



“RETAIL IS THEATER. THE STAGE MUST BE SET...” Anonymous

# IOWA CITY DOWNTOWN DISTRICT 2014-15 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.

154 COMMERCIAL  
PROPERTY OWNERS

# 325

## ICDD MEMBERS

**108** DINING & NIGHTLIFE

**83** PROFESSIONAL & OTHER SERVICES

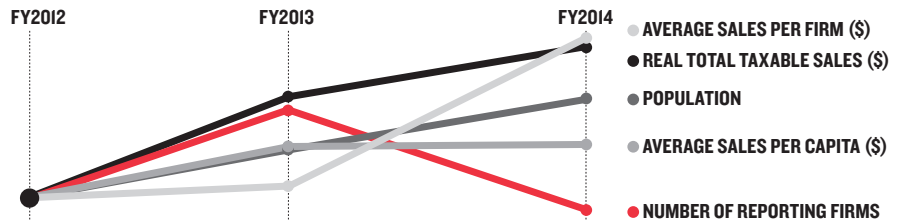
**59** RETAIL

**44** HEALTH, FITNESS & WELLNESS

**31** NON-PROFIT CITY OR UI OFFICES

## TOTAL IOWA CITY TAXABLE RETAIL SALES INCREASE

REPORTED AS THE PERCENTAGE OF CHANGE FROM FY2012-FY2013, AND FY2013-FY2014



	% CHANGE FROM:	
	FY2012 ▶ FY2013	FY2013 ▶ FY2014
Average sales per firm (\$)	0.2%	2.9%
Real total taxable sales (\$)	2.0%	1.0%
Population	1.0%	1.0%
Average sales per capita (\$)	1.0%	0.0%
Number of reporting firms	1.8%	-1.9%

### ICDD PROPERTY VALUE (WITHOUT STATE ROLLBACK)

2015-2016  
**\$153,004,700**

2014-2015  
**\$153,507,710**

2013-2014  
**\$137,659,815**

2012-2013  
**\$139,871,680**



## ROCKSTAR PARKING

Hours of donated parking	1,089,296
Customers who have parked without a parking charge	313,848
Increase in garage usage over the past 12 months	7.7%
Over the past 2 years since beginning of First Hour Free	26.2%
Additional ramp visits over the past 12 months	78,095
Over the past 2 years since beginning of First Hour Free	220,499
Credit card usage at parking meters	48%
Credit card usage at parking facilities	69%

### KEEPIN' IT CLEAN

# DAILY

trash removal and sweeping of Ped Mall and other downtown and Northside Marketplace locations

*We're all hearing it. Never has there been this much collaborative spirit and excitement around Downtown Iowa City as we have seen since the Self Sustaining Metropolitan Improvement District (SSMID) began in 2012.*

Nearing the end of our four-year operating term, we have much to celebrate, many to thank, and a new 10-year operating term to propose to keep growing this momentum Downtown.

This year we tackled a true game plan for retail and developed a strategy to raise the bar for supporting quality and complimentary business opportunities. Nate Kaeding was hired to work with our property owners to drive this endeavor and showcase our historic assets and relevance in the regional market. Betsy Potter on staff continues to market the ICDD as the place to be – and by all accounts, it's working.

Our real strength, however, is our stakeholders' passion for authenticity, innovation in business and experience, and hard work. Our metrics to date speak for themselves: we have more residents living downtown, more businesses seeking to be located downtown, more renovations occurring downtown, more traffic (walkers, bikers, and vehicles) coming downtown, more visitors attracted to downtown, and more exposure and visibility around Downtown programs and events than ever before. Thank you to all of our many partners that contribute to these accomplishments (see back cover) and the success of the ICDD.

After a successful SSMID renewal this year, we will be inviting new voices to our Board of Directors and as we mature as an organization, we will continue to hone our strategic priorities. Please support our renewal and continue to engage with us. Let's keep the energy building in your Downtown.



Nancy Bird  
Executive Director

George Etre  
President of the Board of Directors  
Etre Restaurant Group

## 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

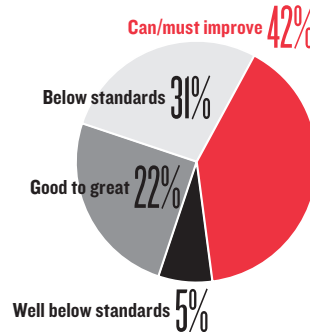
Partner to evolve and sustain success.

## GOAL 6

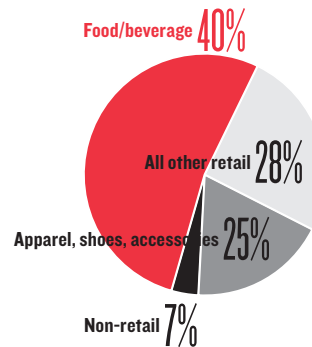
Live and give local.

### ECONOMIC VIABILITY

- Downtown retail strategy — Co-Sponsored by the City
- Hire Retail Development Director: Nate Kaeding
- Quantified improvement needs and developed metrics by which to improve



- Established optimal tenant mix



- Grow and support current quality operators
- Foster new local retail concepts
- Recruit complimentary businesses



### PROPERTY EVALUATION PROGRAM



- Incentivizing property owners to reinvest with cost and revenue information and design support

### MARKETING AND PROMOTIONAL EVENTS



- Largest holiday campaign yet with 4 Saturdays of Santa at FilmScene, and free trolley rides at Hills Bank that received over 800 riders
- New dining directory guide
- 3rd & 4th editions of the *ICDowntown* magazine published by the Press-Citizen; 46,000 issues of the 4th edition were distributed

- Visitors to downtowniowacity.com website increased to

# 884,540

from 707,799 page views annually — a 24% increase over the past year

- The YOU SHOULD BE HERE weekly e-news distribution has grown to 760 voluntary subscribers

- Facebook followers grew to **7,000** from 4,600 over the past year

- Twitter followers grew to **6,547** from 4,400 over the past year

- Instagram was recently introduced and now has

# 2,460 followers

- Sold out Top Chef in **48 hours** (over 300 tickets sold)

- Sold out Northside Oktoberfest: **2,200 tickets sold**

¡BIENVENIDOS!  
환영합니다!  
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欢迎!



# START HERE

PHOTO CREDIT: MICHAEL KREISSER PHOTOGRAPHY

### WELCOME WAYFINDING

- Participation with participating agencies, the City and UI in the International Welcoming City campaign to enrich our region by supporting cultural diversity

### SMALL BUSINESS SUPPORT



- Provided ICDD businesses with complimentary photography services to inspire print and digital advertising

### GIFT CARD OPERATION



- 107 downtown businesses accept the ICDD Gift Cards, up from 90 last year
- Total program ICDD Gift Card sales have grown to **\$81,283** to date
- \$15,528 of the Gift Card sales are online, with a majority of out of state orders

### SPECIAL PROJECTS



- Northside Lights sponsored by ICDD, City, River Products, Press-Citizen

### PARKING ACCESS

- Supporting easy access to Downtown through a new Valet Pilot to gather data. Conclusions point to a fall/winter Valet program."

### COLLABORATION WITH THE CITY OF IOWA CITY

- Streetscape update and "quick start" projects
- Portable signage ordinance Amendment achieved
- Support of public art Installation at the north end of Ped Mall
- Design guidelines underway to support quality storefront environment
- Building change façade grants awarded to downtown businesses
- Downtown streetscape updates
- City "quick start" projects conducted:
  - WiFi enhancements for improved connectivity
  - Removed loading zone on Dubuque and replaced with additional parking
  - Playground surfacing was done in 2014
  - Sidewalk patching in 2015
  - On-going Schematic Design for Washington Street and the Pedestrian Mall

### ALLIANCE DEVELOPMENT



- Summer of the Arts Organization



- Hand-Built Bike Exhibition



- EntreFEST
- NCAA Men's Swimming & Diving Championships
- Mission Creek Festival
- 100+Men and Women Hawkeye Chapters

# WHAT'S NEXT



## WASHINGTON STREET — SCHEMATIC DESIGN PHASE FINISHES: CONSTRUCTION JUST AHEAD FOR SUMMER 2016

The ICDD will be working closely with the City to help support the demolition and re-construction of Washington Street that will result in the kick-off of a brand new streetscape for Downtown Iowa City.

The UI and City have also been awarded two grants — one for a bike sharing system that will see new bike stations in several locations Downtown in 2016 and another for solar trash and recycling compactors. The pilot program to install four Big Belly units will occur later this year.

The ICDD will be working on a construction campaign to make sure the community knows that we will remain OPEN FOR BUSINESS during this time.

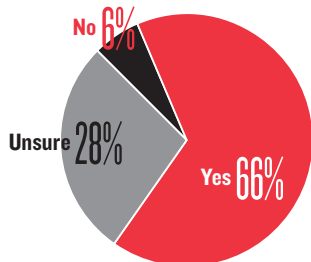
### CONSTRUCTION PHASES INCLUDE:

<b>2016</b>	Washington Street between N. Linn and S. Clinton
<b>2017 / 2018</b>	Pedestrian Mall
<b>2019</b>	Dubuque Street between Washington and Iowa Avenue

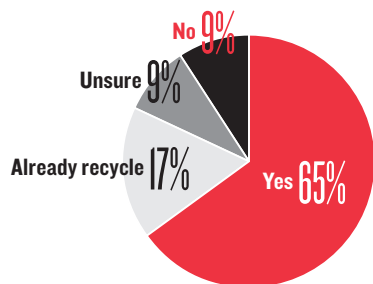
## IT'S FINALLY TIME - CHANGE FOR THE ALLEYS AND RECYCLING SERVICES

The City and ICDD partnered with the Iowa Initiative for Sustainable Communities (IISC) to address trash reorganization amongst Iowa City's alley dumpsters. The end-goal is to implement a Green Alleys program for cleaner more pedestrian-friendly alleyways and to support a collective system to realize solid waste, recycling and composting services for all businesses at a competitive rate. A survey of our businesses has indicated that we are ready to stand united to make a formal request of the City of Iowa City Council to make changes to the public right-of-way easements that currently govern the public alley system. The time has finally come. For more information, contact Nancy Bird at [nancy@downtowniowacity.com](mailto:nancy@downtowniowacity.com).

### WOULD YOU BE INTERESTED IN REDUCING THE NUMBER OF WASTE CONTRACTORS USED BY ALL DOWNTOWN BUSINESSES?

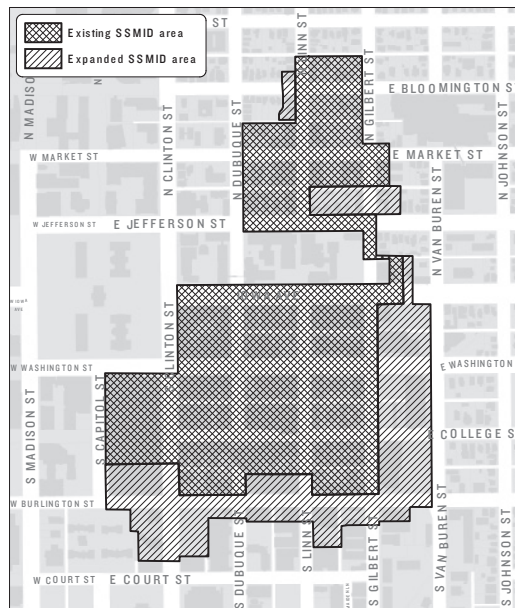


### IF YOUR WASTE WAS MEASURED AND PRICED BY WEIGHT, WOULD YOU BE INCLINED TO DIVERT MORE WASTE INTO RECYCLING OR COMPOSTING TO REDUCE COSTS?



## RENEW THE SELF-SUSTAINING METROPOLITAN IMPROVEMENT DISTRICT

The four-year term of the SSMID, the primary revenue source of the Iowa City Downtown District, is set to expire in 2016. The ICDD Board of Directors and staff are working toward a major petition drive to support a renewed 10-year term and an expanded boundary. For more information on how you can support our efforts and the SSMID renewal, visit [downtowniowacity.com](http://downtowniowacity.com).



## 2014-2015 PERCEPTION SURVEY RESULTS

# 73%

of respondents said the "First Hour Free" parking program made it easier for them to visit and enjoy Downtown.

	PRIORITY GOALS OF COMMUNITY	PRIORITY GOALS OF ICDD MEMBERS
#1	Cultural vibrancy	Economic development
#2	Clean & safe	Clean & safe

### THANK YOU PARTNERS



### 2014-2015

#### BOARD MEMBERS

President: George Etre  
 President Elect: Ritu Jain  
 Past President: Bill Nusser  
 Secretary: Joni Schrup  
 Treasurer: Kent Jhrle

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  
 Nate Kaeding, Director of Retail Development

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

