



NOTICE OF MEETING

Downtown Cedar Rapids Commission

Date: 1-21-26 Time: 3-4:30 PM
Location: Cedar Rapids Bank & Trust - 500 1st Ave NE

AGENDA

1. CALL TO ORDER

2. APPROVAL OF AGENDA

3. APPROVAL OF PREVIOUS MEETING MINUTES..... **Pages 13-15**

4. PUBLIC COMMENT

5. PRESENTATION

Iowa Economic Development Authority Downtown Development Team

6. REPORT and VOTE ITEMS..... **Pages 3-5**

A. Budgetpage 16

B. City Budget Format.....page 17

C. Change to Fiscal Year

7. REPORTS..... **Pages 6-11**

A. Location Subcommittee

B. Sunshine Laws

C. Program Manager MOU Budget Summary 2025.....page 25

D. Programming 2026.....page 27

E. MOU & Maintenance 2026.....page 29

F. Winter Marketing Campaign Recap.....page 39-49

8. DIRECTOR'S REPORT**Page 12**

9. OTHER BUSINESS

10. Next Meeting Date: **Wednesday, March 25**

11. ADJOURNMENT

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
as soon as possible but no later than 48 hours before the event.



Reading Materials

Community Partnership Plan - pages 23-24
New Year Downtown Stats - pages 31-38
MedQ SSMID January Minutes – pages 50-51

Upcoming Events/Programs:

Biz Mix: Jan. 22 from 4:00-6:00pm; Shive-Hattery, 222 3rd Ave., SE, Ste 300
Annual Meeting: January 29 at 1:30am-1:00pm, DoubleTree Hotel
Biz Mix: Feb. 19, 4:00 – 6:00pm., Northtowne Cycle & Fitness, 1150 Blairs Ferry Rd NE
Restaurant Week: Feb. 20 – March 1st.

(For a complete event/program list, go to <https://www.cedarrapids.org/events-calendar/>)

Store Openings & Closings

Openings

Closings

Quinton's
Runt's Munchies

Downtown SSMID Commission Members

Joe Ahmann, Landon Burg, Graig Cone, Brittney Clarke, Jon Dusek, Jared Hanlin, Loren Hartelt, Ted Kepros, Sarah Madsen, Juliet Pae, Jake Ryan, Randy Rings, Robin Sempf, Fred Timko

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Item No.: 6.A

ISSUE: Budget

BACKGROUND:

The draft budget was presented to the Commission on November 19 and subsequently reviewed by the Finance Subcommittee on December 17. At that time, murals were moved to a below the line expense. Last year this item was discretionary, but with three murals already planned for 2026, this shift reflects a more accurate classification as a planned operating expense. No other major changes were recommended following the November 19 presentation.

Following the Executive Committee meeting, staff learned new information regarding long term regional funding plans that directly impact Downtown's financial planning. These discussions are preliminary and not public. Based on guidance received, staff has been asked not to pursue independent fundraising at this time. Instead, a future regional funding approach is being explored that would create designated funding pools for specific priorities, including arts and events, and distribute funds to community organizations when missions and goals align.

Finally, rightsizing efforts reduced most discretionary expenditures by approximately \$2,000 per line item to better align with current funding realities.

RECOMMENDATION:

Finance Subcommittee Recommends approval of the 2026 Budget

STAFF CONTACT: Caleb Knutson, cknutson@cedarparids.org
319.730.1421

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Item No.: 6.B

ISSUE: City Budget Format

BACKGROUND:

The City of Cedar Rapids requires all SSMIDs to provide an annual budget overview in this format. This overview gives the City a clear summary of how SSMID dollars are allocated and spent, and was submitted to the City on December 19th.

RECOMMENDATION:

Approval

STAFF CONTACT:

Caleb Knutson, cknutson@cedarrapids.org
319.730.1421

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Item No.: 6.C

ISSUE: Fiscal Reporting Year

BACKGROUND:

The Finance Subcommittee has reviewed the current calendar year fiscal reporting structure and identified an opportunity to better align the Downtown SSMID's financial planning and reporting with the City of Cedar Rapids. Transitioning to a fiscal year will place the SSMID on the same reporting calendar as the City, which is also the administrator of SSMID tax collection and distribution. This alignment of the fiscal year will improve annual budgeting by more closely matching the City's timeline with the receipt of SSMID tax revenues.

RECOMMENDATION:

Finance Subcommittee Recommends approval of switching from calendar year to fiscal year.

STAFF CONTACT:

Caleb Knutson, cknutson@cedarrapids.org
319.730.1421

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Item No.: 7 A

ISSUE: Location Subcommittee

BACKGROUND:

The Location Subcommittee met on December 14th to conduct a follow-up review of how the Downtown offices in the EA space were functioning after the initial decision. The discussion included a comparison of operations against the originally established goals and evaluation rubric, after which it was identified that the EA space continued to make the most sense. Moving forward the Location Subcommittee would like to discuss a long term lease with the EA.

RECOMMENDATION:

None.

STAFF CONTACT:

Caleb Knutson, cknutson@cedarrapids.org
319.730.1421

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Item No.: 7 B

ISSUE: Sunshine Laws

BACKGROUND:

Beginning July 1, 2025 anyone newly elected or appointed to governmental body needs to take Open Records trainings within 90 days of taking the oath of office or taking on the responsibility of the office. This class is meant to train the newly appointed or elected officials of Iowa's Open Meetings & Open Records Law.

Currently: Ahlers & Cooney, Hopkins & Huebner, Iowa Association of School Boards, Iowa League of Cities, ISU Extension: CED, and Linn County offer the trainings. On December 2nd, I took the Iowa League of Cities class.

Outcomes from the training. We have reworked our agenda format. Quorum, Commission must be mindful of accidentally creating quorum. Why all Commissioner emails will be BCC in order to not recreate a meeting with an accidental reply all. The Commission cannot take action (vote) on issues that were not included on the agenda. The public needs the opportunity to weigh in on the process & an impromptu vote does not allow that.

RECOMMENDATION:

None

STAFF CONTACT:

Caleb Knutson, cknutson@cedarparids.org
319.730.1421

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**ITEM NO: 7C**

ISSUE: Program Manager MOU Budget Summary 2025

BACKGROUND:

This summary accompanies the attached Program Manager MOU Budget Summary and provides a high-level overview of how Downtown SSMID resources are supporting core downtown services. MOU-funded operations continue to deliver strong outcomes in cleanliness, safety, and beautification; however, these services have increased in scope and complexity as downtown activity, expectations, and seasonal demands have grown. Budget pressures in 2025 largely reflect inflation, expanded coverage, and targeted one-time investments made to protect public safety and maintain the downtown experience.

Strategic beautification and maintenance investments remain focused on long-term efficiency and sustainability. Continued transition to self-watering planters, targeted streetscape improvements, and proactive equipment maintenance are intended to reduce labor strain, extend asset life, and support placemaking efforts such as expanded holiday lighting. The Downtown Maintenance Team remains a critical operational backbone, providing daily services and supporting a growing number of community and Economic Alliance events, while aging equipment and increased year-round use heighten the importance of reliable fleet and infrastructure investments.

Discretionary investments allow Downtown SSMID to respond to evolving needs, support high-impact programming, and fill gaps beyond the MOU baseline such as the Downtown Vision Plan. As downtown's footprint and level of activation continue to expand, staffing capacity and equipment sustainability have emerged as key considerations to maintain service levels and manage long-term risk. Continued City partnership is essential to sustaining the standards that support downtown's economic vitality, placemaking, and overall quality of life.

RECOMMENDATION:

Attachment

STAFF CONTACT:

Jennifar Bassett, jbassett@cedarrapids.org

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Item No.: 7D

ISSUE: Programming 2026

BACKGROUND:

As the Downtown District moves into 2026, programmatic and operational efforts remain focused on delivering a clean, safe, and welcoming downtown while positioning the district for continued growth and increased activity. Core work includes coordinated beautification improvements, strategic maintenance investments, and placemaking initiatives that enhance the downtown experience for residents, businesses, and visitors. Targeted efforts such as trail improvements, expanded use of self-watering planters, and future tree placement planning support both aesthetic consistency and long-term operational efficiency, while aligning with planned City-led infrastructure projects.

The Downtown Maintenance Team continues to be a critical operational backbone, supporting daily cleanliness, seasonal needs, and an expanding calendar of events. In addition to maintaining downtown public spaces, the team provides significant event support for the Economic Alliance. As downtown programming and activation continue to grow, planned equipment maintenance, fleet optimization, and the proposed addition of a year-round part-time maintenance position reflect the need to sustain service levels and protect existing investments.

Looking ahead to 2026, programming and placemaking efforts will emphasize community engagement, partnerships, and downtown identity through public art, student-led creative projects, murals, and potential temporary installations supported through sponsorships. Major events, including the Cedar Rapids Marathon and a proposed spring music festival, will further activate downtown and drive visitation. Ongoing coordination with City departments, property owners, and private developers around construction projects will remain essential to maintaining accessibility and minimizing disruption. Together, these efforts position downtown for continued activation, economic vitality, and long-term community impact as final budget decisions are made.

RECOMMENDATION:

Attachment

STAFF CONTACT:

Jennifar Bassett, jbassett@cedarrpaids.org



ITEM NO: 7E

ISSUE: MOU & Maintenance Plan 2026

BACKGROUND:

The 2026 Downtown MOU & Maintenance Plan outlines the core services and operational capacity required to maintain a clean, safe, and welcoming downtown as activity levels, programming, and community expectations continue to grow. The plan reflects a proactive, structured approach that prioritizes consistency, safety, and long-term asset care across sidewalks, alleys, public spaces, and key downtown corridors. These services form the foundation that supports downtown businesses, residents, visitors, and year-round events.

A primary focus of the 2026 plan is staffing, operational capacity and efficiency. The current maintenance team continues to meet daily service demands while supporting an expanding footprint that includes additional events, streetscape enhancements, unhoused cleanup, and beautification projects. To sustain service levels and reduce strain on existing staff, the plan proposes adding a year-round part-time Maintenance Specialist. This addition is intended to stabilize operations, improve response times, and protect equipment and infrastructure as downtown activity becomes increasingly year-round rather than seasonal.

The plan also emphasizes lifecycle management of downtown assets, including sidewalks, holiday lighting, planters, trees, public art, vehicles, and waste infrastructure. Strategic scheduling, preventative maintenance, and selective contracting are used to balance efficiency with quality while reducing long-term costs and risk. Continued coordination with City departments, the Economic Alliance, and community partners ensures downtown maintenance efforts align with broader citywide goals and major events. Collectively, the 2026 Maintenance Plan reinforces the importance of sustained investment and partnership to preserve downtown's functionality, appearance, and economic vitality.

RECOMMENDATION:

Attachment

STAFF CONTACT:

Jennifar Bassett, jbassett@cedarrpails.org



ITEM NO: 7F

ISSUE: Winter Marketing Campaign Recap

BACKGROUND:

The Downtown Cedar Rapids Winter Marketing Campaign (December 2025) highlights a multi-channel effort designed to increase visibility and engagement during the winter season. The campaign included a homepage takeover, streaming TV advertising, social media advertising, and an Everyday Iowa interview, creating consistent exposure across digital, broadcast, and local media platforms.

Performance results show strong reach, particularly through streaming TV, where the Downtown Cedar Rapids commercial was viewed 65,626 times and reached over 15,000 households during December. Social advertising has further expanded reach, with impressions tracked across age and gender demographics, helping ensure the message connected with a broad and targeted audience.

Overall, the campaign successfully elevated awareness of Downtown Cedar Rapids during a key seasonal period, leveraging diverse media channels to reinforce messaging, drive recognition, and support winter activity and visitation in the district.

RECOMMENDATION:

Attachment

STAFF CONTACT:

Jennifar Bassett, jbassett@cedarrpails.org

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Item No.: 8

ISSUE: Directors Report

BACKGROUND:

We are launching our Renewal Campaign at the end of February. Casey Prince had left detailed notes behind, on the signature process. My meeting with him he was also able to give details on his strategy, which I will employ doing this process. Plan to have all signatures presented to the City Council at the second City Council meeting in March '27.

Dannette Tobin has resigned from the Downtown SSMID. We are thankful for her support and service on the Commission. She gave us a recommendation for a replacement for her

We are partnering with Ty Rushing Professor of Journalism to work with his Community Media class for the Spring Semester. They have previously worked with the [African American Museum](#). They will be interviewing various Commissioners & business owners. Crafting media to tell the story of Downtown Cedar Rapids.

RECOMMENDATION:

None

STAFF CONTACT:

Caleb Knutson, cknutson@cedarparids.org
319.730.1421

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Cedar Rapids Downtown SSMID Commission Minutes

November 19, 2025 | 3:00-4:30 p.m.

Cedar Rapids Bank & Trust

Present: Graig Cone, Jon Dusek, Loren Hartelt, Ted Kepros, James Klein, Randy Rings, Jake Ryan, Robin Sempf, Fred Timko, Danette Tobin

Absent: Landon Burg, Joe Ahmann, Jared Hanlin, Sara Madsen

Guests: Lt. Robinson; Cedar Rapids Police Department, Brittanie Clarke; CRB&T

City: Jennifer Pratt and Noah Zeker; City Liaisons

Staff: Juliet Abdel, Jennifar Basett, Peggy Degnan, Caleb Knutson, Audrey Wheeler, Phil Wasta

Welcome, Introductions & Call to Order

Klein called the meeting to order at 3:03pm.

Klein was presented a gift of appreciation for his leadership, as this is his last meeting as Chair of the Downtown SSMID. Klein will become Chair of the Board of Director's for the Cedar Rapids Metro Economic Alliance starting January 1, 2026. Brittney Clarke of CRBT will be taking his seat on the Downtown Commission.

Consent Agenda/Approval of October Minutes

Hartelt moved to approve the October 1st minutes with Timko seconding. The October minutes were unanimously approved.

Cedar Rapids Police Update

Lt. Robinson gave an interesting presentation on how the City of Cedar Rapids maintains a network of stationary and mobile camera systems. Robinson shared the cameras have great value for criminal investigations and safety. He explained the system includes Automated License Plate Recognition (ALPR) technology to enhance real-time crime detection and response. This technology has the capability to generate "hot lists" of vehicles flagged as being connected to various crimes. The City has seven stationary ALPR's at major throughfares.

Flock Safety has built expansive networks through public-private partnerships, including retail and commercial sectors. Locally, Robinson mentioned Lowe's uses this vendor to identify when a vehicle enters their property that has stolen from them in the past. The police hope to have this same type of partnership with the casino as they do with Lowe's. A license plate is not required to search for a suspect vehicle, as other vehicle descriptors

such as color, type and make of vehicle can be used to identify and locate vehicles. Cedar Rapids has 200 cameras at intersections and other busy sites.

Downtown has five PTZ cameras attached under the skyways. Also known as Pan Tilt Zoom, they provide 360-degree view. Lt. Robinson reported shootings and violent crimes are significantly lower than in the past.

Draft Budget

Attention was drawn to several line items for discussion: renewal process, downtown maintenance team, VenuWorks sponsorship, music festival and marathon. Race-for-the-Space to be held every other year. Knutson to determine line item for Murals. There are 3 murals planned for 2026 per Bassett.

Dusek asked if the new casino will become part of the downtown SSMID? Rings said the downtown district can be amended to include Local Pour Street Foods (LPSF) and the casino. LPSF has expressed desire to be in SSMID.

Knutson suggested to have task force or committee discuss the expansion of the SSMID and have talking points ready for when it's time to bring in Casino.

Update Vision Plan Initiatives

- Third St SE – is not on CIP plan for several years and will take 3 construction seasons to complete. The SSMID will address public art, placemaking and wayfinding during 2026.
- CR Marathon - already has over 900 registrants. Bassett will be co-chairing this event. She said 1000 volunteers will be needed.
- Music Festival—SSMID will be partnering with Gazette and McGrath to make sure downtown is vibrant. Plans are to have this be an annual event.
- Freedom Festival – 2026 will be their 250th year. The SSMID typically is a sponsor. Bassett will arrange for them to pitch/speak to the SSMID at an upcoming meeting.
- Mays Island - received a positive structural report so public art can be constructed there.

Holiday Trolley

The City is doing trolley study, so they've instructed Downtown not to have the holiday trolley until the study is done. After much discussion about last year's success, wanting to keep momentum by not skipping a year, being able to reuse last year's signage, and Horizon's to use a larger vehicle, etc., it was decided to move ahead with having the trolley run as it did last year during the Holidays. Organizations can contact Horizon's directly if they want to schedule the shuttle. The Commission directed staff to run a Five Seasons Lights Shuttle throughout the month of December.

Retail Study

Knutson shared a retail consultant had been in cedar Rapids and reported his findings during a meeting today.

Dusek shared that Michael Berne from NYC, has served on the Board of the International Downtown Association. Burns spent five days getting a feel for Cedar Rapids. He went to Lindale and Westdale as well. When asked what grade he would give Cedar Rapids, Berne responded a grade of C.

Staff Updates

PlacerAI Data has been incorporated into the Downtown website, Knutson said they will provide an update in real time. He shared 70% of downtown traffic comes from outside the community.

Marketing

On November 21st, Bassett will be on *Everyday Iowa* on KCRG promoting downtown events for the holidays, so she will also now promote the trolley.

MOU/Beautification

Bassett reported the repairs on the 4th Street Trail have been done eliminating any trip hazards. She also mentioned Geneva Towers has plans for a mural and façade improvement. Murals & More commissions the artist and we contribute a maximum of \$10K and help maintain it. Bassett shared Interns from City View High School have been helping the downtown maintenance crew and it's been a good experience for both parties.

Other

Timko and Dusek shared some information from the Parking Board. They said more money is made on transient parking than on monthly parking. Occupancy rate on both sides of the river is at 40%.

ADJOURNMENT

The meeting adjourned at 4:20pm.

/pd

Please enter the tax levy to be certified for the SSMID for fiscal year 2027 budget year (July 2026–June 2027) in the box below:

2.75

As required by the ordinance establishing the SSMID, please provide a detailed annual budget for consideration and approval by the City Council. The budget should contain at a minimum, the sources of funding, uses of funding, and a breakdown explaining how the funds spent within the SSMID contributed to its stated purpose and goals.

Uses of Funding	Budgeted Amount	Contribution towards the SSMID purpose/goals
Administration	528,006	Essential to the coordination and operation of the SSMID to carry out its purpose and goals
Mural Project	30,000	Currently have three murals planned to increase visual appeal for the SSMID
Landscaping	94,000	Improvement of visual appeal for the SSMID throughout the district
Holiday Lights	60,000	Improvement of visual appeal for the SSMID for the holiday season
3 rd St Catalytic Project	30,000	Vision Plan initiative to active 3 rd St
Big Bellies	75,767	Ensuring that even our Solid Waste amenities are visibly appealing & easy to use.
Live Events Sponsorship	100,000	Supporting live events throughout the district through sponsorship dollars
Banners	5,000	Facilitating ongoing appearance & branding
Facade Improvement	25,000	Program to improve facades throughout the district
Retail Study	10,000	Vision Plan Initiative ensuring that downtown is vibrant through storefront activation.
Total SSMID Tax	\$818,871	

Memorandum of Agreement between the City of Cedar Rapids and the Downtown Cedar Rapids Self-Supported Municipal Improvement District Commission

ATTACHMENT A - AMENDMENT NO. 1

Category	City of Cedar Rapids Services	Downtown SSMID Services
A. General		
		Respond to complaints and problems reported.
		Regular monitoring and cleaning of the downtown, including debris, gum, cigarette litter, etc.
Staff liaison to attend SSMID meetings, as needed.		SSMID to meet regularly.
Budget \$5,000 annually for the SSMID's fleet / equipment.		Properly maintain fleet / equipment partially funded by City.
		Maintenance of property and equipment.
Regularly communicate completion of work requests.		Regularly communicate completion of work requests.
Participate in funding of Downtown SSMID storefront.		
Cover 50% of salary cost of the SSMID Executive Director.		
B. Traffic		
Electricity expenses for all street lighting and electric outlets located on streetscape light poles		
Operate and maintain existing city owned light poles**		Contact Alliant for new Alliant-owned decorative light pole issues including maintenance and replacement of poles and lights. ** Alliant: 1-800-ALLIANT or https://www.alliantenergy.com/CustomerService/AlliantEnergyService/OutageCenter/RequestaStreelightRepair
		Provide and install holiday lights and decorations.
Provide map identifying zones to accommodate pruning/maintenance of approximately 1/3 of the trees each year and allowing holiday lights to remain on 2/3 of the trees.		Provide and install holiday lights and decorations according to the guidelines provided by the City's Forestry Division.
Conduct an annual meeting with City Forestry, SSMID maintenance staff, and the holiday light contractor to ensure best practices are followed.		If potential issues occur during the installation/removal of holiday lights, these will be reported immediately to the City's Forestry Division.
		Ensure the holiday lights are removed from the 1/3 of trees identified for annual pruning - targeting removal by January 15 with a hard deadline of February 1.
Repaint pavement markings (center lines, lane lines, stop lines, legends, and parking lines) once per year		
Install flags for selected holidays		Alliant Energy and SSMID responsible for all banner hanging and maintenance.
		Monthly banner hanging, banner program maintenance and scheduling, and shall provide an employee to hang the banners.
C. Sidewalk		
New Construction		
Developer is responsible for construction or reconstruction of sidewalks adjacent to developments per City standards.		
Major Repair (Street Reconstruction/Road Improvement Projects)		
City is responsible for construction or reconstruction of sidewalks per City standards.		
Minor Repair and Maintenance		
Annual inventory with SSMID		Work with and assist contractors on streetscape projects
D. Parkway		
New Construction		
Developer is responsible for construction or reconstruction of parkway adjacent to developments per District design standards.		SSMID is responsible for new parkway amenities to be constructed on existing streets with no parkway.
Major Repair (Street Reconstruction/Road Improvement Projects)		
City is responsible for reconstructing parkway to existing conditions per District design standards.		SSMID is responsible for new parkway amenities to be constructed as a part of a City road project.

Category	City of Cedar Rapids Services	Downtown SSMID Services
	Minor Repair and Maintenance Annual inventory with SSMID	Work and assist contractors on streetscape projects.
E. Alleys	Aid in waste removal strategies, where applicable. Street sweep twice per year.	Develop waste removal strategies with downtown business owners. Street sweep and power wash alleys on consistent schedule. Coordinate with City on a long-term strategy to maintain alleys and improve infrastructure.
F. Curbs	City is responsible for construction and maintenance of curbs to City standard.	
G. Bridges	Ensure fishing recreationalists regularly have permits checked and are reminded of their responsibilities when fishing from the bridges including, but not limited to, cleaning up after themselves and allowing room for pedestrians.	Address complaints related to trash and debris on bridges, sidewalks, and approaches within 1 business day of complaint.
H. Sidewalk Amenities	<p>City will allow without permit following City review for compliance the following sidewalk amenities:</p> <ul style="list-style-type: none"> • Benches • Bike racks • Cigarette ports • Flower pots, planters • Trashcans 	<p>Maintain trash cans, benches, and other inventory (current examples include power wash, sand, stain/paint, empty, refill, reline, etc.)</p> <p>Clear snow off and around trashcans, benches, and other inventory, does not include the 3rd Avenue Bridge.</p> <p>Repair and replace trashcans, benches, and other inventory on a case-by-case basis.</p> <p>Anchor benches and other inventory, when applicable.</p> <p>Establish preventative maintenance schedule for trashcans, benches, and other inventory.</p> <p>Fund remainder of lease obligation (net of City contribution) for at least 50 Big Belly receptacles through 2032.</p> <p>Submit to City liaison proposed locations for sidewalk amenities for review.</p> <p>Empty cigarette posts as needed.</p>
I. Trees/Tree Pits	<p>Prune trees along streets, pedestrian trails, and parks.</p> <p>For the SSMID's canopy improvement project, remove trees, remove stumps, and prepare the area for planting.</p> <p>By April 1 of each year, provide annual tree grate inventory.</p> <p>Upon request, remove dead trees and plant new trees.</p> <p>Limited elevated inspection of trees using a boom, upon request.</p> <p>Supply chipper mulch for shrub beds, as needed.</p>	<p>For the SSMID's canopy improvement project, purchase and plant new trees. Removals and new planting sites are to be forwarded to the City arborist for evaluation and approval. Approved street tree species shall be selected from the City tree list and planted according to the City tree planting detail.</p> <p>Provide the City at least 1 months notice for tree removal, stump removal, and planting preparations associated with the SSMID's canopy improvement project.</p> <p>By September 1 of each year, maintain and repair tree grates per City's inventory. Actions included, but not limited to, removal of broken tree grates and proactively removing grates to prevent the trees from growing into them.</p> <p>Responsible for the application of mulch and providing a dump location for 10-20 yards of chips at a time.</p>

Category	City of Cedar Rapids Services	Downtown SSMID Services
		Trim suckers out of trees; current City standard and arboricultural specifications (ANSI A300 part 1) are to be followed
		Blow leaves and trash out of tree pits.
		Coordinate on a maintenance strategy for tree beds that ensures ongoing tree health.
		Level mulch under tree grates eliminating trip points.
		Work with City Forestry on overall trimming.
		Fertilize and water, as needed
J. Flowers/Planters		Plant and maintain flowers in all planters and bowls (except in Greene Square) including 3rd Avenue Bridge.
		Move flower bowls, as needed.
		Fertilize and water, as needed.
		.
		Weed, pinch back as needed throughout season.
		Remove flowers at the end of the season.
	City will provide plantings to SSMID at cost to obtain.	SSMID will submit plantings order to Noelridge Greenhouse staff by September 15 th of each year. If the order is not submitted on time, the City will not provide plantings for that year.
K. Public Art		
	City will notify SSMID of new art projects that go through the Public Art Commission review process.	
	For SSMID-initiated public art on public property, prior to design being finalized SSMID will make a presentation to the Public Art Commission for recommendation and City Council approval.	
	City will offer information and resources on best practices for maintenance of artwork, as recommended in the Public Art Plan.	
	City will notify SSMID when graffiti or disrepair of public art is observed.	Maintenance of SSMID-initiated artwork (including clean-up of graffiti on murals) per the terms of the maintenance agreement.
		For SSMID-initiated public art, a written maintenance agreement is required to specify who is responsible to monitor the condition of the art and facilitate its care and maintenance for a period of not less than 5 years for permanent art installations and for up to 12 months for temporary installations.
		For artwork in the parkway, SSMID is responsible for regularly scheduled cleaning of artwork and maintenance of associated components, such as lighting and signage of art.
L. Solid Waste Pick-up		
	Empty on-street trash receptacles once per week.	
		Alert Solid Waste on trash cans missed during routine emptying.
		SSMID staff will empty overflowing trash cans as necessary between routine weekly Solid Waste Collections.
M. Street Sweeping & Sidewalk Clearing		

Category	City of Cedar Rapids Services	Downtown SSMID Services
N. Policing	Snow plowing and removal.	Coordinate sidewalk snow removal and communicate with business/property owners on the current protocol of not pushing snow into the street and/or parking spaces. Coordinate storage for pick-up with business owners. Snow removal must take place within 48 hours after the snow has fallen or ice has formed, in accordance to the Municipal City Code 9.11-Clearing Snow from Sidewalks
	Designate locations for snow removal, provide SSMID a map of snow removal location.	Remove snow to designated locations, per map provided by the City, from around streetscape amenities and crosswalks. Ensure snow is not pushed into street and parking spaces.
	Clear snow from storm intakes.	Coordinate process and materials used for snow removal with the City.
	Additional street sweeping, as needed.	Communicate with business/property owners on the current protocols for cleaning bird droppings.
O. Signature Trails (Fourth Street Tracks from A Avenue to 5th Avenue)	Provide annual flowers for beds	
	Maintain existing city-owned decorative lighting*	Contact Alliant for all new Alliant-owned decorative light pole issues including maintenance and replacement of poles and lights. ** Alliant: 1-800-ALLIANT or https://www.alliantenergy.com/CustomerService/AlliantEnergyService/OutageCenter/RequestaStreetlightRepair
		Fertilize planting areas around track.
		Manage and repair irrigation.
		Trim low tree limbs; current City standard and arboricultural specifications (ANSI A300 part 1) are to be followed.
		Clean up tracks.
		Mow and trim grass around tracks.
		Weed control.
		Weed perennial and annual landscape beds.
		Annually edge beds and re-mulch.
		Plant and maintain annual flower beds along the tracks.
		Snow and ice removal along the walkway. Snow removal must take place within 24 hours after the snow has fallen or ice has formed, in accordance to the Municipal City Code 9.11-Clearing Snow and Ice from Sidewalks.
		Responsible for minor and major repairs associated with walkways.
P. Signature Trails (Riverwalk North of Cedar River Trail)		Seasonal maintenance, as required, such as weeding, raking, and trimming of the shrubs.
		Snow and ice removal on plaza and riverwalk. Snow and ice removal must take place within 24 hours after the snow has fallen or ice has formed, in accordance to the Municipal City Code 9.11-Clearing Snow and Ice from Sidewalks.
	Replace burned out light bulbs ***	Monitor bulbs and report burned out light bulbs to the City.
		Responsible for minor repairs associated with the plaza and walkway.
		Pay for and hang holiday lights and decor. Coordinate with the Forestry Division by January 15 each year to identify a schedule for removing holiday lighting from trees to allow for proper tree maintenance/trimming.
Q. Signature Spaces (Third Street)		

Category	City of Cedar Rapids Services	Downtown SSMID Services
		Fund and maintain art projector on Third Street. The project scope includes all design and construction services for implementation. SSMID is responsible for all repairs, replacement or removal of the projector, lights, poles or any other features associated with this project. Coordinate with City staff to obtain proper permits, ensure project requirements are within code and allows response by emergency services.
R. Signature Spaces (Greene Square)	Monitor and repair irrigation system. Mow and trim grass weekly. Blow and trim walkways around park. Trim shrubs. General cleaning/upkeep/maintenance. Clean pockets around planters. Weed planters and flower beds. Rake leaves throughout Fall. Fertilize park. Re-seed grass in spring. Trim low tree limbs. Pick up broken limbs and twigs. Wash droppings off walkways/park benches. Maintain park benches. Maintain festival lighting. Empty trash receptacles inside the park.	
		Snow removal around the perimeter of Greene Square, and on central walkway. Snow blade is allowed around the perimeter of Greene Square. Shovel or power broom must be used on the central walkway to protect pavers. Ensure snow is not pushed into the street or parking spaces. Snow removal must take place within 48 hours after the snow has fallen or ice has formed, in accordance to the Municipal City Code 9.11-Clearing Snow from Sidewalks.
		Spread sand for traction, as needed. Sand only to protect pavers.
S. Signature Spaces (Parklets)	Champion the parklet program and encourage businesses to host parklets each year. SSMID will identify locations for formerly City-owned parklets and work with businesses for privately owned parklets in the future. Review applications annually for new or renewed parklet applications. Work with the SSMID and businesses to evaluate and provide technical assistance on new parklet proposals.	Assist interested businesses in submitting application materials by March 1 of each year to the City for parklet installation. Work with businesses to ensure installation and removal of approved parklets each year within dates specified by the City's Administrative Guide for Sidewalk Cafes.
T. Signature Spaces (Plaza 425)		Water flowers and plantings.
U. Signature Spaces (Tree of Five Seasons Plaza)	Responsible for all upkeep and maintenance of plaza, including landscape turf, landscape beds, riverbank, and prairie, as well as the irrigation system.	
V. Signature Spaces (UFG Parking Lot Enhanced Landscaping (2nd St. SE between 2nd Ave SE and 3rd Ave SE))	Maintain the enhanced streetscape features within the project area	Maintain the public space within the project area consistent with the downtown sidewalk amenity standards within this agreement.

Category	City of Cedar Rapids Services	Downtown SSMID Services

Community Partnership Plan for Downtown Cedar Rapids

Purpose of partnership: The Iowa Community Media Class, led by Professor Ty Rushing, will partner with Downtown Cedar Rapids to create content to promote a burgeoning district as it attempts to reinvent itself to attract more visitors from Cedar Rapids and the rest of the Corridor. The partnership is a boon to both organizations as it will allow students to practice journalism skills with real-world partners who could benefit from additional support.

- **Week 3 (the week of Feb. 2):** Classroom visit. This would be at 2 p.m. on either Tuesday, Feb. 3, or Thursday, Feb. 5. Downtown Cedar Rapids Executive Director Caleb Knutson will visit Rushing's class on the 5th.
- **Week 8 (the week of March 9):** Provide a list of 20 downtown business owners, employees or Downton CR board members who would be willing to sit for a 30-minute oral history interview. We need phone numbers, emails, and the best times for students to contact them.
- **Week 11 (the week of March 30):** Caleb and Ty will meet again to discuss which downtown businesses will be partners for students' final project, which will be a two-to-three-minute marketing/promotional video produced by students.
- **Weeks 12-15:** Student teams will be assigned to their respective community business partners to arrange interviews, shoot B-roll, and edit their projects.
- **Last day of class (2 p.m. Thursday, May):** Caleb and board members attend Rushing's class to view the final projects.

Final Project Marketing videos:

- **Marketing videos: Five marketing videos about local businesses in the district.**

Examples of work from past semesters:

Documentary:

https://drive.google.com/file/d/1TlTVH9tV7KfwinYik32xi6q9doqebzL5/view?usp=drive_link

https://drive.google.com/file/d/1J9CbU8XlEg_lc58MgDjN8cwie6f7d6oT/view?usp=drive_link

Marketing/promo:

<https://drive.google.com/file/d/1qt3u9GGQ5B-6SoVdMOMQzAW6jEuOw9cg/view?usp=sharing>

Social Media:

https://drive.google.com/file/d/1An39JWPZrcJQc4cKqt3lewnHVNj-lRxQ/view?usp=drive_link

https://drive.google.com/file/d/18Zi2qLHFppCleLquFr9ImyDMRoBGf4LV/view?usp=drive_link

Oral history stories:

https://drive.google.com/file/d/1q_3G1a-chuVIXlrBd5zJjm_nDLu3dLDa/view?usp=drive_link



Program Manager MOU Budget Summary 2025

Purpose

This summary provides a high-level overview of the 2025 Downtown SSMID budget, distinguishing between MOU-required operational items funded in part through the MOU agreement with the City and discretionary investments advanced by Downtown SSMID. The intent is to report to the Downtown Board on clearly identified areas where additional investment is needed to sustain and expand core downtown services.

MOU / Beautification Operations

The following items are core obligations outlined in the MOU and represent essential baseline services. The 2025 budget reflects several overages driven by expanded scope, inflation, and strategic one-time investments.

MOU Line Items with Budget Overages

- Holiday Lights – *Budget: \$35,000 / Spend: \$65,755 / Variance: -\$30,755*
 - Increased coverage and rising installation costs drove the overage. Also, when the 2025 budget was approved, the cost of take down was not included. Take down costs for 2025 was \$21,000.
- Flowers / Planters / Trees – *Budget: \$60,000 / Spend: \$81,804 / Variance: -\$21,804*
 - Higher-than-anticipated planter labor costs and a strategic shift toward long-term planter solutions resulted in increased spending. Tree spending was reduced to partially offset labor impacts. One notable mention is downtown is responsible for the plantings at the 1st Ave parking garage.
In exchange, the parking department mows the 4th St Trail. We had additional costs for landscaping needs such as 4th St trail weeds and weed control, flower beds, and weed overgrowth throughout downtown.
- 4th Street Trail – Contract Maintenance – *Budget: \$5,000 / Spend: \$6,153 / Variance: -\$1,153*
 - One-time corrective work was completed to address safety concerns and trip hazards ahead of the City's planned future redesign and additional landscaping needs the downtown maintenance team is unable to maintain due to time constraints.
- Shop Supplies & Vehicle Maintenance – *Budget: \$18,000 / Spend: \$22,116 / Variance: -\$4,116*
 - Increased maintenance needs tied to daily operations, snow response, and event infrastructure setup. We incurred an additional \$4k cost to repair the front suspension of the older Toolcat (warranty expired and we opted not extend).

Note: Planters and Trees

- Continued reduction in planter count through better spacing and phased replacement with self-watering planters. 12 additional self-watering planters were purchased using end-of-year pricing; delivery is expected in January 2026. Freight costs were split with MedQ to reduce total expense. 3rd Ave bridge planters continue to be a discussion.
- New tree pit opportunities were identified on 1st Avenue West to balance streetscape aesthetics and support seasonal lighting.

Downtown Maintenance Fixed Assets

These assets are essential to maintaining downtown streets, sidewalks, and event infrastructure at a level expected by residents, businesses, and visitors. Equipment failure directly impacts public safety, cleanliness, and event readiness.

Equipment Maintenance and Replacement

- Annual or bi-annual replacement of Toolcat brushes, snow blades, and suspensions is required due to heavy use from snow removal and frequent lifting/lowering of barricades.
- The current quote for replacing front and back suspensions is approximately \$8,000 per Toolcat.
- Additional funding is needed for hydraulic repairs, which can range from \$3,000–\$5,000 per Toolcat and are difficult to absorb within existing budgets.
- Downtown is also evaluating a trade-in of the current sweeper, with the intent to reinvest trade-in value into a sweeper attachment for the Toolcat, increasing operational flexibility and reducing long-term equipment redundancy.
- Newer vehicles are expected to reduce future maintenance costs.
 - Sweeper was purchased 9/24/14 and is fully depreciated.
 - The Kubota was purchased 12/27/18 and is fully depreciated.
 - 2022 Toolcat/Bobcat CT1025 was purchased 3/11/22 and has a net book value at 12/31/25 of \$11,019.
 - 2024 Toolcat/Bobcat UW56 was purchased 2/26/24 and has a net book value at 12/31/25 of \$72,257.

Why City Support Is Needed: While the MOU establishes baseline expectations for downtown maintenance and beautification, the scope, visibility, and operational complexity of these services have grown beyond what the original funding levels anticipated. Continued City support is necessary to maintain standards that align with community expectations and Citywide goals.

Staffing Capacity

- The Downtown Maintenance Team continues to provide operational support for partner-led events including Farmers Market, Market After Dark, Restaurant Week, and other Economic Alliance initiatives.
- Due to increased programming, expanding footprint, and year-round expectations, per the Downtown Vision Plan, the program manager has requested funding to add one additional year-round part-time maintenance employee.

Why Additional Maintenance Support Is Needed: Staffing levels have not kept pace with the growth of downtown activity. Additional capacity would reduce overtime strain, protect equipment, and ensure consistent service delivery during peak event and winter seasons.

Note: Discretionary Investments

Discretionary budget items allow Downtown SSMID to respond to evolving needs, pilot efficiencies, and support partner-driven programming that extends beyond the MOU baseline such as The Downtown Vision Plan. These investments amplify the impact of MOU-funded operations.

Summary for the Board

- MOU-funded operations are delivering strong returns, addressing safety, cleanliness, and beautification while leveraging partnerships and cost-saving strategies.
- Discretionary investments allow Downtown SSMID to innovate, respond quickly, and support high-impact programming and community events.
- Additional funding is needed to sustain core maintenance equipment, address rising repair costs, and to provide right-size staffing to meet current and future downtown demands.



District Program Manager Update – Planning for 2026

MOU/Beautification

- 4th St trail cleanup – Along with regular cleanup between 1st Ave and 5th Ave, we will put some focus on cleaning up the NW corner of 1st Ave adjacent to the DoubleTree. I have contacted Union Pacific, and they gave permission to do the cleanup. Repair on the 4th St trail was completed to mitigate trip hazards; this was the best course of action as the city has plans to redesign the trail in the couple of years.
- Planters and trees – We will continue to lean out the number of planters we have. We will do this by using better spacing on the sidewalks as well as gradually replacing the older planters with self-watering planters. We have ordered an additional 12 self-watering planters; delivery will be January 2026. There are always an end-of-the-year deal and downtown splits the cost of freight with the MedQ. Regarding trees, Jen along with the maintenance team have identified areas on 1st W, where we(city) could add tree pits. This would even out the aesthetics, for things like holiday lights, etc.

Maintenance Team

- Replace brushes for the toolcat, snow blades, suspensions on both toolcats which need to be done annually or bi-annually due to lifting and lowering barricades and snow removal. A quote to do the front and back suspensions is close to \$8k/toolcat. Additional funds for any hydraulic issues; this could be \$3k-\$5k per toolcat. We would also be looking to trade in the sweeper and use the trade in money for a sweeper attachment to the toolcat.
- The downtown maintenance team will continue to support the Economic Alliance with the Farmers Markets, Market After Dark as well as Good Morning Cedar Rapids, Annual Meeting, Restaurant Week, etc. I have requested downtown add an additional year-round part-time maintenance employee. In 2025, the downtown maintenance team clocked 270 hours of event assistance for the EA.

Website, Marketing, & Media Updates

- Website Updates – Taking a look at the downtown website and doing a redesign/update in-house (comms team). It is not urgent.
- Downtown did not purchase any new merch in 2025 outside of 5SeasonsFit. This was not a priority as we did purchase merch in 2024. We have been working with the EA comms team on a redesign for T-shirts, but it has not been a priority. We may consider updating our merchandise in 2026 pending budget.

Upcoming Events & Programming

- Cedar Rapids Marathon (not a DT event but we are supporting) – **1/6 was our last meeting; next meeting 2/3; Title Sponsor is BodyArmor**
- Music Festival – **Spring 2026 – The Gazette has declined to the plan/promote the event. Back up plan is The Yard. They have agreed to host.**

Events Subcommittee 2026

- TBD – Waiting for budget approval.

Programming & Placemaking

1. Public Art
 - a. Sidewalk Art on 1st St W – **Washington, Kennedy, City View, Iowa Big, Metro, & The Academy SPS; This project will commence in 2026.**
 - b. Murals of Meaning – **Iowa Big Students bringing awareness to the unhoused through art; F2 Mural will commence in 2026.**

- c. Murals – [Sokol](#), [Orchestra Iowa](#), [Geneva Towers](#); meeting with Murals & More TBD; these projects would commence in 2026
- d. Temporary Art Installation Possibility – I have had conversations with [Creos](#) and [Wireframe](#), both out of Canada, both vendors I developed a relationship with through the IDA conferences. They both offer temporary art installations; two I saw in DC during the 2005 conference. Installations range in cost \$60k - \$80k. This would be an opportunity to have a company sponsor. I spoke with the Yard and there could be a collaboration. They would supply the space, electricity, and storage at no cost. TBD

2. Façade Improvement Great America – Pending request. Committee met 10/14. We agree this should be put in front of the board for approval.

3. Downtown Holiday Lights – [Take down has commenced and will be completed by Feb. 1.](#)

In other News...

- Crunch Berry Run – [Murals & More/Quaker Oats](#) – Can we bring this back downtown? – 2026 TBD
- CRMA Parking Lot – 2026, I met with Sean Ulmer, and we discussed ideas; this is a priority for CRMA.
- Cereal Square – [TBD](#)
- City View Interns – [Wednesday and Friday for 2 hours; assist DT maintenance team with special projects; currently working on refinishing the benches at Geneva Tower](#)
- Abbe Health – [Pedestrian crosswalk](#) – in progress w/City; 5th St between 5th & 6th Ave

Construction Projects

- 3rd Ave Bridge repairs pushed to Spring 26'
- Parking Garage (Kingston) ECD Jan. 26'
- AC Marriot ECD Nov. 26'
- Gatewell (EA) - The 5th Avenue gatewell project is tracking behind schedule due to higher river levels in the beginning on the project which has caused delays. Anticipate this project work will continue into the Spring and Great America's parking lot will be repaved sometime in April 2026.



MOU & Maintenance Plan 2026

1. Staffing

- Current Team: 1 Maintenance Supervisor, 1 Maintenance Specialist, 1 seasonal Waterer (May – September)
- Proposed Addition (2026): 1 additional year-round part-time Maintenance Specialist to support expanded work needs.
- Justification: Increased demand from growth in, included but not limited to events, streetscape enhancements, unhoused cleanup and beautification projects.
- City View Highschool Intern Program

2. Sidewalks & Alleys

- Daily (M-F): Sweep downtown core sidewalks and trash hot spots.
- Weekly: Clean secondary streets and alleys.
- Quarterly: Power-wash sidewalks (March, June, September, December).

3. General Trash & Cleanup

- Daily (7 days/week in summer, 5 days/week off-season): Empty receptacles, collect loose trash.
- Weekly: Graffiti check and removal.
- As Needed: Spill cleanup, large debris removal.

4. Holiday Lights

- Install: Done in November (2–3 weeks for full setup) by Bladeworks.
- Maintain: Weekly bulb/electrical checks during display period.
- Remove: Mid to late January. Must be down by Feb. 1 per city arborist.
- Done by zones (1,2, and 3)
- Storage: Inspect, repair, and organize for next year when takedown occurs.

5. Flowers, Planters & Trees

- Watering
 - Daily (May-September)
- Mulching: April and October; remove tree grates if applicable.
- Weed Control: Spray 1st week of each month (May–October).
- Tree Care: Inspect quarterly; replace missing/damaged trees each spring with City Forestry.

6. Public Art Maintenance & Graffiti Removal

- Monthly: Inspect murals, sculptures, interactive art, and hard surfaces such as garbage receptacles. Coordinate with Murals & More as needed.
- Quarterly: Gentle washing/cleaning.
- As Needed: Graffiti removal, sealing, or restoration (use specialty contractors).
- Annual: Condition report of all public art pieces. Coordinate with Murals & More as needed.

7. 4th Street Trail

- Contracted: Mowing done by parking department. Landscaping outside of maintenance team bandwidth contracted (May-September). Repair of trip hazards or safety concerns contracted depending on maintenance team bandwidth.
- Downtown Team: Weekly trash pickup and minor repairs (year-round). Weeding as schedule permits.
- Quarterly: Edge trimming, weed spraying, and surface inspections as schedule permits. Depending on weather conditions and time, this may be contracted out.

8. Shop Supplies & Vehicle Maintenance

- Weekly: Check supply levels (trash bags, gloves, tools, weed spray, bulbs).
- Monthly: Inspect vehicles, carts, and watering tanks.
- Quarterly: Oil change, tire check, and small repairs.
- Annual: Budget for replacement of aging equipment.

9. Banners

- Spring, Summer, Fall, & Winter: Seasonal banner change-outs.
- Quarterly: Inspect for damage and replace as needed.
- Special Events: Coordinate banner themes with downtown branding/marketing and the Economic Alliance.

10. Big Bellies & Trash Receptacles

- Daily (M-F, plus Sat in summer): Empty and clean as needed.
- Weekly: Inspect Big Bellies for functionality (solar, compactors, locks).
- Quarterly: Deep clean and sanitize.
- Annual: Add recycling stations to the 10 single stations; remove 12 cast iron; refinish 8/year. If applicable.

11. Day of Caring

- May 2026
- The maintenance team has oversight of downtown beautification projects.

12. Event Support

- Pre- and post-event cleanup for downtown Farmers Markets, Market After Dark, Restaurant Week, etc.
- The maintenance team supports projects at the Economic Alliance office that would be considered self-perform (no need for a contractor).

Oakhill Jackson Neighborhood, January 2026

Oakhill Jackson Neighborhood, Year to Date (01/06/2026)

Category	2022	2023	2024	2025	2026	5 Year Avg
Arson			1			0.2
Assault		2		2		0.8
Burglary	1	1				0.4
Destruction / Damage / Vandalism	2					0.4
Drug / Narcotics	2	1	3	6	1	2.6
Fraud		1	1			0.4
Group B Offenses	3	4	2	5	7	4.2
Larceny / Theft		1	1	1	1	0.8
Motor Vehicle Theft	1	1			1	0.6
Pornography / Obscene Material		1				0.2
Sex Offenses, Forcible		1				0.2
Weapon Law Violations			1			0.2
Total	9	13	8	13	12	11.0

November 1st – November 30th, 2025

Cat	Instances
Assault	18
Burglary	1
Destruction / Damage / Vandalism	5
Drug / Narcotics	8
Fraud	1
Group B Offenses	30
Larceny / Theft	9
Robbery	1
Total	73

December 1st – December 31st, 2025

Cat	Instances
Assault	16
Burglary	2
Counterfeiting / Forgery	1
Destruction / Damage / Vandalism	1
Drug / Narcotics	15
Fraud	1
Group B Offenses	38
Larceny / Theft	5
Motor Vehicle Theft	1
Stolen Property Offenses	1
Total	81

Lt. Michelle Omar, m.omar@cedar-rapids.org, 319-286-5472

Year to Date City-wide Statistics – Through 12/31/2025

Shots Fired														
	January	February	March	April	May	June	July	August	September	October	November	December	Total	
Current Year	4	2	3	2	4	1	3	7	4	4	5	4	43	
5-Year Average (2020-2024)	9	6	8	8	12	11	12	9	8	10	8	6	107	
% Diff 5-Year Average	-55.6	-66.7	-62.5	-75.0	-66.7	-90.9	-75.0	-22.2	-50.0	-60.0	-37.5	-33.3	-59.8	
2024	3	2	3	4	9	3	4	6	2	8	2	3	49	
2023	7	8	4	4	10	9	4	5	8	8	9	5	81	
2022	9	10	14	9	11	14	8	15	11	7	7	5	120	
2021	13	2	10	7	15	13	14	11	6	16	8	8	123	
2020	11	9	9	17	16	15	30	9	14	13	13	7	163	

Part I Property Crime	Current YTD	5-Year Average	Current YTD vs 5-Year Average	% Difference Current YTD vs 5-Year Average	2024	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD					
								2023	2022	2021	2020	
Arson (UCR 200)	11	18	-7	-38.89	9	2	22.22	12	12	25	30	
Burglary (UCR 220)	379	566	-187	-33.04	386	-7	-1.81	480	599	535	830	
Burglary	353	532	-179	-33.65	358	-5	-1.40	447	566	496	789	
Attempted Burglary	26	35	-9	-25.71	28	-2	-7.14	33	33	39	41	
Pocket-Picking (UCR 23A)	0	1	-1	-100.00	0	0	0.00	0	2	2	0	
Purse-Snatching (UCR 23B)	1	3	-2	-66.67	3	-2	-66.67	6	2	2	0	
Shoplifting (UCR 23C)	881	1068	-187	-17.51	1533	-652	-42.53	1238	1055	777	733	
Theft from Building (UCR 23D)	182	221	-39	-17.65	146	36	24.66	187	251	267	254	
Theft from Coin-Operated Machine or Device (UCR 23E)	0	1	-1	-100.00	0	0	0.00	0	1	2	0	
Theft from Motor Vehicle (UCR 23F)	438	602	-164	-27.24	488	-50	-10.25	598	680	530	712	
Theft of Motor Vehicle Parts or Accessories (UCR 23G)	78	170	-92	-54.12	71	7	9.86	110	158	278	231	
All Other Larceny (UCR 23H)	856	1058	-202	-19.09	916	-60	-6.55	1059	1090	1066	1155	
Theft of Motor Vehicle (UCR 240)	221	418	-197	-47.13	292	-71	-24.32	366	418	442	571	
Part I Property Crime Total	3047	4122	-1075	-26.08	3844	-797	-20.73	4056	4268	3926	4516	

Crimes Against Persons	Current YTD	5-Year Average	Current YTD vs 5-Year Average	% Difference Current YTD vs 5-Year Average	2024	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD					
								2023	2022	2021	2020	
Sex Offenses (UCR 11B, 11C, 11D, 370, 90Z)	32	48	-16	-33.33	56	-24	-42.86	35	45	45	59	
Sex Abuse on Adults	2	9	-7	-77.78	7	-5	-71.43	7	10	3	14	
Sex Abuse on Minors/Children	30	40	-10	-25.00	49	-19	-38.78	28	35	42	45	
Simple Assault (UCR 13B, 90Z)	1076	1230	-154	-12.52	1164	-88	-7.56	1163	1285	1383	1155	
Domestic Abuse, Simple	392	424	-32	-7.55	391	1	0.26	365	440	468	456	
Obstructing Emergency Communications	26	30	-4	-13.33	36	-10	-27.78	23	21	33	37	
Simple Assault	658	776	-118	-15.21	737	-79	-10.72	775	824	882	662	
Harassment and Stalking (UCR 13C, 13D, 90Z)	309	328	-19	-5.79	304	5	1.64	411	345	325	252	
Violating No-Contact Order (UCR 90F)	301	347	-46	-13.26	300	1	0.33	337	385	363	348	
Crimes Against Persons Total	1718	1952	-234	-11.99	1824	-106	-5.81	1946	2060	2116	1814	

Crimes Against Property	Current YTD	5-Year Average	Current YTD vs 5-Year Average	% Difference Current YTD vs 5-Year Average	2024	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD					
								2023	2022	2021	2020	
Counterfeiting/Forgery (UCR 250, 90Z)	80	122	-42	-34.43	90	-10	-11.11	155	106	134	121	
Fraud (UCR 26A, 26B, 26C)	349	380	-31	-8.16	339	10	2.95	372	350	321	517	
Fraudulent Practice	158	103	55	53.40	116	42	36.21	96	101	54	148	
Fraudulent Use of Credit/ATM Card	185	247	-62	-25.10	206	-21	-10.19	262	242	259	264	
Identity Theft	6	31	-25	-80.65	17	-11	-64.71	14	7	8	105	
Possession of Stolen Property (UCR 280)	37	43	-6	-13.95	39	-2	-5.13	57	53	44	20	
Criminal Mischief (UCR 290, 90Z)	867	1071	-204	-19.05	915	-48	-5.25	943	1086	1075	1332	
Trespassing (UCR 90J)	477	331	146	44.11	444	33	7.43	413	333	221	242	
Crimes Against Property Total	1810	1945	-135	-6.94	1827	-17	-0.93	1940	1928	1795	2232	

Oakhill Jackson Neighborhood, December 2025

Oakhill Jackson Neighborhood, Year to Date (11/30/2025)

Category	2021	2022	2023	2024	2025	5 Year Avg
Arson	2		1	1		0.8
Assault	79	127	123	133	160	124.4
Burglary	14	18	21	21	20	18.8
Counterfeiting / Forgery	2	2	1	6	3	2.8
Destruction / Damage / Vandalism	49	45	40	52	67	50.6
Drug / Narcotics	74	81	90	122	116	96.6
Fraud	19	13	19	17	12	16.0
Group B Offenses	225	163	228	234	290	228.0
Homicide		3		1		0.8
Kidnapping		1	1	1		0.6
Larceny / Theft	83	125	112	112	138	114.0
Motor Vehicle Theft	14	18	20	12	12	15.2
Pornography / Obscene Material			1		1	0.4
Prostitution					1	0.2
Robbery	4	6	3	5	4	4.4
Sex Offenses, Forcible		1	1			0.4
Stolen Property Offenses	1	1		3	4	1.8
Weapon Law Violations	6	8	9	17	14	10.8
Total	572	612	669	737	843	686.6

October 1st – October 31st, 2025

Cat	Instances
Assault	25
Burglary	1
Destruction / Damage / Vandalism	8
Drug / Narcotics	12
Fraud	2
Group B Offenses	25
Larceny / Theft	14
Weapon Law Violations	4
Total	91

November 1st – November 30th, 2025

Cat	Instances
Assault	18
Burglary	1
Destruction / Damage / Vandalism	5
Drug / Narcotics	8
Fraud	1
Group B Offenses	30
Larceny / Theft	9
Robbery	1
Total	73

Lt. Michelle Omar, m.omar@cedar-rapids.org, 319-286-5472

Year to Date City-wide Statistics – Through 11/30/2025

Shots Fired														
	January	February	March	April	May	June	July	August	September	October	November	December	Total	
Current Year	4	2	3	2	4	1	3	7	4	4	5	0	39	
5-Year Average (2020-2024)	9	6	8	8	12	11	12	9	8	10	8	6	107	
% Diff 5-Year Average	-55.6	-66.7	-62.5	-75.0	-66.7	-90.9	-75.0	-22.2	-50.0	-60.0	-37.5	-100.0	-63.6	
2024	3	2	3	4	9	3	4	6	2	8	2	3	49	
2023	7	8	4	4	10	9	4	5	8	8	9	5	81	
2022	9	10	14	9	11	14	8	15	11	7	7	5	120	
2021	13	2	10	7	15	13	14	11	6	16	8	8	123	
2020	11	9	9	17	16	15	30	9	14	13	13	7	163	

Part I Property Crime	Current YTD	5-Year Average	Current YTD vs 5-Year Average	% Difference Current YTD vs 5-Year Average	2024	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD					
								2023	2022	2021	2020	
Arson (UCR 200)	11	17	-6	-35.29	9	2	22.22	10	12	23	29	
Burglary (UCR 220)	359	517	-158	-30.56	354	5	1.41	447	561	483	739	
Burglary	333	484	-151	-31.20	328	5	1.52	416	530	445	701	
Attempted Burglary	26	33	-7	-21.21	26	0	0.00	31	31	38	38	
Pocket-Picking (UCR 23A)	0	1	-1	-100.00	0	0	0.00	0	2	2	0	
Purse-Snatching (UCR 23B)	1	2	-1	-50.00	2	-1	-50.00	5	1	2	0	
Shoplifting (UCR 23C)	810	975	-165	-16.92	1401	-591	-42.18	1147	966	701	660	
Theft from Building (UCR 23D)	162	205	-43	-20.98	131	31	23.66	174	242	243	235	
Theft from Coin-Operated Machine or Device (UCR 23E)	0	1	-1	-100.00	0	0	0.00	0	1	2	0	
Theft from Motor Vehicle (UCR 23F)	406	561	-155	-27.63	449	-43	-9.58	574	641	488	649	
Theft of Motor Vehicle Parts or Accessories (UCR 23G)	75	155	-80	-51.61	69	6	8.70	105	151	261	189	
All Other Larceny (UCR 23H)	806	968	-162	-16.74	855	-49	-5.73	966	997	969	1053	
Theft of Motor Vehicle (UCR 240)	209	383	-174	-45.43	264	-55	-20.83	335	391	405	520	
Part I Property Crime Total	2839	3783	-944	-24.95	3534	-695	-19.67	3763	3965	3579	4074	

Crimes Against Persons	Current YTD	5-Year Average	Current YTD vs 5-Year Average	% Difference Current YTD vs 5-Year Average	2024	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD					
								2023	2022	2021	2020	
Sex Offenses (UCR 11B, 11C, 11D, 370, 90Z)	30	45	-15	-33.33	51	-21	-41.18	33	39	45	54	
Sex Abuse on Adults	2	8	-6	-75.00	7	-5	-71.43	6	9	3	12	
Sex Abuse on Minors/Children	28	37	-9	-24.32	44	-16	-36.36	27	30	42	42	
Simple Assault (UCR 13B, 90Z)	1007	1140	-133	-11.67	1095	-88	-8.04	1058	1197	1285	1061	
Domestic Abuse, Simple	364	395	-31	-7.85	367	-3	-0.82	337	410	441	419	
Obstructing Emergency Communications	23	27	-4	-14.81	34	-11	-32.35	21	19	25	33	
Simple Assault	620	718	-98	-13.65	694	-74	-10.66	700	768	819	609	
Harassment and Stalking (UCR 13C, 13D, 90Z)	297	298	-1	-0.34	281	16	5.69	376	306	295	232	
Violating No-Contact Order (UCR 90F)	273	318	-45	-14.15	268	5	1.87	305	365	330	321	
Crimes Against Persons Total	1607	1800	-193	-10.72	1695	-88	-5.19	1772	1907	1955	1668	

Crimes Against Property	Current YTD	5-Year Average	Current YTD vs 5-Year Average	% Difference Current YTD vs 5-Year Average	2024	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD					
								2023	2022	2021	2020	
Counterfeiting/Forgery (UCR 250, 90Z)	74	114	-40	-35.09	83	-9	-10.84	145	99	128	113	
Fraud (UCR 26A, 26B, 26C)	316	350	-34	-9.71	308	8	2.60	348	327	292	475	
Fraudulent Practice	153	96	57	59.38	105	48	45.71	92	96	46	139	
Fraudulent Use of Credit/ATM Card	159	227	-68	-29.96	186	-27	-14.52	243	225	239	240	
Identity Theft	4	28	-24	-85.71	17	-13	-76.47	13	6	7	96	
Possession of Stolen Property (UCR 280)	34	41	-7	-17.07	36	-2	-5.56	55	49	43	18	
Criminal Mischief (UCR 290, 90Z)	817	991	-174	-17.56	838	-21	-2.51	873	1009	997	1238	
Trespassing (UCR 90J)	419	301	118	39.20	405	14	3.46	383	297	211	209	
Crimes Against Property Total	1660	1796	-136	-7.57	1670	-10	-0.60	1804	1781	1671	2053	

Oakhill Jackson Neighborhood, November 2025

Oakhill Jackson Neighborhood, Year to Date (11/05/2025)

Category	2021	2022	2023	2024	2025	5 Year Avg
Arson	2		1	1		0.8
Assault	67	115	122	127	144	115.0
Burglary	11	17	21	20	19	17.6
Counterfeiting / Forgery	2	2	1	5	3	2.6
Destruction / Damage / Vandalism	43	43	35	49	63	46.6
Drug / Narcotics	66	77	83	117	112	91.0
Fraud	18	12	18	16	11	15.0
Group B Offenses	203	145	217	207	267	207.8
Homicide		3		1		0.8
Kidnapping		1	1	1		0.6
Larceny / Theft	76	120	96	107	130	105.8
Motor Vehicle Theft	13	16	18	10	12	13.8
Pornography / Obscene Material			1		1	0.4
Prostitution					1	0.2
Robbery	3	6	3	3	3	3.6
Sex Offenses, Forcible		1	1			0.4
Stolen Property Offenses	1	1		2	4	1.6
Weapon Law Violations	6	8	9	17	14	10.8
Total	511	567	626	683	785	634.4

September 1st – September 30th, 2025

Cat	Instances
Assault	14
Burglary	3
Destruction / Damage / Vandalism	8
Drug / Narcotics	6
Fraud	3
Group B Offenses	18
Larceny / Theft	15
Motor Vehicle Theft	1
Robbery	1
Weapon Law Violations	2
Total	71

October 1st – October 31st, 2025

Cat	Instances
Assault	25
Burglary	1
Destruction / Damage / Vandalism	8
Drug / Narcotics	12
Fraud	2
Group B Offenses	25
Larceny / Theft	14
Weapon Law Violations	4
Total	91

Lt. Michelle Omar, m.omar@cedar-rapids.org, 319-286-5472

Year to Date City-wide Statistics – Through 10/31/2025

Shots Fired													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Current Year	4	2	3	2	4	1	3	7	4	4	0	0	34
5-Year Average (2020-2024)	9	6	8	8	12	11	12	9	8	10	8	6	107
% Diff 5-Year Average	-55.6	-66.7	-62.5	-75.0	-66.7	-90.9	-75.0	-22.2	-50.0	-60.0	-100.0	-100.0	-68.2
2024	3	2	3	4	9	3	4	6	2	8	2	3	49
2023	7	8	4	4	10	9	4	5	8	8	9	5	81
2022	9	10	14	9	11	14	8	15	11	7	7	5	120
2021	13	2	10	7	15	13	14	11	6	16	8	8	123
2020	11	9	9	17	16	15	30	9	14	13	13	7	163

Part I Property Crime	Current YTD	5-Year Average	Current YTD vs 5-Year Average	% Difference Current YTD vs 5-Year Average	2024	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD					
								2023	2022	2021	2020	
Arson (UCR 200)	10	16	-6	-37.50	9	1	11.11	9	10	22	29	
Burglary (UCR 220)	324	472	-148	-31.36	322	2	0.62	411	508	434	682	
Burglary	300	441	-141	-31.97	301	-1	-0.33	381	477	399	646	
Attempted Burglary	24	31	-7	-22.58	21	3	14.29	30	31	35	36	
Pocket-Picking (UCR 23A)	0	1	-1	-100.00	0	0	0.00	0	2	2	0	
Purse-Snatching (UCR 23B)	0	2	-2	-100.00	2	-2	-100.00	5	1	2	0	
Shoplifting (UCR 23C)	752	892	-140	-15.70	1305	-553	-42.38	1052	855	646	599	
Theft from Building (UCR 23D)	147	187	-40	-21.39	115	32	27.83	161	213	220	224	
Theft from Coin-Operated Machine or Device (UCR 23E)	0	1	-1	-100.00	0	0	0.00	0	1	1	0	
Theft from Motor Vehicle (UCR 23F)	370	508	-138	-27.17	404	-34	-8.42	518	578	436	601	
Theft of Motor Vehicle Parts or Accessories (UCR 23G)	72	143	-71	-49.65	65	7	10.77	97	144	247	162	
All Other Larceny (UCR 23H)	757	884	-127	-14.37	781	-24	-3.07	891	931	871	946	
Theft of Motor Vehicle (UCR 240)	193	345	-152	-44.06	236	-43	-18.22	304	344	367	471	
Part I Property Crime Total	2625	3448	-823	-23.87	3239	-614	-18.96	3448	3587	3248	3714	

Crimes Against Persons	Current YTD	5-Year Average	Current YTD vs 5-Year Average	% Difference Current YTD vs 5-Year Average	2024	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD					
								2023	2022	2021	2020	
Sex Offenses (UCR 11B, 11C, 11D, 370, 90Z)	28	42	-14	-33.33	48	-20	-41.67	32	33	43	52	
Sex Abuse on Adults	2	8	-6	-75.00	7	-5	-71.43	6	8	3	12	
Sex Abuse on Minors/Children	26	35	-9	-25.71	41	-15	-36.59	26	25	40	40	
Simple Assault (UCR 13B, 90Z)	909	1050	-141	-13.43	1009	-100	-9.91	967	1103	1184	983	
Domestic Abuse, Simple	328	362	-34	-9.39	332	-4	-1.20	299	379	405	395	
Obstructing Emergency Communications	21	24	-3	-12.50	31	-10	-32.26	19	18	23	28	
Simple Assault	560	664	-104	-15.66	646	-86	-13.31	649	706	756	560	
Harassment and Stalking (UCR 13C, 13D, 90Z)	282	273	9	3.30	260	22	8.46	350	273	269	211	
Violating No-Contact Order (UCR 90F)	251	292	-41	-14.04	247	4	1.62	276	335	298	303	
Crimes Against Persons Total	1470	1656	-186	-11.23	1564	-94	-6.01	1625	1744	1794	1549	

Crimes Against Property	Current YTD	5-Year Average	Current YTD vs 5-Year Average	% Difference Current YTD vs 5-Year Average	2024	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD					
								2023	2022	2021	2020	
Counterfeiting/Forgery (UCR 250, 90Z)	71	103	-32	-31.07	76	-5	-6.58	126	88	119	102	
Fraud (UCR 26A, 26B, 26C)	278	319	-41	-12.85	290	-12	-4.14	316	302	265	422	
Fraudulent Practice	129	89	40	44.94	100	29	29.00	86	89	42	125	
Fraudulent Use of Credit/ATM Card	145	206	-61	-29.61	174	-29	-16.67	218	208	216	211	
Identity Theft	4	26	-22	-84.62	16	-12	-75.00	12	5	7	86	
Possession of Stolen Property (UCR 280)	30	36	-6	-16.67	30	0	0.00	49	42	40	16	
Criminal Mischief (UCR 290, 90Z)	742	912	-170	-18.64	770	-28	-3.64	808	928	908	1145	
Trespassing (UCR 90J)	385	272	113	41.54	369	16	4.34	347	263	187	192	
Crimes Against Property Total	1506	1640	-134	-8.17	1535	-29	-1.89	1646	1623	1519	1877	

Oakhill Jackson Neighborhood, October 2025

Oakhill Jackson Neighborhood, Year to Date (11/2/2025)

Category	2021	2022	2023	2024	2025	5 Year Avg
Arson	2		1	1		0.8
Assault	67	114	122	126	143	114.4
Burglary	11	17	21	20	19	17.6
Counterfeiting / Forgery	2	2	1	5	3	2.6
Destruction / Damage / Vandalism	43	43	35	48	63	46.4
Drug / Narcotics	66	77	83	116	108	90.0
Fraud	17	12	18	16	11	14.8
Group B Offenses	201	145	216	203	262	205.4
Homicide		3		1		0.8
Kidnapping		1	1	1		0.6
Larceny / Theft	76	119	96	107	128	105.2
Motor Vehicle Theft	12	16	18	10	12	13.6
Pornography / Obscene Material			1		1	0.4
Prostitution					1	0.2
Robbery	3	6	3	3	3	3.6
Sex Offenses, Forcible		1	1			0.4
Stolen Property Offenses	1	1		2	4	1.6
Weapon Law Violations	6	8	9	17	14	10.8
Total	507	565	625	676	773	629.2

September 1st – September 30th, 2025

Cat	Instances
Assault	14
Burglary	3
Destruction / Damage / Vandalism	8
Drug / Narcotics	6
Fraud	3
Group B Offenses	18
Larceny / Theft	15
Motor Vehicle Theft	1
Robbery	1
Weapon Law Violations	2
Total	71

October 1st – October 31st, 2025

Cat	Instances
Assault	25
Burglary	1
Destruction / Damage / Vandalism	8
Drug / Narcotics	12
Fraud	2
Group B Offenses	25
Larceny / Theft	14
Weapon Law Violations	4
Total	91

Lt. Michelle Omar, m.omar@cedar-rapids.org, 319-286-5472

Year to Date City-wide Statistics – Through 09/30/2025

Shots Fired													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Current Year	4	2	3	2	4	1	3	7	4	0	0	0	30
5-Year Average (2020-2024)	9	6	8	8	12	11	12	9	8	10	8	6	107
% Diff 5-Year Average	-55.6	-66.7	-62.5	-75.0	-66.7	-90.9	-75.0	-22.2	-50.0	-100.0	-100.0	-100.0	-72.0
2024	3	2	3	4	9	3	4	6	2	8	2	3	49
2023	7	8	4	4	10	9	4	5	8	8	9	5	81
2022	9	10	14	9	11	14	8	15	11	7	7	5	120
2021	13	2	10	7	15	13	14	11	6	16	8	8	123
2020	11	9	9	17	16	15	30	9	14	13	13	7	163

Part I Property Crime	Current YTD	5-Year Average	Current YTD	% Difference Current YTD vs 5-Year Average	2024 YTD	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD	2023	2022	2021	2020
			2024	2023		2023	2022				
Arson (UCR 200)	10	14	-4	-28.57	9	1	11.11	9	6	21	22
Burglary (UCR 220)	282	424	-142	-33.49	295	-13	-4.41	371	458	378	616
Burglary	260	396	-136	-34.34	278	-18	-5.80	342	428	347	583
Attempted Burglary	22	29	-7	-24.14	19	3	15.79	29	30	31	33
Pocket-Picking (UCR 23A)	0	1	-1	-100.00	0	0	0.00	0	1	1	0
Purse-Snatching (UCR 23B)	0	2	-2	-100.00	2	-2	-100.00	4	1	1	0
Shoplifting (UCR 23C)	676	797	-121	-15.18	1170	-434	-42.22	935	750	560	550
Theft from Building (UCR 23D)	131	170	-39	-22.94	108	23	21.30	146	194	197	202
Theft from Coin-Operated Machine or Device (UCR 23E)	0	1	-1	-100.00	0	0	0.00	0	0	1	0
Theft from Motor Vehicle (UCR 23F)	329	448	-119	-26.56	351	-22	-6.27	431	517	381	557
Theft of Motor Vehicle Parts or Accessories (UCR 23G)	67	131	-64	-48.85	56	11	19.64	90	135	224	146
All Other Larceny (UCR 23H)	682	787	-105	-13.34	801	-9	-1.30	794	830	783	837
Theft of Motor Vehicle (UCR 240)	178	318	-130	-42.21	207	-29	-14.81	272	313	327	417
Part I Property Crime Total	2355	3077	-722	-23.48	2889	-534	-18.48	3052	3214	2883	3347

Crimes Against Persons	Current YTD	5-Year Average	Current YTD	% Difference Current YTD vs 5-Year Average	2024 YTD	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD	2023	2022	2021	2020
			2024	2023		2023	2022				
Sex Offenses (UCR 11B, 11C, 11D, 370, 90Z)	25	38	-13	-34.21	42	-17	-40.48	29	30	40	46
Sex Abuse on Adults	2	7	-5	-71.43	6	-4	-66.67	6	7	3	12
Sex Abuse on Minors/Children	23	31	-8	-25.81	36	-13	-36.11	23	23	27	36
Simple Assault (UCR 13B, 90Z)	614	944	-330	-13.77	900	-66	-0.56	880	971	1078	909
Domestic Abuse, Simple	297	326	-29	-8.90	301	-4	-1.33	282	321	376	368
Obstructing Emergency Communications	18	23	-5	-21.74	30	-12	-40.00	18	15	21	27
Simple Assault	459	596	-137	-23.28	569	-70	-17.30	580	635	681	514
Harassment and Stalking (UCR 13C, 13D, 90Z)	260	245	15	6.12	234	26	11.11	299	242	250	197
Violating No-Contact Order (UCR 90F)	234	259	-25	-9.61	219	15	41.67	244	280	278	267
Crimes Against Persons Total	1333	1405	-152	-10.24	1395	-62	-4.44	1432	1533	1641	1421

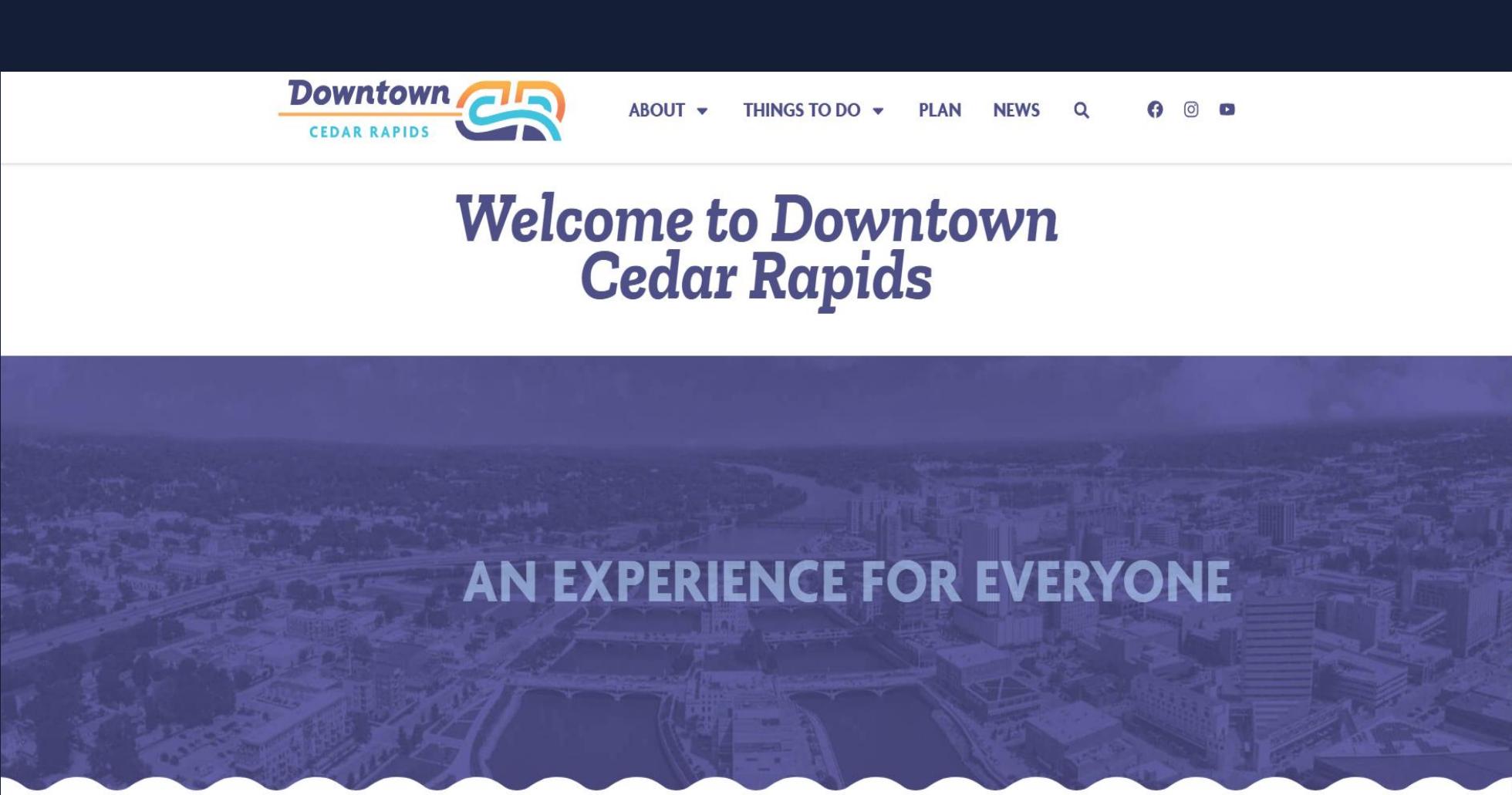
Crimes Against Property	Current YTD	5-Year Average	Current YTD	% Difference Current YTD vs 5-Year Average	2024 YTD	Current YTD vs Previous YTD	% Difference Current YTD vs Previous YTD	2023	2022	2021	2020
			2024	2023		2023	2022				
Counterfeiting/Forgery (UCR 250, 90Z)	62	95	-33	-34.74	72	-10	-13.89	117	87	111	90
Fraud (UCR 28A, 28B, 28C)	245	282	-37	-13.12	260	-15	-5.77	278	273	223	375
Fraudulent Practice	112	82	30	36.59	94	18	19.15	76	83	37	116
Fraudulent Use of Credit/ATM Card	128	178	-50	-28.09	150	-22	-14.67	189	186	180	181
Identity Theft	5	23	-18	-78.26	16	-11	-68.75	11	4	6	78
Possession of Stolen Property (UCR 280)	27	33	-6	-18.18	27	0	0.00	45	40	38	14
Criminal Mischief (UCR 290, 90Z)	667	822	-155	-18.86	687	-20	-2.91	733	846	806	1038
Trespassing (UCR 90J)	343	244	99	40.57	322	21	6.52	321	231	169	175
Crimes Against Property Total	1344	1475	-131	-8.88	1368	-24	-1.75	1492	1472	1347	1492

PERFORMANCE OVERVIEW



December 2025 Campaign Review

Home Page Takeover
Streaming TV
Social Advertising
Everyday Iowa

A screenshot of the Downtown Cedar Rapids website. The header features the "Downtown Cedar Rapids" logo with a stylized "CD" icon, and a navigation menu with links for "ABOUT", "THINGS TO DO", "PLAN", "NEWS", a search icon, and social media links for Facebook, Instagram, and YouTube. The main content area has a large, semi-transparent purple overlay with the text "Welcome to Downtown Cedar Rapids" and "AN EXPERIENCE FOR EVERYONE" in white. Below this, there is a photograph of the Cedar Rapids skyline and a river. The footer of the website is visible at the bottom of the screenshot.

PERFORMANCE OVERVIEW



Home Page Takeover Campaign

December 2025



The screenshot shows the homepage of KCRG 9.2. At the top, there's a navigation bar with links like 'Show You Care', 'Student of the Month', 'Everyday Families', 'Working Iowa', 'Memorials', 'Advertise With Us', 'Collette Tours', and 'Surprise Squad'. The ABC 9 logo is in the top left. The top right shows the location 'Cedar Rapids, IA' with a temperature of '17°'. Below the top bar, there's a secondary navigation bar with links for 'Watch Live', 'Streaming Studio', 'News', 'Weather', 'Podcasts', 'Video', 'Sports', 'OnIowa Live', 'KCRG 9.2', 'Everyday Iowa', 'Connect', 'YouNews', and a search icon. A 'Closings and Delays' link is also present. A '3 Weather Alerts In Effect' notice is shown. The main content area features a large 'Shop Local. Dine Local.' advertisement for 'Downtown Cedar Rapids' with a 'SHOP NOW' button. To the right, a blue callout box displays performance metrics: '651,388 Impressions', '331 Clicks!', '61% of ads were seen on a desktop.', and '37% were seen on a smartphone.' Below the main ad, there's a 'TRENDING' section with a 'SNOWFALL FOR SATURDAY' forecast map for the Cedar Rapids area. A large blue arrow points to the right, labeled 'Ad with Highest Click-Rate!'. To the right of the forecast is a 'Road Conditions' section with a 9-day forecast table and a 'Pinpoint Doppler Radar' map. Further down, there are 'ADVERTISEMENT' sections for 'Shop Local. Dine Local.' and 'A new holiday tradition in Downtown Cedar Rapids'. The bottom of the page features a 'TOP HEADLINES' section with a 'IOWA' thumbnail and a 'Shop Local. Dine Local.' advertisement.

PERFORMANCE OVERVIEW

Insights



Overview

December 2025

Total Impressions
786.86K

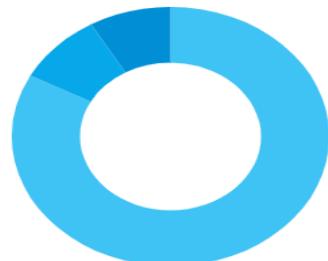
Total Clicks
604

Completed Views
65.53K

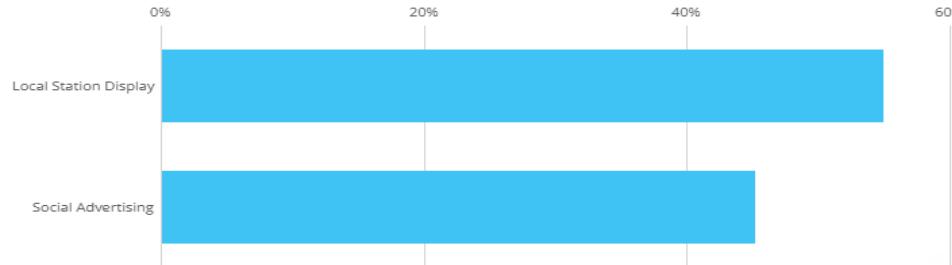


% Total Impressions by Product

Local Station Display	82.78%
Social Advertising	8.88%
Streaming TV	8.34%



% of Total Clicks by Product



PERFORMANCE OVERVIEW

Insights



Streaming TV

December 2025

Total Impressions

65,626

Reach

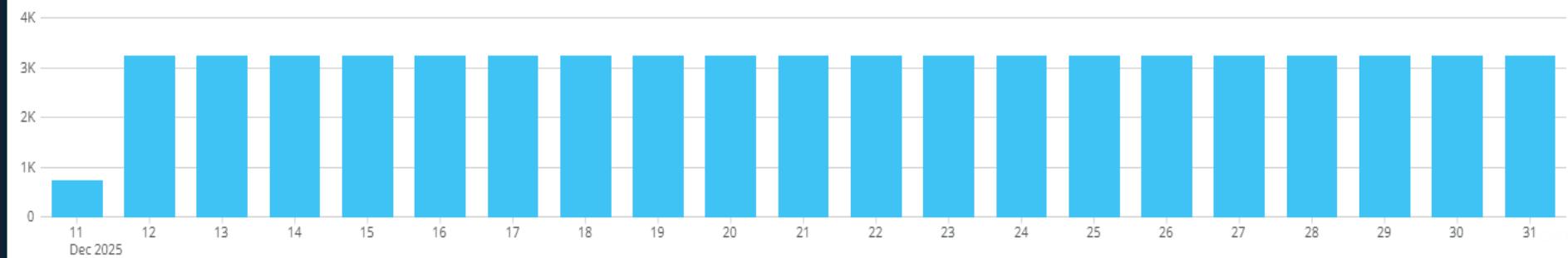
15,453

Frequency

4.25

Video Completion Rate

99.85%



Downtown Cedar Rapids commercial was seen 65,626 times on streaming tv in December!

Your commercial reached over 15,000 households!



PERFORMANCE OVERVIEW



Streaming TV

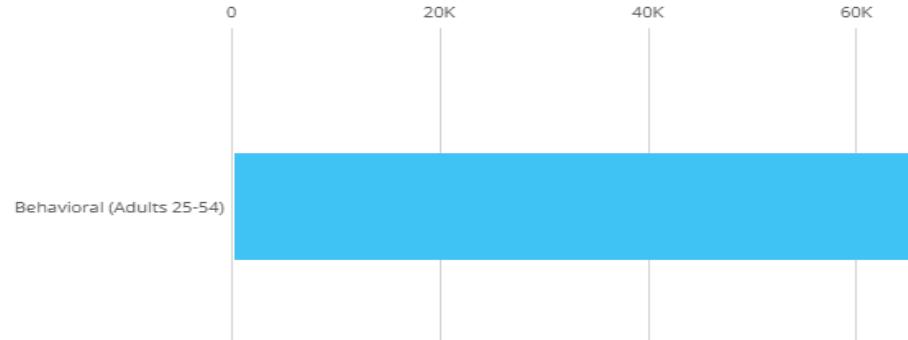
December 2025



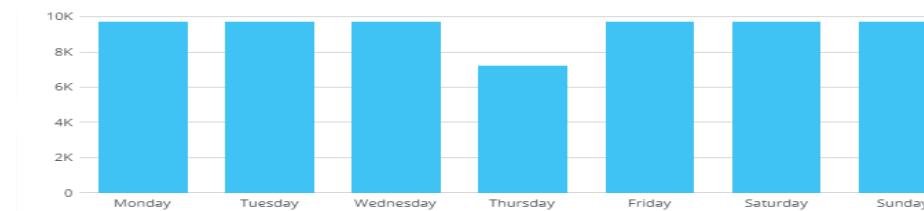
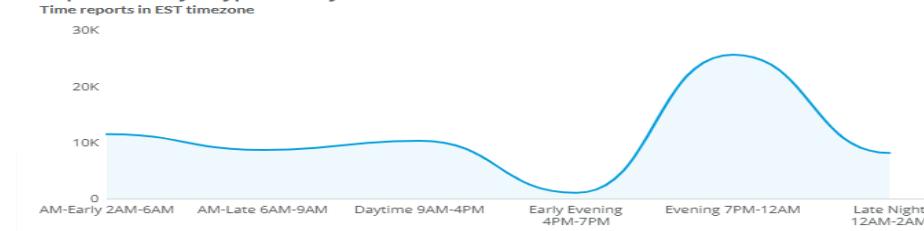
When an impression is shown, your ad is **VISIBLE** to your target audience who are watching long-form episodic content.

Publisher	Impressions
The Roku Channel	28,960
Watchfree+	11,019
Samsung TV Plus	4,491
Tubi	3,683
Pluto TV	2,510
Kcrg News KCRG	953
Philo	635
Samsung TV Plus General-Variety	494
Fox	491
Roku	424
Frndly TV	364
Tubi	351
Teevee mobile Telly TV	298
dish	281
Samsung TV Plus iontv	266
Samsung TV Plus News	257
DirecTV Fox Networks	249
Sling TV	220
Pluto TV	220

Impressions by Target Audience & Content Channels



Impressions by Daypart & Day of Week



PERFORMANCE OVERVIEW

Insights



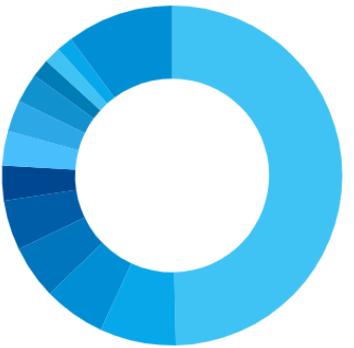
Streaming TV

December 2025



Impression by Target Audience & Content Channels

Run Of Network	49.66%
Documentary	7.22%
Kids-Fam	5.87%
News	5.11%
Drama	4.74%
Comedy	3.33%
Entertain	3.29%
Talk-Show	2.98%
Reality	2.8%
Crime	1.76%
Movie	1.58%
Action	1.51%
Other	10.15%



City	Impressions	City	Impressions
MARION TOTAL	10,407	TIFFIN TOTAL	707
NORTH LIBERTY TOTAL	7,139	KEYSTONE TOTAL	706
IOWA CITY TOTAL	11,864	RIVERSIDE TOTAL	700
MANCHESTER TOTAL	4,215	NEWHALL TOTAL	617
ANAMOSA TOTAL	2,119	OXFORD TOTAL	614
MONTICELLO TOTAL	2,060	HIAWATHA TOTAL	604
VINTON TOTAL	1,349	PALO TOTAL	556
WEST BRANCH TOTAL	1,206	Olin	519
BELLE PLAINE TOTAL	1,170	OLIN TOTAL	519
DYERSVILLE TOTAL	1,077	FAIRFAX TOTAL	509
SPRINGVILLE TOTAL	1,039	Shellsburg	486
SOLON TOTAL	1,012	SHELLSBURG TOTAL	486
OAKDALE TOTAL	1,003	CENTRAL CITY TOTAL	479
CEDAR RAPIDS TOTAL	1,611	URBANA TOTAL	450
CORALVILLE TOTAL	901	ROBINS TOTAL	441
MOUNT VERNON TOTAL	871	Blairstown	425
KALONA TOTAL	826	BLAIRSTOWN TOTAL	425
ATKINS TOTAL	756	Toddville	412
CENTER POINT TOTAL	729	TODDVILLE TOTAL	412
LISBON TOTAL	725		

PERFORMANCE OVERVIEW

Insights



Social Advertising

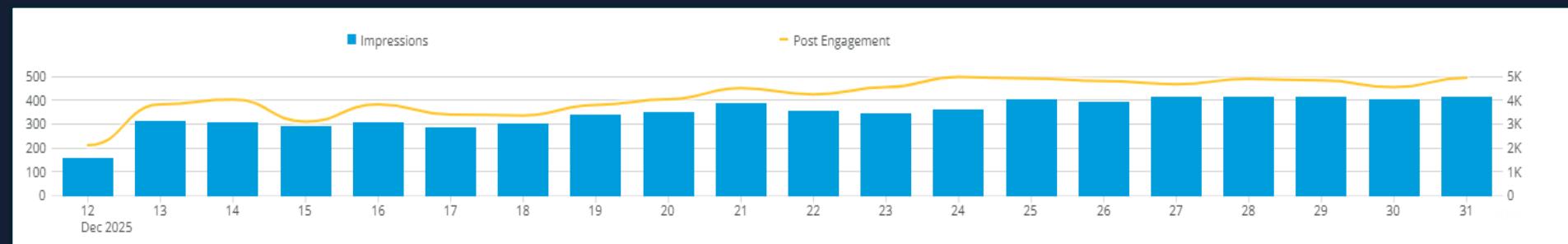
December 2025

Impressions
69,845

Reach (Monthly Only)
19,471

Frequency (Monthly Only)
3.59

Video Views
8,324



When someone clicks your ad to comment, react, share, visit your page, view your video, scroll images, or visit your website they are **ENGAGING** with your advertising message.

Engagement
8,351

Engagement Rate
11.96%

Post Clicks
272

Click Rate
0.39%

PERFORMANCE OVERVIEW

Insights



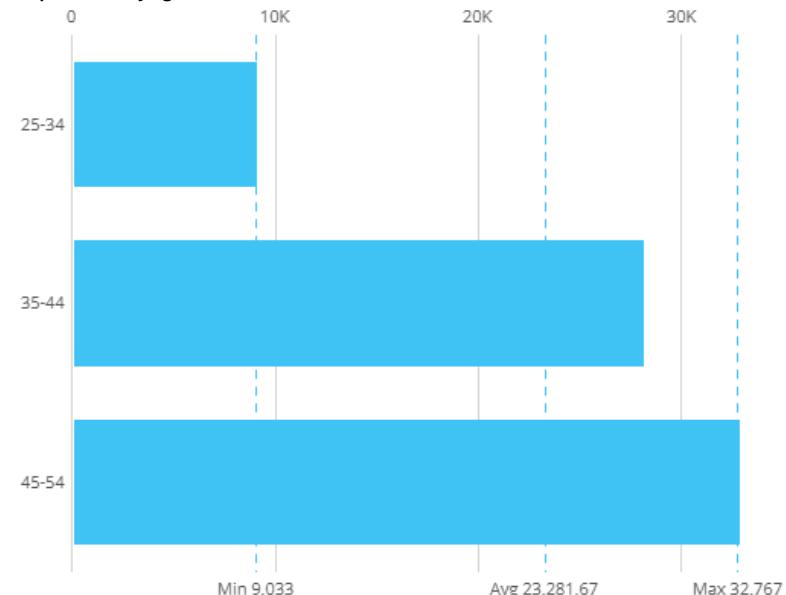
Social Advertising

December 2025



Where your message was **VISIBLE** and the audience who saw your ad while using social media.

Impressions by Age and Gender

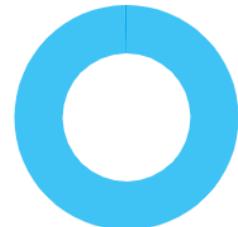


Gender

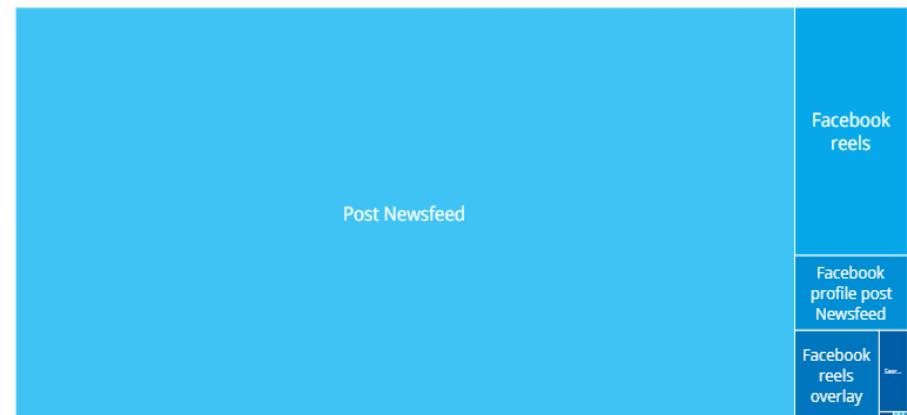
Gender	Impressions
female	29,651
male	39,748
unknown	446

The Social Platform and Placement Where Your Ad was Seen

facebook	99.79%
instagram	0.21%



The Area within the Social Media Platform(s) Where Your Ad was Shown.



PERFORMANCE OVERVIEW

Insights



Social Advertising

December 2025



Engagement

8,351

Engagement Rate

11.96%

Post Clicks

272

Click Rate

0.39%

Link Clicks

7

Reactions

20

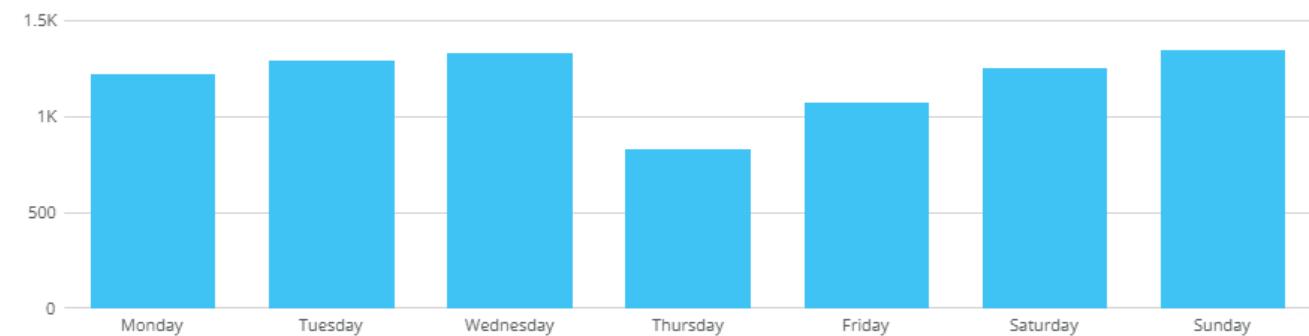


18 Like



0 Love

Engagement by Day of Week

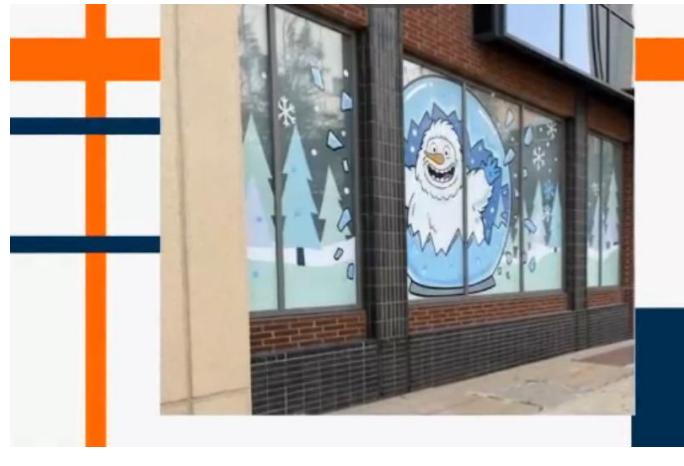


PERFORMANCE OVERVIEW

Insights



Everyday Iowa Interview



16,822 Households
Viewed!

THANK YOU!

CONTACT ME

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Joanna.smith@kcrg.com



Medical SSMID Commission Meeting Minutes

January 14, 2026, 8:00 a.m. – 9:30 a.m., Cedar Rapids Bank & Trust

Present: Kim Grady, Casey Greene, Michelle Jensen, Suzy McGrane-Hop, Sarah Peters, Alejandro Pino, Josh Scott, Barb Tupper, Amanda Zhorne

Absent: Gordon Epping, Pauline Herb, Brian Steffen

Guests: Jennifer Pratt and Noah Zeker; City Liaisons

Staff: Juliet Abdel, Jennifar Bassett, Peggy Degnan, Caleb Knutson, Phil Wasta

Welcome & Call to Order

Greene called the meeting to order at 8:00 a.m. and welcomed Sarah Peters, VP of Finance at Tanager, to the Commission.

Consent Agenda

Greene moved to approve the November minutes, the November/December financials, and the Quarterly Investment Reports with Tupper seconding. The motion was unanimously approved.

Discuss/Approve Medical SSMID FY'27 Expenditure Budget

Wasta stated the budget was reviewed and approved in November, which focuses on the fiscal year budget for 2027. The revenue line has been provided by the Assessor's office and levy rate remains at \$2.75. He mentioned the MedQ has not been billed for their portion of the roundabout yet, so that is why there is extra cash on hand. This budget also reflects the 25% reduction of the Executive Director's time. Wasta mentioned that it may be appropriate to consider a reduction of the levy tax for the FY'28 budget year if the Commission sees fit to.

Greene moved to approve the FY'27 Expenditure Budget with Zhorne seconding. The motion was unanimously approved.

Discuss/Approve Medical SSMID FY'27 Expenditure Budget, City Format

McGrane-Hop moved to approve City Format for the FY'27 Expenditure Budget with Pino seconding. The motion was unanimously approved.

Committee Updates

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

Executive Director's Updates

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

Wasta mentioned the concept going forward is to shift heavily into maintenance, beautification and relationship building and away from large construction projects. He will stay in contact with site selectors in regards to economic development. Wasta is still tracking the A Avenue from 7th to 10th Streets NE roadway improvement project and will be in contact with the City about 8th Avenue from 6th to 8th Streets SE since it is a gateway to the MedQuarter and may become part of the 8th Avenue bridge replacement project.

Action Strategies

Wasta informed the Commission that the 2026 Action Strategies were approved at the November meeting. This document is a clean copy with no red-line corrections. Wasta refers to this document as 'Phil's To-Do List' and it is a summary of the initiatives that he is to focus on in 2026.

Greene asked Wasta about the new website. Wasta confirmed that the new website went live on December 10th and has received positive feedback. The marketing directors from CarePro, Mercy, PCI, and UnityPoint all contributed to the new content and feel. The website is easy to navigate and has a better look overall. Zhorne shared that the additional time developing the site was well spent on improving the content. Wasta indicated that we need stakeholders to become more engaged with the News & Events page. He will be sending an eblast shortly requesting that stakeholders submit news and events for inclusion. Wasta emphasized MedQ will not have a social media presence because it's not worth the lift and most organizations within MedQ have their own social media presence.

Update on 1st Avenue East Micro-Area Action Plan/Redevelopment Plan

The City will be hosting an Open House on Monday, February 9th from 4:30 – 6:00pm at Coe College's Clark Alumni House. Zeker stated there will be a presentation of renderings so the public can comment. The original plan changed after the closure of Hy-Vee. Pratt said the closure added urgency to the study and to community services to support that neighborhood. The City is looking at redevelopment plans as a means to attract developers. Pratt feels there are possibilities with the roadway to maximize opportunities and to position the area for growth. Pratt said there's been some walk-throughs of the old Hy-Vee building, and the neighborhood needs a grocer to fit the area's specific niche. Wasta shared that two blocks of this study area in the MedQuarter.

There is concern about First Avenue's high vacancy rate and currently not having the best business mix to attract people. First Avenue is also very wide (8 lanes at the 1200 block) which deters people from walking across it. Pratt said it will take one year for design and then construction can occur, so it will be a longer process.

Update on UIHC/411 Medical Building/Green Space/MedQuarter, Inc.

Wasta shared history on the greenspace project saying it came in over budget and now the 411 Building is owned by UIHC, so it is off the tax rolls. Thus, the MedQ would just be improving UIHC's front yard for them with no contribution by them. Wasta sent UIHC lots of information about MedQ and has been trying to talk to someone at UIHC about being in the Cedar Rapids Medical SSMID, and to ultimately have them contribute. He was told "things are tight," but they thanked him for all the information. Wasta concluded that UIHC doesn't understand what a SSMID does, nor are they familiar with contributing to improvement districts. Wasta will continue to pursue them and will keep us posted. Greene shared that UIHC was not asked for a sizeable contribution, but they still declined. Thus, this project is on hold until there is a stakeholder who is interested and wants to make a contribution.

Wasta contacted his counterpart at the Iowa City SSMID because they will have a similar situation with UIHC in downtown Iowa City. Wasta believes that there may be an opportunity to collaborate on educating UIHC on how to be part of a community and how SSMID district's work.

Placer.ai Updates

Placer information was not available today. The Marketing Committee sees many uses for it such as it showing hot spots and trends. Bassett will have information for the meeting in March.

Other Business

- The November 11th meeting will not be held at CRB&T since it is Veterans Day and the bank will be closed. Another meeting location will be determined.
- Wasta reported the LED lights are working at the roundabout and look very nice. He has submitted a year of programming for the colored lights such as: pink for October/Breast Cancer Awareness month, green and red for Christmas, etc. Wasta will take a photo tonight and send it to the commissioners.
- The commission will touch base with Wasta in June to see how things are going with his reduced hours.

Adjournment

Pino moved to adjourn with McGrane-Hop seconding. The meeting was adjourned at 8:50 a.m.

	A	D	E	F	G	H	I
1	2026 Downtown SSMID Budget						
2	Carryover Funds Available						Confirmed & changed 5.23.25 ts
3							
4	REVENUE	2026 Budget	Actual YTD PD	Committed / Projected	Balance	EA Budget #	Annual Budget Notes
5	Contributions						
6	Taxes from Downtown Property Owners	\$818,871					assumes 0% change at 7/1/25
7	Alliant Energy Payment in Lieu of Taxes	\$47,262					
8							
9							
10	Billed Services - City of CR	\$237,156					CPI inflator of 2% on 7/1/25; includes new contribution to exec salary
11	Other						
12	Total Revenue	\$1,103,289					
13							
14	MOU w/ City of Cedar Rapids						
15	Sidewalk & Alleyway cleaning	\$5,000			\$5,000		more in-house, fewer contracted power washes, pest control
16	Holiday Lights	\$60,000			\$60,000		Zone 2 in 2025, plus using existing inventory (no new lights). Do we have install contract for fall 2025 that meets this budget?
17	Flowers/Planters/Trees	\$80,000			\$80,000		more for planter labor / less for trees than 2024
18	Public Art Maintenance	\$2,500			\$2,500		Lighting, signage, cleaning per maintenance contracts
19	4th Street Trail - contract landscapd maintenance	\$8,000			\$8,000		one-time expense to catchup and or repair on the trail, holding until city confirms plans to redo the trail
21	Shop Supplies & Vehicle Maintenance	\$20,000			\$20,000		one of the ka
22					\$0		
23	Banner & Banner Hardware	\$5,000			\$5,000		
24	Big Belly Trash Cans - annual lease	\$72,767			\$72,767		per lease agreement, for 50 cans through 2032
25	Big belly trash bags/maintenance	\$3,000	\$0		\$3,000		
26	Total MOU Expense	\$256,267	\$0		\$256,267		
27							
28	Existing / Ongoing Programs & Initiatives						
29	Placer AI	\$7,500					
30	Renewal Process	\$8,000			\$8,000		Mailers, brochures, & all materials
31	Marketing/Branding	\$30,000					
32					\$0		
33					\$0		Working with Comms to get some new "orginal swag"
37	Total Programs & Initiatives	\$45,500	\$0		\$45,500		
38							
39	Staffing & Support Services						
40	Downtown Team (4 FTE + seasonal labor + OT)	\$447,006			\$447,006		Adding a year around PT, last year's budgeted was \$418,990
41	EA Support & Staff	\$81,000			\$81,000		w/ additional FTE, fewer support services needed from EA
43							
44	Total Professional Services	\$528,006	\$0		\$528,006		
45							
46	SubTotal of Service Contract Spending	\$829,773	\$0		\$829,773		
47	Downtown Vision Plan Priorities						
48			\$0		\$0		Informatics will create & execute a robust marketing strategy to raise awareness locally & in surrounding communities about Downtown Cedar Rap
49	3rd st Catalytic Project	\$48,000			\$48,000		City's Current Timeline is maybe end of FY27, & it would be a 3 contruction year process.
50	Signage & Wayfinding	\$8,000			\$8,000		
51	Facade Improvement Program	\$23,000			\$23,000		
52	Self-watering planters	\$6,000			\$6,000		12 additional planters ordered (on same order as 6 more for MedQ)
53	Live Music Events (Event sub-committee budget)	\$58,000			\$58,000		
54	VenueWorks Sponsorship	\$7,500			\$7,500		Includes one usage of McGrath
55	Retail Study	\$10,000			\$10,000		City of CR, EA, & Downtown are splitting the cost of MJB's retail study of Downtown
56	Murals	\$28,000			\$28,000		
57	Professional Development	\$18,000			\$10,000		
66	SubTotal of New Commitments	\$206,500	\$0	\$0	\$198,500		
67							
68	YTD Total of Initial Spending Plan + New Commitments	\$1,036,273	\$0		\$1,028,273		
69							
70	Total Available for Discretionary Investments	\$67,016					
71	IEDA Downtown Assessment						
72	Strategic Marketing Plan Q3-Q4	\$30,000					
73							
74							
75	Other Downtown Vision Plan Priorities						
76							
77	NET Income	\$67,016					