

MORE TO FOLLOW

SOCIAL MEDIA YEAR IN REVIEW Compared to 2021

Followers	12.1%
Messages Sent	54.3%
Messages Received	261.3%
Total Impressions	31.4%
Total Engagements	21.3%

@DOWNTOWNPARTNERSIOUXCITY

5,782 followers
543,952 impressions
38,021 engagements

@DOWNTOWNPARTNERSSC

1,563 followers
219,109 impressions
9,080 engagements

@DOWNTOWNSCIOWA

1,123 followers
52,058 impressions
1,493 engagements

TOP POST OF 2022



8 comments 21,219 Impressions (reached)
30 shares 993 Engagements
43 reactions

*according to Sprout Social software

BOARD OF DIRECTORS

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Ho-Chunk Capital

Katie Towler, Vice President
Career Academy

Kaylee Betterton, Treasurer
Heritage Bank

Jason Allen
Cripple Creek Investments LLC

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Angie Schneiderman
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Julie Schoenherr
City Council

Alex Watters
City Council

Anne Westra
City of Sioux City

STAFF

Ragen Cote
Executive Director

Carly Howrey
Business Development Coordinator



ENGAGING & GROWING

Bringing stakeholders together to create a more vibrant and expanding downtown.

MORE TO EXPLORE



LED COLORED SKYWALK LIGHTS

As part of a Comprehensive Lighting Plan for downtown, this year marked the installation of colored, LED lighting underneath the three skywalk bridges across 4th Street. This newly lit pedestrian walkway incorporates color and motion for a unique walking experience. The goal of this project is to help safely direct pedestrians to their destinations in Downtown Sioux City. More lighting projects to come in 2023.



DOWNTOWN TAILGATE PARTY

One of the new events added to the 2022 downtown line up, was the Downtown Tailgate Party held on Saturday, October 1 and was centered around the college football gameday experience. It took place outside on 4th and Jones Streets where college games were played on ten foot outdoor screens while guests enjoyed tailgate food, drinks, cornhole tournaments, and live music from Damon Datson. The weather was fantastic and we can't wait to do it again next year.



RENT, STOREFRONT AND FACADES PROGRAMS

Downtown business and property owners applied for assistance this year in several ways. We launched a new rent relief program, storefront grants and a city facade program. Over 20 businesses took advantage of a \$2,500 matching storefront grant to help enhance their spaces. The rent relief program offers any new business coming into downtown assistance with half of their rent for the first six months. For some of our larger downtown projects, the city provided \$200,000 in facade improvement assistance. Due to demand, all of these programs will be available in 2023 and we look forward to many new developments in downtown.



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(712) 252-0014
downtownsiouxcity.com

ANNUAL REPORT
2022

SSMID FINANCIALS



UPCOMING PROJECTS

During a facilitated session with Groundswell Diversity, the Downtown Partners Board of Directors identified the following projects moving forward into 2023. If you are interested in getting involved in downtown initiatives, please contact info@downtownsiouxcity.com

TARGETED BUSINESS RECRUITMENT

Ensure that start ups and small businesses have the resources they need to be successful. The variety of businesses created downtown will help increase traffic to existing businesses and support long-term residency.

AESTHETICS

By continuing to develop and focus on appealing outdoor spaces and building facades, we create an impression of our downtown that increases stakeholder value, benefits our residents, and encourages return visitors.

VENDOR STREET MARKET

Synergize the downtown outdoor vendor market opportunities, working towards a street centered approach. This will help encourage walkability, exploration of quality of life features and patronage to storefronts along the corridor.

WALKABILITY

Having a safe and easy experience as you come to any area of downtown is vital for the connectivity of our amenities and storefronts. Areas of focus will include, lighting, bikeability, walkability, safety and accessibility.

ENVIRONMENT

- 197** PLANTERS (Containing 3,341 plants)
- 52** REST BENCHES
- 51** WAYFINDING SIGNS
- 2** MILES OF SKYWALK
- 147** BUILDING MURALS
- 27** SCULPTURES
- 12** ACRES OF RIVERFRONT REDEVELOPMENT
- 13** RECYCLING CONTAINERS
- 2,600** FESTOON LIGHTS
- 2,100** LED SKYWALK LIGHTS

EVENTS

- 39** DOWNTOWN PARTNERS EVENTS (16 in 2018, 24 in 2019, 15 in 2020, 31 in 2021)
- 1076** SUPPORTED EVENTS (355 in 2018, 496 in 2019, 628 in 2020, 534 in 2021)
- 20** AVERAGE EVENTS/WEEKLY EBLAST (25 in 2018, 42 in 2019, 42 in 2020, 15 in 2021)
- 101.5%** INCREASE IN EVENTS (compared to 2021)

LIVING

- 65** CONDO UNITS
- 549** RESIDENTIAL UNITS (increase of 164% since 2015)
- 967** HOTEL ROOMS (increase of 60% since 2019)

BUSINESS

- 27** NEW BUSINESSES
- 486** TOTAL BUSINESSES
- 130** SHOPPING, DINING & DRINKS
- \$48,094** STOREFRONT GRANTS (22 BUSINESSES)
- \$11,287** RENT RELIEF (3 BUSINESSES)

APARTMENTS

FOOD

NEW BUSINESS COMING SOON!