



20-21 IOWA CITY DOWNTOWN DISTRICT MISSION REPORT

This 2021 Mission Report shares information and service points that demonstrates the economic doldrums related to COVID-19 pandemic are finally turning, ICDD service points, and what's next that could position the Iowa City area to be stronger than ever before.

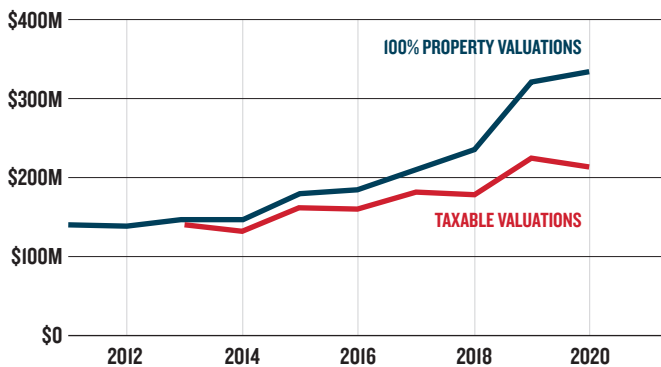
CONFIDENCE TO PROSPER



Percentage of Downtown Iowa City business owners who feel confident about their ability to grow or prosper in Downtown Iowa City post pandemic.

Source: 2021 ICDD Member Survey

DOWNTOWN PROPERTY VALUATION TREND

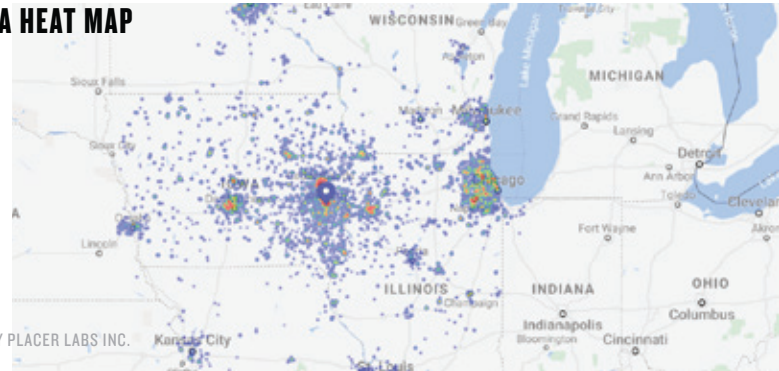


TRADE AREA HEAT MAP

UNIQUE NUMBER OF VISITS
7/1/20 - 5/21/21

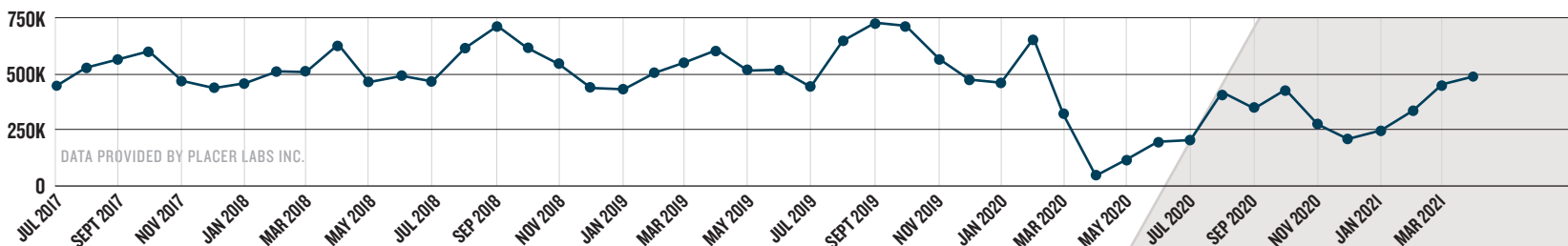
- 132-28.4K
- 99-131K
- 66-98K
- 34-65K
- <33K

DATA PROVIDED BY PLACER LABS INC.



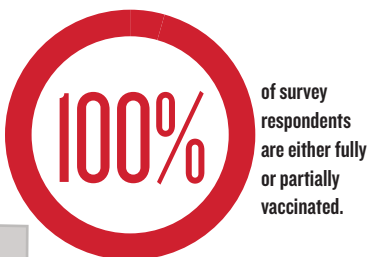
VISIT LENGTH CONTINUES TO INCREASE

DOWNTOWN IOWA CITY VISITATION BOUNCES BACK : ESTIMATED NUMBER OF VISITS

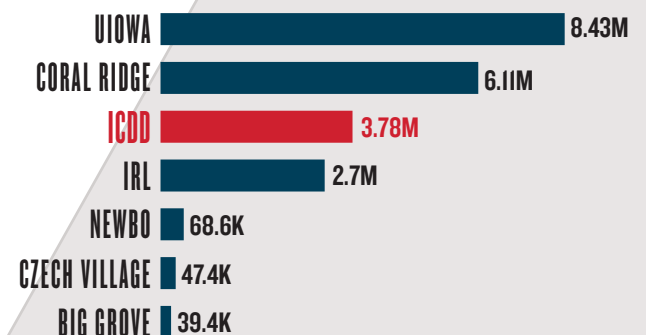


COVID-19 HEALTH

ICDD business, organizations and cultural entities are playing their part to get vaccinated.



NUMBER OF VISITS, JULY 1 2020 - MAY 2021



BOLD IN 2020–2021

COVID-19 Support Services in ranked order
of Value by Members

Dear Downtown Stakeholder,

To describe the past year as a 'challenge' feels like a bit of an understatement. The monumental trials brought on by the COVID-19 pandemic and the August derecho have stretched our resources and required us to rethink how we run our businesses and homes. Some of our stakeholders were forced to shut their doors, and others are still fighting to make it through. Our families, friends, and neighbors were confronted with adapting to a reality that made even the mundane moments in life an ongoing struggle. You've likely encountered this sobering message all year in one form or another, but it's also a necessary one. By acknowledging our community's colossal challenges, we highlight the amazing work we've accomplished together over the past year.

The 2020-2021 Mission Report outlines the incredible work the Iowa City Downtown District spearheaded to drive our mission of serving our stakeholders and combat the social and economic impacts brought on by the pandemic. Throughout the past year the ICDD has evolved existing events and created new ones. Opportunities for retailers to bring exposure to their goods and services have been expanded with an online marketplace and delivery service. Grants have been made available to bars and restaurants to provide comfortable outdoor seating into winter. This list goes on. The Report touches on the many opportunities and future-ready ideas that have come to Downtown Iowa City throughout the year, and highlights the adaptability and resilience of this organization and its community.

While our progress towards a post-pandemic reality has been very positive, there are many challenges that remain. The social justice movements of the past year have given our community an opportunity to self-examine and grow towards a more inclusive and equitable place to live, work, and play. Our country is also continuing to heal from a fraught and ugly political season that continues to influence the national conversation almost 6 months later. We still have room to grow, and the ICDD continues to support and explore ways to maintain a clean and safe downtown, and one that is diverse, equitable and inclusive of all people.

Lastly, on behalf of the Iowa City Downtown District — we want to say thank you. Thank you for your patience, flexibility, and resilience to weather the storm of the past year. Thank you for your work in keeping our Downtown safe. And, thank you for betting on Iowa City, for committing your unique and transformative talents to make this Downtown the incredible place we're lucky to call home. Through your own efforts and an expanding vaccination rate, we can begin to see a future beyond COVID. This organization is honored to help lead the transformative cultural and economic change within Iowa City, serving as an example for our broader region. We're excited to progress into the next year using lessons from our collective challenges to come out the other end more resilient and energized than ever. #We're (Still) In This Together.

Nick Lindsley,
President of the Board of Directors
Iowa City Downtown District

Nancy Bird,
Executive Director



MEMBER REQUEST TO CONTINUE POST PANDEMIC

1



City of Iowa City extension of the sidewalk and street cafe permits through winter

2



Branded COVID-19 resource guides and signage (Mask Mandate, COVID-19 Precautions, Re-Opening Guide, etc.)

3

Partnering with cultural organizations (Film Street on Northside, Mission Creek Eats, etc.)



4



Direct ICDD email updates regarding protest activity

5



City provision of picnic tables for ICDD artist-driven additional seating downtown

BOLD IN 2020-2021

COVID-19 Support Services in ranked order of Value by Members

6



Events in a Box
(Oktoberfest, Top Chef
Downtown, One Book Two
Book Kid's Box, Mission
Creek Eats)

14



Added retail
"micro" events
(Fall Sidewalk
Sales, 2 added Open
Houses)

7

Coordination
of City parking
changes for
added 10-minute
delivery



15

Project Better Together — Johnson County-wide leadership
collaborative to seek methods for working together during
crisis while seeking transformative opportunities

8

Project Better
Together — BIPOC
business grants for
underrepresented
businesses

PROJECT BETTER
TOGETHER

16

On-line Market website to aid retail
sales / marketing



9



Expanded ICDD
Gift Card sales

17



Retail Build Out Grants for
newly signed leases

10



"Holding Our Own"
(submit Johnson County
business receipts for gift
card reward)

18



Downtown Socially-
Distanced Promotional
Marketing Campaigns
of Businesses

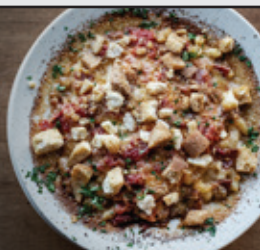
11



Winterization Patio Grant
Program to upgrade
sidewalk and street cafes

19

Feb 2021 Support Downtown Restaurant
Incentive Campaign (submit downtown
restaurant receipts for gift card reward)



12



Closure of N. Linn Street
with additional seating

20



Project Better
Together
Newsletter
updates and
webinars

13

Downtown
Delivers —
retail delivery
from store to
home door



21



Assistance
to bars with
sidewalk decal
signage and
pledge

THANK YOU TO OUR BOARD OF DIRECTORS:

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President-Elect: Charlie Nusser, Hands Jewelers

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Secretary: Cady Gerlach, Shelter House

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Michelle Galvin, Velvet Coat

Nina Lohman, Iowa City Downtown Arts Alliance,
Brink Literary Magazine

Elsworth Carman, Iowa City Public Library

Jigna Jani, AKAR

Amber Neville, Willow & Stock

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Kate Moreland, Iowa City Area Development Group

Nick Pfeiffer, Think Iowa City

Abby Restko, Summer of the Arts

Ryan Longenecker, UI Student Government Liaison

Nancy Bird, Iowa City Downtown District

Executive Director

Chastity Dillard, Neighborhood Centers
of Johnson County

THANK YOU TO OUR PARTNERS:

University of Iowa

City of Iowa City

Iowa City Area Business Partnership

Iowa City Area Development Group

Think Iowa City

THANK YOU TO OUR SPONSORS:

Midwest One Bank

GreenState Credit Union

Hills Bank

FlyCID

Graduate Iowa City

Hilton Garden Inn

ImOn Communications

John's Grocery

Little Village

Locals Love Us

Neumann Monson Architects

OPN Architects

Pagliai's Pizza

Tru Art Color Graphics

SPECIAL THANK YOU TO:

Johnson County Public Health

Project Better Together

THANK YOU TO OUR STAFF:

Nancy Bird, Executive Director

Betsy Potter, Director of Creative Services

Christopher Hunter, Director of Special Events

Joe Reilly, Nighttime Mayor

UP NEXT

IMPLEMENT THE DOWNTOWN RECOVERY BRIEF

The Coronavirus pandemic put a spotlight on economic and racial inequities, resulting in increased pressure for policy and programmatic responses at all levels of government and for organizations like the ICDD. The Downtown Recovery Plan calls for strengthening inclusivity for starters, strengthening business climate through regulatory refinements and local investments in the retail sector in particular, and building a stronger Downtown destination.

CONTINUED FOCUS ON HEALTHY NIGHTLIFE

Many nightlife venues suffered through a tumultuous year of unknowns and value the opportunity to reinvest in their venues and reconnect with the community. The ICDD will be providing support to bars, in particular, with a new grant program and marketing campaign this year that should bring creativity, safety, health, and fun to the forefront.

ENHANCE RETAIL RECRUITMENT

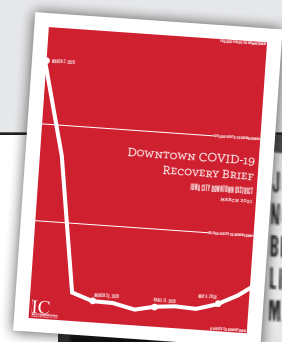
The ICDD has a vested interest in preserving recently vacated soft good retail locations created by the pandemic. Filling these spaces that do not currently have kitchen hoods with businesses that support a diverse merchandise mix downtown strengthens the whole. Building on the ICDD's unique retail network to help support recruitment of independent retailers and offer \$15,000 build out grants for businesses with a newly signed lease and referral bonus for those helping support ICDD recruitment.

STRENGTHEN THE DOWNTOWN DESTINATION THROUGH PUBLIC ART

This year the ICDD looks to draw an additional 50,000 people or more over a period of time to the area this summer to eat, shop, and play downtown and support retailers getting back to amazing Iowa City summers. Creos, an international public art production company, will bring "The Loop" from July 9 – August 9. Sponsored by the City of Iowa City and the THINK Iowa City Hotels, creatives Ekumen (Ottoblix, Jonathan Villeneuve, Olivier Girouard) will showcase their interactive public art installation in socially distanced outdoor experience. The success of this endeavor could lead to an additional winter installation to draw people out during colder months. This investment will add to the draw of new local murals, new projection art, and the existing draw of the Englert, Film Scene, Public Space One, Riverside Theater, and other downtown cultural venues that make this the "greatest small city for the arts!"

SUPPORT COUNTY-WIDE COVID RECOVERY OPPORTUNITIES THROUGH PROJECT BETTER TOGETHER

Build on ICDD's involvement in Project Better Together's collaborative success and evolve the initial reaction to a global pandemic toward a proactive effort to unify the Iowa City area. Developing a larger, community-wide vision will engage everyone in the community, all people of all ages and those who work or play here, to set a course of action for achieving their hopes and aspirations for their future in the Iowa City area.



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