



**Attendees:** Cedar Rapids Downtown SSMID

**Date:** May 28, 2025 | **Time:** 3:00pm-4:30pm

**Location:** Cedar Rapids Bank & Trust - 116 6th St NE, Cedar Rapids

## **AGENDA**

- |   |                 |
|---|-----------------|
| 1. Welcome, Introduction Call to Order                            | Klein/Knutson   |
| 2. Consent Agenda – March Minutes (pages 3-6)                     | Klein           |
| 3. 5SeasonFit Presentation  | Bassett/Coyle   |
| 4. Location Subcommittee Final Three Presentation (motion needed) | Knutson         |
| 5. VenuWorks Proposal (motion needed)                             | Bassett         |
| 6. Staff Updates  | Bassett/Knutson |
| i. Race for the Space   |                 |
| ii. Vacant Space  |                 |
| iii. Other Subcommittees  |                 |
| iv. MOU/Beautification  |                 |
| v. Events & Programming   |                 |
| 7. Other Business   | Knutson         |
| 6. Adjourn  | Klein           |

## **Reading Materials**

Medical SSMID Minutes (pages 7 – 9)

Community Development Minutes (pages 10 -11)

Program Manager (page 12)

Budget (page 13)

**Store Openings & Closings**

**Openings**

**Closings**

**Downtown SSMID Commission Members**

Joe Ahmann, Graig Cone, Jon Dusek, Jared Hanlin, Loren Hartelt, Ted Kepros, James Klein, Sarah Madsen, Jake Ryan, Randy Rings, Craig Stephen, David Sorg, Robin Sempf, Fred Timko, Dannette Tobin

**Next Meeting:** July 23, 2025

Anyone who requires an auxiliary aid or service for effective communication, or a modification of policies or procedures to participate in this City activity, you should contact Caleb Knutson at 319.730.1427 or email [cknutson@cedarrapids.org](mailto:cknutson@cedarrapids.org) as soon as possible but no later than 48 hours before the event.



## **Cedar Rapids Downtown SSMID Commission Minutes**

**March 26, 2025 | 3:00-4:30 p.m.**

**Cedar Rapids Bank & Trust**

**Present:** Joe Ahmann, Graig Cone, Jared Hanlin, Loren Hartelt, Ted Kepros, James Klein, Sarah Madsen, Robin Sempf, Craig Stephan, David Sorg, Fred Timko, Dannette Tobin

**Absent:** Jon Dusek, Randy Rings, Jake Ryan

**Guest:** David Maier, City Council

**City Liaison:** Jennifer Pratt

**Staff:** Jennifar Basett, Peggy Degnan, Caleb Knutson, Doug Neumann, Audrey Wheeler

### **Welcome, Introductions & Call to Order**

Klein called the meeting to order at 3: 01pm. He welcomed Robn Sempf, Director of Marketing and Customer Experience at Alliant Energy, to the commission and had he tell a little about herself.

### **Consent Agenda/Approval of January Minutes and MOU**

Hartelt moved to approve the minutes and the changes to the MOU with Madsen seconding. The January minutes and executive summary on changes to the MOU with the City were unanimously approved.

### **Homeless Systems Oversight Presentation**

Klein introduced J'nae Peterman saying she was with Waypoint but accepted this position with the City and ECICOG to combat homelessness. Since starting in June of 2024, she has created a landlord/tenant success initiative in partnership with CRB&T, because it is challenging to find landlords willing to rent to the homeless and said this is common across the nation.

Peterman is working on creating a systematic approach to ending homelessness by developing a coordinated entry system and getting people into the system right way. People will only have to contact one place now because the coordinated entry is handled through Waypoint.

Twice a year on the last Wednesday of January and of July, Peterman stated she and her team cover Cedar Rapids and Marion during late night hours to determine how many people are not in shelters. They saw a decrease from 2023 to 2024. The total number of individuals experiencing homelessness in

2024 was 174 (unsheltered and/or in shelters). Unsheltered population in 2024 = 20. She reported numbers are decreasing, while nationwide and other Iowa cities are seeing increases. Peterman attributes the decrease to their Street Outreach Approach and their Advisory Council that consists of people who have been in homeless situations. Often times, the homeless don't feel valued or worthy and sometimes they're not willing or able to comply with shelter rules. They've found people do want services, but there is a lack of adequate resources to meet increasing needs. Individuals need long term case management for physical and mental challenges, but decreases in funding are creating chronic homelessness. Thus, Peterman's team is trying to intervene beforehand to prevent homelessness. Funding has been coming from pandemic relief dollars which will end in September. Therefore, CRB&T is partnering with them to target a prevention system. Literal homelessness has decreased by 35%. Children experiencing homelessness decreased from 26% in 2019 to 7% in 2024. The current initiatives are:

- Landlord and tenant success
- Live Experience Advisory Council
- Community Care Team
- Street Outreach Team

Referral link: [ce@waypointservices.org](mailto:ce@waypointservices.org) The team will respond in 12 hours and start a service plan on an individual. Plan to start next week when winter weather closes.

### **Subcommittee Updates**

Downtown Location: RFP was sent out and they have received three responses thus far.

Marketing & Public Relations: A Kirkwood student is now a committee member as well as a Kirkwood Professor.

Race-for-the-Space: Knutson shared they now have members of the SCORE Chapter in Cedar Rapids on board to be mentors, Expert/Celebrity judges and an Application Review Team have both been selected. He said they are seeking existing businesses who want to expand, Newbo shop owners and start-ups. He also mentioned a business in Iowa City that wants to expand in downtown Cedar Rapids. Knutson also shared a tentative timeline with a tentative date of August 13<sup>th</sup> as the day to announce the winner during a special Race-for-the Space happy hour event at a location TBD.

Other updates were given in regard to funding opportunities for the Trolley. The trolley is going to be used for ImpactCR's Foodie Crawl and during Five Seasons Fit (5SF). Also, they're in the process of establishing a summer schedule.

### **Implementation Committee**

Knutson said we need to do a better job of communicating our story. The City has created a communications calendar.

### Vacant Properties

Partnering with the City because they have resources to determine Leakage & Void analysis through Sightseer, and then he'll meet with the City's retail consultant to produce a strategy.

### Commission Terms

- Hartelt to become Chair starting January 1st because Klein becoming Chair of Policy Board. Kepros to remain Vice Chair of SSMID.
- First terms expiring on June 30, 2025: Ted Kepros, Sarah Madsen, Randy Rings
- David Sorg expires June 30, 2025. His replacement from OPN is Landon Burg.

### SaPaDaPaSo

Reporting delay for 2025 attendance. St. Patrick's Day parade doubled from 5K to 10K when moved to official St. Patrick's Day of the week in 2024.

### **Project Updates on Vison Plan**

#### Beautification

- Repairs on 3<sup>rd</sup> Avenue bridge will be done in phases, so only half of bridge to be shut down.
- 3<sup>rd</sup> Avenue planters to serve as borders to the new parking lot at the corner of 1<sup>st</sup> Street and 4<sup>th</sup> Avenue NE. Planting beings in mid-May.
- There are 50 Big Bellies downtown. A service rep is coming next week so he and Bassett will walk around town and evaluate.
- Seasonal Staff – a waterer will return this summer and we'll have a maintenance intern from Kirkwood.
- A change in placement of the Cedar Rapids Sign is needed for it to be in proximity to an existing ADA ramp on Mays Island. Sign to be installed by June 15<sup>th</sup>. Sign Size = 9 ft. X 27 ft.

#### Events and Programming

- 5 Seasons Fit (5SF) will occur June 22-28. Bassett showed two possible logos.
- Downtown walking group meets at 12:15pm on Mondays at corner of 2<sup>nd</sup> St. and 2<sup>nd</sup> Ave.
- Bike to Work Week: May 10<sup>th</sup> – 17<sup>th</sup>.
- "Sip Local Saturdays" is starting. It will support coffee shops.
- Pop-up Art Gallery: display artwork in vacant buildings/windows

#### Marketing

- Projector will show upcoming events.
- Sponsorship form is on the website now with a live ticker showing how much money is left to donate.
- Madsen suggested having a QR code for businesses to display in their windows so people could scan it to find out what is going on downtown.
- Collaboration on the kiosks because Czech Village is also interested in them.

**Other**

- The City has installed 70 cameras around town to read license plates.
- Extend SSMID boundary to include Casino. Per Neumann, the process should start July 1, 2026 to go into effect on July 1, 2027. Pratt said the Casino could make a voluntary donation in 2026 and then formally contribute in 2027.
- The *Young Creatives* could possibly reinvent and manage Uptown Friday Nights in Greene Square Park per Bassett.
- Knutson to walk around downtown Friday, April 4<sup>th</sup>, with mascot, Mr. Shucks, to promote Kernel's baseball in partnership with downtown.

**Action Items**

- Klein said to invite Cale Henderson and/or Katie Curtis from Community Development Innovation Council to SSMID meetings.
- Invite Police to give a mid-year update.
- Klein asked Degnan to send calendar invite for tentative Race-for-the-Space event on August 13<sup>th</sup>.

**Adjournment**

The meeting adjourned at 4:22pm.

/pd

**Medical SSMID Commission Meeting Minutes**

**May 14, 2025, 8:00 a.m. – 9:30 a.m., Cedar Rapids Bank & Trust**

**Present:** Gordon Epping, Eric Dalton (virtual), Casey Greene, Pauline Herb, Michelle Jensen, Suzy McGrane-Hop, Okpara Rice, Brian Steffen, Barb Tupper, Nathan Van Genderen, Amanda Zhorne

**Absent:** Alejandro Pino, Nathan Van Genderen

**Guests:** Ron Corbett; Cedar Rapids Metro Economic Alliance, Jennifer Pratt; City Liaison, Noah Zeker; Assistant City Liaison

**Staff:** Jennifar Bassett, Peggy Degnan, Caleb Knutson, Phil Wasta (virtual)

**Welcome & Call to Order**

McGrane-Hop called the meeting to order at 8:03 a.m.

**Consent Agenda**

**Rice moved to approve the March minutes, financials and reports with Epping seconding. The motion was unanimously approved.**

**New and Renewing Commissioners**

McGrane-Hop and Wasta welcomed Barb Tupper, VP of Advancement at Coe College, to the commission. Her term is April 8, 2025 through June 30, 2026.

Wasta stated Pino's and Van Genderen's have submitted applications and Brad Thatcher has applied to replace Rice from Tanager at the conclusion of his term. These will be officially approved by the Mayor before June 30<sup>th</sup> when terms expire and new terms start on July 1, 2025.

At the July meeting we will recognize the change of Chair from McGrane-Hop to Herb; and Vice Chair from Herb to Greene, both effective July 1<sup>st</sup>. These are two-year terms leading to Greene becoming Chair in July of 2027. **Epping moved to approve Greene as Vice Chair with Steffen seconding. The motion was unanimously approved.**

**School Bond Referendum**

Corbett, VP of Economic Development with the Cedar Rapids Metro Economic Alliance, stated there are four factors needed to make for a great community: 1) vibrant economy, 2) good quality of life 3) excellent healthcare and 4) strong schools. The original plan was for \$211M, but polling showed it was too costly with the uncertainty of today's economy. Thus, the school board listened and came back with a revised plan of \$117M to include renovations being made to Wilson, McKinley and Roosevelt, not tearing down Harrison and some improvements to Kennedy. Corbett shared 61.8% of the community now supports the bond issue assuming a robust campaign takes place. In Iowa, we need 60% to pass instead of 50%.

He mentioned all other area school districts have made great improvements such as College Community, Marion and Alburnett and **LinnMar is currently building a \$50M addition**. If passed, Cedar Rapids will still have the lowest property taxes of all the districts. Corbett stated because this commission is made up of community leaders and influencers, he's laying the groundwork today in hopes you'll provide your voices to help promote the bond referendum.

## Review FY'26 Budgets

The only thing different on the SMMID budget is **?** and street sign toppers have been eliminated. No lines were eliminated due to non-use in MedQ, Inc.

Wasta explained it will be a heavy year for parkway improvements with a payout of \$375K, since the roundabout will take a sizable portion. Everything else is the same as projected. Between the two budgets, SSMID = \$375K and MedQ, Inc. = \$430K. Of that total, \$250K was designated for A Avenue. Wasta stated it doesn't matter if we take it out of SSMID or out of MedQ, Inc., because \$250K will be taken and pushed forward to 2027.

Greene asked about cash reserves. Wasta said we have a good amount of carry-forward funds. Therefore, we knew we were going to spend unused funds starting in 2027. Gordon said we're going to dip into reserves and will continue to add money back in. He said we'll be fine, but asked if we should increase the levy because after A Avenue, we'll need to build up reserves again. Wasta shared the majority of prior income was from the levy, so the rate was set at \$3.75. After we were at a balance, we decreased it to \$3.25 and then again to \$2.75. Per Wasta, we're good on income and expenditures. He feels there is not an appetite to raise the levy rate at this time. **Epping moved to approve the FY'26 Budget with Greene seconding. The motion was unanimously approved.**

## Review/Approve Funding for Mural at A Avenue & 7<sup>th</sup> Street NE

Wasta shared he was approached by St. Luke's about changing out the mural at the I-380/7<sup>th</sup> St. off ramp. They would like the mural to be more community focused rather than healthcare related. The mural design is underway, with the theme of *Season's We Enjoy*. The funding is \$13K for the mural. The mural will be a 30 x 90 canvas and will be digitally produced on vinyl and attached to the building. The artist and painting will cost \$13K with St. Luke's paying the remaining costs. **Rice moved to approve the mural with Steffen seconding. The motion was unanimously approved.**

## Process for Additional Mural at 830 1<sup>st</sup> Avenue NE

Every year we've had \$30K set aside for murals, so Wasta is pleased St. Luke's came forward with their mural location. Therefore, St. Luke's, Wasta and Zhorne met with Murals & More. They handle all the processes so once they have a funding source and a location, they help with art coordination and getting the mural in place. St. Luke's would like to have a say as to what goes on it along with the caveat it could up for as little as two years because of future development. Usually, the life of a mural is 10 years. A preliminary draft for the 107 ft. x 22 ft. wall has already been received. In the call for artists, there is a \$10 per square foot budget, so \$24K total. Greene felt two years is aggressive. Intentions are for a vinyl mural to take up most of the large wall since it will have good visibility. Murals & More knows how to work with artists to create a good end-product; therefore, four renderings have already been budgeted for because trust has been developed with Murals & More. The mural potentially could be done by November 1<sup>st</sup>. Greene said they would cover the cost of lighting this mural.

## Review/Approve Plan and Funding for Green Space at 4<sup>th</sup> Avenue & 10<sup>th</sup> Street SE

Wasta reported they had a great meeting with Anderson Bogert, but he will need Board approval to proceed. Studies have been done for a paved plaza with drainage/run-off and electrical for outlets. If we do turf, then irrigation will be needed. Green said it shouldn't be done unless it's irrigated. Wasta said the cost to install an irrigation system is \$10K for a valve, backflow meter and to connect to City water. Wasta is getting quotes now to work within the budget. He did get approved from the City for up to \$100K for 50% of the pavers. Wasta is obtaining a quote **from Pinnacle for mechanical and from Fleming for irrigation. Request for \$120K to determine what paver and design, etc.,** so the breakdown is in process and the paver portion will factor in a 50% credit back as reimbursement from the City. **Epping moved to approve 120K for funding with Zhorne seconding. The motion was unanimously approved.**

## Committee Updates

Branding & Marketing, Economic Development, Finance & Operations, and Standards reports were provided in the agenda packet.



Epping reported he heard from the IRS. Wasta said the IRS is seeking clarification on the non-use of funds to make sure language is used so no one from the MedQ Foundation could benefit in any way.

### **Executive Director's Update**

The Executive Director's report was included in the agenda packet.

### **April Executive Director's Report**

#### Placer.ai Updates

Wasta will have a robust report in July showing year-over-year inbound and outbound traffic for the Med Quarter's 55 square blocks. The report will give an understanding of where people are coming from and where they are going.

#### Update on 5<sup>th</sup> Avenue Milling / Curb / Repaving Project, 5<sup>th</sup> Street – 10<sup>th</sup> Street SE

The milling, curbing and paving project is underway. Wasta credited the head of public works, because after he contacted him the City changed their plan so it won't disrupt traffic.

#### Update on 8<sup>th</sup> Avenue / 10<sup>th</sup> Street / Mt. Vernon Road SE Roundabout Project

The 8<sup>th</sup> and 8<sup>th</sup> intersection is now open and moving forward as scheduled.

#### Update on A Avenue from 7<sup>th</sup> to 10<sup>th</sup> Street NE Roadway / Parkway Project Design

Construction is targeted to begin in 2027.

#### 10-year Anniversary as Executive Director on 6/1/2025

Wasta mentioned he likes what he does and who he works with and believes the process is achieving great things.

### **Other Business**

MedQ, Inc. used funds from their public relations budget to sponsor *Meals from the Heartland*. There was a nice engagement from stakeholders as well as McKinley STEAM Academy culinary students, who were excited to help. Also, the entire staff of Kathy's Pies took off work to pitch in. Together, 52K meals were packed in six hours.

### **Adjournment**

**Epping moved to adjourn with Greene seconding. The meeting was adjourned at 9:08 a.m.**

/pd



**Community Development Innovation Council**  
**Meeting Minutes**  
**April 23, 2025 | 11:30am-1:00pm**  
**Foundation 2**

**Present:** Ryan Bosch, Brittany Clark, Katie Curtis, Addie Eichhorn, Ben Gander, Eric Hanson, Cale Henderson, Kelli Kurek, Aaron Loan, Jim Miller, Brandi Sawyer, Jordan Sullivan, Lori Wiles, Amanda Zhorne

**Absent:** Sarah Blais, Landon Burg, Maurice Davis, Erynn DeRycke, Brad Joens, Jamie Meyers, Jessica Montgomery, Zach Schladetzky, Nate Seyfer, Julie Stow

**Staff:** Jennifar Bassett, Jule Day, Caleb Knutson, Doug Neumann

**Welcome and Call to Order**

Henderson called the meeting to order and welcomed everyone at 11:30am.

**Approval of February Minutes**

Minutes from February were moved, seconded and unanimously approved.

**Priority Updates/Vision Plan Implementation**

Knutson provided a quick overview of progress on Downtown Vision Plan elements. The plan is our North Star, and we do try to tie all programs, events and services back to the Plan in some way. We're letting the plan guide our efforts, and an implementation team meets monthly to keep projects on track.

Updates included new progress on Third Avenue Bridge construction, flood wall progress, the Cedar Rapids sign on May's Island, Race for the Space, a web site refresh, and a spreadsheet of for-sale or for-lease downtown properties that we're trying to figure out how to keep updated and accurate.

Knutson talked about the term "activation" that he hears a lot. What does that mean? To him, it means bringing downtown to life, especially through bringing more people to downtown activities. He noted how well the May's Island sign project fits that definition – it's interactive nature will bring people to an area that rarely has any people. He noted, too, more than 10K people came to the St. Patrick's Day Parade, about the same as 2024 and more than twice what it was in 2023, according to Placer AI data.

**Community Development Subcommittees**

Several key initiatives will benefit from some extra time and attention in committees. It's being suggested that everyone sign up for at least one committee, and Caleb will follow up by email to see what you want to be assigned to: Race for the Space, Trolley and Events.

Nothing has been determined yet as to frequency of committee meetings. Some questioned the purposes of committees. Knutson said the trolley committee could focus on seeking other opportunities for routes or partners, as he heard Impact CR asked about use. Bassett noted that an events committee already exists as

part of the Downtown SSMID, but that committee primarily reviews requests for funding from live music and other events. She envisions the Innovation Council events committee could brainstorm and vet ideas for what we can bring to downtown. A lot of people want more for downtown, but they just don't know where to start. We could potentially nurture ideas and get people pointed in the right direction.

### **Vision Plan – Future Headlines**

The council broke into small groups to create front-page headlines for a downtown 10 years in the future. The purpose of the exercise is to come up with another initiative or two the Innovation Council could work on.

Headlines included:

- Largest Attendance Yet in CR's annual music crawl
- CR Downtown small business scene booms with 200+ establishments
- CR Downtown supports healthy eating with health-conscious options
- CR Downtown deemed safest downtown area in Iowa.
- Another trolley added to downtown fleet
- Downtown converts 100% of vacant space to housing, retail and entertainment
- Annual 5 Seasons Fit event celebrates 10 years

From those headlines, the discussion evolved into a couple of potential initiatives:

- 1) Creation of toolkits for how to get certain things done such as starting a new event or relocating a business to vacant downtown office space. How can we remove barriers?
- 2) Creation of more amenities, programs and events to draw people downtown.
- 3) Efforts to fill or reuse vacant spaces. More rooftop bars, a grocery store and a pharmacy are among the always popular visions for downtown additions.

### **Other Business**

Knutson will follow up soon with potential dates for an off-cycle meeting or activity because the Council doesn't have a "regular" meeting again until August. In June, all four Innovation Councils will meet together in a special joint council meeting from 8-10a on Friday, June 27.

Knutson also will follow up to get everyone assigned to a committee and to schedule initial committee meetings.

### **Adjournment**

The meeting adjourned at 1:00 p.m.

/dn



## **District Program Manager Update –June 2025**

### **MOU/Beautification**

- 4<sup>th</sup> Street Trail cleanup and repair – Cleanup of weeds and spray – repair of bricks
- Sidewalk & curb repair/replace has commenced by the city – 4 of 11 identified areas have been fixed
- Planters should be done by June 7 – some planters from the 3<sup>rd</sup> Ave bridge will be relocated by the city
- Adding 10 additional trees to the west side
- Seasonal Maintenance Specialist May 19 and Intern Maintenance Specialist June 2
- Big Belly wrap design complete and 5 Big Belly double stations will be wrapped by June 7

### **Downtown Website & Media Updates**

- 5SeasonsFit added to “Things to Do” dropdown.
- 5SF Posted in “News” section and added to the EA page
- 5SF Facebook/Instagram created
- 5SF Press Release went out May 21
- DT Newsletter went out May 21; next issue June 18
- CBJ picked up 5SF, May 21

### **Upcoming Events & Programming (Downtown District Event Sponsorship Recipients)**

1. Farmers Market – June 7
2. IngniteCR Young Professionals Kick Off Event – June 12
3. 5SeasonsFit – June 22-28 (new to downtown)
4. Freedom Festival – June 26-July 4 (Celebration of Freedom)
5. The District CR Block Party – July 12
6. Cycle Nation/American Heart Association – September 25
7. Walk to End Alzheimer’s - September 27
8. City Brew Coffee Cart (City View High School)
9. Movie Mondays at The Yard – All Summer
10. Live Music at Iowa Brewing

### **Events & Programming (Sponsorship Requests Pending)**

1. Back to School Social, CR Public Library

### **Events, Programming, & Placemaking in Discussion**

1. Art Display– Students from City View High School are completing their canvas artwork and we will display their artwork in vacant space. Looking to activate the street level storefronts.
2. Mural Projects – Iowa Big students and City Walk Eatery
3. Façade Improvement – Theatre Cedar Rapids
4. Jazz Festival – Working with The Gazette, Wired, and Venuworks

### **Downtown SSMID Events Subcommittee 2025**

- \$65k budget - \$10k allocated to live music (patio season) and \$55k allocated to events & programming.
  - \$35,730 has been approved for sponsorship for events & programming.
  - \$938 has been approved for live music.
- Next meeting TBD (July)

	A	D	E	F
1	2025 Downtown SSMID Budget			
2	Carryover Funds Available	\$108,938		
3				
4	REVENUE	2025 Budget	Actual YTD	Balance
5	Contributions			
6	Taxes from Downtown Property Owners	\$764,633		
7	Alliant Energy Payment in Lieu of Taxes	\$47,262		
8	Public Sector Contributions to SSMID projects	\$50,000		
9	Private Sector Contributions to SSMID projects	\$50,000		
10	Billed Services - City of CR	\$237,156		
11	Other			
12	Total Revenue	\$1,149,051		
13				
14	MOU w/ City of Cedar Rapids			
15	Sidewalk & Alleyway cleaning	\$5,000	\$37	\$4,963
16	Holiday Lights	\$35,000	\$27,406	\$7,594
17	Flowers/Planters/Trees	\$60,000	\$0	\$60,000
18	Public Art Maintenance	\$5,000	\$0	\$5,000
19	4th Street Trail - contract maintenance	\$5,000	\$0	\$5,000
21	Shop Supplies & Vehicle Maintenance	\$18,000	\$5,153	\$12,847
22	Replace pickup truck	\$50,000	\$49,357	\$643
23	Banner & Banner Hardware	\$5,000	\$3,003	\$1,997
24	Big Belly Trash Cans - annual lease	\$72,767	\$24,256	\$48,511
25	Big belly trash bags/maintenance	\$3,000		\$3,000
26	Total MOU Expense	\$258,767	\$109,212	\$149,555
27				
28	Existing / Ongoing Programs & Initiatives			
29	Race for the Space	\$30,000	\$3,123	\$26,877
30	Projector content/maintenance	\$36,000	\$7,380	\$28,620
31	Unhoused support programming w/ Willis Dady	\$4,000		\$4,000
32	Placer AI	\$7,500	\$7,500	\$0
33	Marketing/Branding	\$30,000	\$2,534	\$27,466
37	Total Programs & Initiatives	\$107,500	\$20,537	\$86,963
38				
39	Staffing & Support Services			
40	Downtown Team (4 FTE + seasonal labor + OT)	\$418,990	\$139,663	\$279,327
41	Professional Support/Overhead	\$78,000	\$26,000	\$52,000
42	Management Fee	\$0	\$0	\$0
43	Total Professional Services	\$496,990	\$165,663	\$331,327
44				
45	SubTotal of Service Contract Spending	\$863,257	\$295,412	\$567,845
46	Downtown Vision Plan Priorities			
47	7th St Gateway Project	\$30,000	\$0	\$30,000
48	May's Island Improvements	\$75,000	\$75,484	-\$484
49	Signage & Wayfinding	\$30,000	\$0	\$30,000
50	Façade Improvement Program	\$25,000	\$4,625	\$20,375
51	Self-watering planters	\$10,000	\$6,149	\$3,851
52	Live Music Events (Event sub-committee budget)	\$65,000	\$27,980	\$37,020
53	Continue Trolley Service	\$30,000	\$19,779	\$10,221
62	SubTotal of New Commitments	\$265,000	\$134,018	\$130,982
63				
64	YTD Total of Initial Spending Plan + New Commitments	\$1,128,257	\$429,430	\$698,827
65				
66	Total Available for Discretionary Investments	\$129,732		
67	Downtown Storefront Lease & Buildout			
68	Greene Square Programming			
69	VenueWorks Sponsorship			
70	Biking Destination (signage, painted routes)			
71	Other Downtown Vision Plan Priorities			
72				
73	NET Income	\$129,732		