CEDAR RAPIDS

SSMID

Self-Supported Municipal Improvement District

A Decade of Resilience & Prosperity
2007–2017 COMMISSION REPORT

Photo by Blue Roots Photography
It is my distinct honor to serve as Downtown Executive Director. I am indebted to and grateful for the staff and leadership who have come before me; those who have worked tirelessly since the SSMID’s formation in 1986 to elevate downtown Cedar Rapids and drive forward a shared vision for decades to come. Service of SSMID Commissioners past and present has played a critical role during pivotal years in our district’s history and I am so grateful for their leadership.

In spite of recession and natural disaster, the Cedar Rapids Downtown Self-Supported Municipal Improvement District made tremendous strides and played an important role in shaping the physical and economic landscape of our downtown through the gift of time, talent and treasure. On behalf of all those who made this possible, I am proud to share with you this 10-year district report, which documents our accomplishments and struggles as we set a shared vision for the next decade.

I am incredibly excited to lead a new chapter in downtown’s history. Together, we will work every day to ensure a better tomorrow for downtown Cedar Rapids.

Casey Prince
Downtown Executive Director

To chair the SSMID Commission has been a great privilege as we conclude this 10-year funding cycle and garner renewed support for the next decade of improvements. I’m grateful for the City of Cedar Rapids, the downtown property owners and the district staff that have made the Cedar Rapids Downtown Self-Supported Municipal Improvement District such a success.

This report aims to highlight those key stakeholders and illustrate the incredible work that has been done in the past decade. It is important that we celebrate our many accomplishments and report to the district the progress toward and achievement of the priorities as outlined in the 2007 renewal plan. As property owners, we have played and will continue to play a pivotal role in positioning downtown Cedar Rapids as a regional economic engine and leader. This is a world class place to locate a business, to live and to enjoy arts and culture. We all have a stake in the success of downtown. The ongoing support of property owners is critical.

As we set the course ahead for the next decade and beyond, I hope you’ll join me in playing an active role within the district. Thank you for your commitment to Cedar Rapids. I hope you take as much pride in the successes outlined in this report as I do.

Fred Timko
2016-2017 SSMID Commission Chair
2016 – 2017
DOWNTOWN SSMID COMMISSION

Fred Timko (Chair)
Down to Earth Development, LLC

Linda Mattes (Vice-Chair)
Alliant Energy

Steve Dummermuth Jr.
IGD Industries

Jon Dusek
Armstrong Development Co.

Trish Ellison
Cedar Rapids Bank & Trust

Marty Hoeger
Neighborhood Development Corp.

Dawn Jaffray
UFG Insurance

Nancy Kasparek
US Bank

Chris Lindell
Guaranty Bank & Trust Co.

Ann Lipsky
Cedar River Finance

Andrew Morf
Acumen

Randy Rings
TrueNorth Companies

Joe Terfler
GreatAmerica Financial Services

Ron Corbett
City of Cedar Rapids Mayor

Jeff Pomeranz
Cedar Rapids City Manager

2007 – 2017

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In 2007, the SSMID Commission went through an extensive, stakeholder-led process to renew the district. The result, which included feedback from 850 residents and 75 downtown business and property owners, was a set of objectives that the Commission used to guide investment of property tax dollars and support of key downtown initiatives.

During the 2007 renewal, SSMID boundaries were increased to include portions of downtown west of the Cedar River, a pivotal move which played an important role in the area now known as Kingston Village.

### 2007–2017 SSMID Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>CREATE</strong></td>
<td>An environment that attracts and supports new investment.</td>
</tr>
<tr>
<td><strong>STABILIZE</strong></td>
<td>Increase occupancies in downtown buildings, including office, retail, entertainment, residential and other uses.</td>
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<tr>
<td><strong>ENCOURAGE</strong></td>
<td>New residential development in downtown.</td>
</tr>
<tr>
<td><strong>ENSURE</strong></td>
<td>Downtown remains safe and clean.</td>
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<tr>
<td><strong>WELCOME</strong></td>
<td>The pedestrian and make the street level experience stimulating.</td>
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<tr>
<td><strong>ASSIST</strong></td>
<td>Efforts to make parking plentiful, easier to access and less costly.</td>
</tr>
<tr>
<td><strong>ATTRACT</strong></td>
<td>New small businesses, restaurants and entertainment concepts that make downtown fun and interesting.</td>
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<tr>
<td><strong>ESTABLISH</strong></td>
<td>And nurture working partnerships with the City, Economic Alliance and other agencies to leverage SSMID funds and keep downtown a top civic priority.</td>
</tr>
<tr>
<td><strong>MANAGE</strong></td>
<td>Programs that add value for and are accountable to ratepayers.</td>
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### Boundaries

<table>
<thead>
<tr>
<th>Year</th>
<th>Taxable Value</th>
<th>Number of City Blocks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>$103 Million</td>
<td>34</td>
</tr>
<tr>
<td>2017</td>
<td>$199 Million</td>
<td>72</td>
</tr>
</tbody>
</table>

**Photo:** GO Cedar Rapids/@Williampbucks
Downtown Cedar Rapids will offer a unique, vibrant urban experience – A regional business center that also serves as an inviting gathering place for the community that is attractive, fun and livable.

1986 SSMID created by vote of downtown property owners

2007 SSMID renewed for an additional ten years with approval from 77% of property value; expanded to include blocks west of the Cedar River

2008 Historic flood impacted 10.2 square miles of downtown causing an estimated $2.4 billion in damage

2010 Grand opening of the Roosevelt Lofts launches a renewed focus on downtown housing, followed by the opening of Coventry Lofts and Kingston Village

1996 The Renaissance Group, a 501(c)6, formed to provide staff and programming support: later rebranded to Cedar Rapids Downtown District

2007 Vision Cedar Rapids Downtown Framework Plan (JLG Plan) developed to guide downtown development

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2012 Organizational merger combined three separate entities – Cedar Rapids Area Chamber of Commerce, Cedar Rapids Downtown District and Priority One – into one new economic development entity, the Cedar Rapids Metro Economic Alliance; Downtown Framework Plan updated

2015 New Downtown CR brand launched

2016 Downtown SSMID boundary is expanded to include eight additional properties

2016 The entire community rallies to protect Downtown from the second highest flood crest in Cedar Rapids’ history

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Downtown CR - By the Numbers

2007 to 2017

62% INCREASE TOTAL RESIDENTIAL UNITS

Number of trash receptacles emptied 2-3 times per week

25% TOTAL NUMBER OF BUSINESSES

Manage the non-profit downtown banner program. Dozens hung monthly year-long!

53% GROWTH IN PROPERTY VALUE

140M THEN > 215M NOW

NEW INVESTMENT
Since 2007

$202M PRIVATE

$439M PUBLIC

Clean & Safe

116 HOURS + 22 VOLUNTEERS

Total hours and volunteers for 2016 Day of Caring

OVER 150 benches painted & stained annually

over 250 PLANTERS FILLED WITH FLOWERS

OVER fifty Number of trash receptacles emptied 2-3 times per week

40 street lamps WRAPPED WITH GARLAND & 40 trees DECORATED WITH LED HOLIDAY LIGHTS

10 FREE PUBLIC pianos PLACED & MAINTAINED
Today, the Downtown SSMID Commission is composed of property owners or representatives appointed by the Mayor to continue these initiatives, and remain visionaries in our plans for the vitality of downtown Cedar Rapids.

Over the past decade, the Downtown SSMID Commission has worked closely with the Cedar Rapids Metro Economic Alliance (formerly the Cedar Rapids Downtown District) to help carry out the commission’s commitment to ratepayers to fund economic development, communications and advocacy programs, capital improvements, enhanced maintenance, and parking management initiatives.

While the Downtown SSMID has funded and supported numerous projects, select highlights from the last ten years are included below.

**Building Value**

In 2016, there was a $23.4M increase in taxable valuation.

**ECONOMIC DEVELOPMENT**
- Siegel Property acquisition and demolition
- MedQuarter Regional Medical District formation
- Downtown Farmers’ Market
- Free Downtown Wifi
- McGrath Amphitheater

**COMMUNICATIONS AND ADVOCACY**
- Federal Courthouse
- Hotel and Convention Center
- NewBo City Market
- Cedar Rapids Public Library
- Greene Square
- Paramount Theatre
- Kingston Village

**CAPITAL IMPROVEMENTS**
- Façade Improvement Program
- Sidewalk Repair Program
- One-way to two-way conversions
- Skywalk system repairs
- LED lighting upgrade in all parking ramps

**ENHANCED MAINTENANCE**
- Major equipment purchases
  - Bobcat
  - Street sweeper
- Monthly street-sweeping
- Snow removal assistance
- Parking Ramp power washing during spring and fall seasons

**PARKING INITIATIVES**
- Privatization of parking system
- Parking system rebranding – Park Cedar Rapids

**LEGEND**
- DIRECT SUPPORT - Financial -
- INDIRECT SUPPORT - Staff -
- FINANCIAL & STAFF SUPPORT

- 834 NEW downtown residents

- Downtown Housing
  - Village Lofts
  - Roosevelt
  - Coventry Lofts
  - Clock House
  - Cedar River Tower
  - River View Condos
  - Cornerstone Place
  - Smulekoff’s
  - The Metropolitan
  - Kingston Lofts
  - Mott Lofts
  - Kingston Pointe
  - Kingston Village
  - Kingston Landing
  - 6th Street Commons
  - Kingston Commons

**36% INCREASE in parking spaces**

- Installation of new parking meter technology
- Implementation of pay by phone
- New Convention Center Parking Ramp
- New South Side Parking Ramp
- Parking Shuttle
- Event Trolley
 Reported by Photo: Go Cedar Rapids/@Williampbuckets

Shared Vision for a New Chapter

When the Downtown SSMID was renewed in 2007, no one could have anticipated what the next decade would bring. From epic natural disasters to a lengthy economic downturn, Downtown Cedar Rapids has been a case study of how a community can come together to weather any storm, natural or man-made.

Through strategic financial investment in planning and infrastructure, and guided by the unwavering resolve of Commission leadership, Downtown Cedar Rapids has experienced double-digit growth in its property value, housing stock, number of businesses and hundreds of millions of dollars in public and private sector investment since the SSMID’s renewal in 2007.

As Commission members and Downtown Cedar Rapids staff work with property owners toward SSMID renewal in 2017, the time for a shared vision for a new chapter is now.

The following priorities for the 2017 SSMID renewal were identified through interviews with current and former Commission and Cedar Rapids Downtown District board members:

- Attract new businesses
- Increase occupancy of downtown buildings
- Continued focus on downtown housing
- Strategic focus on projects that contribute to the 3rd Street and 3rd Avenue arts, culture and entertainment corridors
- Continued support of events and programming that create life in downtown
- Enhance downtown’s “sense of place” through investment in streetscape amenities, lighting, parking and access, cleanliness and safety
- Cultivate and promote a distinct identity for downtown

Dine. Dwell. Do.