



PROGRESS

THE 2012-13 MISSION REPORT OF THE IOWA CITY DOWNTOWN DISTRICT

How we lead

The first year of the Iowa City Downtown District has been full of excitement. The Iowa City City Council gave us a four-year opportunity to prove that when we work together as a District, we are stronger than our individual efforts. We have a volunteer Board of Directors that has strong representation from businesses and property owners, as well as prominent institutions like the University of Iowa, the City of Iowa City, the Iowa City Area Chamber of Commerce, and the Iowa City Area Convention and Visitors Bureau that have mutual stake in our success. Our Board is in lock-step with ICDD staff to strengthen the brand and re-invigorate Iowa City's Downtown and Northside Marketplace neighborhoods. We rely on and encourage our community to support us with creative programming, local involvement, and feedback to ensure we steward this asset to preserve it's exceptional character of place.

The folds of these pages outline our six goals in which we have invested our time, energy, and talents. We have created structure to our organization and processes that allow us to work best in partnership with others, to engage in longer term planning while being flexible enough to welcome new ideas and innovations. We haven't done it by harnessing ourselves to the status quo and it hasn't been easy. It has been successful. The ICDD is the gem of the community and we are taking that gem, reworking it, cleaning its facets and resetting it for today and decades to come. IC Progress in Downtown Iowa City. We hope you do, too.

Karen Kubby
President
ICDD Board of Directors

Nancy Bird
Executive Director

What we impact

2012-2013 ICDD TRAFFIC-DRIVING "ANCHORS"

765,000

patrons visit the Iowa City Public Library annually

65,000

patrons visit Englert Theatre annually

300+

small businesses and non-profit headquarters call downtown Iowa City home

- University of Iowa facilities: located Downtown and in the Old Capitol Town Center
- Sheraton Hotel and hotelVetro
- Locally managed and owned restaurants

2012-2013 PERCEPTION SURVEY RESULTS



Highest Event Allure where patrons shop and dine before or after attending events and community members value Iowa City Arts Festival (Organized by Summer of the Arts)



Highest Perceived Project Value by Community Snow Removal (98%)



Highest Perceived Project Value by ICDD Member Beautification (Lighting and Greening) (93%)

PRIORITY GOALS
OF COMMUNITY

PRIORITY GOALS
OF ICDD MEMBERS

#1

Clean & safe

Clean & safe

#2

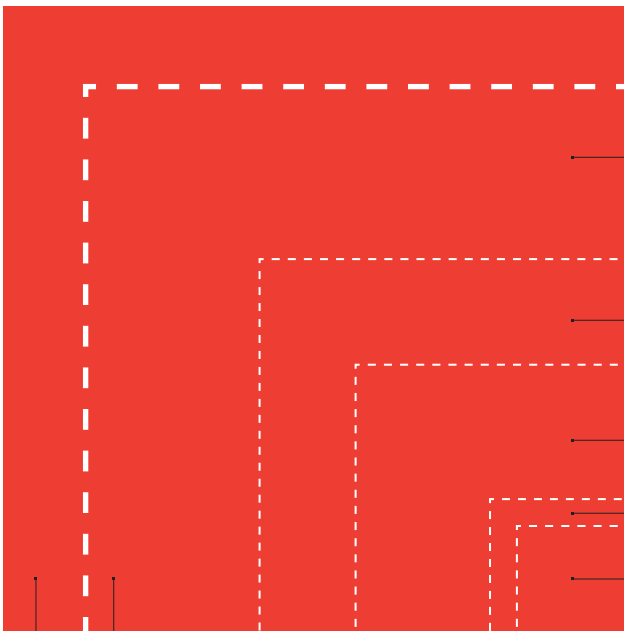
Cultural vibrancy

Economic development

Who we are

1.5 MILLION SQUARE FEET OF DEVELOPMENT

480 ICDD MEMBERS



335: BUSINESSES & ORGANIZATIONS

HEALTH, FITNESS & WELLNESS : 42

NON-PROFIT : 43

PROFESSIONAL & OTHER SERVICES : 69

RETAIL : 73

DINING & NIGHTLIFE : 108

145: PROPERTY OWNERS

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 Creative Corridor, and the community at large.



510 residential units
(43% condo/57% rental)

ALMOST 1,000
people live in the ICDD

13% of residents live in the
Northside neighborhood



**HIGHEST WALKABILITY
SCORE IN IOWA**
Walkscore.com

8TH most "bikeable" community
in Iowa of similar sized cities
in the nation
Walkscore.com

MORE PEDESTRIANS THAN CARS ACCESS THE ICDD



Daily pedestrian count through the
ped mall (October 9, 2012)

9,200

Average daily traffic count
(September 11, 2012)

6,200

What we did : 2012 – 2013 Highlights

Our mission is to champion the Iowa City Downtown District as a progressive, healthy, and culturally vibrant urban center of the region.

OUR GOALS

GOAL 1

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

Successful place-making in Iowa City involves both an event-based tourism and destination marketing of our local community's permanent attractions and amenities in the Northside Marketplace and Downtown area.

GOAL 2

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

Much of the success of the downtown district relies on its metropolitan atmosphere; however, functional urban environments require safety, cleanliness, and a civic altruism to avoid the broken and deteriorated cycle that befalls failed urban cores.

GOAL 3

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

As Iowa City arises from the Great Recession of the past five years, ICDD will play a role in the economic development of businesses and organizations in our membership portfolio, and for the surrounding community and citizenry. Sustained economic growth and advancement of our region's economic base relies on business attraction, job growth, and strategic marketing. Relevant initiatives in the past year include Small Business Support & Marketing, Partnership and Alliance Development, and Membership Engagement & Retention.

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.

Cultural Vibrancy & Innovation implies the ability to resonate and incubate imaginative and cultural character. The growing importance placed on Creative Place-making and artistic entrepreneurs requires our district to inspire our downtown visitors and residents.

GOAL 5

Partner to evolve and sustain success.

Our organizational model has been deliberately established to ensure that our efforts are collaborative and community oriented. Iowa City and the region hosts many renown organizations and institutions and our goal is to partner and leverage each others strengths rather than to offer redundant services. Our geography distinguishes us, but we respect the many resource experts that abound.

GOAL 6

Live and give local.

It's the Iowan-way. At the ICDD, we will be working to target our giving to those causes that directly support our community.

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- **Enhance Downtown Iowa City's image as the region's premier urban destination to eat, shop, live, play, stay, and enjoy.**
- **Ensure the Downtown District is inviting, green, clean, and safe for all.**
- **Increase the Downtown District's economic competitiveness both locally and within the global marketplace.**
- **Enhance cultural vibrancy and local Innovation through inclusive cultural, educational, and entrepreneurial programs that increase the number of people that visit the Downtown District.**
- **Partner to evolve and sustain success.**
- **Live and give local.**



ICDD EVENTS

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

- Taste of Iowa City
- Top Chef
- Sidewalk Sales
- Celebrate the Season
- Ice skating
- February giving

TOP CHEF DOWNTOWN PRESENTED BY TMone



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 that 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.



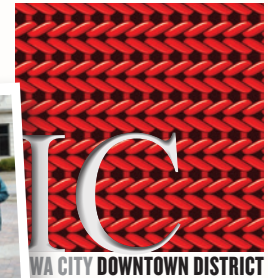
COMMUNITY GALLERY

PROJECTS

Examples of Community Gallery projects that support cultural vibrancy include:

- UICCU Bench Marks
- Public Pianos
- Tree Huggers

TREE HUGGERS



EVENT COLLABORATION AND SPONSORSHIP

We also sponsor and closely collaborate with organizations that hold special events within the Downtown District. An example of some of the event organizations that we support with funding or in-kind marketing and communications include:

- Summer of the Arts
- Iowa City Area Visitor and Conventions Bureau
- University of Iowa Campus Activities Board
- Mission Creek Music Festival
- FilmScene
- Gallery Walk



DECORATIVE LIGHTING

More than 100 grapevine spheres were purchased by the ICDD in the fall of 2012 to provide both a well-lit District and lights themselves which can be admired for their artistic style.



PARTNERSHIP AND ALLIANCE DEVELOPMENT

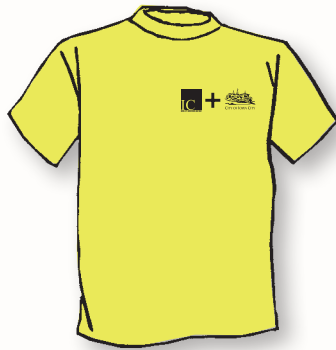
One of ICDD's goals is to "partner to evolve and sustain success." Partnerships are important financially to reduce costs with direct volume purchases, but more importantly relationships within the community can help de-mystify what it means to be a successful business in this geography. Partnerships with city staff, University faculty, student interns, community volunteers, featured bloggers, and artistic entrepreneurs are all important to the competitive advantages that businesses can realize in the downtown district.

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DOWNTOWN AMBASSADORS

The ICDD is partnering with the City of Iowa City to welcome and ensure guests and community members feel invited and safe Downtown. ICDD Ambassadors are currently City employees that 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 officer on safety concerns.



DOWNTOWN PATROL PROGRAM

In partnership with the ICDD, the Iowa City Police Department has established a Downtown Patrol program. Officer David Schwindt began in April 2013 as the new friendly face on 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.

COLLECTIVE PURCHASING POWER

The Iowa City Downtown District is the region's foremost center of small businesses. We are currently establishing marketing co-ops and are exploring other opportunities. We're now pushing the boundaries to explore how the ICDD investment can work to elevate the competitiveness of our roughly 335 small business members with that of our national counterparts. One block alone in the District eclipses most mid-size companies — we need to promote and capitalize on this understanding.

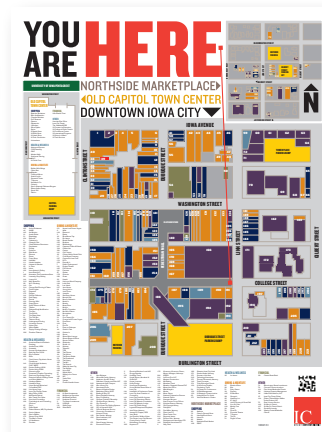
MARKETING

ICDD acts as a clearinghouse for marketing businesses and special events in the downtown district. Our website advertises all opportunities to eat, shop, play, stay, live, learn, and work, and outlines a relevant synopsis, contact and address information. Also, our Parking and Public Transportation adds logistical support to prospective patrons.



WAYFINDING

ICDD developed a series of historical Downtown photographs, color sensitive way finding posters in parking garages, maps, and kiosk informational flyers to give a stronger sense of place in the Downtown and Northside neighborhoods.



SNOW CLEARANCE PROGRAM

Working closely with the City of Iowa City, the ICDD contracted with two local service providers to clear sidewalks to the street through the holiday shopping season. Feedback from the snow clearing service in the inaugural year was overwhelmingly positive from community members and customers, although snow fall was limited. Businesses themselves had mixed reviews and the program is being evaluated for continuation in 2013. The ICDD Board Members have agreed that consistently cleared and safe sidewalks remain a priority and have tentatively planned to continue future service as funds allow.

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STAFF

Executive Director, Nancy Bird
Director of Operations, Betsy Potter
UI Research Intern, Michael Saponaro

(319) 354-0863 ■ downtowniowacity.com



ALLEY BEAUTIFICATION PILOT

Our alleys aren't like most — several alleys Downtown provide a pathway for roughly 6,000 pedestrians daily while the University of Iowa is in session. In addition, the Downtown hosts significant cultural events that showcase our region in the summer months. Projecting a clean and safe environment is a critical and foundational focus of the ICDD.

ICDD staff is currently researching methods to consolidate trash bins, work with service providers to see how recycling and composting can be made easier for ICDD businesses, and look for precedents set by other communities that have conquered this same effort.



BUSINESS CLIMATE

The ICDD advocates for a strong business climate by working with the city to address policy and investment opportunities. Examples include:

- Advocated for first-hour-free in parking garage for all and new parking meter technology
- Advocated for financial support to help reinvestment into older buildings and facades, resulting in 8 successful business applications that will provide a "facelift" for multiple aging building facades.
- Recognizing the value of pet-friendly residential units and the demand to stroll Downtown with dogs, the ICDD advocated successfully to allow responsible owners the right to walk their leashed dogs through the plaza area.
- Advocated for financial support to help reinvestment into older buildings and facades

What's next?

The City of Iowa City is conducting a Downtown/Pedestrian Mall Streetscape Plan Update to renew and unify a vision for the Downtown and Northside neighborhoods, realign existing planning documents, and to target both short and long-term capital, streetscape and way-finding investments. As a primary stakeholder in this process, the ICDD intends to use this process to explore opportunities for transformative civic projects, exemplary environmental stewardship, and infrastructure that supports a vibrant and healthy business and learning environment. Because this is a community plan, we need your support and involvement. This planning process could shape the future of the ICDD for years to come as capital and program investments are identified that may be appropriate for our organization to invest in.

SO LET THE IDEAS BEGIN! VISIT THE PROJECT WEBSITE AND GET INVOLVED: WWW.INSPIREDTOWNTOWNIC.COM

ICDD + YOU

Our organizational model depends on partnerships with other public and private stakeholders and individual local involvement. Collaborative processes are often more time-consuming, but the rewards typically come back to us in unimaginable and distinctively "Iowa City" ways. The edgy energy you feel in our public spaces, surprise readings and music that hang in the air, and the often spontaneous acts that play out in front of us—all these intangibles are ingredients to why people love Downtown Iowa City and neighborhoods like the Northside. If you're interested in becoming a steward—join our crew. There are many ways to get involved. Visit our website at www.downtowniowacity.com for details.

THANK YOU SPONSORS

The University of Iowa
City of Iowa City
UI Community Credit Union
Hills Bank
MidWestOne
ASICS
Total Tree Care of IC
Big 10 Rentals
Quality Care
Hawkeye Construction
TMone
Moen Group
MC Ginsberg

2012–2013 BOARD MEMBERS

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Kevin Digmann
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