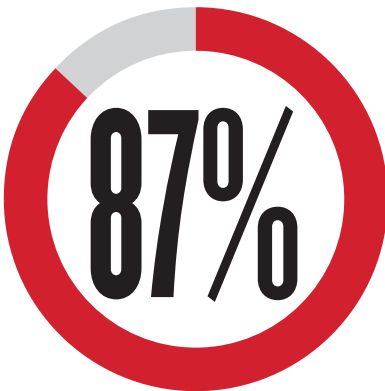




# IOWA CITY DOWNTOWN DISTRICT

# '17-'18 MISSION REPORT



of Downtown Iowa City business owners feel optimistic about their ability to grow or prosper in Downtown Iowa City

SOURCE: May 2018 Member Survey

Percentage of business owners who've seen improvement in:



SOURCE: May 2018 Member Survey



This year's retail story of Downtown focused on the unique shops that set this cluster of retail apart from any other place.

## f FACEBOOK

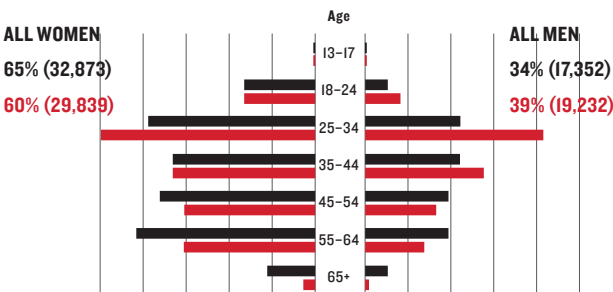
REACH	431,654
IMPRESSIONS	697,270
ENGAGED USERS	30,276
ENGAGEMENTS	97,234

## Instagram

REACH	114,400
IMPRESSIONS	179,090
ENGAGEMENTS	6,394

### Paid engagement vs reach by age/gender

Post Engagements: 50,954    Reach: 49,695



**22,530**

shoppers visited the Holiday Pop-Up shops Downtown last December, which provided

**12** local retailers extra or new sales opportunities.



## BOLD IN '17-'18:

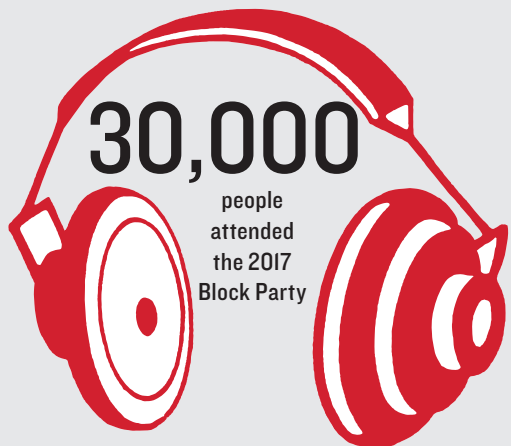
ICDD, with the City and Chamber, supported the University of Iowa's **IC Better Bridges Institute**.

With the City and economic development partners, supported the **Welcoming City and County** designation through financial support and the production of Downtown welcoming banners in multiple languages.

With financial support from the City, provided **placemaking and activities** to attract families and all residents Downtown.

Hired a Public Arts Director to **encourage public art throughout the downtown area**, bring feet to the street, help local businesses thrive, and ultimately make Iowa City a more enjoyable place to live and visit.

Developed the **Downtown Block Party** to promote the Downtown night economy and welcome and proactively invite all members of our diverse community Downtown.



Dear Downtown Stakeholder,

This past year has been another amazing year of bold endeavors and continued economic growth for the Iowa City Downtown District. This report summarizes the progress we've made.

As an organization, we continue to DRAW, WELCOME, and SHAPE downtown with a unified voice. We are grateful this year that our event model for encouraging "feet in the street" also generated \$40,500 back to 40 service agencies and community groups within the area. We consistently hear praise for the quality of our efforts to ensure Downtown Iowa City remains exciting and relevant to existing community members, the University of Iowa, and the influx of visitors in an ever-changing economic climate.

It is now our job to prepare the ICDD to be even more strategic about our endeavors moving forward. Having blasted through a 5-year comprehensive plan in 3 years, there is still much work ahead to remain nimble in our support for continued Downtown vibrancy. We must also be organizationally ready to continue to fulfill our existing efforts while exploring opportunities to double down on the long-vision for Downtown Iowa City, while simultaneously heeding the call from property owners in other Downtown neighborhoods (e.g. Riverfront Crossings, East Washington Street) that have requested inclusion into an organization like ours.

We couldn't do this work without the support and guidance from our Board of Directors, member property owners, businesses, sponsors, cultural entities and strong patronage from our community and visitors. We are blessed with strong partners like the City of Iowa City, University of Iowa, and our economic and cultural thought leaders. We look forward to continuing this momentum with all of you in 2019!

Thank you!

Naftaly Stramer, ICDD Board of Directors President  
Nancy Blrd, ICDD Executive Director



# Downtown Iowa City



## Saving money and the world at the same time

In one year, Downtown Iowa City generated 47% less garbage and 262% more recycling than the previous year due to the ICDD's clean alleys initiative.

2016: 10,953,120 lbs

GARBAGE: 9,728,000 lbs  
RECYCLING: 1,225,120 lbs

241 garbage truck loads diverted from landfill

2017: 9,597,280 lbs

GARBAGE: 5,168,000 lbs  
RECYCLING: 4,429,280 lbs

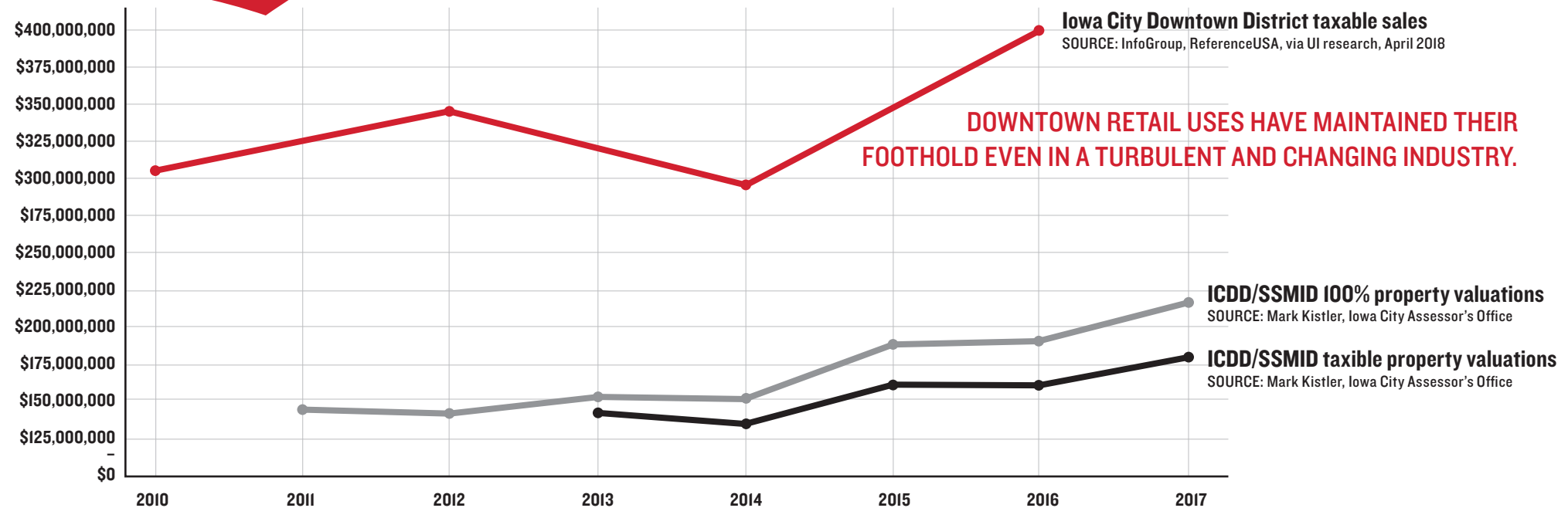
WALKABILITY SCORE  
**95**

BIKEABILITY SCORE  
**95**



MARKETING JOB OPPORTUNITIES @ [downtowniowacity.com/job-board/](http://downtowniowacity.com/job-board/)  
MARKETING SPACE AVAILABILITY @ [downtowniowacity.com/vacancies/](http://downtowniowacity.com/vacancies/)

'17-'18 TAXABLE RETAIL SALES: Iowa City - \$874,900,000; Coralville - \$823,200,000; North Liberty - \$117,400,000; Solon - \$23,600,000; Swisher - \$11,000,000; Tiffin - \$10,900,000; Oxford - \$6,600,000; Hills - \$5,500,000; Lone Tree - \$3,500,000  
SOURCE: ISU Retail Trade Analysis Report, March 2018



### '17-'18 EVENTS

- Top Chef: Downtown Iowa City
- Summer Shop Crawl
- Gallery Walk
- Downtown Block Party
- Sidewalk Sales
- Farm to Street Dinner
- Taste of Iowa City
- Northside Oktoberfest
- Holiday Events
- Hot Cocoa Crawl
- \$40,500 Donated to 40 Local Charities

### '17-'18 INITIATIVES

- Iowa City Mural Project
- Nighttime Mayor
- Property Evaluation Program (4)
- Women-Owned Retail Recruitment
- Support for Community Arts Space (On-Going)
- 3 New Pop Up Shops
- Prairie Box Public Art
- Downtown Magazine
- Northside Video
- Shopping Genius Social Media Campaign
- Alley / Garbage Initiative

#### THANK YOU TO OUR PARTNERS:

University of Iowa  
City of Iowa City  
Iowa City Area Convention & Visitors Bureau  
Iowa City Area Chamber of Commerce  
Iowa City Area Development Group

#### THANK YOU TO OUR SPONSORS:

University of Iowa  
City of Iowa City  
Midwest *One* Bank  
Hills Bank  
University of Iowa Community Credit Union  
US Bank  
US Foods  
River Products  
ImOn  
Iowa City Area Association of Realtors  
Fleck Sales  
Performance Food Service  
Thompson & Co.  
Pancheros  
John's Grocery  
Pagliai's Pizza  
Phelan Tucker Mullen Walker Tucker  
Gelman LLP  
Meardon, Sueppel & Downer PLC  
Little Village

#### THANK YOU TO OUR BOARD OF DIRECTORS:

Naffaly Stramer, President  
Michele Galvin, President Elect  
Mark Ginsberg, Past President  
Kent Jehle, Treasurer  
Susan Craig, Secretary

Bill Nusser  
George Etre  
Joni Schrup  
Ritu Jain  
Wesley Ward  
Jason Deppe  
Katie Roche  
Nick Lindsley  
David Kieft  
Crissy Canganelli  
Anne Armitage  
Mary Kate Pilcher Hayek

#### EX-OFFICIO

Wendy Ford, City of IC  
Kim Casko, IC Area Chamber  
Kate Moreland, ICAD  
Josh Schamberger, ICCCVB  
Nancy Bird, ICDD  
Ben Nelson, UISG  
Aimee Jennings, SoTA

#### THANK YOU TO OUR STAFF:

Nancy Bird, Executive Director  
Betsy Potter, Director of Operations  
Angela Winnike, Nighttime Mayor  
Thomas Agran, Director of Public Art  
Christopher Hunter, Special Events Assistant



103 E. College Street  
Suite 200  
Iowa City, IA 52240

(319) 354-0863  
downtowniowacity.com

# UP NEXT

## HOTELS OPENING IN '18-'19

- The Graduate Hotel
- The Hilton Garden Inn
- The Hyatt Place
- The Element
- A boutique hotel within the Chauncey project

Total number of  
Downtown Iowa City  
hotels in 2019



## MIXED USE RESIDENTIAL / AFFORDABLE HOUSING / OFFICE

Currently under construction includes:

- Agusta Place
- The Chauncey
- 314 S Clinton Street
- "Seven" @ 7 S Linn Street
- 202 N Linn Street
- 219 N Linn Street
- Opportunity for 10 S Gilbert Street with a unique historic church

## KEY RETAIL CORNER

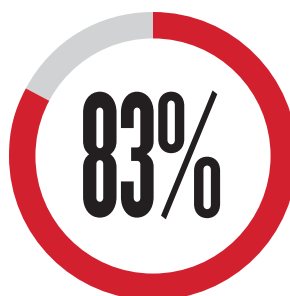
Washington/Dubuque Street will welcome a new retail presence: RAYGUN, which meets a critical goal of the ICDD's retail plan to strengthen this high-visibility corner with retail personality. The ICDD works to "reshuffle" retailers Downtown to ensure retention and support optimized sales.

Percentage of business owners who rated these two initiatives as "somewhat important" or "very important"

Advocating for member-driven initiatives



Highlighting local City Council candidates that best align with ICDD advocacy



### 1 FOSTERING UNIQUE BUSINESS AND CULTURAL COLLECTIVES

By connecting property renovations with retail and office recruitment, we are able to connect retail and office users with spaces that are not yet on the market and discuss opportunities to develop cooperative enterprises that combine several uses to collaboratively establish a business offering.

### 2 DOWNTOWN STREETScape UPDATE: PEDESTRIAN MALL

Activating the open areas of the Pedestrian Mall during construction (2018-2019) will draw visitors and support the local businesses that are currently impeded by construction. Our goal will be to encourage a similar traffic pattern to ensure we don't lose existing patrons and hopefully gain some with creative uses of the space.

### 3 COSIGN RETURNS

The ICDD's CoSign program presented by MidWest *One* Bank will return Spring of 2019, resulting in another round of new locally fabricated and designed business signs throughout the Downtown area in partnership with the City of Iowa City.

### 4 THE IOWA CITY MURAL PROJECT

2018-2019 should reveal at minimum six new murals and several new public art projects within the alleys of Downtown Iowa City and on more prominent buildings.

### 5 ORGANIZATIONAL REVIEW

The ICDD will set up a new path for strategic planning and stakeholder outreach to ensure the organization remains nimble while ensuring the sustainability of our high quality initiatives and events. We will be inviting the community to participate at several different levels and look forward to ensuring that Downtown remains vibrant now and in the future.