



2021-2022

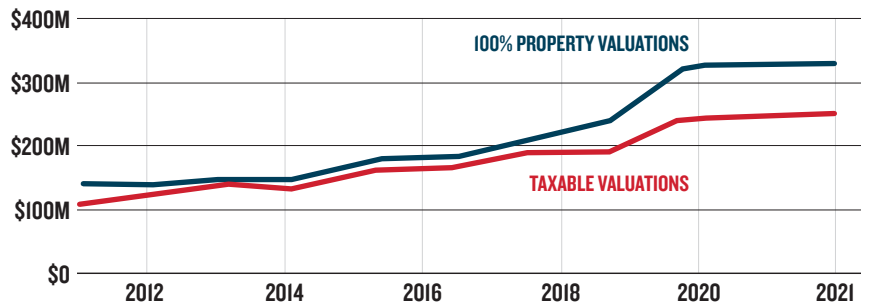
IOWA CITY DOWNTOWN DISTRICT MISSION REPORT

2012-2022 | 10-YEAR ANNIVERSARY SPECIAL

DOWNTOWN IOWA CITY PROPERTY VALUATION TREND

79%

INCREASE IN PROPERTY
VALUATION (2011-2021)



Visitation and loyalty to Downtown has grown steadily over the decade, peaking in 2022 with the highest recorded annual visitation, below.

TOTAL VISITS

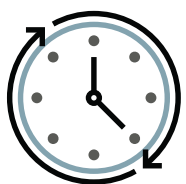
7.5M

BY

775,500

UNIQUE VISITORS

THE
AVERAGE
STAY WAS



184 MINUTES



10/9/21



HIGHEST
RECORDED VISITORS
LOWEST

57,150

PENN STATE V IOWA

START OF COVID-19 PANDEMIC

1,830



3/22/20

Customer loyalty is an ongoing emotional relationship between the place and the customer, manifesting itself by how willing a customer is to engage with and repeatedly purchase from that place versus other competitors. Loyalty is the byproduct of a customer's positive experience with a place and creates trust and attachment.

The Self Supported Municipal Improvement District investment by property owners resulted in the following community-wide impacts since 2012:



\$778,880

WORTH OF DOWNTOWN
GIFT CARDS SOLD



\$281,465

IN CHARITABLE DONATIONS



\$397,150

IN ARTIST PAYMENTS &
PRODUCTIONS



\$145,000

IN DIRECT BUSINESS GRANTS

10 YEARS OF IMPACT AND LEADERSHIP



Dear Downtown Stakeholder,

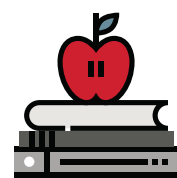
We are celebrating 10 years of the Downtown Iowa City Self Supported Municipal Improvement District (SSMID) this year and couldn't be more thankful for this local community. This is what 10 years has meant to us:

- Personally connecting with our community and neighbors through events, service, and joy of shared experiences;
- Enhanced collaboration with downtown partners, such as the University of Iowa, City of Iowa City, economic development and social service agencies;
- Targeted initiatives to support an efficient economic recovery, business recruitment, and preservation of downtown retail space from the impacts of COVID;
- Sharing a belief in the importance of local spending, a strong arts economy, shared prosperity and access, and honing an authentic place for those that live here; and
- Working together to keep this community clean, green, safe and vibrant for all community members for years to come.

This 10-year Anniversary Mission Report outlines the incredible impact the Iowa City Downtown District (ICDD) spearheaded to drive our mission of serving our stakeholders. We are extremely fortunate to announce that the state of the Downtown District, the steward of the SSMID funding in our 10th year of operation, is on firm footing, our occupancy rate is at an all time high, downtown businesses are seeing record levels of visitation, and we continue to improve our clean and safe partnerships. While global economic uncertainty remains, we are confident with the ICDD's organization framework that we can tackle most any challenge that comes our way. Thank you for being great partners over these past 10 years — the honor is yours to celebrate!

With Gratitude,

Charlie Nusser, President, ICDD Board of Directors
Nancy Bird, Executive Director



IN 2022, DOWNTOWN IOWA CITY ADDED:

ONE Elementary school
(Tamarack Elementary)

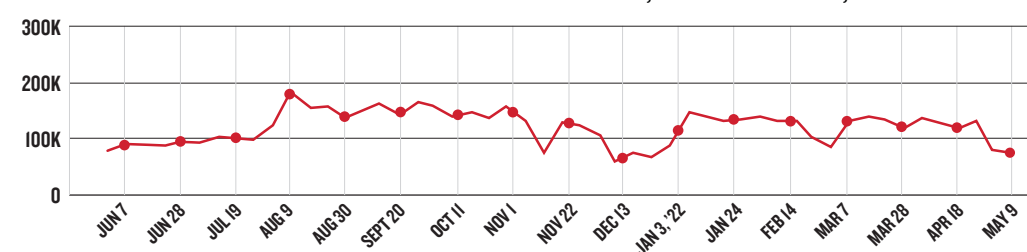
+ ONE Private arts high school
(ICON opening next year)

PLUS New Kirkwood Community College space in addition to University of Iowa facilities

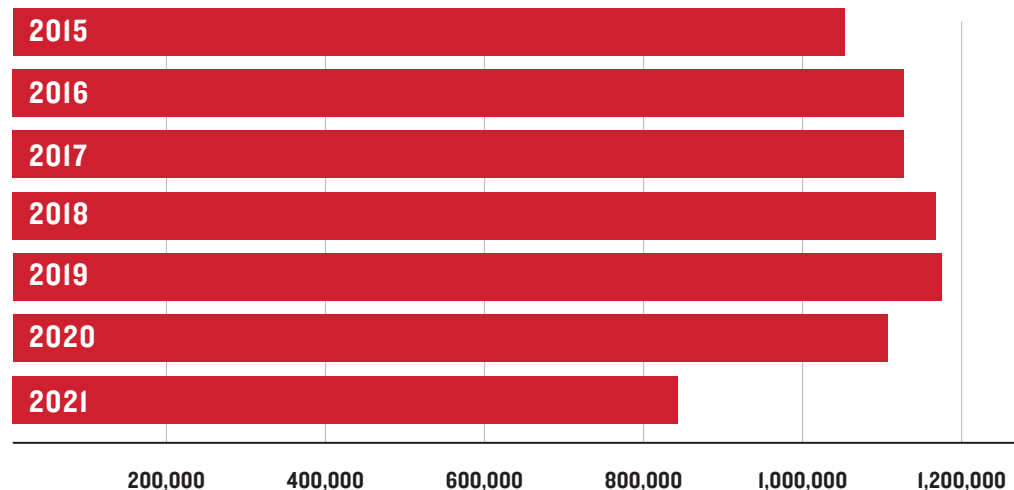
1 NATIONAL LANDMARK DISTRICT DESIGNATION

1 CULTURAL & ENTERTAINMENT DISTRICT DESIGNATION

VISITS TO DOWNTOWN IOWA CITY JUNE 7, 2021–MAY 9, 2022



8,133,664 HOURS
OF FIRST-HOUR-FREE PARKING SINCE 2014



436 ROOMS

In 2022, there are

823

hotel rooms in Downtown Iowa City.

387 ROOMS

2012 2022

113%
INCREASE IN HOTEL ROOMS SINCE 2012



THANK YOU TO OUR BOARD OF DIRECTORS:

President: Charlie Nusser, Hands Jewelers

President-Elect: Jason Zeman, Corridor Entertainment Group

Treasurer: Greg Turner, Midwest One Bank

Secretary: Cady Gerlach, Shelter House

Past President: Nick Lindsley, Neumann Monson Architects

Jeet Saini, Om Gifts

Jay LeVasseur, Graduate Hotel

Jigna Jani, AKAR

Nancy Ginsberg, MC Ginsberg

Ding Ding, Teamo Tea

Michelle Galvin, Velvet Coat

Susan Felker, Prairie Kitchen Store

Nina Lohman, IC Downtown Arts Alliance / Prompt Press

David Kieft, The University of Iowa

Diego Lasansky, Lasansky Art Gallery

Jason Paulios, IC Public Library

Mary Kate Pilcher Hayek, Hayek Moreland Smith & Bergus LLC

EX-OFFICIO

Rachel Kilburg, City of Iowa City

Kim Casco, Iowa City Area Chamber of Commerce

Tom Banta, Iowa City Area Development Group

Monica Nieves, Iowa City/Coralville Area CVB

Nancy Bird, Executive Director, ICDD

Anna Vanheukelom, UI Student Government Liaison

Abby Resko, Summer of the Arts

Chastity Dillard, Neighborhood Centers of Johnson Co.

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

Shelter House

THANK YOU TO OUR SPONSORS:

Midwest One Bank

GreenState Credit Union

Hills Bank

Performance Food Service

Fly CID

Graduate Hotels

Hilton Garden Inn

John's Grocery

ImOn

Urban Acres

Iowa Beverage

Easton Design

Nusser Paterno Team Urban Acres

Locals Love Us

Ricard Rangel Jr -Lepic Kroeger Realtors

Chomp

Bradley & Riley

Vetters Culligan

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



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

(319) 354-0863
downtowniowacity.com



SINGING TREES



KIDS MARKET



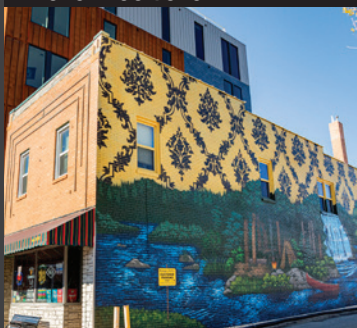
NORTHSIDE STREET



TOAST @ 10 YEAR ANNIVERSARY



MI CASA YOUR CASA



GEORGE'S MURAL

UP NEXT

1. DOWNTOWN IOWA CITY CULTURAL & ENTERTAINMENT DISTRICT

Recently designated as a Cultural & Entertainment District by the Iowa Department of Cultural Affairs, the ICDD plans to use this fantastic opportunity to establish a new collaborative to put "The Greatest Small City for the Arts" on the national landscape. The ICDD will be launching a committee of stewards for this designation to amplify the draw and engagement of artists, innovators, creatives, and entrepreneurs that have directly resulted in the continued growth of new industries in the Iowa City area.

2. DUBUQUE STREET AND STUDIO 13 ALLEY RECONSTRUCTION

As part of the City of Iowa City's 2014 Streetscape Update, Dubuque Street between Iowa Avenue and Washington Street and the adjoining alley will undergo a complete reconstruction from new wide sidewalks, new street furniture and cafe alignment, replanting of trees, street repaving and upgraded utility work. It is anticipated that this block will be reconstructed at a quicker pace than previous projects because the intersections have already been completed. Nonetheless, this is a major impact to downtown businesses. The ICDD support a "survive to thrive" construction campaign and engaging public art to encourage patrons to continue to visit.

3. ENHANCING WINTER ACTIVITIES DOWNTOWN

As identified in the 2021 Downtown COVID Recovery Brief, the ICDD will explore a winter attraction for 2023 with area partners similar to those hosted for longer periods of time during the summer.

4. REVIEW OF SSMID BOUNDARIES AND LEVY RATE

The ICDD will explore the SSMID boundary and levy rate to respond to the following: 1. Several property owners on the eastern and southern edges of the ICDD boundaries are interested in joining the downtown SSMID and expanding the boundary; 2. Rising costs and a possible service decrease may warrant for an increase in the SSMID levy from \$2/\$1,000 taxable value to up to \$2.50 as allowed for in the SSMID petition after 2021; and 3. To determine whether property owners would be interested in new services.

5. IMPLEMENTATION OF BETTER TOGETHER 2030 COMMUNITY-WIDE VISION PLAN

Work with our economic development peers to continue to foster authentic places and partnerships by implementing the recently released "all in" vision plan. With a strong call from the community to strengthen full service and authentic neighborhoods from their grass roots, the ICDD can support by encouraging the success of individuals working to make a difference as needs arise. Follow the progress at icaretogether.com

2022 GROWTH UNDERWAY

NEARLY 2,000

BEDS WITHIN 5-10 MINUTES' WALKING DISTANCE OF THE DOWNTOWN / NORTHSIDE MARKETPLACE ARE ANTICIPATED FROM KNOWN, POTENTIAL DEVELOPMENT PROJECTS