



Vision and Goals

“Setting the Table for Success in Downtown”

Vision Statement

Downtown Partners Sioux City (DPSC) will be a facilitator in creating a vibrant, expanding, downtown which is a regional destination to work, live, shop and play.

Goal One: Creating a Unified Voice for Downtown Sioux City

Leverage Board Connections and Strengths

- Leverage Board connections to further interests of Downtown.

Advocacy for Downtown

- Recruit and advocate for Downtown business and property owners to take positions on the City’s Advisory Boards and Commissions in order to increase the effectiveness of our voice.
- Seek membership for a representative of Downtown Partners to be added to the Siouxland Chamber Board as a designated representative.

Public Information

- Inform the public of positive developments Downtown through well placed and well timed press releases.
- Submit articles for Siouxland Business, Siouxland Magazine, and other news venues.
- Expand the use of the web site and web-based marketing.
- Expand the use of the Visitor’s Magazine as way to funnel patrons to businesses Downtown.

Develop the Partners

- Expand relationships and contacts with Realtors, developers, City and Chamber staff, non-profit organizations and business owners to help expand the effectiveness and influence of Downtown.

Goal Two: Catalyzing Downtown Economic Development

Downtown Master Plan

- ➔ Downtown Partners will work to seek the funding for and participation in the creation of the first Comprehensive Master Plan for Downtown Sioux City.
- ➔ Develop and complete a comprehensive downtown parking plan to build on the base of information and recommendations delivered in the Walker Study. Team with local and regional colleges/universities where possible to get their assistance in developing the parking study.

Create 24/7 Neighborhood

- Facilitate the development of new opportunities for the creation of market rate, luxury and affordable housing.
- Facilitate the creation of a new grocery-type market to serve Downtown residents.
- Facilitate the development of an Artspace-type artist's community.

Driving Development

- ➔ Will develop a plan for, advocate for, and assist in the implementation of the creation of a user-friendly parking system that supports business development.
- Assist the City and County in ways more accurately value Downtown properties as a means to lower taxes.
- Assist existing businesses to grow, expand and become more cost effective.
- Create Tenant/Owner Rehabilitation Incentive Program.

Downtown as the Center for Quality of Life

- Complete the transition of the Chili Cook Off to the Big Brothers/Big Sisters. Assist where needed to assure success and expansion.
- Manage the restart of the Farmers Market and then facilitate the development of a new non-profit association for the long-term management of the Market.
- Facilitate the continued success and expansion of events such as the Friday's on the Promenade, Art Walk, Awesome Biker Nights. In doing so, DP should transition each event toward minimum of staff assistance.
- Assist the Museum in development of a world-class downtown Public Museum.
- Begin transition of the Rockin' in Summer event to a neighborhood or non-profit management.
- Assist new organizations in development of new events on a case-by-case basis and transition them to complete independence.
- Assist the Sculpt Siouxland Board of Directors in the expansion and continued success of the Sculpt Siouxland Exhibition. Facilitate the expansion of other public art projects.

Maintenance and Development of "Downtown, The Product"

- ➔ Work with the City to develop a streetscape maintenance program funded by the City and managed by Downtown Partners to maintain the existing infrastructure such as sidewalks, curbs, street lighting, benches, and such.
- Work with the City to develop a program for the long-term reconstruction of the streetscape to improve the street environment.
- Develop, maintain, and find financing for a streetscape maintenance program for litter.
- Expand the sidewalk planter program into key locations.

Goal Three: Branding Downtown Sioux City

Downtown as the Place for Business

- ➔ Develop the brand of Downtown as the place to live, work, shop and play.
- Market existing tools that we have that make Downtown a good location choice.
- Develop additional Downtown tourism and economic development marketing tools and products.
- Assist Realtors in marketing Downtown space and properties for maximum effectiveness.
- Team with local and regional colleges/universities where possible to seek their assistance in developing marketing and communication tools.

Connect with Downtown Business

- Publish the Newsletter every month.

- Develop and coordinate cooperative marketing opportunities for Downtown businesses.
- Utilize survey tools to help communicate with constituents and get input.

This Symbol → Denotes Top Five Strategies

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