, City officials, key businesses and property owners, and University representatives. Not wasting any time, the organization's leadership has been hard at work to initiate some exciting new endeavors that began in earnest in 2015 with the City of Iowa City, like additional façade and signage improvements and meaningful improvements to the alleys. These projects may take time, but forward progress is in motion.

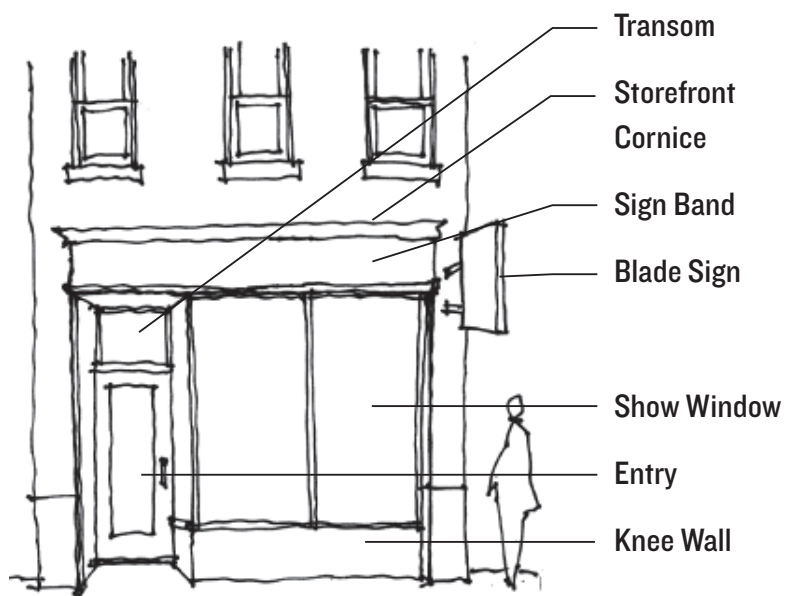
Other advocacy of the ICDD more visible now than ever is with the work underway on the Streetscape Update along Washington Street. Long overdue, we are working to lessen short-term business impacts and look to embrace future phases of this work to ensure that the Downtown continues to be safe and accessible for all.

Last, as the new term commences this July 2016, the growth of the Board to include additional representation from the community is notable. It is important to the ICDD to ensure that we are working in tandem for and with the community at large. These new voices will bring new perspective and exciting changes for the District. Please continue to engage with us and let's keep the energy building in the Iowa City Downtown District.

Nancy Bird
Executive Director

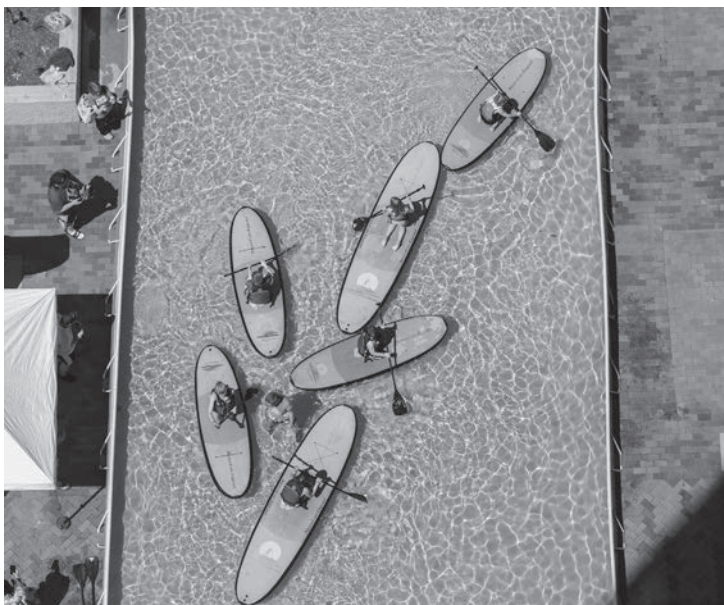
Ritu Jain
ICDD Board President





ICDD + CITY PARTNERSHIP TO DRAFT NEW DESIGN GUIDELINES

- Sets best practices and predictable requirements for facades and signage
- Endorsed by the Friends of Historic Preservation
- Defines the vision for “District Character”
- Encourages respect for existing architecture
- Encourages creativity and pedestrian-oriented signage
- Recommends a process for artistic departures from regulatory rules
- Enhances retail branding opportunities



EVENTS

- Sidewalks Sales
- Taste of Iowa City
- Northside Oktoberfest
- Sponsored Witching Hour
- Top Chef Downtown
- Sponsored Mission Creek Festival
- ASICS Fan Fest for Rio Olympic Wrestling Trials / CVB partnership
- Sponsored Fly Over Fashion Fest
- 100+ Men and Women who Care
- Gingerbread House competition
- Washington Street events
- Holiday Market

LEADERSHIP ON SPECIAL INITIATIVES

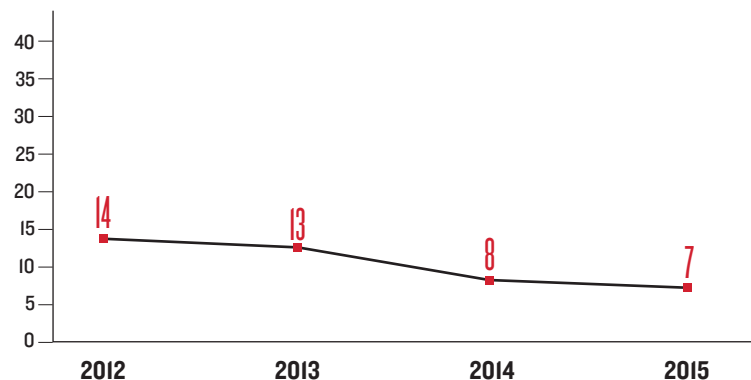
- **First Round Series – Art & Business Networking Happy Hours**
- **OPEN Washington Street Campaign for Construction Mitigation** – the ICDD successfully advocated for financial mitigation support to assist Downtown businesses with marketing and events during the Washington Street rebuild. Launched in April 2016, this multi faceted marketing campaign has relied on a public art project that has resulted in 25,000 ribbons tied on the construction fence and unique programming that included downtown paddle boarding, ping-pong to encourage the public to come Downtown over the summer.
- **UBER** – successfully supported a city-wide advocacy effort to allow Transportation Network Companies to serve Iowa City and improve local access to Downtown.
- **Changing Solid Waste protocols in Downtown alleys** – Worked closely with City staff on initial steps to provide improved standards for haulers collecting refuse and recycling in Downtown alleys. This project could result in improved servicing and operational cost for businesses and cleaner, greener, and more beautiful pathways for the entire community.
- **Friends of Historic Preservation** – Endorsed ICDD Design Guidelines and working together to exchange information to advocate to support stronger programs to incentivize property owners to utilize tax credits for historic property renovations.
- **Arts and Culture Collaborations** – Quarterly gatherings of executive directors, staff, and board members to address growing financial needs of A&C non-profits Downtown and advocacy of the importance of the arts to the larger community

CLEAN AND SAFE

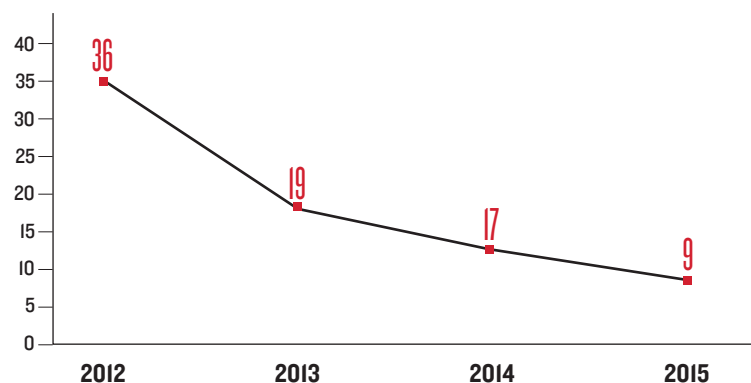
Enhanced investments in power washing Downtown sidewalks and “spot-cleaning” as necessary after events and in alleys.

The ICDD and City investment in a community police officer Downtown has resulted in a dramatic decrease in crime, shoplifting, and nuisance calls for service.

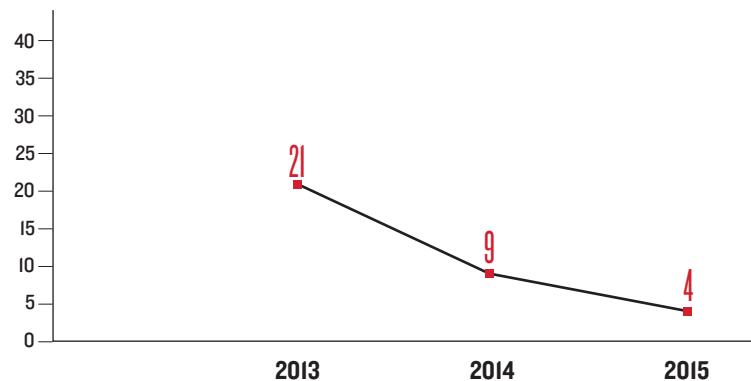
DISTURBANCE/NOISE GENERAL CALLS HAVE DECLINED EACH YEAR AND HAVE DROPPED 50% SINCE 2012



NARCOTICS CALLS HAVE DROPPED 75% SINCE THEIR PEAK IN 2012



THEFT/SHOPLIFTING CALLS HAVE DROPPED 81% SINCE 2012



SMALL BUSINESS SUPPORT

Support for retail caucus, restaurant caucus, and internal messaging through a new marketing toolkit, designed to encourage positive messages around Downtown’s urban environment.



PARK LIKE A PRO

QUICK FACTS & STATS

3,086

TOTAL PARKING RAMP SPOTS

1,142

METERED ON-RAMP PARKING SPOTS

FIRST HOUR FREE

in Capitol Street, Dubuque Street, Tower Place, and Court Street parking ramps.

SOLAR-POWERED “SMART” METERS

accept coins and credit/debit cards

WHAT'S

NEXT

DOWNTOWN STREETScape UPDATE PROGRESS: PEDESTRIAN MALL 2017 - 2018

The ICDD will be working closely with the City to help support the renovation and refinement of the Pedestrian Mall refinements, currently in need of repair. The Ped Mall bricks, underground electrical and stormwater utilities are in dire need of repair. The improvements that will occur over the next two years will address the Americans with Disabilities Act and make significant lighting, tree health, and beautification improvements.

Similar to the Open Washington campaign, the ICDD intends to make sure that businesses, offices, services, and cultural entities located along the Ped Mall are OPEN FOR BUSINESS during this time.

DOWNTOWN ALLEYS

The ICDD will continue to work with the City to support better consolidation and servicing of recycling and trash collection in the alleyways. Beautification can then begin in earnest. Let the City of Iowa City know this program is ready to start and help the ICDD get cracking to coordinate a sustainable program for "Art in the Alleys."

BRING BACK ARTISTIC SIGNAGE DOWNTOWN

This year we worked with the City to develop the Design Guidelines. Now we're ready to work with the City to adopt a new sign code that will allow implementation of a new sign program that could enhance the core Downtown with locally fabricated and designed signage. Check out our inspiration: cosigncincy.com.

THANK YOU TO OUR BOARD MEMBERS WHOSE TERMS ARE ENDING

After four years, the original Board of Directors of the ICDD is changing to accept new Board leadership. It is with much gratitude that we thank the following individuals for their time and commitment to initiating, growing, and giving their significant energy to the success of the ICDD organization:

- Catherine Champion, Catherine's Kevin Diggman, Old Capitol Town Center
- Sheila Davisson, Revival
- Karen Kubby, Beadology
- Patty McCarthy, the Iowa City Public Library
- Mark Weaver, Active Endeavors

BOARD OF DIRECTORS

- Mark Ginsberg, President
- Naftaly Stramer, President-Elect
- Ritu Jain, Past President
- Michele Galvin, Secretary
- Kent Jehle, Treasurer
- John Burchert
- Crissy Canganeli
- Susan Craig
- George Etre
- David Kieft
- Nick Lindsley
- Bill Nusser
- Katie Roche
- Linda Schreiber
- Joni Schrup
- Sarah Wallace-Belle
- Angela Winnike

EX OFFICIO

- Wendy Ford, City of Iowa City
- Steve Boyd, Iowa City Area Chamber of Commerce
- Kate Moreland, Iowa City Area Development Group
- Josh Schamberger, Iowa City/ Coralville Area CVB
- Nancy Bird, Executive Director, ICDD
- Jacob Simpson, UI Student Government Liaison
- Lisa Barnes, Summer of the Arts
- Mazahir Salih, Center for Workforce Justice

THANK YOU PARTNERS



Hills Bank and Trust Company
Member FDIC

The Gazette

Z/102.9

Meta COMMUNICATIONS THE EASTERN IOWA AIRPORT CEDAR RAPIDS

IOWA CITY Press-Citizen A GANNETT COMPANY

US FOODS KEEPING KITCHENS COOKING RIVER PRODUCTS COMPANY IOWA CITY, IOWA

MidWestOne Bank Iowa's Oldest Jewelry Store HANDS JEWELERS SINCE 1854

iv. LITTLE VILLAGE IOWA CITY NEWS & COLLEGE RADIO DOWNTOWN DISH KXIC AM 800

usbank

WE'RE MOVING

VISIT US AT OUR NEW OFFICE ON THE PED MALL AT THE SAVINGS & LOAN BUILDING: 103 E. COLLEGE STREET SUITE 200 IOWA CITY, IA 52240

ICDD STAFF

Nancy Bird, Executive Director, ICDD
Betsy Potter, Director of Operations
Nate Kaeding, Retail Development Director
Haley Holton, Assistant Director of Operations

(319) 354-0863
downtowniowacity.com

