



LOVE THIS PLACE

2016 - 2017
MISSION REPORT
IOWA CITY DOWNTOWN DISTRICT

PROGRESS SUMMARY

The Iowa City Downtown District and our **members weathered the summer 2016 construction season well** with the help of the District’s “Open Washington” campaign and are thrilled to see the Spring results of the Washington Street facelift targeted at added vibrancy Downtown. The City’s reconstruction resulted in **increased sidewalk widths, added and aligned cafes curbside, added parking spaces, added bike racks, improved accessibility, state-of-the art utilities and fiber optics, new street furniture** and a **healthier tree canopy**. The “re-shuffling” of several businesses on Washington Street during construction even led to new business opportunities for some existing operators. The ICDD will remain committed to support the coming private-sector changes as they unfold. Thanks to the City for its commitment to Washington Street improvements and to community members and patrons for their **patience and loyalty**.

The ICDD remains vested and supportive of the City’s on-going planning of Downtown streetscape improvements that will come to fruition in the coming years, as well as the implementation of our newly developed **5-year Strategic Plan**. We applaud the direction and dedication of our legacy and new board members, City, University of Iowa, and other committed organizations for its dynamic approach and bold vision. We invite you to check out the strategic initiatives that we believe will help bring a dynamic vision for Downtown. **Find the plan at downtowniowacity.com.**

Many of these strategic initiatives are well under way as we strive to “**welcome, draw, and shape**” the City Center. This past year we’ve worked closely with the City and other collaborators to tackle improved servicing and **cleaning the alleyways**, kicking off a new **CoSign program** with MidWestOne to bring back design-driven pedestrian-oriented signage and a forward-thinking initiative to support our **night economy**. We’ve also established new dynamic campaigns that celebrate both our local shopping geniuses and finally a **Northside brand**. In addition to our signature events, we’ve drummed up some promising localized ones as well, such as **Farm to Street (pictured on the cover)** and the **Summer Shop Crawl**. These additions demonstrate our commitment to sustaining quality, yet evolving programming that is good for the community and good for Downtown.

We are so appreciative of the sponsors, collaborators, and the local business and cultural base that brings the fire and excitement that is evident in each of these endeavors. Without all of us working together, it would all easily stall and fade. I hope you’ll join me in thanking those as you see them that invest, work, shop, care, and participate in Downtown for their commitment of time and passion.

We look forward to continuing to engage with you. Let’s keep the energy building in the Iowa City Downtown District.

Mark Ginsberg
ICDD Board President

Nancy Bird
Executive Director



WE LOOK FORWARD TO CONTINUING TO ENGAGE WITH YOU. LET'S KEEP THE ENERGY BUILDING IN THE IOWA CITY DOWNTOWN DISTRICT.



PROGRESS METRICS

STRATEGIC PLAN INITIATIVE 1.1

BRING BACK CREATIVE SIGNAGE



- Co-Sign Program initiated
- Partnerships/Sponsors:
 - MidWestOne Bank
 - the American Sign Museum in Cincinnati
 - City of Iowa City
- Local fabricators
- 25 participating businesses
- 50 local artists / designers
- New signs to be publicly unveiled August 11, 2017

STRATEGIC PLAN INITIATIVE 1.2

IMPROVE NIGHTTIME ATMOSPHERE



- Hired Angela Winnike as the new Nighttime Mayor
- Local host to visitors
- Support non-traditional event and business endeavors
- Coordinate clean & safe initiatives
- Promote and enhance Iowa City's night economy
- Downtown Block Party (new night event)



STRATEGIC PLAN INITIATIVE 1.3

CLEAN AND SAFE



- Financial support of Iowa City Police Officer on day patrol Downtown
- Provision of 8 non-monitored security cameras used to deter criminal mischief and crime
- Sidewalk and pedestrian mall powerwashing
- Alley Initiative
 - In partnership with the City of Iowa City
 - Impact zone: Downtown and Northside alleyways
 - City-led RFP for solid waste, recycling, composting services to vfy for sole rights to City waste bin permits in public alley spaces
- Results:
 - Reduced costs
 - Increased recycling services and waste divergence
 - One point of contact for garbage, recycling and composting District-wide
 - Reduction in number of bins in alleyways
 - Cleaner alleyways
- Allows possibility of arts programing in the alleyways for 2018

STRATEGIC PLAN INITIATIVE 2.1

PLACEMAKING



- Farm to Street
- Alley mural

PROGRESS METRICS



STRATEGIC PLAN INITIATIVE 2.3

MARKETING CAMPAIGNS & EVENTS



- Shopping Genius : 6-month campaign that included video, photo, and social media assistance
- Open Washington Street
- Holidays from Small Business Saturday to mid Christmas
- *Downtown Magazine* delivered 30,000 copies twice a year
- Downtown Gift Card Program
- Northside Neighborhood brand standards
 - 2 stakeholder meetings
 - Brand expression for the collective neighborhood brand
- Top Chef
- Summer Shop Crawl (new**)
- Sidewalk Sales
- Taste of Iowa City
- Farm to Street (new**)
- Northside Oktoberfest
- Holiday Market
- Gingerbread House Competition



STRATEGIC PLAN INITIATIVE 3.3

BUSINESS SUPPORT & TENANT RECRUITMENT PROGRAM

- Supported additions to Downtown:

■ OPN Architects	■ Root	■ Encore
■ Creative Mellon	■ Zombie Burger	■ Bashu
■ Raker Rhoades	■ MERGE	■ Retail Pop Ups (Scout, Modela, seasonal uses)
■ Peardeck	■ RAD Inc.	
■ Moss	■ Harold's Chicken	

STRATEGIC PLAN INITIATIVE 3.4

ICDD PROPERTY EVALUATION PROGRAM

- New studies prepared to support local decisions:

■ 24 S. Clinton Street	■ I14 E. Washington Street
■ I17-123 E. College Street	■ Private Alley (behind Iowa / Clinton Streets) resurfacing

STRATEGIC PLAN INITIATIVE 3.6

HOUSING POLICY

- Developed a policy position to advocate for long-term community housing Downtown

CELEBRATING WASHINGTON STREET



- Stakeholder in advocacy for public infrastructure investments
- Communications support

WHAT'S NEXT FOR FY2018?

INVESTMENTS IN PLACEMAKING

The Iowa City Downtown District will be working with the City and other community partners to proactively coordinate a healthy rhythm of Downtown activity in the northern pedestrian mall through the summer and fall of 2017 as a pilot program. We will invest in infrastructure such as street furniture, temporary artistic structures, or play equipment and events to temporarily transform and delight visitors. Activating the street in this area serves to welcome visitors, draw the community, and support the local economy with earned community and media attention.

COSIGN

The ICDD's CoSign program presented by MidWestOne Bank will finalize in the next fiscal year resulting in roughly 15 new locally fabricated and designed business signs throughout the Downtown area in partnership with the American Sign Museum of Cincinnati. The ICDD's investment and encouragement of well-designed, pedestrian-oriented signage will foster wayfinding and local business awareness, as well as create job opportunities for the local arts industry.



ARTS PROGRAM FOR PUBLIC SPACES

With the consolidation of waste collection in Downtown alleys as a result of the ICDD's coordination with the City from 2015-2017, the ICDD is now primed to look towards activating the alleys for art programming. Hiring a new part-time arts coordinator to support new art programming will be the first step towards establishing a robust and authentic arts program for public spaces Downtown in 2018. It's time!

SUPPORTING THE DAY AND NIGHT ECONOMY

The ICDD's Nighttime Initiative to improve operations and enhance the image of Downtown at night is an add on to the Downtown District's continuing marketing and retail support for businesses primed for the day. The community can expect the Downtown District to be proactively involved in supporting private sector investments in housing and retail, recruiting great businesses, while also rolling out exciting new marketing campaigns that keep the Downtown relevant and in an ever-changing commercial landscape.

READYING FOR PEDESTRIAN MALL IMPROVEMENTS

The Iowa City Downtown Streetscape Plan was adopted by the Iowa City City Council in 2014. The plan provides a general planning framework for future utility and streetscape investments by the City of Iowa City over the next 10 to 15 years. Detailed planning for pedestrian mall improvements are underway in 2017 for a phased Spring 2018 - 2019 construction. The ICDD is a major stakeholder and supporter of these investments and will work to support community communications during this period. Businesses will be open!

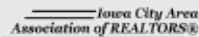


**THANK YOU
2016-2017 BOARD MEMBERS**

- Mark Ginsberg, President
- Ritu Jain, Past President
- Michele Galvin, Secretary
- Kent Jehle, Treasurer
- Naftaly Stramer, President-Elect
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- Jason Deppe
- Bill Nusser
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- Kate Moreland
- Josh Schamberger
- Nancy Bird
- Jacob Simpson
- Lisa Barnes
- Mazahir Salih

**THANK YOU
FINANCIAL SPONSORS**

- City of Iowa City
- Collin Community Credit Union
- Fleck Sales
- Hills Bank
- ImOn Communications
- Iowa City Area Realtors
- Meta Communications
- MidWestOne Bank
- Pancheros
- River Products
- University of Iowa
- University of Iowa Community Credit Union
- US Bank
- US Foods



ICDD STAFF

- Nancy Bird, Executive Director, ICDD
- Betsy Potter, Director of Operations
- Mary Besler, Special Events and Sponsor Relations Assistant
- Nate Kaeding, Special Projects



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