



Annual Stakeholder Meeting

“SSMIDs are established to deliver a variety of services above and beyond the level of existing municipal services and can serve as an economic development tool to revitalize neighborhoods and spur business growth and retention.”

2022-2023

Board of Directors

Alexcia Boggs, President
Ho-Chunk Capital

Katie Towler, Vice President
SC Schools – Career Academy

Kaylee Betterton, Treasurer
Heritage Bank

Jason Allen
Cripple Creek Investments LLC

Stacie Anderson
The Expansion Center/Siouxland Magazine

Jeff Carlson
RE/MAX Experience

Doug Fisher
Hard Rock Hotel & Casino Sioux City

Erin Kuehl
Evolve Yoga & Wellness Center

Erik Martin
Marto Brewing Co.

Matt Rixner
MercyOne Siouxland Medical Center

Angela Rogers
Siouxland Chamber of Commerce Rep

Angie Schneiderman
Moore Corbett Law Firm

Julie Schoenherr
City Council Rep

Katie Towler
SC Community Schools – Career Academy

Alex Watters
City Council Rep

Anne Westra
City of Sioux City Rep

Ballot Vote!

2023-2024 Board of Directors



Nicole Berner
U.S. Bank



Alexcia Boggs
Ho-Chunk Capital

Kaylee Betterton
Heritage Bank

Jason Allen
Cripple Creek Investments LLC

Stacie Anderson
The Expansion Center/Siouxland Magazine

Jeff Carlson
RE/MAX Experience



Brianna Eaton
Crary Huff Law Firm



Doug Fisher
Hard Rock Hotel & Casino Sioux City

Erin Kuehl
Evolve Yoga & Wellness Center



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Budget

527 properties. FY24 = \$476,800

FY24 Assessments

-\$22,400

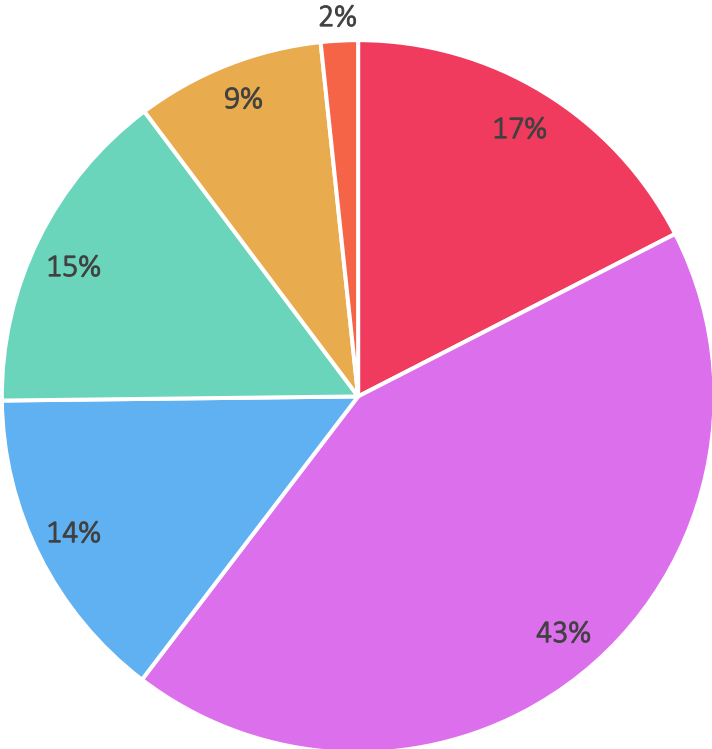
adjusted business support with lapse year in downtown façade funds and decreased office expenses by sharing space with the CVB

+1 FTE

Employee share with Farmers Market

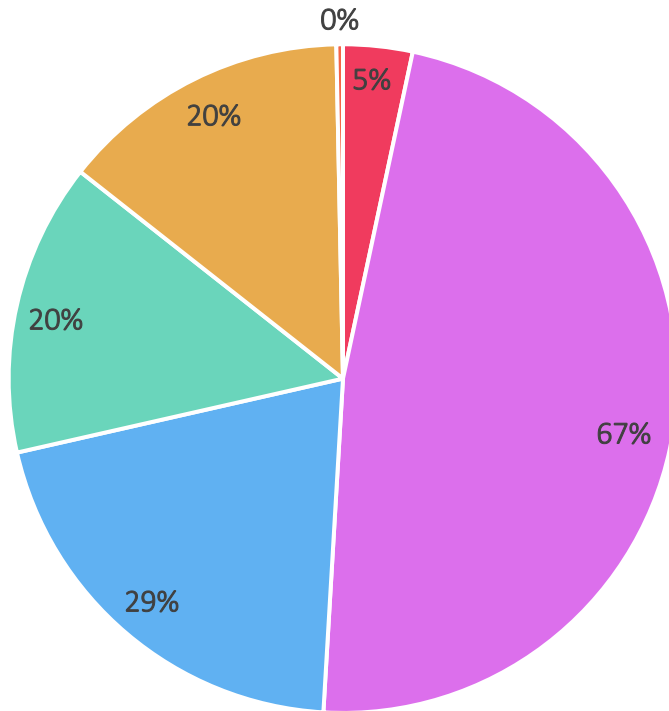
How are funds allocated?

FY24 Budget



- Operating
- Projects
- Business Support
- Marketing
- Events
- Partnerships

Reserve Funds



■ Vision Projects ■ Business Support ■ Operating Reserve ■ Wayfinding ■ Trolley ■ Lighting

Are there
funds in
reserve?

BUSINESS



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

LIVING



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

EVENTS



- 39** DOWNTOWN PARTNERS EVENTS (15 in 2018, 24 in 2019, 15 in 2020, 31 in 2021)
- 1076** SUPPORTED EVENTS (255 in 2018, 495 in 2019, 528 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)

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



Vision



Entrepreneurial Support
Event

*Action Plan Created



Programming Coordinator
Staff Position

*Action Plan Created



Storefront Grants
separated for Outdoor
Dining, Murals, Safety, etc.



Grocery/Market
Recruitment



Innovation Center



Pop-up Business Location

Storefronts and Rent Relief

downtownsiouxcity.com

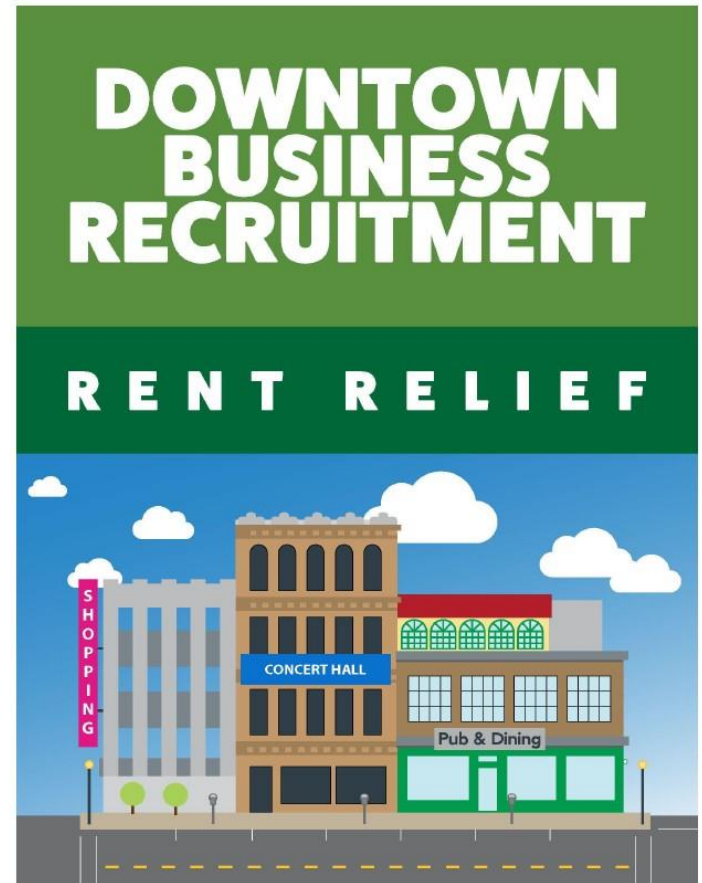
\$2,500 Storefront Grant

28 businesses = \$62,354 (projects \$216,629)



50% rent relief for 6 mo.

Started January – \$11,180 rents





Skywalk
Activity/Wayfinding
*Action Plan created



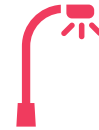
Outdoor Music
Installation



Virginia Street
Corridor/Bike&Ped/River
front Connections
*Action Plan created

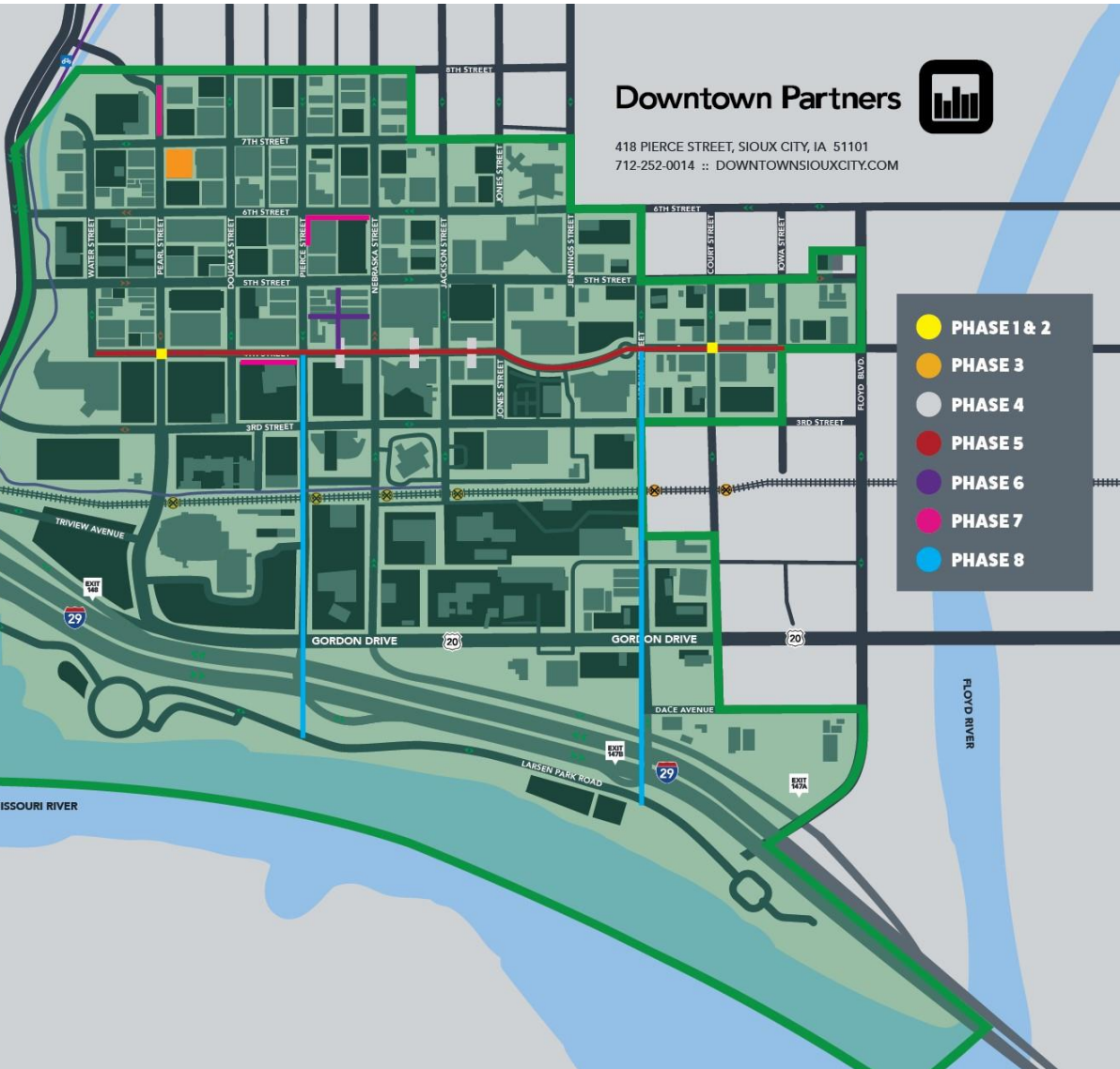


Recycling



Comprehensive Lighting
Plan

Environment



Downtown Lighting Project

Phases 1 & 2 *Completed
 Festoon Lighting Historic 4th & Pearl District

Phase 3 *Completed
 Pearl Street Park lighting

Phase 4 *Completed
 Skywalk lighting underneath bridges on 4th

Phase 5 *2023 – August install
 Pedestrian Walkway - install globe caps

Phase 6 *2023 – Funding identified
 Lighting the Alley Art

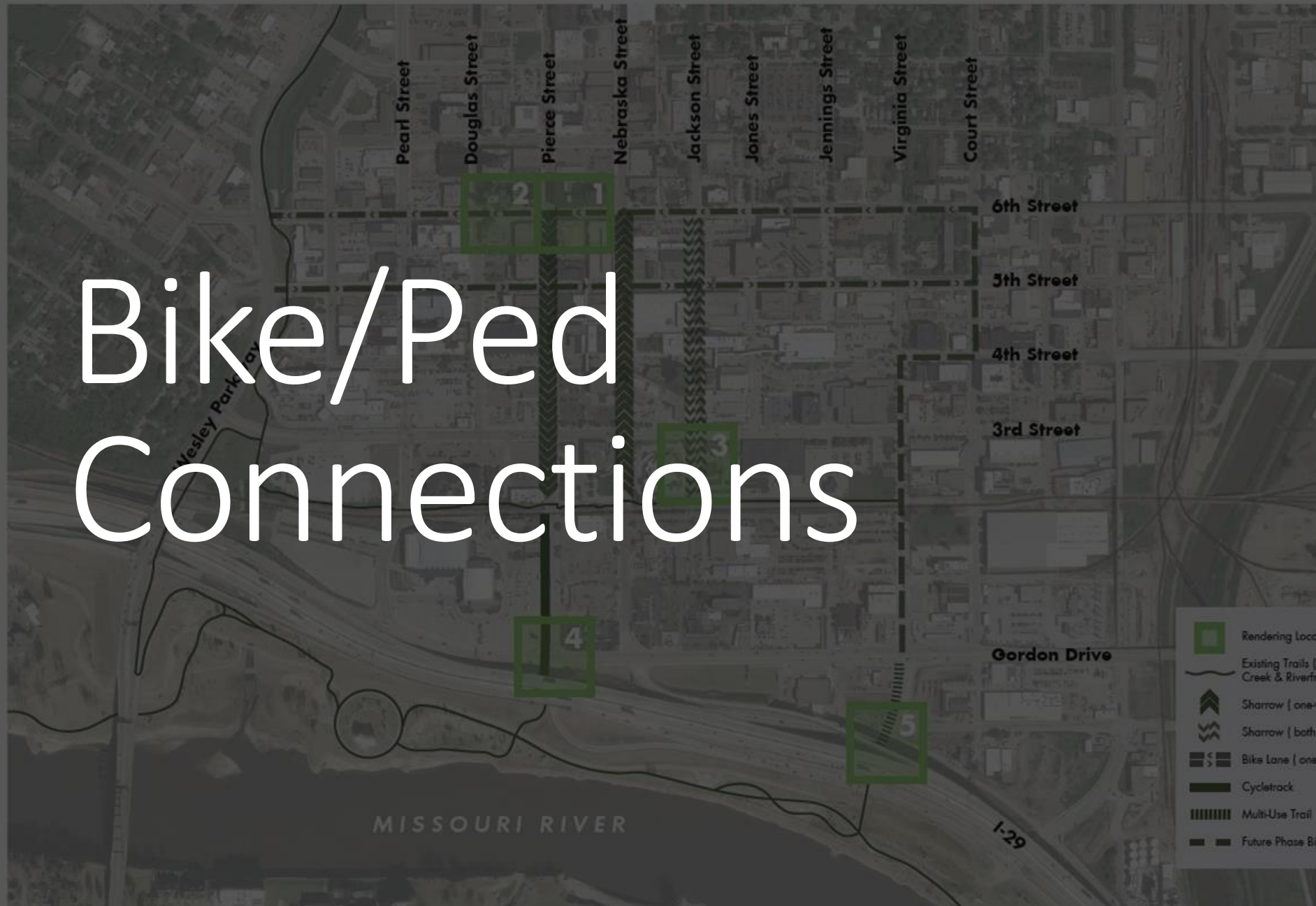
Phases 7 & 8
 Installation of Sternberg posts to West 7th bridge and connecting to the riverfront.





Alley Lighting

Bike/Ped Connections





OVERVIEW OF BIKE AND PEDESTRIAN CONNECTIONS

DOWNTOWN SIOUX CITY: VISUALIZING BIKE AND PEDESTRIAN OPPORTUNITIES





PIERCE STREET INTERSECTING GORDON DRIVE BEFORE RIVERFRONT PARK



SOUTH VIRGINIA STREET INTERSECTING INTERSTATE 29 BEFORE RIVERFRONT PARK



6TH STREET LOOKING WEST TO PIERCE STREET

The
SIouxLAND
Street Project



Downtown Partners
SIOUX CITY



POLICE
SIOUX CITY

Downtown Crime Prevention

Housing

Community Development

Downtown Partners

Parking Ramps

Siouxland Street Project

Crime/Crime Prevention

Siouxland Mental Health Center

Community Inclusion Liaison

SCPD Downtown Resource Guide

(712) 279-6960

Officers that serve our district:

D3 Sergeants **west of Douglas Street**

Sgt. Josh Tyler
jtyler@sioux-city.org
712-898-4571

Sgt. Paul Yaneff
pyaneff@sioux-city.org
712-253-9882

D4 Sergeants **east of Douglas Street**

Sgt. Mark Huberty
mhuberty@sioux-city.org
712-333-1125

Sgt. Ryan Mortiz
rmortiz@sioux-city.org
712-259-2118

Lt. Jeremy McClure
CTP Commander
jmcclure@sioux-city.org
712-202-3990

Capt. Judy Kellen
Support Services
jkellen@sioux-city.org
712-279-6440

Rex Mueller
Chief of Police
601 Douglas Street
Sioux City, IA 51101

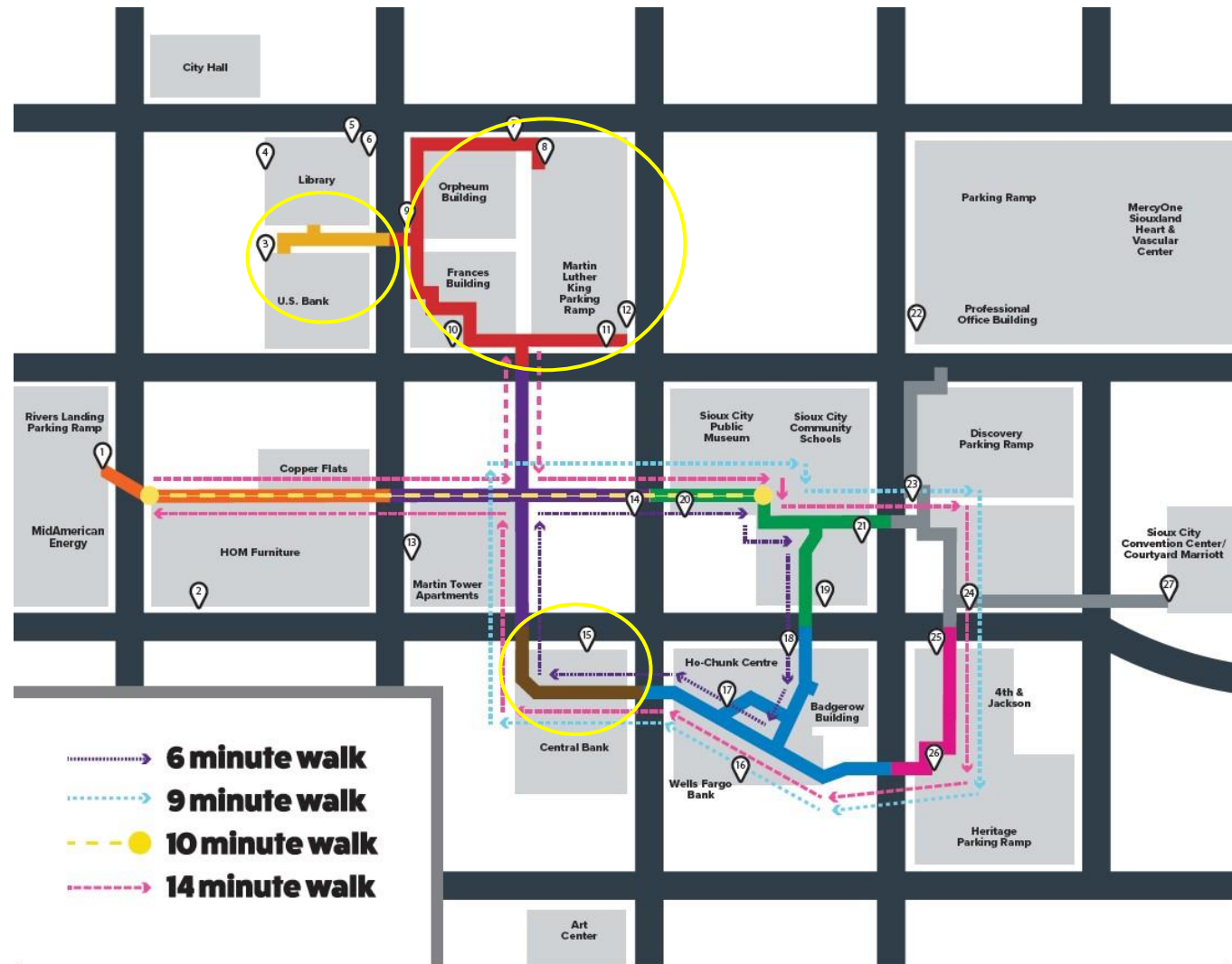
New Skywalk Hours – July 1

M-F 6:30am - 10pm
*6pm limited access

Sat 9am - 10pm
*6pm limited access

Sun 9am - 6pm
*limited access

**Limited access is a shut down of the yellow, red and brown corridors.





Website Update
*Action Plan Created



Storefront grants for
outdoor dining spaces



Project Promotion
Packages/Calendar



Events/New
Programming Spaces



Vendor Street Market

Community

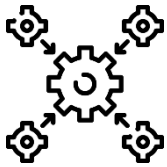
New Website



Mobile Friendly



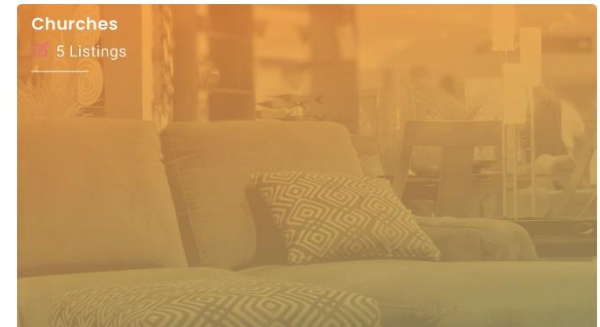
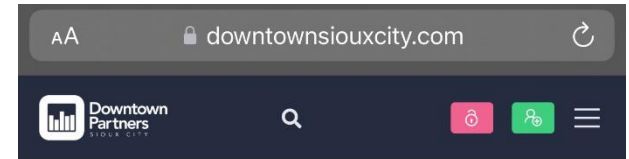
Less maintenance



Integration Abilities

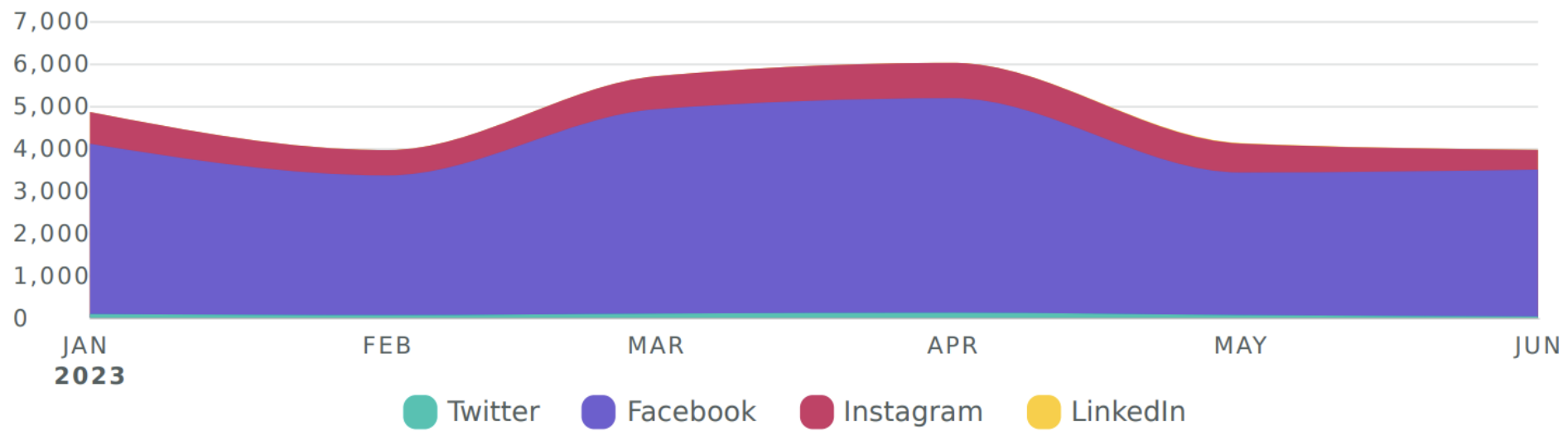


Better catered to our needs



Social Media: Engagements Jan. 1--June. 18 2023 compared to Jan. 1 – June 18, 2022

Engagements, by Month



Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements
Reporting Period	9,709	506	484	417,908	28,607
Jan 1, 2023 - Jun 18, 2023	↗ 19.4%	↗ 26.8%	↘ 5.8%	↗ 30.7%	↗ 56.4%
Compare to	8,134	399	514	319,853	18,290
Jan 1, 2022 - Jun 18, 2022					

Event Updates

Scan for Downtown Events



july jam

dude where's my bike

mardi gras parade

live music battery park artsplash

restaurant week

tyson events center

orpheum

downtown live

food truck Fridays ragbrai

movies

library activities

rivercade parade

rib fest

farmers market

Saturday, July 22
10:00 am – 11:00 pm
Historic 4th Street



We are moving to 1119 4th Street



Thank
you!

Scan for Downtown Events



info@downtownsiouxcity.com