
Downtown Partners Sioux City Roundtables Themes & Summary Notes March 23-24, 2016

Prepared by Downtown Partners for Progressive Urban Management Associates, Inc.

Stakeholder Focus Groups held on March 23 and 24 included: 1) Property Owners, 2) Merchants, 3) Major Downtown Employers, 4) Siouxland Chamber of Commerce, 5) City Council, 6) Downtown Residents, 7) Tourism, 8) City Departments, 9) Board Members, 10) Entrepreneurs and Downtown Partners Task Force Members, 11) Commercial Brokers and Realtors, and 12) Historic Preservation. In total over 119 stakeholders participated.

Common Themes:

- Increase **market rate** housing options.
 - There is a low supply of market rate rentals available
 - Expand the options for more family friendly and multi-generational housing
 - Focus on cleaning services, trim trees and maintain landscaping
 - Enhance the variety of restaurants available
 - Assist in addressing the panhandling issue
- **Property owner accountability** and engagement:
 - Encourage stakeholders on property facades and design standards
 - Strategically recruit businesses/jobs; diversify mix
 - Support and incentivize mixed use properties
 - Promote company and business investment in downtown
- Emphasis on **place-making** through:
 - Amenities and grocery
 - Pedestrian friendly design
 - Gathering places/public spaces
 - Greening, parklets
 - Cleanliness of streets
 - Wayfinding
- Improve infrastructure to **enhance the curb appeal**:
 - Focus on curb appeal for residents, visitors and employees.
 - Promote alternatives – walk, bike, transit, connections
 - Maintain and repair what we have
- Involve the **rebounders**:
 - Tap into the energies and skills of the young professionals
 - Prepare a path for rebounders to help infiltrate the community and local decision-making

Highest Rated Improvements by Stakeholder Group:

Group	Improvements to Downtown
Property Owners	<p>Market Rate Housing - family friendly and multi generational</p> <p>Jobs - develop business opportunities</p> <p>Incentivize positive building development - absentee owners should not be incentivized with lower property values because the building is vacant</p> <p>More restaurants</p> <p>Focus on quality of life improvements - green spaces, slower traffic, public and property engagement</p> <p>Enhance amenities - grocery stores, roof gardens, dog park</p>
Merchants	<p>Town square development - more centralized outdoor open spaces, concerts, green space</p> <p>More retail - grocery</p> <p>Market Rate Housing</p> <p>Hotel - focusing on a flagship hotel</p>
Major Employers	<p>Infiltrate community and business leaders with a CAN DO attitude</p> <p>Create a town center</p> <p>Market Rate Housing - a variety of options</p> <p>Focus on quality of life improvements - green spaces, slower traffic, public and property engagement</p> <p>Strengthen connectivity to I-29 and the riverfront</p> <p>Address infrastructure improvements to the streets, curbs, sidewalks, lighting, etc.</p>
Chamber/TSI	<p>Focus on quality of life improvements - green spaces, slower traffic, public and property engagement</p> <p>Address infrastructure improvements to the streets, curbs, sidewalks, lighting, etc.</p> <p>Economic sustainability, mix of investment: class A office, residences</p>
City Council	<p>Invest in amenities - riverfront, green spaces</p> <p>Harness the young energy - innovative and forward thinking</p>
Tourism	<p>Collectively market tourism and resources</p> <p>Improve lighting and other infrastructure "curb appeal"</p> <p>Market Rate Housing</p> <p>Skywalk Upgrades are needed</p> <p>Class A Hotel</p>
Residents	<p>Enhance amenities - grocery store is needed</p> <p>Market Rate Housing - family friendly and multi generational and rentals</p> <p>More restaurants</p> <p>Parking – increase supply, promote alternatives</p> <p>Remove the homeless, panhandling issues</p> <p>Infrastructure maintenance - lighting, trees, weeds, litter (adopt a block?)</p> <p>Skywalk Improvements</p>

City Departments	<p>Focus on quality of life improvements - green spaces, less concrete</p> <p>Maintain what we have - make repairs to existing spaces</p> <p>Market Rate Rentals</p> <p>Create amenities with outdoor living, grocery store</p> <p>More restaurants</p> <p>Skywalk reckoning - determine the feasibility of the skywalk (fix or remove)</p> <p>Infrastructure - property ownership, design guidelines, maintain historic</p> <p>Do something with eyesores - Warrior</p>
Entrepreneurs & Downtown Partners Task Force Members	<p>Need more employer and company investment in downtown</p> <p>Rebounders voice is strong in the community - involve them</p> <p>Market Rate Rentals</p> <p>Less Parking Ramps, More green space</p>
Commercial Brokers, Realtors & Historic Preservation	<p>Market Rate Housing</p> <p>College presence</p> <p>Grocery Store</p> <p>Balance preservation with economics; provide incentives for mixed use properties</p>

Role for Downtown Partners Sioux City/Self-Supported Municipal Improvement District (SSMID):

Advocacy.

- Influence public policy
- Balance diverse interests
- Community-building within downtown

Champion amenities.

- Research grocery and restaurant tenants
- Involvement in growing green space place-making
- Promote and design walkable spaces

Inspire.

- Help imagine downtown's potential
- Tactical urbanism
- Share best practices from other cities

Marketing.

- Enhance tourism opportunities with so many attractions

Foster community, create connections.

- Educate the community on the value of downtown, it's everyone's downtown
- Deepen relationship with rebounders and provide a path of resources

Encourage Investment.

- Engage absentee owners
- Reward assessments with full occupancy

PROPERTY OWNERS ROUNDTABLE

Downtown Strengths & Challenges

- Quality of Life
- Upper floor development of businesses is improving
- High walkability score
- Housing demand has increased for downtown
- Entertainment venues are awesome downtown
- Tax Credits (takes up to 4 years to see any to invest in a building downtown)
- Upper floor vacancies in old buildings
- I-29 Corridor construction (positive and negative)
 - Positive- more access to downtown when completed
 - Negative- Construction is tough on business.
- Challenges solved with housing- retail, etc.
- Connectivity- Need both ends of downtown connected together.
- Employers are pushing downtown to give bike lanes, quality of life

Improvements to Downtown Next 3-5 Years (3 votes/person)

- **Housing (7 Votes)**
 - Market Rate available housing
 - Incentives to move downtown
 - Block 15 down for more residents.
 - Mixed use for multi-generational, empty nesters, millennial, etc.
 - Pursue absentee property owners with incentives to develop
- **Jobs (5 Votes)**
 - Develop more business downtown
- **Quality of Life (3 Votes)**
 - Bike lanes
 - Greenspace/Rooftop Gardens- widen sidewalks for seating (1)
 - Outdoor Cafes (2)
 - Incentives
 - Walk Score
- **Redevelop Buildings (3 Votes)**
 - Incentives for improvements- tax credits
- **Amenities (1 Vote)**
 - Grocery
 - Amenities
 - More Housing (Workforce and Residents will push amenities)
- **Marketing (0 Votes)**
 - Consistent branding of Downtown with community support.
- **Skywalk (0 Votes)**
 - No retail
 - Functional walk through to get to park
 - ** Feasibility study**

Major Themes

1. Housing (**7 Votes**)- *Lots of family friendly Multi generational housing for everyone.*
2. Jobs (**5 Votes**)- *Development of old buildings and hold absentee property owners accountable.*
3. Redevelop Buildings (**3 Votes**) *Absentee Property Owners should not be rewarded with lower property values because of no tenants.*
4. Restaurants (**2 Votes**) *Would like to see more variety in Downtown, and more places to eat in general.*
5. Quality of Life (**1 Vote**) *Improved street facades, more greenspace, slower traffic, engagement of public and property owners.*
6. Amenities (**1 Votes**) *Grocery store, greenspace, roof gardens, dog park.*

Role of Downtown Partners

- **Advocacy**
 - Historic Tax Credits for older buildings
- **Educate Community on value**
 - Everyone's Downtown (North Sioux City, South Sioux City, Dakota Dunes, Sioux City)
 - Why does Downtown Matter?
 - Employers and Businesses support amenities
- **Engage Absentee Owners**
 - Incentives to move
 - Do not reward Low assessments with no tenants
- **Connect Owners to Resources, Grants, Loans, etc.**
- **Transportation Improvements**
 - Infrastructure improvements
 - Skywalk feasibility and usage

Participants:

- Kris Craighead - Gooseman Law Firm
- Dale McKinney - Architect
- Vickie Perera - Downtown Building Owner (Krullman Building)
- Julie Stavneak - Property Developer- J-Dev
- Chris Bogenrief - Trader Sioux
- Chris Myers - Econ. Development of Sioux City
- Terry Poe Buschkamp - Iowa Downtown Association/Main Street Iowa- Marketing and Promotions
- Robin Bostrum - Main Street Iowa- Business Specialist
- Alexcia Boggs- Ho-Chunk, Inc.
- Ragen Cote- Downtown Partners
- Sarah Fish- Downtown Partners

MERCHANTS ROUNDTABLE

Downtown Strengths & Challenges

- Vagrancy is becoming a real issue
- A lot of housing opportunities are available
- Development of Warrior
- As of lately, lots of community involvement
- Orpheum specific- private events, weddings, receptions, political rallies.
- Warrior and Davidson building redevelopment project
- Housing opportunities

Improvements to Downtown Next 3-5 Years (did not vote)

- *Grocery Store*
- *More retail storefronts and boutique shopping*
- *High end restaurants and bars*
- *Two-way street conversion- Slows traffic down for businesses.*
- *Walkability and Connectivity needed*
- *More conferences attractions to Sioux City. (We lose out because of a hotel that is not renovated)*

Major Themes

1. **Greenspace**- More outdoor open area space for concerts, as in a Town Square or Greenspace area
2. **Retail** - More retail stores, grocery store
3. **Housing** - Higher end housing with market rate apartments.
4. **Hotels** - Flagship hotel

Role of Downtown Partners

- **Advocacy**
 - Historic Tax Credits for older buildings
 - Need CVB/More help with EFAB board
 - Branding/promotion of city that is beautiful, well kept and safe
- **Educate Community on value**
 - Our downtown is beautiful clean and safe- Branding

Participants:

- Deb Lang – Orpheum Theatre
- Julie Stavneak - Property Developer- J-Dev
- Terry Poe Buschkamp - Iowa Downtown Association/Main Street Iowa- Marketing and Promotions
- Robin Bostrum - Main Street Iowa- Business Specialist
- Ragen Cote- Downtown Partners
- Sarah Fish- Downtown Partners

MAJOR DOWNTOWN EMPLOYERS ROUNDTABLE

Downtown Strengths & Challenges

- Housing redevelopment projects
- Redevelopment of old buildings
- Arts and Entertainment venues
- Brand destination (Hard Rock)
- Difficult to attract skilled workers (healthcare etc.)
- Recruitment to Sioux City is difficult (from employer and econ dev. standpoint)
- Housing is not very affordable or accessible
- Inferiority complex- we think that everyone is better than us.
- Absentee property owners
- Services to support amenities
- Does our Downtown lack sophistication? (Lots of blue collar jobs , packing plant etc.)

Improvements to Downtown Next 3-5 Years (3 votes/person)

- **Traffic (3 Votes)**
 - Bike lanes
 - Free Parking (2)
 - Go back to Two- Way Streets instead of One-Way Streets (1)
 - Slow Traffic, basic infrastructure of roads need improvement
 - Capitalize on I-29 Entry Points
 - Walkability, Public Transportation Options
- **Town Center (5 Votes)**
 - Mixed Use
 - Captures I-29 Traffic Entry
 - Riverfront attraction
 - Connectivity of Pearl and 4th St. with Riverfront
 - Branding
- **Quality of Life (4 Votes)**
 - Bike Trails and Greenspace, (1)
 - Reinvent Riverfront (2)
 - Can-Do attitude
 - Get Younger Demo involved (rebound wave)
 - Walkability/Connectivity (1)
 - Skywalk Improvement/feasibility
 - Create a town center
- **Housing (3 Votes)**
 - Offer a variety of housing opportunities
- **Attitudes (6 Votes)**
 - Can Do Attitude
 - Move and be able to make decisions
 - Younger Demo involvement
- **Infrastructure (0 Votes)**

-
- Transportation Options
 - Street and Curb improvements

Major Themes

1. Infiltrate Community Leaders with Can Do Attitude
2. Create Town Center
3. More variety of Housing opportunities
4. Bike trails, green space, connectivity
5. Riverfront/I29 Corridor Connection to Downtown
6. Infrastructure Improvements

Role of Downtown Partners

- **Advocacy**
 - Advocate for Investment in projects
- **Identify Town Center**
 - Lead effort in identifying a Town Center
 - Block 15?
- **Collaboration**
 - Work with Chamber on a big vision. Chase it.
 - MOA
 - Work with Community Leader/Younger Demo to lead the charge.

Participants:

- Alexcia Boggs – Ho-Chunk, Inc
- Paul Gausman - Sioux City Schools
- Shannon Patton – Mercy Medical Center
- Julie Stavneak - Property Developer- J-Dev
- Matt Robins – Mercy Medical
- Dave Smetter - Mercy Medical
- Mark Reinders – MidAmerican Energy
- Terry Poe Buschkamp - Iowa Downtown Association/Main Street Iowa- Marketing and Promotions
- Robin Bostrum - Main Street Iowa- Business Specialist
- Ragen Cote - Downtown Partners
- Sarah Fish – Downtown Partners

SIouxLAND CHAMBER OF COMMERCE/THE SIouxLAND INITIATIVE ROUNDTABLE

Downtown Strengths & Challenges

- Have a hard time attracting white collar businesses to Sioux City
- Nightlife is great
- Daytime amenities are lacking
- Try to work with businesses to secure office space. (not enough for a major white collar employer)

Improvements to Downtown Next 3-5 Years (3 votes/person)

- Quality of Life
 - Company perspective-
 1. Downtown is an asset with its entertainment venues, however it lacks amenities with limited food options and lack of connectivity
 2. Lack of basic services for employees.
 3. Parking Structures
 4. Competing Office Spaces- Difficult to attract with an additional \$30/car for parking per month
 5. The draw to downtown is there, the details are challenging.
 - Sam's Perspective
 1. Downtown needs to be more service oriented (Security,etc)
 2. Physical Asset of Downtown needs work. (Roads, Infrastructure, Weeds, Snowplows, 1st flr vacancies in buildings, take care of what you have.
 3. Parklets- Why are we spending money on Parklets when we can't take care of what we have?
 4. Attitude Adjustment

Major Themes

1. Infrastructure Maintenance and Improvements
2. More Amenities
3. More Office Space for White Collar business.
4. More Streetscape and Façade improvements.

Role of Downtown Partners

- **Provide Façade Grants**
 - Put money back into businesses to improve their facades
- **Advocacy**
 - Lobby for Big Ticket Infrastructure programs, have a stronger voice and help make some decisions. (There has been pushback on this)
 - Marketing and Branding- Not developed
 - Work on empty 1st flr. Storefronts
- **Follow Through**
 - Wants less talk, more action. Develop a plan and FOLLOW THROUGH.

-
- Hit List
 - ***Housing, Jobs and Amenities***
 - Market Rate Housing
 - More Disposable income to be spent downtown
 - Promising track record that it would be supported

Participants:

- Julie Stavneak - Property Developer- J-Dev
- Terry Poe Buschkamp - Iowa Downtown Association/Main Street Iowa- Marketing and Promotions
- Robin Bostrum - Main Street Iowa- Business Specialist
- Ragen Cote - Downtown Partners
- Sarah Fish – Downtown Partners
- Sam Wagner, Siouxland Chamber of Commerce, TSI

CITY COUNCIL ROUNDTABLE

Downtown Strengths & Challenges

- One way to Two way construction
- More Greenspace
- Beautification of Downtown
- Small business- a need for more retail
- Riverfront
- A need to be self sustainable
- DP needs to take a leadership role in revitalization
- Rick Bertrand example in 2011- Pearl St. Revitalization

Improvements to Downtown Next 3-5 Years (3 votes/person)

- ***Downtown Concerns***
 - Parklets are a concern
 - Two lane traffic is not universally accepted here.
 - Accident waiting to happen with traffic
 - Bike lanes were a mistake when pilot was done last year
 - Free parking during that time was a mistake for businesses
 - Tax cuts
 - Something that the public was proud of but we should have kept them up to invest in the city. We lowered in census numbers
 - Need to invest in amenities
 - Need to invest in Riverfront
 - Record amount of money being spent on trail system
- ***Ideas from PUMA***
 - DogPark
 - Grocery
 - Greenspace
 - SOCIAL SPACE- Young people like to share things including space.
 - Public WiFi
 - Park for Elderly (Rhonda)
 - Town Square
 - Connectivity
 - Retail
 - Harness young energy
 - Independent New businesses
 - Edgy
 - Innovation

Role of Downtown Partners

- ***Communication***
 - DP does a great job with communication and trial and error

-
- ***Interaction with Property Owners***
 - ***Lead change in engagement with citizens and its Downtown***
 - ***Advocacy for Downtown***
 - *Lead the change in attitude adjustments. (its improved but we aren't there yet..)*
 - ***Greenspace Advocate with Prop Owners***
 - Work with property owners to use accessible greenspace in parking lots
 - **Great Southern Bank**

Participants:

- Rhonda Capron- Council Member
- Bob Scott- Mayor, Council Member
- Pete Groetken- Council Member
- Julie Stavneak - Property Developer- J-Dev
- Anne Westra – City of Sioux City
- Terry Poe Buschkamp - Iowa Downtown Association/Main Street Iowa- Marketing and Promotions
- Robin Bostrum - Main Street Iowa- Business Specialist
- Ragen Cote - Downtown Partners
- Sarah Fish – Downtown Partners

TOURISM ROUNDTABLE

Downtown Strengths & Challenges

- Greenspace improvements
- Children's Museum
- Vagrancy
- Empty Buildings
- Connectivity
- Walkability
- Town Square

Improvements to Downtown Next 3-5 Years (3 votes/person)

Current Roles

- Erika- manage Tyson, SCCC, and Orpheum, and CVB, subsidized by city. Market city, Co-op marketing opportunities, outdoor opportunities, online opportunities, promotions with community assessment program, consultant is coming in to make community more appealing to visitors etc.
- Anne- use to work at the Convention Center, contact for large community events, blue zones, flight 232 plane crash, etc. City liason for large events, city progress newsletter, attraction piece for new business, e-newsletter, sioux city government social media sites, sharing the positive story of sioux city

Improvements to Downtown Next 3-5 Years (3 votes/person)

- **Marketing (1 Vote)**
 - Joint Social Media Efforts
 - Specific marketing to families, retirees etc.
- **Improvement of Tourism Resources (3 Votes)**
- **Farmers Market (1 Vote)**
- **Class A Hotel (3 Votes)**
 - City should take over hotel
- **Increase Curb Appeal (3 Votes)**
 - Improve on deferred maintenance and basic infrastructure
 - Skywalk improvements
- **Housing (1 Vote)**
 - Market Rate Rentals

Major Themes

1. Marketing
2. Tourism Resources
3. Class A Hotel
4. Improve Curb Appeal
5. Additional Housing
6. Permanent Home for FM

7. Skywalk Upgrades

Role of Downtown Partners

- **Definition of what DP does?**
 - Are they beautification/maintenance
 - Are they Economic Development?
 - What is their core purpose?
- **Identify Downtown as Clean, Safe, Attractive**
 - Marketing Campaign?
 - Attitude Adjustment
- **Engage Property Owners**
 - Get Absentee Property Owners to redevelop their buildings
 - More streetscape and infrastructure resources to Ragen

Participants:

- Roger Caudron – Farmers' Market
- Anne Westra – City of Sioux City
- Erika Newton – City of Sioux City- Visit Sioux City
- Bob Fitch - Children's Museum
- Julie Stavneak - Property Developer- J-Dev
- Terry Poe Buschkamp - Iowa Downtown Association/Main Street Iowa- Marketing and Promotions
- Robin Bostrum - Main Street Iowa- Business Specialist
- Ragen Cote - Downtown Partners
- Sarah Fish – Downtown Partners

DOWNTOWN RESIDENTS ROUNDTABLE

Downtown Strengths & Challenges

- More restaurants
- Housing
- I-29 Connection
- Riverfront
- Empty Buildings
- Parking
- Connection
 - Night- lighting/evening lights
- Vagrancy

Improvements to Downtown Next 3-5 Years (3 votes/person)

- **Amenities**
 - Grocery/Grab and Go
 - Breakfast place
 - Bike Share
- **Skywalk**
 - Fix what we currently have. Valuable resource to residents.
- **Greenspace**
 - Rooftop Garden or Bar
 - Clean Up- More maintenance /infrastructure/weeds
 - Park
 - Bike Share
- **Housing**
 - Market Rate Rentals
 - New Hotel
- **Infrastructure**
 - Street and curb appeal
 - Sidewalks
- **Safety**
 - Vagrancy a problem in residential buildings
 - Police Department affected.

Major Themes

1. Grocery Store- (**6 Votes**)- *Lots of family friendly Multi generational housing*
2. Greenspace- (3 Votes)
3. Remove Homelessness (3 Votes)
4. Market Rate Rentals- (2 Votes)
5. Maintenance- (2 Votes)
6. Skywalk Improvements (1 Vote)
7. Restaurants (1 Vote)

Role of Downtown Partners

- **Adopt a block**
 - Litter pick up
 - Business vacancies
- **Skywalk**
 - Consistency- Locked during events
- **Block Party**
 - Bring everyone together.
- **More Programming for Residents**

Participants:

- Charlie Cowell- Williges
- Jim and Ginger France- 4th and Jackson
- Herbie and Dani Shreve- 4th and Jackson
- Julie Stavneak - Property Developer- J-Dev
- Terry Poe Buschkamp - Iowa Downtown Association/Main Street Iowa- Marketing and Promotions
- Robin Bostrum - Main Street Iowa- Business Specialist
- Ragen Cote- Downtown Partners
- Sarah Fish- Downtown Partners

CITY DEPARTMENTS ROUNDTABLE

Downtown Strengths & Challenges

- Market Rate Housing
- I-29 Entrances
- Riverfront
- Private Investment
- Wayfinding
- New Hotel?
- Vacant Buildings
- Aging Infrastructure
- Skywalk
- Railroads
- Lack Capital Investment
- Consistency (Street finishings, identity)
- Vagrancy

Improvements to Downtown Next 3-5 Years (3 votes/person)

- **Greenspace (18 Votes)**
 - Pearl Park
 - Landscaping vs. Concrete (11)
 - Maintain and Repair what we have (7)
 - Streetscape/Color
- **Housing- (10 Votes)**
 - Market Rate Rental
 - Outdoor Living
 - Grocery
- **Amenities (6 Votes)**
 - Restaurants (3)
 - Entertainment Venues
 - Fremont St.
 - Grocery
 - Retail (3)
 - Public Art
- **Skywalk (3 Votes)**
 - Fix or remove entrances (Feasibility)
- **Infrastructure (14 votes)**
 - Property Ownership and Engagement (9)
 - Maintain Historic Structures-Design Guidelines (3)
 - Parking
 - Warrior (eyesore) (2)
- **Transportation**
 - One way to two way
 - Reduce Speed

Major Themes

1. Greenspace- 11 Votes
2. Housing- 10 Votes
3. Property Owner Engagement- 9 Votes
4. Maintain Infrastructure- 7 Votes
5. More Retail and Restaurants- 6 Votes
6. Maintain Historic Districts- 3 Votes
7. Skywalk Reopening- 3 Votes
8. Downtown Eyesores- 2 Votes

Role of Downtown Partners

- **Keep it Fresh**
 - More Brick and Mortar Façades
- **Project Plan- Areas of Focus**
 - Help Identify Downtown Priorities
- **Engage Absentee Owners**
- **Keep Trying New Things**
- **Support Design Best Practices/Historic Preservation**
- **More Events**

Participants:

- Mark Aesoph – Fire Department
- Kelly Bach – Public Works
- Melissa Campbell – Environmental
- David Carney – Public Works
- Mike Collett- Transit
- Charlie Cowell – Planning
- Marty Dougherty - Economic Development
- Donna Folker – Finance
- Kurt Frank – Street/Signal
- Jeff Hanson – Community Development
- Chris Madsen – Planning
- Lisa McCardle – City Clerk
- Chris Myres – Economic Development
- Ed Pickens – Field Services
- Angel Wallace – Parks and Recreation
- Jill Wanderscheid – Community Development
- Anne Westra – Economic Development
- Chief Doug Young – Police Department
- Terry Poe Buschkamp - Iowa Downtown Association/Main Street Iowa- Marketing and Promotions
- Robin Bostrum - Main Street Iowa- Business Specialist
- Ragen Cote- Downtown Partners

ENTREPRENEURS & TASK FORCES ROUNDTABLE

Downtown Strengths & Challenges

- Entrepreneurial culture starting to blossom
- Economy- Trends, Rebounders, competition for 20-30 yr olds to get the businesses
- What kind of culture is in this town for entrepreneurship
- Just Emerging or can it be put downtown?
- Mayor asked us to challenge Entrep. Focus was more on larger business, how can city help?
- Social Networks-
 - BizBrew- (Monthly Networking)
 - Base 3
 - Springboard Co-Working
 - Entreprelooza
 - Launch Week
 - Innovation Market
 - History of Entrepreneurial Spirit
 - What is the niche?
 1. Ag? IT? Conventional Small Business?

Improvements to Downtown Next 3-5 Years (3 votes/person)

- **Greenspace (8 Votes)**
- **Quality of Life (2 Votes)**
 - Bike Lanes
- **Market Rate Housing (7 Votes)**
- **Develop Vacant Buildings (6 Votes)**
 - Pressure Building Owners
- **Outdoor Café/Rooftop hangout (professional gathering spaces) (1 Vote)**
- **Parking Management (2 Votes)**
 - Less hassle, less surface lots
- **Improve Connection-(3 Votes)**
 - Build Links
 - Connect Pockets of Activity
 - Curb Appeal

Major Themes

1. Employers and Company investment in Downtown
2. Rebounders voice is strong in the community. They want to help make these things happen
3. Market Rate Rental
4. Less Parking Ramps, More Greenspace

Participants:

- Ken Beekley – SBDC
- Renae Billings – Start Up Sioux City, Economic Development
- David Brockshus – SCGO

-
- Sam Wagner – Start Up Sioux City, Chamber of Commerce
 - Michelle Bostilnos- SIMPCO
 - Kevin Randle- SIMPCO
 - Mark Hinds- Downtown Partners Board Member
 - Marty Dougherty- Economic Development
 - Chris Jackson – SCGO Board of Directors
 - Ragen Cote- Downtown Partners

COMMERCIAL BROKERS/HISTORIC PRESERVATION

Downtown Strengths & Challenges

- Shortage of Residential Units
- Rents are low. \$6-8 per square foot. Ho-Chunk- \$12.50 full service
- Use to be \$18
- Parking is a big deal. It sells.

Improvements to Downtown Next 3-5 Years (3 votes/person)

- Balance Preservation and Economics (**1 Vote**)
- More aggressive incentives for mixed use (**1 Vote**)
 - City gets aggressive on tax increment. They can go 10, they choose 5 yrs (extend TIF)
- College Presence in Downtown (**2 Votes**)
 - Educate leaders on the importance of Downtown
- Improve development review/Codes (**1 Vote**)
- Hotel Development – HOJO and Warrior (**1 Vote**)
- Promote density in downtown (**1 Vote**)
- Grocery Store (Urban- 10-15,000 sq ft.) (**1 Vote**)
- Market Rate Housing (**3 Votes**)

Major Themes

1. Market Rate Housing
2. College Presence
3. Grocery Store
4. Balance Preservation and Economics with providing incentives for mixed use properties

Participants:

- Ragen Cote- Downtown Partners
- Chris Bogenrief- United Real Estate Solutions
- Dick Salem- United Real Estate Solutions
- Joe Krage- United Real Estate Solutions
- Jim Jung- United Real Estate Solutions

BOARD OF DIRECTORS ROUNDTABLE (NO QUORUM)

Downtown 2006

- Desolate
- Quiet
- Desperate
- Unknown
- Old
- Vacant

Downtown 2016

- Cross Roads
- Trying
- Fun
- Slapshot
- Unorganized
- Entertainment
- Concrete
- Improving
- Torn
- Vacant
- Disconnected

Downtown 2026

- Vibrant
- Professional
- Connected
- Supported/Backed
- Vital
- Full/Occupied
- Pretty/Green
- Crossroads
- Proud
- Destination
- Swagger
- Prosperous
- Envied
- Fun
- Accessible
- Developed
- Architectural
- Distinctive
- Reinvesting
- Pedestrian
- Maintained
- Groomed
- Clean

-
- Safe
 - Family-Friendly
 - Young
 - Fresh

Pick your top 5:

- Destination (4)
- Vibrant/Prosperous (3)
- Swagger/Professional/Supported/Occupied/Maintained/Community/Developed (2)
- Vital/Connected/Green/Distinctive/Archetectural/Pedestrian/Fun/Envied/Groomed/Young/Safe (1)

Participants:

- Ryan Ross- Downtown Partners Board President
- Sam Wagner- Siouxland Chamber of Commerce, Start Up Sioux City
- Jennifer Bass- Board Member Downtown Partners
- Ben Knoepfler- Board Member Downtown Partners
- Tanya Labon- Great Southern Bank
- Mark Hinds- Board Member Downtown Partners
- Ragen Cote- Downtown Partners