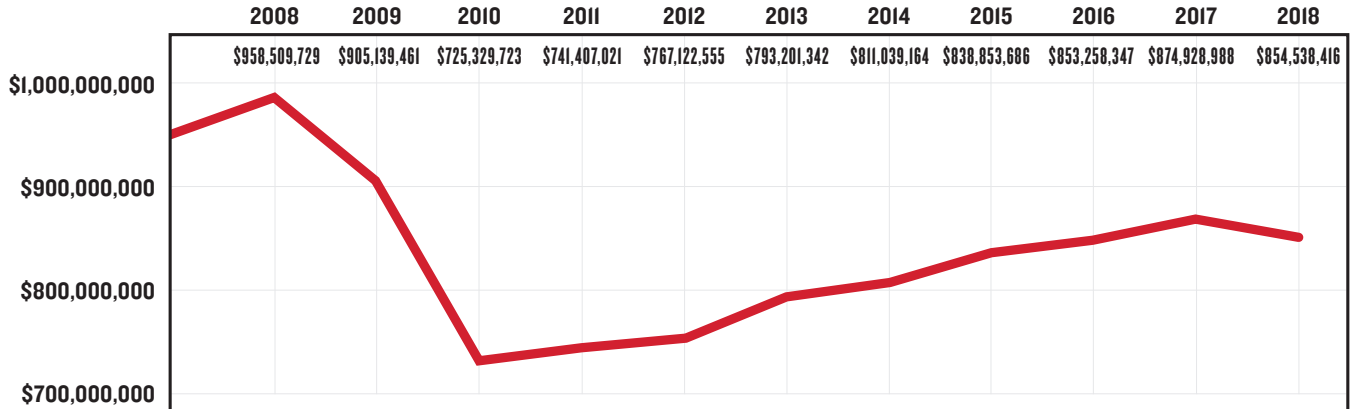




# IOWA CITY DOWNTOWN DISTRICT

# '18-'19 MISSION REPORT

## IOWA CITY RETAIL TAXABLE SALES



# OPENED IN 2018

STRIVING FOR A BALANCED, DIVERSE TENANT MIX



**2**

HEALTH

- Alieve Digital Marketing
- Bender's Studio **W**
- Beno's Flower
- Cactus 3
- Cowork Collective **W**
- Critical Hit Games
- Dash Coffee Roasters
- Gene's
- Poindexter
- White Ivy Events **W**
- Wild Culture Kombucha



**10**

OFFICE

- Luxe Interiors **W**
- Up in Smoke
- Linn Street Dive **W**
- Heim **W**
- Hobu
- Saigon's Corner
- MELK
- Rantizo
- Panera Bread
- Peacewise Meditation **W**
- The Shop **W**



**13**

FOOD & BEVERAGE

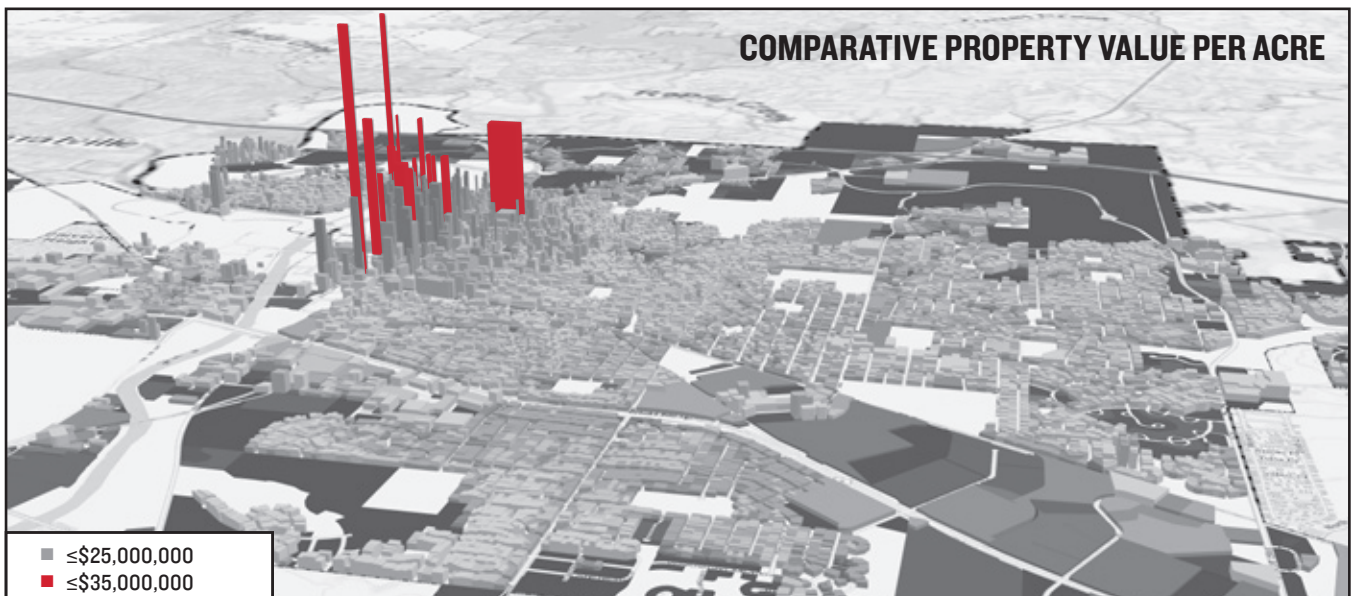
- Pitaya
- The Maker's Loft
- US Body Contour
- Freddy's Steakburgers and Frozen Custard
- Beer Burger
- Pear Deck **W**
- Easton Design
- Slingshot Architecture
- Teamo Tea
- Get Fresh **W**



**7**

SOFT GOODS RETAIL

## COMPARATIVE PROPERTY VALUE PER ACRE



# BOLD IN '18-'19

The ICDD, with support from Green State Credit Union, directly or indirectly transformed alleyways and public easements downtown with over **EIGHT NEW DYNAMIC MURALS** while inspiring others to emerge.

Created an authentic **RETAIL RECRUITMENT CAMPAIGN** through networking with women-owned businesses.

**WOMAN-OWNED BUSINESS**

**KICKED OFF A NEW ROUND OF COSIGN**, an incentive program for creative signage downtown, and developed "CoSign+" — a new storefront enhancement incentive program.



Supported construction signage, marketing, and placemaking endeavors to drive traffic downtown during the **PEDESTRIAN MALL UPDATE** construction project.

**OPEN FOR PEDESTRIANS**



Advocated for the **NOMINATION OF DOWNTOWN AS A NATIONAL REGISTER OF HISTORIC PLACES** which provides property owners with the opportunity for State and National tax credits through preservation practices.



Hired **NEW SUPPORT STAFF** and a **NIGHTTIME MAYOR** to celebrate downtown's vibrant nightlife scene. Marcus Brown and Joe Reilly are not new to downtown, just new to their work at the District.



Held a second 5-hour **DOWNTOWN BLOCK PARTY** event that blew attendance numbers up even higher from 2017 from 30,000 people to **42,000 PEOPLE** in 2018, a **40% INCREASE.**

## STRENGTHEN GROW·EVOLVE

Building the Greatest Small City for the Arts

Changed the format of Downtown's preeminent culinary event, **TOP CHEF: DOWNTOWN**, to expand attendance by

**20%.**

The event moved location to the Graduate Hotel providing space for 600 attendees and 28 participating bars and restaurants.

Raised **\$10,000** through leveraging ICDD event assets to support the **ENGLERT AND FILM SCENE'S CAPITAL CAMPAIGN**, "Strengthen Grow Evolve." This donation will serve to draw more people downtown to support local Iowa City talent and attractions.

Donated **\$46,850** to **49 LOCAL MISSION-BASED NON-PROFIT AND COMMUNITY GROUPS** that volunteer with us to support our events.

AT WASHINGTON AND DUBUQUE STREET, FROM JUNE 1, 2018–JUNE 1, 2019, THERE WERE:

**868,140**  
TOTAL PEDESTRIANS

**2,372** PER TYPICAL DAY  
**99** PER TYPICAL HOUR

BUSIEST DAY:  
**SATURDAY**

BUSIEST HOUR:  
**11:00 PM**

THERE WERE:

**1,425,027**  
TOTAL VEHICLES

**3,894** PER TYPICAL DAY  
**162** PER TYPICAL HOUR

BUSIEST DAY:  
**FRIDAY**

BUSIEST HOUR:  
**5:00 PM**

Dear Downtown Stakeholder,

Each year we reflect on the latest "chapter" of the Iowa City Downtown District's storyline through a review of our past year's progress and highlight "what's next" for continued investment in Downtown. As an organization, we continue to DRAW, WELCOME, and SHAPE downtown with a unified voice. It's our goal for every member to experience this progress through increased customer engagement, staff support on special initiatives, creation of memories at our events, or through dynamic visual cues that draw people to this amazing place. This report summarizes the progress we've made.

One of the milestone's in the City's history for 2018 and 2019 will certainly include the facelift of the Downtown Pedestrian Mall. The City's continued investment in our commercial core is critical to the sustainability of its beating heart and we look forward to the wrap up of the project by late October this year. We'll need to have a party!

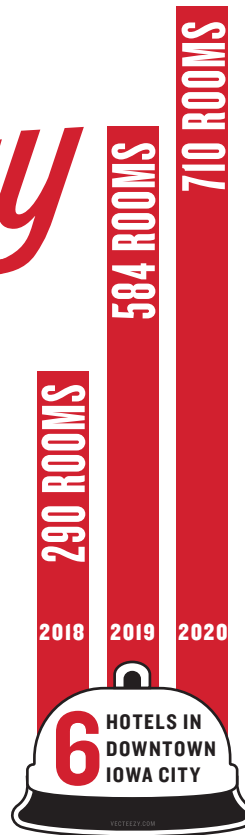
As an organization, we have really grown. Not just in operations but in our depth of understanding of the downtown ecosystem and the relationship it has with our larger community. We made a concerted effort to extend survey invitations to the Iowa City area community, City Council, past and current ICDD Board members to provide more robust input to the ICDD's 2019 Strategic Plan Update, which is currently unfolding. Engagement from our partners, patrons and visitors remains critical to our success.

Thank you for a phenomenal year!

Michelle Galvin, ICDD Board of Directors President  
Nancy Bird, ICDD Executive Director



# Downtown Iowa City



THE VISITOR MARKET IS SHIFTING TO DOWNTOWN IOWA CITY

**DOWN TOWN IOWA CITY .COM**

**242,054**  
WEBSITE VIEWS

**11,800** INSTAGRAM FOLLOWERS

**17,800** FACEBOOK FOLLOWERS

REACH 191,222  
IMPRESSIONS 321,617  
ENGAGED USERS 19,587  
ENGAGEMENTS 48,728



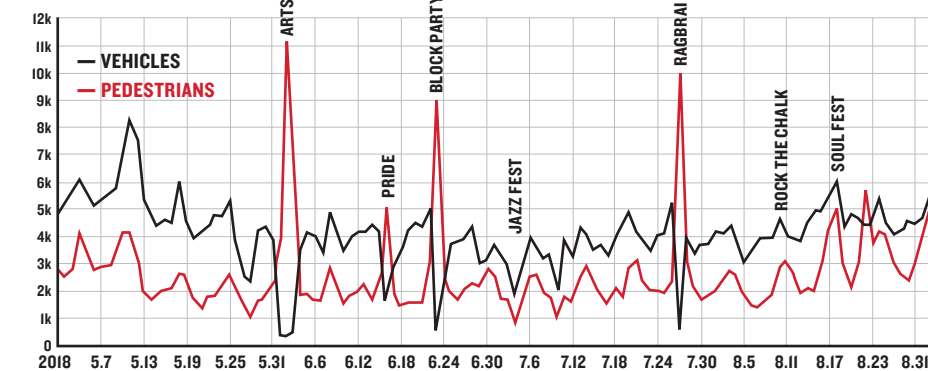
BEST RESPONSE TO THE QUESTION "WHAT ACTIVITIES WOULD YOU LIKE TO SEE MORE OF DOWNTOWN?"

**SKIPPING, OR SASHAYING**



**70%**  
OF THE COMMUNITY ACCESSES DOWNTOWN BY CAR

### PEAK TIMES AT WASHINGTON & DUBUQUE ST. INTERSECTION



FROM MAY 22–JUNE 1, 2019, THERE WERE:

**1,174**  
TOTAL BICYCLES

BUSIEST DAY:  
**THURSDAY**

BUSIEST HOUR:  
**5:00 PM**





## THANK YOU TO OUR BOARD OF DIRECTORS:

**President:** Michelle Galvin,  
Velvet Coat

**President-Elect:** Mary Kate  
Pilcher Hayek, Hayek  
Moreland Smith & Bergus

**Treasurer:** Greg Turner,  
Midwest *One* Bank

**Secretary:** Nick Lindsley,  
Neumann Monson  
Architects

**Past President:** Naftaly  
Stramer, Oasis

Mark Ginsberg, M.C. Ginsberg  
Monica Moen, Property Owner  
Wesley Ward, High Ground  
Cafe

Bill Nusser, Hands Jewelers  
Anne Armitage, Moss  
David Kieft, University of Iowa  
Jason Deppe, Saloon  
Katie Roche, The Englert  
Cady Gerlach, Shelter House  
Joni Schrup, Discerning Eye  
Jigna Jani, AKAR

Amber Neville, Willow & Stock  
Dave Nerad, Active Endeavors

## EX-OFFICIO

Wendy Ford, City of Iowa City  
Kim Casco, Iowa City Area  
Chamber of Commerce

Kate Moreland, Iowa City Area  
Development Group

Nick Pfeiffer, Think Iowa City  
Aimee Jennings, Summer of  
the Arts

Gustave Stewart, UI Student  
Government Liaison

Nancy Bird, Iowa City  
Downtown District  
Executive Director

## THANK YOU TO OUR STAFF:

Nancy Bird,  
Executive Director

Betsy Potter,  
Director of Operations

Christopher Hunter,  
Director of Special Events

Thomas Agran,  
Director of Public Art

Marcus Brown,  
Administrative Assistant

Joe Reilly,  
Nighttime Mayor

## THANK YOU TO OUR PARTNERS:

University of Iowa  
City of Iowa City  
Think Iowa City  
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  
Green State Credit Union  
Hills Bank  
River Products

Axiom Consultants  
Bankers Advertising Company  
Blank & McCune

The Real Estate Company

Build to Suit  
CHOMP  
Diamond Vogel Paints  
Englert Theatre  
FilmScene  
Fly CID

Graduate Iowa City  
FilmScene  
Hatchet Jacks

Hilton Garden Inn  
ImOn Communications  
Iowa Beverage  
Iowa City Area Association of Realtors

John's Grocery  
Johnson County  
Little Village

Luxe Interiors  
Meardon Sueppel & Downer PLC  
OPN Architects

Pagliai's Pizza  
Pancheros

Performance Food Service  
Phelan Tucker Mullen Walker Tucker  
Gelman LLP

Shuttleworth & Ingersoll, P.L.C.  
Thompson & Co.

Tru Art Color Graphics  
US Foods

Unique Events  
US Bank

# UP NEXT

## 1 STUDIO 13 ALLEY ACTIVATION

Based on feedback from the 2019 Retail Strategy Update and local community and downtown stakeholders, the ICDD is investing in the lighting and activation of the alley between S. Dubuque Street and S. Linn St. from the Sports Column to the Yacht Club (or the Studio 13 alley). The design plan will consider moves that strengthen the sense of place, lighting, stormwater drainage, and future repositioning of doorways onto the alley.

## 2 CO-SIGN/+ CONTINUES AS AN ANNUAL INCENTIVE PROGRAM

The success of the ICDD's CoSign program has nurtured over 20 new projecting signs downtown since 2017. With the support of MidwestOne Bank, the ICDD intends to continue to support creative signage and storefront enhancements that meet high design standards.

## 3 NEW ALLEY CLEANING

The ICDD recently signed an agreement with the City to take over the City's alley power washing contract. This affords the ICDD the ability to directly clean the alleys and sidewalks with direct business input, targeted cleaning, and more nimble response. This trial will help us set the stage for advocating for the ICDD to take on more of the City's current management of clean services in FY21 should members desire.

## 4 MARKETING STRATEGY UPDATE

Our 2015 marketing strategy (implemented 2015-2018) will be updated to reflect the growth of the downtown neighborhood, new market data, and recommendations for branding and campaigns.

## 5 HISTORIC PRESERVATION EXPLORATION

The University of Iowa's 2019-2020 "Field Problems" course is planned to include Downtown Iowa City as a case study to explore ways to support innovation around historic preservation while supporting other social goods that downtowns seek to offer. The ICDD, City of Iowa City, National Trust for Historic Preservation, the National Main Street Center, and State Historic Preservation Office are partners to support the study.

## 6 CONTINUED RETAIL RECRUITMENT & SUPPORT

The City of Iowa City recently contracted with a non-commissioned retail recruiter for the entire City. The ICDD will serve as the local downtown lead for this effort. We will also continue to implement the recommendations from the 2019 Retail Strategy Update by recruiting other independent leads and by providing incentives for retailers in need of merchandising or other business support.

## 7 SUPPORT NIGHTLIFE ENGAGEMENT & DOWNTOWN CONFERENCES

Our new Nighttime Mayor, Joe Reilly, will support a new Nightlife, Arts & Culture Council and work with Think Iowa City on hotel guest services. The ICDD looks to draw niche conventions to Downtown using a highly collaborative conference model that utilizes the pedestrian mall, local venues, and our growing Downtown hotel base (Hotel Chancey, Hotel Vetro, Graduate Iowa City, Hilton Garden Inn, and the Element by Marriott).

## 8 SUPPORT RIVERFRONT CROSSINGS AS A NEIGHBORHOOD

Tell the story of the ICDD to Riverfront Crossings property owners as a way to support their interest in a Self Supporting Municipal Improvement District (SSMID). Provide these stakeholders with the support they might need to establish a collaborative path to strengthen both neighborhoods.



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

(319) 354-0863  
downtowniowacity.com