

MORE TO FOLLOW

SOCIAL MEDIA YEAR IN REVIEW  
Compared to 2023

Followers	7.8%
Messages Sent	10%
Messages Received	17%
Total Impressions	1,359,303
Total Engagements	63,723

@DOWNTOWNPARTNERSSIOUXCITY

7,899 followers  
306 posts  
865,337 impressions  
47,453 engagements

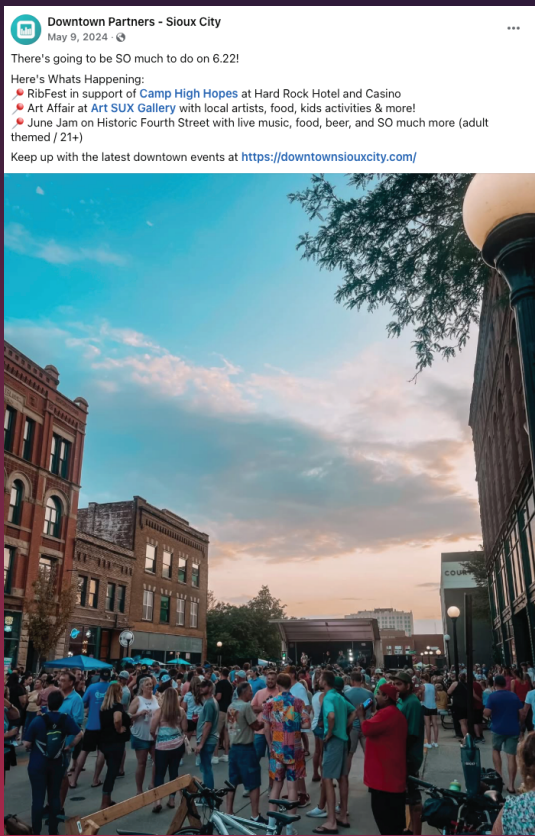
@DOWNTOWNPARTNERSSC

1,871 followers  
782 posts  
105,713 impressions  
4,304 engagements

@DOWNTOWNSCIOWA

1,151 followers  
195 posts  
9,406 impressions  
293 engagements

TOP POST OF 2024



10 comments  
55 shares  
296 reactions  
50,885 Impressions (reached)  
1,276 Engagements

\*according to Sprout Social software

BOARD OF DIRECTORS

Matt Rixner, President  
MercyOne Siouxland Medical Center

Brianna Eaton, Vice President  
Crary Huff Law Firm

Nicole Berner, Treasurer  
Security National Bank

Stacie Anderson  
Expand Magazine/Expansion Center

Alexcia Boggs  
Ponca Tribe of Nebraska

Jeff Carlson  
RE/MAX Preferred

Doug Fisher  
Hard Rock Hotel & Casino Sioux City

Jeff Hanson  
McClure Engineering

Mark Hinds  
Hinds & Associates

Erik Martin  
Marto Brewing Co.

Mark Prosser  
4th & Jackson Condo Association

Heidi Reinking (Ex-officio)  
Siouxland Chamber of Commerce - Representative

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

Elizabeth Stewart  
Events Coordinator



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ENGAGING  
& GROWING

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

MORE TO EXPLORE



RECYCLING CONTAINERS

We hope you've seen - and maybe even used - the new recycling containers downtown! In April 2024, in collaboration with the City of Sioux City and Gill Hauling, we installed eight specially designed units throughout the downtown area. Thanks to Brutal Doodles, these containers feature a creative and unique design. Since their arrival, they've collected over 14.32 tons of recyclables, keeping that waste off our streets! Plus, downtown property owners and businesses now have access to commercial recycling and the opportunity to order their own. For more information or to find container locations, reach out to us or visit downtownsiouxcity.com.



CONSTRUCTION SUX!

"We get it. Construction SUX. But you know what doesn't? The awesome local businesses that are still open and ready to serve you." That's the heart of our campaign, helping businesses in construction zones while keeping the Siouxland community informed about downtown projects. Our campaign connects people to a dedicated webpage with everything they need; project details, timelines, parking options, and a list of nearby businesses, plus the reason behind the construction. The campaign's launch generated an overwhelming amount of positive feedback and engagement across social media and local platforms. Dare we say it? We're ready for more construction. Bring on the progress!



ARTS & THEATRE BANNERS

This year, we united businesses, organizations, and artists to collectively promote the vibrant arts and entertainment scene in downtown Sioux City. The effort was a resounding success, leading to the formation of the Sioux City Arts & Entertainment Coalition, with all major venues coming together at the table. Local representatives stepped up to shape this coalition, and work is already underway to formally incorporate the group. One of the coalition's first accomplishments was installing street pole banners to spotlight our thriving arts and theater community. These banners, featuring "ARTS" and "THEATRE", were placed along Pierce, Nebraska, and 3rd Streets, enhancing visibility and awareness. While they are removed for the winter, they will be reinstalled each spring, ensuring year-round recognition of our creative culture. This is just the beginning!

ANNUAL REPORT  
2024



## BUSINESS



**19** NEW BUSINESSES

**490** TOTAL BUSINESSES

**139** SHOPPING, DINING & DRINKS

**\$118,171** STOREFRONT GRANTS (52 BUSINESSES)

**\$14,028** RENT RELIEF (10 BUSINESSES)

## LIVING



**791** RESIDENTIAL LIVING UNITS

**601** HOTEL ROOMS

**21** RESIDENT REPRESENTATIVES

**2** RESIDENT SURVEYS COMPLETED

## EVENTS



**57** DOWNTOWN PARTNERS EVENTS  
(16, 24, 15, 31, 39, 55 in 2023)

**1,108** SUPPORTED EVENTS  
(past years: 355, 496, 628, 534, 1076, 1138 in 2023)

**22** AVERAGE # OF WEEKLY EVENTS  
(42, 42, 15, 20, 22 in 2023)

**796** AVERAGE # OF EVENTS PER YEAR SINCE 2018

**132** AVERAGE GROWTH PER YEAR SINCE 2018



## ENVIRONMENT

**217** PLANTERS  
(Containing 5,740 plants)

**52** REST BENCHES

**51** WAYFINDING SIGNS

**2** MILES OF SKYWALK

**177** BUILDING MURALS

**12** ACRES OF RIVERFRONT REDEVELOPMENT

**21** RECYCLING CONTAINERS  
(14.32 TONS)

**2,600** FESTOON LIGHTS

**2,100** LED SKYWALK LIGHTS

**16** LED ALLEY SECURITY LIGHTS

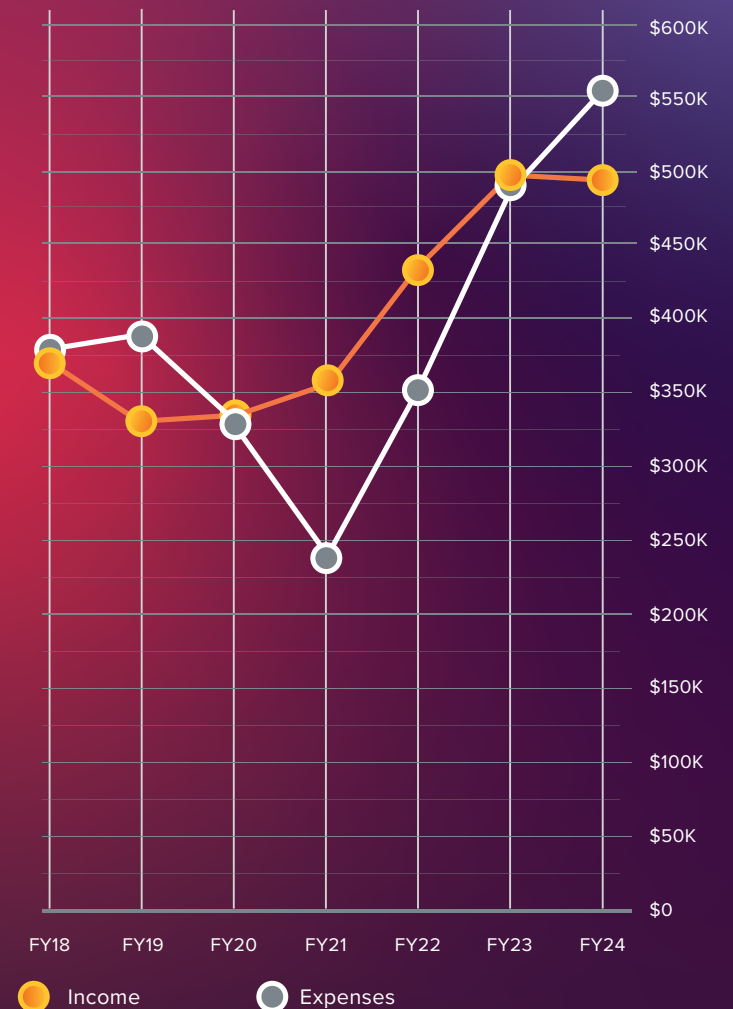
**10** COLORED LED INTERIOR SKYWALK LIGHTS

**35** STREET POLE BANNERS

**10** DOG BAG STATIONS

**12** OUTDOOR MUSIC SPEAKERS

## SSMID FINANCIALS



## UPCOMING PROJECTS

During a facilitated session with Groundswell Diversity, the Downtown Partners Board of Directors identified the following projects moving forward into 2025. If you are interested in getting involved in downtown initiatives, please contact [info@downtownsiouxcity.com](mailto:info@downtownsiouxcity.com)

### SIoux CITY ARTS & ENTERTAINMENT COALITION

Formed in 2024, this coalition unites businesses, organizations, and artists to promote downtown's creative scene. In 2025, we're taking it further by pursuing a Cultural and Entertainment District (CED) designation with the Iowa Arts Council. This will elevate Sioux City as a creative hub, providing promotional resources, professional development, and support for our growing arts community.

### DOWNTOWN BEAUTIFICATION & REVITALIZATION

First impressions matter! We're continuing to enhance outdoor spaces and building facades to boost downtown's visual appeal. From modern design updates to a comprehensive tree revitalization plan, we're creating a more inviting environment that adds value for stakeholders, residents, and visitors alike.

### BIKE LANES & TRAIL CONNECTIVITY

We're working to connect downtown to Sioux City's expansive trail system through a network of bike lanes. With several plans and proposals already in motion, this initiative promotes a healthier, eco-friendly lifestyle while making downtown more accessible and enjoyable for our growing biking community.

Collaboration is at the heart of everything we do at Downtown Partners. In 2025, we're strengthening connections; bringing together businesses, city leaders, and community organizations to keep the momentum going and make great things happen.

[downtownsiouxcity.com](http://downtownsiouxcity.com)