



MISSION (WHY WE EXIST)

To champion the Iowa City Downtown District as a progressive, healthy, and culturally vibrant urban center of the region.

VISION (WHAT WE STRIVE TO ACCOMPLISH)

The Iowa City Downtown District is a hub connecting all Iowa City neighborhoods and our surrounding cities together.

STRATEGIC DRIVERS

CORE VALUES (HOW WE APPROACH THINGS) **BOLD2**

BIG THINKING: Cultivating proactive thinking and creative flexibility that are ahead of the curve for the greatest positive impact.

ORIGINAL AND AUTHENTIC: Celebrating the heritage of this place and organically growing into its future.

LOCALLY CONSCIOUS AND SUSTAINABLE: Thoughtfully shaping our economic, environmental, and social impact for a healthy future for all.

DYNAMIC: Working collaboratively in dynamic partnerships for maximum engagement and impact.

DIVERSE, INCLUSIVE, AND EQUITABLE: Welcoming, supporting, and collaborating with our great variety of people, ideas, and enterprises, knowing we are stronger together. Specifically striving to bring minority and majority groups together.

LEADERSHIP ROLE AND IDENTITY

The Iowa City Downtown District represents a broad coalition of thoughtful and inclusive City makers and shapers. The ICDD is downtown's catalyst for positive action and is a place where a diverse group of leadership come together to shape the future of the downtown. We are supporters of sustainable growth and lifelong learning.

GEOGRAPHY (WHERE WE WORK)

The Iowa City Downtown District actively stewards the geography of the Self Supporting Municipal Improvement District (SSMID) and the front door to the University of Iowa to ensure the City center stays clean, safe, and vibrant. As the downtown area continues to experience growth that impacts the larger community, our Board of Directors will guide services and advocacy that support our role as a regional hub.

ORGANIZATIONAL ASSETS

The following assets were recognized in extensive input gathered in 2019 from the community:

1. A walkable downtown location where history and modernity meet at the front door of the University of Iowa
2. Reputation for building positive relationships
3. Responsible financial management
4. Effective and successful programs and events
5. Support systems for existing and potential businesses

THE WORK (WHAT WE DO)

1.0 WELCOME

Create a welcoming, inclusive urban environment

2.0 SHAPE

Shape a sustainable urban center

3.0 DRAW

Draw people downtown

AREAS OF FOCUS

ICDD STRATEGIC PLAN DRAFT: SEPTEMBER 2019

1.0 WELCOME

(INCLUSIVE URBAN EXPERIENCE)

PROGRAM PRIORITIES

1. Expand clean and sustainable services and improve the pedestrian experience along streetscapes, alleyways, and within the ped mall.
2. Support current and future woman and minority-owned businesses and property owners.
3. Continue partnership with the Iowa City Police Department and area service providers to support safety downtown through Crisis Intervention Training (CIT) as an innovative, community-based approach to improve the outcomes of unstable situations.
4. Continue to enhance wayfinding to help visitors navigate downtown, locate stores and venues, and understand public rules.
5. Continue to manage a full and colorful downtown street pole banner and kiosk system.
6. Continue to manage a positive image of downtown, develop and strengthen the brands of the organization, and support emerging downtown neighborhoods and/or nodes.

2.0 SHAPE

(ECONOMIC COMPETITIVENESS AND PLACEMAKING)

PROGRAM PRIORITIES

1. Serve as the respected resource for data, information and trends on downtown's economic position.
2. Convene discussions about downtown policy and land use regulations that bring research and information forward and supports strategic learning.
3. Expand retail recruitment to target catalytic spaces and tenants that add to a balanced merchandise mix and shopping by the larger community.
4. Reimagine underutilized areas as people-centered public spaces, such as alleys and other emerging opportunities, through public-private partnerships.
5. Continue incentive programs like Co Sign/+, the Property Evaluation Program, and others that foster innovation, reimagine space and wayfinding with strong design standards, and encourages investment into opportunity spaces. [The Center, Farmer's Market, or others would roll up into work plans under this initiative]
6. Expand support to downtown hotels by developing leads and adding value to local conferences.
7. Continue to support partnerships with the University of Iowa to strengthen accessibility and knowledge of Iowa City as a destination. [The UIHC or others would roll up into work plans under this initiative]

3.0 DRAW

(FOSTER AUTHENTICITY AND ATTRACT "FEET-IN-THE-STREET")

PROGRAM PRIORITIES

1. Continue the ICDD's public art program with focus on collaborative projects that tie in and celebrate other neighborhoods and communities within the community.
2. Reinforce a four-season experience downtown to strengthen Iowa City as a year round destination.
3. Seek opportunities to invest in both permanent and temporary lighting that re-energizes existing spaces in new and unexpected ways.
4. Continue to produce and support other events that support the downtown economy and cultural venues.
5. Continue to foster and support an intergenerational nightlife atmosphere through the ICDD's Nighttime Mayor program by working collaboratively with cultural and late night venues.