

MORE TO FOLLOW

SOCIAL MEDIA YEAR IN REVIEW Compared to 2022

Followers	14.7%
Messages Sent	10.6%
Messages Received	150.3%
Total Impressions	38.5%
Total Engagements	46.7%

@DOWNTOWNPARTNERSIOUXCITY

7,455 followers
940,361 impressions
62,247 engagements

@DOWNTOWNPARTNERSSC

1,757 followers
164,692 impressions
8,883 engagements

@DOWNTOWNSCIOWA

1,138 followers
26,000 impressions
731 engagements

TOP POST OF 2023



39 comments 38,470 Impressions (reached)
7 shares 1,909 Engagements
305 reactions

*according to Sprout Social software

BOARD OF DIRECTORS

Stacie Anderson, President
Expand Magazine/Expansion Center

Matt Rixner, Vice President
MercyOne Siouxland Medical Center

Nicole Berner, Treasurer
U.S. Bank

Jason Allen
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Doug Fisher
Hard Rock Hotel & Casino Sioux City

Erin Kuehl
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Erik Martin
Marto Brewing Co.

Angela Rogers (Ex-officio)
Siouxland Chamber of Commerce - Representative

Angie Schneiderman
Moore Corbett Law Firm

Julie Schoenherr
City Council - Representative

Alex Watters
City Council - Representative

Anne Westra (Ex-officio)
City of Sioux City – Representative

STAFF

Ragen Cote
Executive Director

Tracie Tuttle
Business Development Coordinator



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ENGAGING & GROWING

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

MORE TO EXPLORE



LIGHTING THE WAY

This year we completed phases 5 and 6 of the Comprehensive Lighting Plan. Phase 5 installed 71 new lamp heads along 4th Street from Iowa to Water Street. The modifications make the sidewalks lighter and brighter for pedestrians to walk safely from one entertainment district to another. Phase 6 installed 16 new LED lights in the alleys between 4th, 5th, Pierce and Nebraska streets. Some refer to this as Block 15 and most know it for the art along the alley walls. The goal of both phases in this plan focused on helping safely direct pedestrians to their destinations in Downtown Sioux City and have received very positive feedback from our stakeholders and downtown visitors. We would encourage all downtown businesses and properties to consider complementing these efforts and applying for our storefront grant to enhance their spaces with lighting, cameras and aesthetic improvements in 2024. The application can be found on our website or call us anytime.



JULY JAM

July Jam was inspired by a past downtown music festival, June Jam, that took place every summer. The Historic 4th Street district businesses were in the planning stages of reinventing this event when RAGBRAI announced their arrival. They adjusted the event date and hosted it in conjunction with RAGBRAI on Saturday, July 22. The day featured two stages of live music by local legends, a bags tournament benefiting the Siouxland Humane Society, axe throwing and vendor booths. Bars and restaurants in the area were packed and all the proceeds from July Jam supported Big Iron Charities, St. Florian Fire and Burn Foundation and Noah's Hope Animal Rescue. We are looking forward to another successful event on June 22, 2024. Hope to see you there!

ORPHEUM THEATRE PUBLIC MUSEUM MLK PARKING RAMP FRANCES BLDG

SKYWALK WAYFINDING

After successfully completing the on-street wayfinding system, we took the next step up and turned our focus to the outdated signage in the skywalks. Working with the city and our downtown stakeholders, we designed a color coded system to help transform it into a more effective transit system. Color coding each area helps identify where you are in the skywalk and more clearly determine the route to your destination. All of the old signage was replaced and each new sign is color coded to help easily navigate the system. For those who use the skywalk for exercise, Siouxland District Health helped to form different walking routes, and MercyOne Siouxland Medical Center posted different body weight exercises along the way to enhance your workout. During our updates, we also had discussions about areas that needed more security and worked with those properties to limit hours while at the same time leaving areas open for residents to get to parking areas and main destinations. The new skywalk maps can be found on our website and in the skywalk.

ANNUAL REPORT
2023

BUSINESS



13 NEW BUSINESSES

508 TOTAL BUSINESSES

133 SHOPPING, DINING & DRINKS

\$76,941 STOREFRONT GRANTS (25 BUSINESSES)

\$13,208 RENT RELIEF (5 BUSINESSES)

LIVING



671 RESIDENTIAL LIVING UNITS

601 HOTEL ROOMS

14 RESIDENT REPRESENTATIVES

EVENTS



55 DOWNTOWN PARTNERS EVENTS
(16, 24, 15, 31, 39 in 2022)

1,132 SUPPORTED EVENTS
(355, 496, 628, 534, 1,076 in 2022)

22 AVERAGE # OF WEEKLY EVENTS
(42, 42, 15, 20 in 2022)

95% INCREASE IN EVENTS
(compared to 2022)

ENVIRONMENT



217 PLANTERS
(Containing 3,228 plants)

52 REST BENCHES

51 WAYFINDING SIGNS

2 MILES OF SKYWALK

177 BUILDING MURALS

27 SCULPTURES

12 ACRES OF RIVERFRONT REDEVELOPMENT

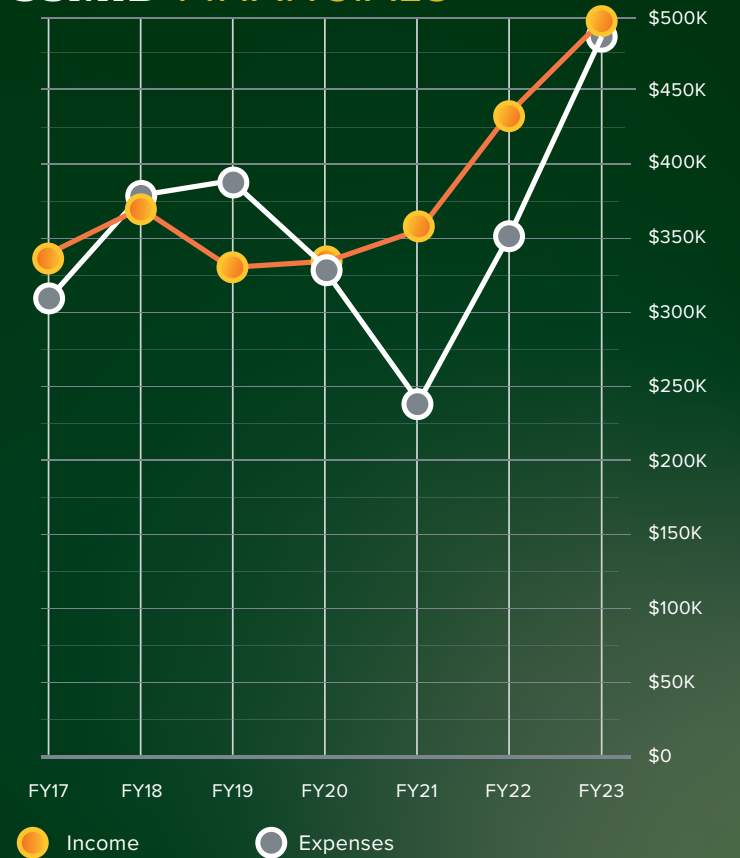
21 RECYCLING CONTAINERS

2,600 FESTOON LIGHTS

2,100 LED SKYWALK LIGHTS

16 LED ALLEY SECURITY LIGHTS

SSMID FINANCIALS



UPCOMING PROJECTS

During a facilitated session with Groundswell Diversity, the Downtown Partners Board of Directors identified the following projects moving forward into 2024. If you are interested in getting involved in downtown initiatives, please contact info@downtownsiouxcity.com

Five primary areas of focus for 2024 were identified and discussed as a group. These five projects/focal areas represent alignment with the espoused 2029 vision. Key partners, workgroup alignment and board members committing to lead each are detailed out in the full report.

ARTS & ENTERTAINMENT COALITION

OUTDOOR ENERGY

STRATEGIC COMMUNICATION PLAN

ENTREPRENEURIAL SUPPORT

STATE OF DOWNTOWN REPORT

