

# NEW STREETScape UPDATE PLAN IMPLEMENTATION SCHEDULE

One of our most notable time commitments in 2013-2014 has culminated in an updated Streetscape Plan for Downtown and the Northside Marketplace that was adopted by City Council in February of 2014. The ICDD was a major stakeholder in this City-led planning effort.

Our input helped shape the plan — and will continue to do so through implementation. The plan is intended to be implemented over a 15 year planning horizon and is currently only partially funded. Our organization will continue to advocate for funding elements we deem critical to support a positive business environment and community culture. We will be working closely with the City on implementation and reducing impacts to local businesses as construction begins. For a detailed view of the adopted plan, please refer to [downtowniowacity.com](http://downtowniowacity.com) under our District documents page.

## QUICKSTART PROJECTS IN 2014

<b>BEAUTIFICATION</b>		<ul style="list-style-type: none"> <li>NSMP building lighting (North Linn +Market)</li> <li>Lighting mock-ups in Pedestrian Mall</li> <li>Planting rail + annual plantings in Pedestrian Mall — pilot</li> <li>Infill tree planting on streets that are +2 years out or streets not impacted by improvements</li> </ul>
<b>ENVIRONMENTAL</b>		<ul style="list-style-type: none"> <li>Purchase and install recycling stations in the Pedestrian Mall</li> <li>Bioretention planting area — pilot installation</li> <li>Establish a Green Alley program</li> <li>Electric vehicle charging station pilot</li> </ul>
<b>MAINTENANCE</b>		<ul style="list-style-type: none"> <li>Play surface at existing play area in the Pedestrian Mall</li> <li>Electrical upgrades to Iowa Avenue — for events</li> <li>Urban arborist — study Pedestrian Mall / Clinton / Washington Tree pruning in the Pedestrian Mall (following arborist review)</li> <li>Brass plaques in Iowa Avenue — repair or relocate</li> <li>Miscellaneous repair and miscellaneous painting</li> </ul>
<b>POLICY + PLANNING</b>		<ul style="list-style-type: none"> <li>Traffic modeling study</li> <li>Establish fundraising committee</li> <li>Policy recommendations: café/signage/purple meters/waste receptacles committee to discuss and make recommendations on the suggested areas for improvement</li> </ul>
<b>SAFETY</b>		<ul style="list-style-type: none"> <li>Repair of limestone planters not anticipated to be impacted by the redesign</li> <li>Sidewalk repairs throughout Downtown</li> <li>Update tree grates at Iowa Avenue</li> </ul>
<b>WALKABILITY PEDESTRIAN FRIENDLY</b>		<ul style="list-style-type: none"> <li>Purchase and install one sheltered bike parking with photovoltaics</li> <li>Install new benches along South Linn (Sr. Center-ICPL)</li> <li>North Linn and Bloomington painted crosswalks</li> </ul>

## 2015-2018

PROJECT / STREET	BASE PROJECT COST	KEY ELEMENTS
<b>PEDESTRIAN MALL 2015</b>	\$2,430,000-\$3,766,000	Renovate Black Hawk Mini Park. Update lighting throughout, enhance plantings, site furnishings and add way-finding kiosks. Consider development of programmed spaces and improved performance area and stage.
<b>DUBUQUE STREET 2016</b>	\$880,500-\$1,365,000	Extend the Pedestrian Mall character. Establish a gateway feel with multiple layers of overhead lighting. Improve sidewalk pavement and storm sewer upgrades.
<b>WASHINGTON STREET 2017</b>	+/- \$2,500,000 phase I +/- \$2,000,000 phase 2	Improve sidewalk pavement, address critical update to water main, replace & relocate storm sewer between Linn & Gilbert, enhance retail environment with streetscape components.
<b>MARKET STREET 2018</b>	\$830,000-\$1,285,000	Upgraded fiber duct bank and electrical distribution for enhanced lighting throughout NSMP. Conversion to two way traffic.

## WHAT'S NEXT

The ICDD will hone our focus in 2014-2015 on two primary elements: **strengthening our retail sector** and **streetscape projects**.

**MANAGED**  
to implement each subsequent step

**RETAIL APPROPRIATE**  
spaces that meet the needs of modern retailers

**MIXED**  
stores that match the customer base

**CHAMPIONED**  
by public or private investment

**STREETScape**  
The ICDD will work closely with the City to ensure planned projects are further designed with member input, they are well communicated, and implemented with the least amount of impact on the business community.

**BE OUR FRIEND**  
If you love Downtown Iowa City and the Northside Marketplace, please consider being a "Friend" and donate towards our cause. Great coffee, pre-sale event tickets, and free parking perks await you. Visit [downtowniowacity.com](http://downtowniowacity.com) for details.

### THANK YOU PARTNERS



**2014-2015 BOARD MEMBERS**  
 President: George Etre  
 President Elect: Ritu Jain  
 Past President: Bill Nusser  
 Secretary: Joni Schrup  
 Treasurer: Kent Jehle

Catherine Champion  
 Kevin Digmann  
 Mark Ginsberg  
 Karen Kubby  
 David Kieft  
 Steve Pajunen  
 Patty McCarthy  
 Naftaly Stramer  
 Mark Weaver

**Ex-Officio-Non-voting**  
 Jeff Davidson, 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 Convention and Visitors Bureau  
 Evan McCarthy, University of Iowa student liaison

**STAFF**  
 Nancy Bird, Executive Director  
 Betsy Potter, Director of Operations

(319) 354-0863  
[downtowniowacity.com](http://downtowniowacity.com)



# IOWA CITY DOWNTOWN DISTRICT 2013-14 MISSION REPORT

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.

# 483

## ICDD MEMBERS

PROPERTY OWNERS (150) AND BUSINESS MEMBERS (333)

- 106 DINING & NIGHTLIFE
- 85 PROFESSIONAL & OTHER SERVICES
- 67 RETAIL
- 44 HEALTH, FITNESS & WELLNESS
- 31 NON-PROFIT CITY OR UI OFFICES

LAST YEAR, THE NUMBER OF PROFESSIONAL SERVICE MEMBERS INCREASED BY

# 230%

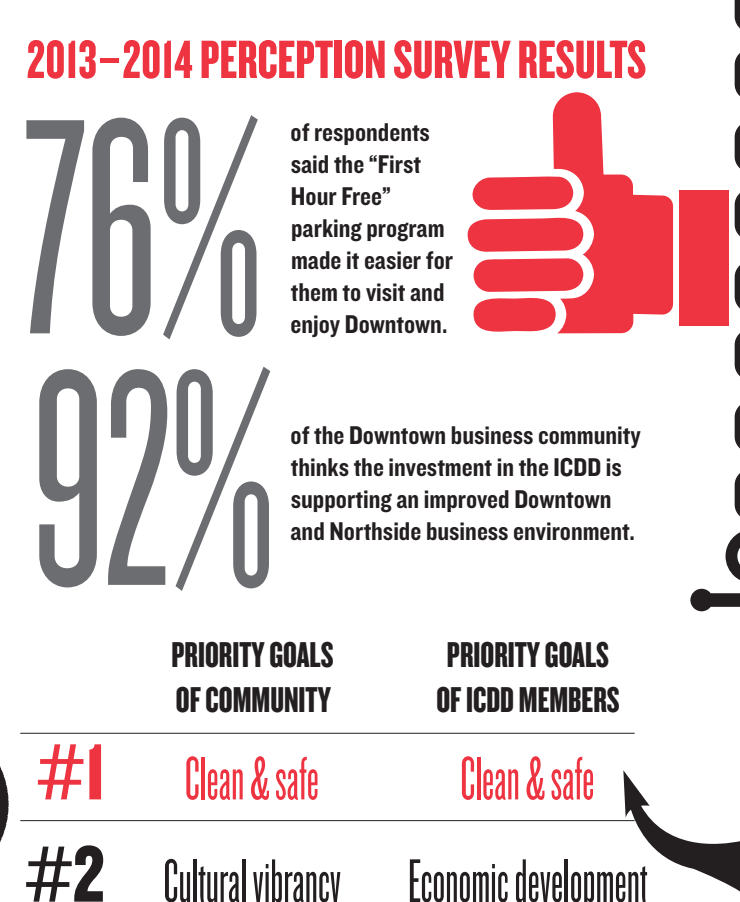
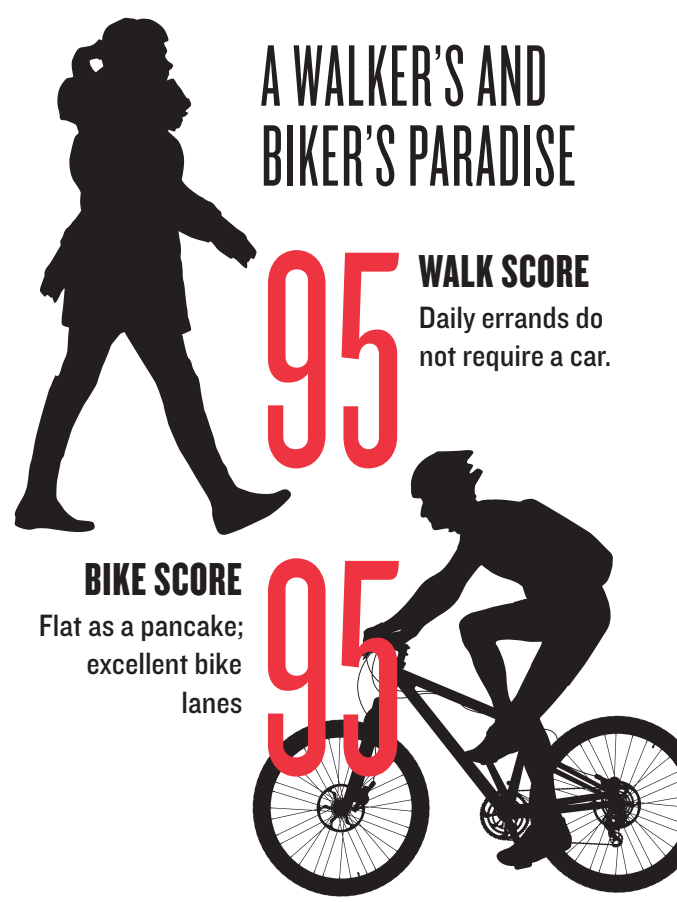
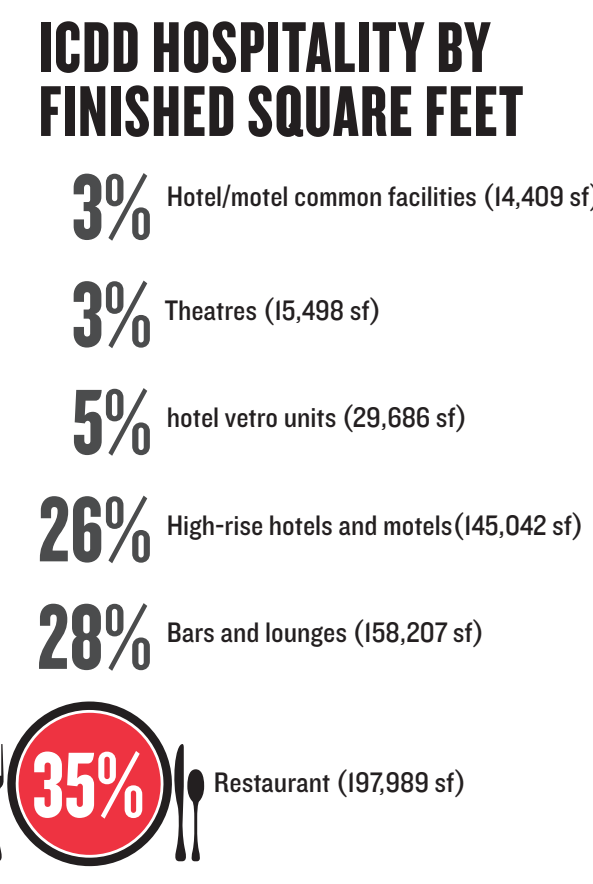
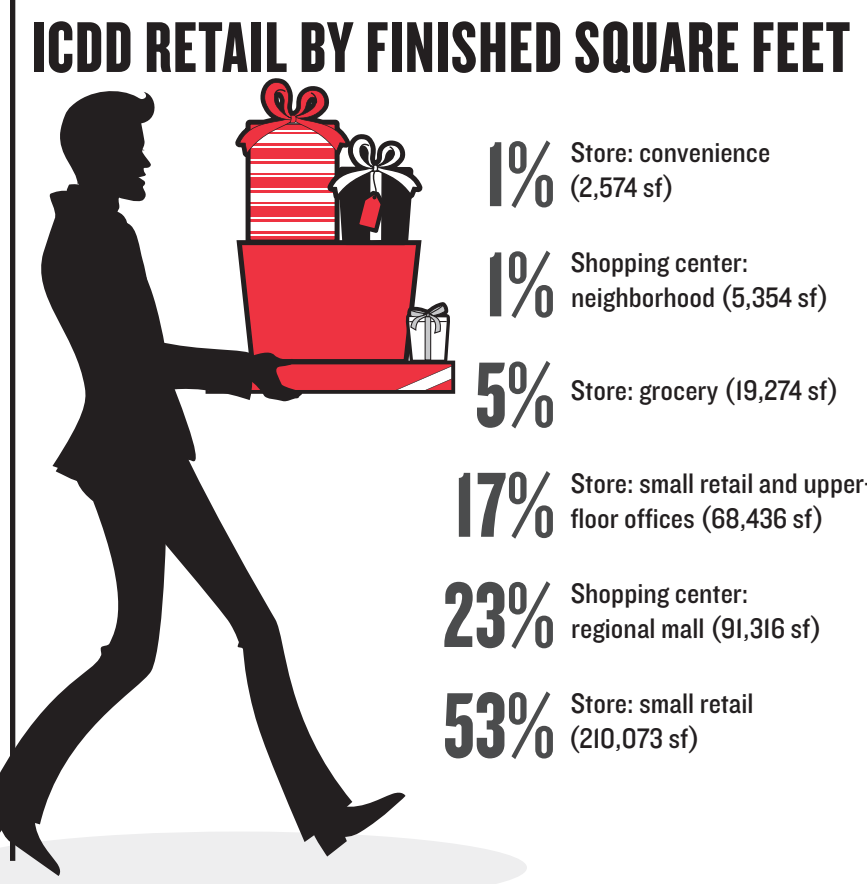


**PROPERTY VALUES PER FINISHED SQUARE FOOT**

DOWNTOWN IOWA CITY	\$119.01
CORALVILLE	\$117.79
JOHNSON COUNTY	\$113.00
NORTH LIBERTY	\$109.59
IOWA CITY	\$101.70

# 1.8 MILLION

## SQUARE FEET OF DEVELOPMENT





# 2013 – 2014 HIGHLIGHTS:

*The Iowa City Downtown District has made incredible progress towards our mission to champion Downtown Iowa City and the Northside Marketplace as a progressive, healthy, and culturally vibrant urban center of the region.*

As we move closer to a four-year benchmark (January 2016) where the authorization of this Self Supported Municipal Improvement District will require review for continuance, we encourage you to think about how far the ICDD has come in these few short years. Our short-term results speak for themselves. Our long-term impact on clean, green, and safe initiatives and our deliberate role in guiding a healthy mix of tenants will evolve through initiatives the ICDD will be working on this upcoming year. Please continue to support our path towards vibrancy by patronizing our businesses, enjoying the arts, getting involved, and most importantly — having fun. It's infectious!

*Nancy Bird*  
Nancy Bird  
Executive Director

Bill Nusser  
2013–2014 President,  
ICDD Board of Directors

## ICDD EVENTS

Promotional events are key to supporting feet in the street and business visits. Signature events held by ICDD staff members included:

- Top Chef Downtown
- Taste of Iowa City
- Sidewalk Sales
- East Drink Local Week
- Fashion Week
- Northside Oktoberfest
- IC Progress Celebration

# \$44,796

direct and indirect impact generated, measured for Oktoberfest.

## CLEAN AND GREEN

One of the top priorities for the ICDD is to ensure that the ICDD is clean and green. Powerwashing sidewalks, working with businesses to purchase flower planters, supporting volunteers who donate and plant greenery in the public planters, and working on methods to reduce litter help maintain our public realm and the large volumes of pedestrian traffic Downtown and in the Northside neighborhood.

## COMMUNITY GALLERY PROJECTS

Examples of Community Gallery project that support cultural vibrancy include:

- UICCU Bench Marks 3.0
- 5 Public Pianos
- Tree Huggers — Total Tree Care of Iowa City
- Inside Out Project.net of Iowa City on Court Street Parking garage wall



## DOWNTOWN PATROL PROGRAM

The ICDD and the Iowa City Police Department has established a Downtown Patrol program. Officer David Schwindt began in April 2013 as the new friendly face of the streets of the Downtown District and works Tuesdays through Saturdays during daily business hours. While 911 is still the number to call for emergencies, Officer Schwindt is first on arrival and your first contact for non-emergency issues.

## CHANGING SAFETY PERCEPTIONS

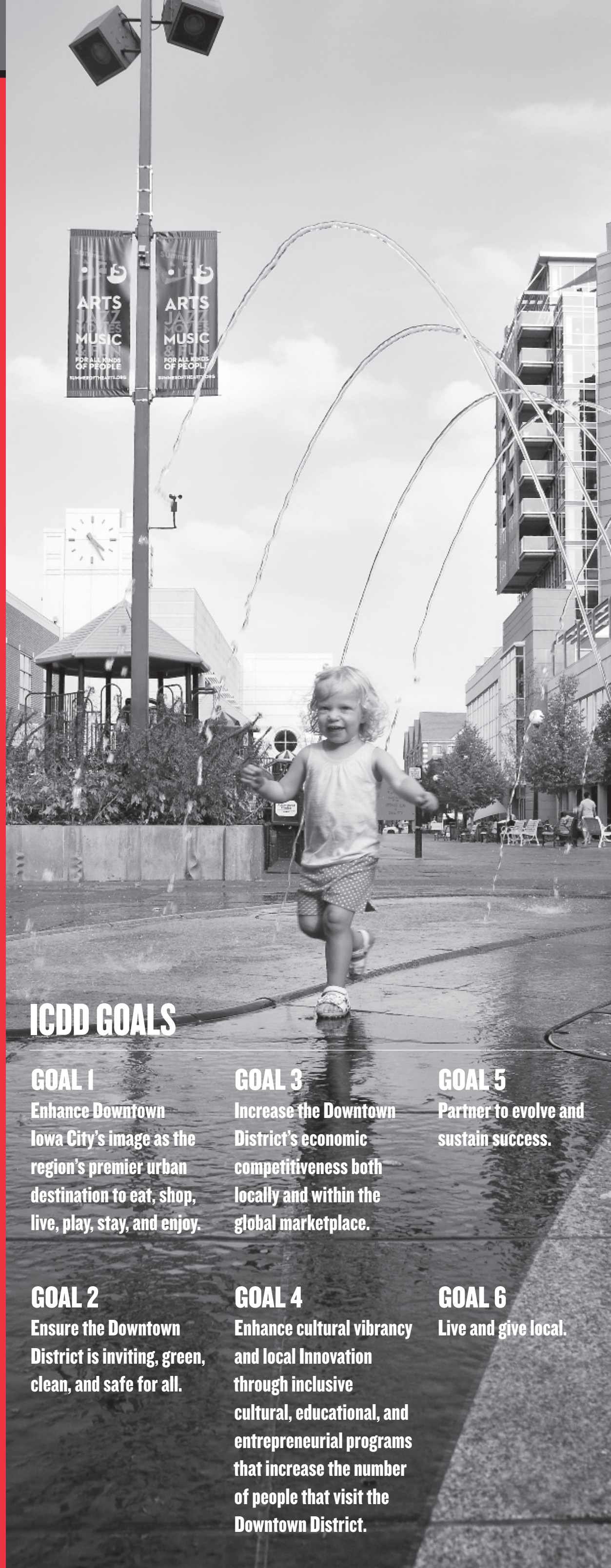
The ICDD made significant progress on improving safety downtown by working closely with City staff and the Iowa City Police Department to identify needs and methods for improvement. The following efforts made huge impact and are visibly noticeable this year:

- Successfully advocated for revised pedestrian mall policies that discourage leaving large items unattended and soliciting for money.
- Proactive versus reactive community policing during daylight hours of the ped mall to inform of rules and regulations with a customer-oriented approach. Community service is an option for abusers over fines.
- Improved “environmental design” of ped mall, relocating and shifting benches to reduce blind spots and encourage positive interactions
- Police outreach to business owners, community members, and general public to address issues downtown.

# 100s

of socks provided to those in need with information on social services available to assist

- “Coffee with a Cop” program started to support community dialogue with the Iowa City Police Department downtown
- Community policing led to the removal of businesses selling illegal synthetic substances in two major stings with DEA and IRS counterparts. Reduced drugs available in the region, the number of individuals on them Downtown, and aggressive behaviors toward visitors and employees.



## ICDD GOALS

### 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.

## DIGITAL TOOLS

### DowntownIowacity.com

Members listed on our website have seen significant increases to their own website traffic. The ICDD revamped its website last year and the analytics gathered to date are exceptionally telling. Visitors to the site have increased from 465,558 to 707,799 page views annually, or **an increase of 52%**. Being listed on this site optimizes searches of our members by the strength of our business listing, event and other content, and url. The website also provides direct access to our member organizations web content, contact information, directions, and parking. **We now have 605 subscribers to our e-weekly newsletter.**

### Events Calendar

Prior to the ICDD, it has been challenging to be completely in the know about what's happening Downtown. Our events calendar at downtownIowacity.com relays Downtown events that are communicated to us to the larger region. Member businesses have direct access to upload events as well. We also share calendars of other organizations that directly support events Downtown, like the Iowa City Public Library and *Little Village*.

### Social Media

The ICDD has an active and engaging social media presence with community, students, alumni, and visitors on Facebook, Twitter, Instagram and Pinterest. **The ICDD has increased our FB “likes” by 383%** to approximately 4,600 over the past year and has **4,400 Twitter followers**. Social “sharing” and “re-tweets” support business members own social media and business exposure.

### NEW SPENDING

#### ICDD Gift Card Sales

The ICDD's new “closed-loop” gift card program has generated

# \$28,308 of new spending

in Downtown and Northside businesses over the past eight months. The majority of the gift cards are sold locally (86%) at MidWestOne Bank, the Englert, or the ICDD office. Most of the online gift card sales are purchased from out-of-state patrons searching for gifts for local community members or students. Over 90 businesses participate by signing up for this complimentary service to our members.

## Measuring Event Spending

Utilizing a survey tool developed by the Iowa City Coralville Conventions Bureau and the University of Iowa, the ICDD deployed volunteers to gather information during the 2013 Northside Oktoberfest to study the impacts of regional events held downtown. There is no doubt about it — events that drive traffic downtown help support our local economy. **Oktoberfest generated \$44,796 in direct, indirect, and induced spending and 161 room nights during our 5-hour event.** Events are critical to our creative “relevancy” and help market the community outside the region and state. The ICDD supports and thanks Downtown members like the City of Literature, Summer of the Arts, FilmScene, Northside Oktoberfest, and Mission Creek Festival that host events for being the driving force.

# 1ST HOUR FREE PARKING IN DOWNTOWN RAMPS

## CHANGING PARKING PERCEPTIONS

Last year the ICDD advocated for improvement to parking policies and infrastructure. In June 2013 we helped test new parking meters for downtown that were implemented in July. We also helped support a new “First Hour Free” in the parking garages campaign and have worked closely with the City to market this offering to the public. Results of the parking changes, identified below, demonstrate this advocacy is paying off and it is easier to find free or affordable parking downtown:

- Hours of donated parking through “First Hour Free”: 902,961
- Customers that have visited downtown without a parking charge (0–1 hours parked): 241,508
- Increase in parking garage usage: 17.1%
- Additional ramp visits (hourly parkers): 127,746
- Credit card usage at parking meters: 46%

The “Park Me” garage occupancy app is due out June 2014. Look for it soon.

From anecdotal comments, we know that we need to continually market the First Hour Free program to ensure all community members are aware of it and our visitors can find information about it. These improvements, however, are a definite step in the right direction.

## BEAUTIFICATION & LIGHTING

The ICDD continues to promote projects that improve the aesthetic and ambiance of the area. We have redirected many of the grapevine spheres purchased in 2012 to find permanent homes in targeted areas. Another initiative in progress has been working with the Northside property owners to install neighborhood-wide lighting that connects the neighborhood visually. This project will be phased.

In addition, the historic banner program has been very popular, so we continue to work with property owners to address areas of need and support improved messaging of things going on Downtown.

## PARTNERSHIP & ALLIANCE DEVELOPMENT

One of ICDD's goals is to “partner to evolve and sustain success.” Partnerships with City staff, University faculty, student interns, community volunteers, social services, featured bloggers, and artistic entrepreneurs are all important to the competitive advantages that business can realize in the Downtown District.

As an example of a successful partnership, in February, the ICDD, with support from UICCU, gave \$10,000 via The Giving Book to United Way of Johnson & Washington Counties.

## DOWNTOWN AMBASSADORS

The ICDD partners with the City of Iowa City to welcome and ensure guests and community members feel invited and safe downtown. ICDD Ambassadors are both City employees and volunteers. City staff wear a visible uniform with goals to interact with business owners, help maintain and keep Downtown clean by providing litter removal, and work with the Downtown beat police offer on safety concerns.

## MARKETING & WAYFINDING

Branding our geographic location and the breadth and depth of our independent stores and offerings is critical to our mission. The ICDD ran branding commercials, print, digital, and radio advertising to increase traction in the marketplace. We've gained significant visibility and a recognizable “thumbprint” through our “You Should Be Here” campaign. With all the events and initiatives that the ICDD takes on, these efforts and changes to the Downtown climate require constant communication with the public and our businesses.

The ICDD improved five Downtown kiosks with colorful signage as atemporary fix for an outdated kiosk system that will be replaced in the next two years.

55,000 ICDD maps were printed and ordered this year due to a partnership with the ICDD and the Iowa City Area Convention and Visitors Bureau. These maps extend our reach beyond Iowa City to Coralville and North Liberty.

The ICDD also helped establish the birth of a Downtown magazine through a creative partnership with the Iowa City *Press-Citizen*. The P-C offers the ICDD upfront input to the theme of the edition while the P-C produces, establishes content, and edits the magazine.

## BUSINESS CLIMATE & FORUMS

The ICDD advocates for a strong business climate each year by advocating for supportive financial assistance for historic properties, downtown infrastructure improvements, and policy reform. The following results demonstrate our effectiveness:

- Coordinated planning with the City of Iowa City for Streetscape Updates
- Pedestrian Mall regulatory changes to support a safer environment
- Support for Restaurant & Bar owners with University of Iowa Police, Iowa City Police Department, and the City Attorney's office around alcohol compliance.
- Hosted 2 social media forums to support small businesses
- Advocacy for façade and renovation financing that resulted in eight properties receiving match grants up to \$216,000, leveraging \$394,000 in private investment for a total of investment of \$610,000. The program is continuing in 2014-2015 and 11 properties have submitted applications.
- 134 light poles were painted
- 8 Bike racks were refurbished
- 10 trash receptacles were refurbished
- New City power vacuum for Downtown cleaning was purchased
- Downtown Iowa City outperforming suburban development (2% vacancy versus 7.8% in Coralville and North Liberty)

## FREE PUBLIC WIFI DOWNTOWN

In a competitive marketplace, Free Public WiFi is an earmark of a progressive, digitally connected gathering place for businesses, the community, and visitors. Through a creative partnership with Southslope / INS and the *Gazette*, the ICDD went live with Free Public Wifi on the pedestrian mall January of 2013 and sees hundreds of users daily in good weather. The Wifi allows people sitting in cafes and on benches time to access emails and web search great places to shop and dine downtown, among other things!