NOTICE OF MEETING

Downtown Cedar Rapids Commission

Date: 11-18-26 Time: 3:00-4:30 PM

Location: Cedar Rapids Bank & Trust - 500 1st Ave NE

AGENDA

1. CALL TO ORDER & APPROVAL OF AGENDA

2.APPROVAL OF PREVIOUS MEETING MINUTES..... Pages 16-17
(Motion & Vote)

3. Guest Presentation: Matt Johnson, Public Works

4.REPORTS Requiring Review & Vote.....Pages 3-4
- **A. 2027 Budget**

5.REPORTS DISCUSSION Only.....Pages 5-15
- **A. Staff & Commissioner Updates**
- **B. Program Manager Initiatives Updates**
- **C. Executive Director Initiatives Updates**
- **D. Renewal Update**

6. Next Steps/Accountability Plan for Next Meeting

7. Upcoming Downtown Events: Five Seasons Lights at McGrath Amphitheater
Lighting Ceremony Dec. 4 @ 4:30pm - 5:30pm. Display from Dec. 4 - 27; 4:30 - 9pm.

8. NEXT MEETING DATE: Wednesday, January 20, 2027 at 3:00pm

9. OTHER BUSINESS

10. 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
SSMID Profit & Loss Statement (pages 16-17)
Upcoming Events (pages 18-19)

Store Openings & Closings:

Openings

1. **AC Hotel by Marriott** (in Kingston)
2. **Harold's Chicken**
3. **Karat Valley**
4. **Opus Tea & Wine**
5. **Clock House on Third**
6. **Cedar Crossing Casino & Entertainment Center**

opens to public Monday, Nov. 23, @ noon.
Shows: cedarcrossing.com/entertainment/

Closings

CLICK HERE for upcoming EA Events/Programs

Downtown SSMID Commission Members

Landon Burg, Graig Cone, Brittney Clarke, Jared Hanlin, Ted Kepros, Sarah Madsen, Juliet Pae, Jake Ryan, Randy Rings, Robin Sempf, Lisa Stephenson, Fred Timko, Steve White, Kyle Zimmerman

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.

Item No.: 4.A

ISSUE: 2027 Budget

BACKGROUND:
Staff has prepared the draft calendar-year 2027 operating budget for the Board's consideration. The budget is organized into seven expense categories: Personnel, Marketing & Communications, Maintenance, Operations & MOA, Special Projects, Administration, Capital, and Contracts. It compares the 2026 Budget with the 2027 Forecast.

Two themes shape this year's budget. First, the MOA line items are the baseline services the SSMID is required to perform under its agreement with the City. Second, Downtown is moving away from event sponsorship and toward street activation, which has been identified as a role for the Downtown SSMID. As a result, the budget no longer includes event programming, VenuWorks, or Placer AI, and it directs significant dollars to street activation.

Revenue. Forecast 2027 revenue is $1,208,289, an increase of $105,000 (9.5%) over the 2026 budget of $1,103,289. Revenue comes from SSMID assessments ($798,871), the City contribution ($237,156), Alliant ($47,262), expansion assessments ($70,000), and Farmers Market support ($55,000). Three changes drive the increase. Expansion assessments add $70,000, but they will not be collected until July 2027, so they reflect a partial year. Farmers Market support adds a projected $55,000 from services the team provides to the EA. SSMID assessments decline by an estimated $20,000 because of the state property tax law change.

Expenses. Forecast 2027 expenses total $1,144,333. The budget produces a net surplus of $63,956, compared with $58,016 in 2026.

FISCAL IMPACT:

Personnel ($509,466). Provides for one additional full-time maintenance staff member, beginning July 1, to support the expansion area and weekend coverage, along with a budget set aside for an intern. The amount includes salaries, overtime projections, 3% raises, benefits, and EA overhead for Direct staffing expense includes salaries and an allowance for expenses directly associated with the employee: health insurance, retirement benefits, payroll taxes, life & long-term disability insurance, worker's comp insurance, parking & cell phone subsidies, professional development, mileage, plus the portion of office supplies, equipment, computers, etc. assigned directly to the employee. In 2026, EA staff support ($81,000) and professional development ($18,000) were shown as separate lines.

Marketing & Communications ($18,600). Includes the website ($3,600) and marketing and swag/merchandise ($15,000, down from $30,000).

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.

MOA ($272,767). These are the services the SSMID is required to perform under its agreement with the City. Increases include Holiday Lights ($85,000, up from $60,000), Flowers/Planters/Trees ($90,000, up from $80,000), and Banner & Banner Hardware ($6,000, up from $5,000). The Big Belly trash can lease remains $72,767, and Big Belly bags and maintenance rise from $3,000 to $3,500. The remaining lines are Public Art Maintenance ($2,500), the 4th St Trail/Riverwalk ($8,000), and Sidewalk & Alleyway Cleaning ($5,000).

Special Projects ($244,000). Street activation is the largest investment: $125,000 for activation incentives and $50,000 for activation team priorities that fall outside the incentive program. The incentives are a pilot in partnership with the City to provide targeted incentives to property owners in the street activation area. The City is matching the SSMID's commitment, which Downtown will spread over two years. SSMID and City dollars will in turn be matched by property owner investment in the target area. Other items are Façade Improvement ($25,000), Murals ($30,000), Signage & Wayfinding ($8,000), and Self-Watering Planters ($6,000). Live Music Events ($58,000), the 3rd St Catalytic Project ($48,000), and the Retail Study ($10,000) are not funded in 2027.

Administration ($47,500). Includes rent for two offices, use of conference rooms, and a copy machine ($18,000); staff support ($6,000); office supplies ($1,000); technology ($2,500); and a capital reserve contribution ($20,000) under a five-year equipment replacement plan.

Capital ($40,000). Shop Supplies & Vehicle Maintenance, up from $20,000 in 2026. Which aging equipment and rising costs, we have incurred significant repairs.

Contracts ($12,000). The Cedar Rapids Marathon sponsorship ($12,000, up from $9,000) is under a three-year contract. The most recent race drew approximately 3,000 runners and thousands of spectators to Downtown. It is the only remaining event sponsorship. VenuWorks and Placer AI contracts are not being renewed.

RECOMMENDATION:
Approve the calendar-year 2027 budget.

STAFF CONTACT:
Caleb Knutson, cknutson@cedarrapids.org

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.

Item No.: 7.B

ISSUE: Program Manager – Maintenance, Beautification, & Street Activation Update

Public Art & Placemaking

The Yard is now home to a new mural created by the artist behind the butterfly wings installation in Nashville. The $50,000 project adds another significant public art feature to downtown, with Downtown contributing $10,000 through its mural fund. This investment supports continued efforts to enhance public spaces, create visual interest, and strengthen downtown's sense of place.

Winter window art has also been installed at the Smulekoff's building and Town Centre, bringing seasonal creativity and visual interest to downtown storefronts.

Holiday Beautification & Community Partnerships

Preparations for the holiday season are underway, with the downtown maintenance team working in collaboration with Bladeworks to install holiday decorations throughout downtown. Building on last year's expansion of the holiday lighting footprint to McGrath Amphitheatre, we will be extending the lights to Mays Island this year. Downtown is also partnering with Big Grove for a Hot Chocolate Walk and they are bringing additional holiday lighting and a 25-foot tree to The Yard, creating another festive gathering space for the community. All downtown holiday lights will turn on Wednesday, November 25.

In conjunction with these efforts, we are introducing a Giving Tree initiative this holiday season led by the team at Big Grove. In collaboration with J'nae Peterman and Sierra Pope, we will be collecting household items to support the Commons on 16th project and Willis Dady's Permanent Supportive Housing Program. This partnership provides an opportunity to extend the impact of our holiday efforts beyond beautification and bring meaningful support to individuals and families in our community.

Downtown Operations & Stakeholder Support

Planning for the next Cedar Rapids Marathon is also underway, with the first committee meeting scheduled for December 8. Early coordination will help establish priorities and begin preparations for the upcoming race.

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.

The Downtown maintenance team has completed the tear-out of the planters and is wrapping up work on the 4th Street Trail this week as the team transitions from fall projects to winter operations. As city led construction projects wrap up for the season, the team will continue its focus on maintaining a clean, safe, and functional downtown environment.

The Downtown team also continues to engage with stakeholders, checking in on concerns and helping navigate challenges as they arise such as street and sidewalk closers. Additional stakeholder engagement updates are included on the following page.

When you are out and about in Downtown Cedar Rapids, don't forget to say hello to our awesome maintenance team. Without them, we wouldn't be able to do what we do!

Evan McGuire

Maintenance Supervisor



Colin Glandon

Maintenance Specialist



Gage Trimble

Part-time Maintenance Specialist



RECOMMENDATION:
None

STAFF CONTACT:
Jennifar Bassett, jbassett@cedarrpaids.org

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.

Item No.: 7.C

ISSUE: Program Manager - Relationship Building & Stakeholder Engagement

BACKGROUND:

Building Downtown Relationships

Downtown welcomed the AC Hotel by Marriott team to the district with pastries and a handwritten welcome card. Our relationship with Chad Pitlik, General Manager of AC Hotel Cedar Rapids, began shortly after he joined the Kinseth team. They have been excellent partners, and this was an opportunity to continue building that relationship and welcome their team to the downtown community.

Educational Partnerships & Workforce Engagement

Downtown has continued to build relationships with faculty and students at Kirkwood Community College and the University of Iowa. I have presented to marketing students on downtown operations, the Street Activation Project and it all ties back to the Vision Plan. The KCC students are currently developing a marketing project focused on downtown, providing an opportunity to bring fresh perspectives and student involvement into our work. I will also be speaking with students about program and project management, sharing insight into the planning, coordination, and implementation of downtown initiatives.

Street Activation Project & Community Partnerships

The Street Activation Project continues to generate interest and opportunities for collaboration. Both Foundation 2 and Hello Cedar Rapids have expressed enthusiasm for the project and have engaged with Downtown to explore ways they can contribute. Ideas include public murals, façade improvements, and interactive art installations. Both organizations have expressed interest in finding meaningful ways to participate and help bring the project to life.

Economic Development & Professional Partnerships

I recently presented the Street Activation Project to the Economic Development Innovation Council, where the concept generated considerable interest and enthusiasm. Following the presentation, both Shive-Hattery and Fehr Graham reached out to continue the conversation. These immediate responses demonstrate growing interest in the project and create opportunities to engage additional professional partners as the initiative moves forward. I will be presenting to a small group at Bankers Trust on November 24.

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.

YMCA & Community Organization Engagement

Through my involvement on the YMCA Board, there is an opportunity to strengthen the connection between the YMCA's facility planning and the future of downtown Cedar Rapids. With Prairie Summit now open, attention is shifting to the Helen G. Nassif facility, which is in need of significant improvements. The YMCA has hired a consultant, and I have had the opportunity to share insight into downtown Cedar Rapids, its current initiatives, and its vision for the future.

Recognizing the need for additional space at the downtown YMCA location, the organization has also engaged the Bills family and Honeywell Building in exploring potential opportunities.

The ARC is facing similar space needs and has expressed an interest in remaining in downtown Cedar Rapids but has not yet identified the right opportunity. I have a coffee meeting scheduled in December with Executive Director, Theresa Lewis, to learn more about their needs and discuss potential opportunities. These conversations create an opportunity to better understand the space needs of key community organizations and how they may align with downtown's long-term growth and development.

RECOMMENDATION:
None

STAFF CONTACT:
Jennifar Bassett, jbassett@cedarrpaids.org

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.

Item No.: 7.C

ISSUE: Executive Director Initiatives: Update on Downtown Vision & Action Plan initiatives and statuses.

BACKGROUND: The Downtown Vision & Action Plan establishes our framework of priorities, strategies, and initiatives to guide the continued growth of Downtown Cedar Rapids. Initiatives are organized by priority area and phased over multiple years, with a lead entity responsible for each.

This update covers the Year 2-3 initiatives for which Downtown is the lead entity. As of this writing, Downtown reports all eight initiatives as on track. Initiatives fall under two priority areas: Ensure Downtown is Activated and Vibrant, and Improve Connectivity Within Downtown and to Adjacent District and Neighborhoods.

YEAR 2-3 INITIATIVES SUMMARY

No.	Priority	Strategy	Lead Entity	Status
2.1.2	Ensure Downtown is Activated and Vibrant	Enliven the storefront economy and diversify ground floor offerings.	Downtown	On Track
2.1.3	Ensure Downtown is Activated and Vibrant	Enliven the storefront economy and diversify ground floor offerings.	Downtown	On Track
2.1.4	Ensure Downtown is Activated and Vibrant	Enliven the storefront economy and diversify ground floor offerings.	Downtown	On Track
2.1.6	Ensure Downtown is Activated and Vibrant	Enliven the storefront economy and diversify ground floor offerings.	Downtown	On Track
2.4.7	Ensure Downtown is Activated and Vibrant	Add public art and other physical place enhancements.	Downtown	On Track
2.5.2	Ensure Downtown is Activated and Vibrant	Provide regular programming in Downtown public spaces.	Downtown	On Track

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.

No.	Priority	Strategy	Lead Entity	Status
3.1.2	Improve Connectivity Within Downtown and to Adjacent District and Neighborhoods	Ensure Downtown is accessible and easy to navigate by multiple modes of transportation including transit and/or a trolley or circulator, walking/rolling, biking, and driving.	Downtown	On Track
3.2.3	Improve Connectivity Within Downtown and to Adjacent District and Neighborhoods	Ensure Downtown is accessible and easy to navigate by multiple modes of transportation including transit and/or a trolley or circulator, walking/rolling, biking, and driving.	Downtown	On Track

DOWNTOWN RETAIL STUDY

The Downtown retail study is a direct byproduct of the Vision & Action Plan. The study is intended to inform how Downtown can enliven the storefront activity and diversify ground floor offerings.

On November 4, the retail study steering committee met with MJB to review the draft report and provide feedback. Staff is cataloguing available and potentially available spaces, including their sizes and potential uses. A dedicated retail recruitment position, potentially at about three-quarter time for a couple of years, has also been discussed. Responsibility, funding, and timing for that position have yet to be determined.

DOWNTOWN STREET ACTIVATION

The Vision & Action Plan provides the overall direction for Downtown street activation. At the November 10 street activation meeting, the group discussed a coordinated, phased investment that begins with public infrastructure and is followed by private building and storefront improvements. The work aligns with the Vision & Action Plan, the retail study, and waterfront planning. Its goal is to connect existing Downtown districts and make Downtown a destination where visitors stay and walk/explore.

Business and property owner outreach. Building support among the people who will be most affected by the work is a priority. We have connect directly with business owners and property owners in the focus area, starting with individual conversations. These meetings have explained the vision for Downtown street activation, show renderings of proposed streetscape and building improvements, and give owners a clear picture of how the phased approach would unfold. Just as important, they gave owners a chance to share feedback on their needs and concerns, such as access, deliveries, parking, maintenance, and construction impacts. That input has/will inform the design process and the incentive program. The goal is to build support during the process, address questions early, and secure

buy-in from owners so the plan reflects the community's priorities and has strong local support as it moves forward.

City-led infrastructure and design. The City will lead the hiring of a design team to develop detailed plans and cost estimates in collaboration with the street activation team and Downtown stakeholders. Potential improvements include decorative pavers, lighting and artistic installations, seating, bike racks, planters, skywalk enhancements, alley improvements and murals, and landscaping and seasonal amenities. Design will account for maintenance, durability, snow removal, and year-round use. The City must identify funding before the design process moves forward. Staff anticipates that procurement could take about two to three months to get a design team under contract, subject to funding and approvals.

Incentives and property owner engagement. Existing facade improvement grants are valued but are often not enough to make larger projects feasible. The Downtown organization and economic development partners will develop a coordinated building and tenant incentive program, which may include facade improvements, rent subsidies, and grease trap relocation. The program will be shared with property owners for feedback before going to City Council. Outreach will begin with small-group meetings of local owners, followed by individual conversations as needed.

Greene Square. The group discussed making Downtown more family-friendly, including an interactive or artistic playground, smaller play areas, an indoor play space, and seasonal gathering amenities. Any changes must account for existing programming, including Summer in the Square, concerts, and the splash pad.

2nd Street. The group favored a temporary, phased approach to pedestrian activation of 2nd Street over permanent reconstruction. Options include temporary bollards, intersection pavers, and test closures during events such as the Farmers Market. Traffic and City engineering staff will be involved, and access for businesses, residents, deliveries, and visitors must be considered before any decisions are made.

Friends of Downtown and fundraising. The City is expected to cover basic infrastructure, while enhanced amenities such as public art, decorative lighting, and playgrounds may require private fundraising. The group will explore a Friends of Downtown effort, including a Downtown ambassador program and a fundraising structure, potentially using the EA's 501(c)(3).

Next steps. The group plans to reconvene around the first of the year to review progress on design, incentives, and fundraising.

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.

Responsible Party	Next Step
City	Identify funding and begin preparing the design team RFP; share draft RFP scope language with the group for feedback
City	Coordinate with traffic and engineering staff and determine the feasibility of temporary 2nd Street closures and phased activation
Downtown	Continue cataloguing available and potentially available storefronts
City/Downtown	Develop the building and tenant incentive program, including guidelines and funding, and explore the structure and funding for a retail recruitment position
Fundraising representatives	Explore fundraising leadership, potential donors, and a Friends of Downtown structure
Project team	Research durable options for lighting, bike racks, benches, and planters; coordinate stakeholder messaging; schedule small-group property owner meetings

RECOMMENDATION: None

STAFF CONTACT:
Caleb Knutson, cknutson@cedarrapids.org

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.

Item No.: 5D

ISSUE: Update on the 2027 Downtown Cedar Rapids Self-Supported Municipal Improvement District (SSMID) 10-Year Renewal Petition Process.

BACKGROUND: Under Iowa State Code, Self-Supported Municipal Improvement Districts (SSMIDs) must be renewed every ten years. To successfully qualify for renewal, the district must obtain signed petitions from at least 25% of the property owners within the district, representing at least 25% of the total assessed property valuation.

Petitions for the 2027 renewal have been distributed to district stakeholders via email, direct mail and hand delivery. The in-person delivery of petitions has been a great exercise in connecting with various property owners. In these meetings we have highlighted the initiatives undertaken in the last decade, and the initiatives that the SSMID will undertake in the next decade. We have talked public safety, beatification, the street activation initiatives, and the overall strategy of the Downtown SSMID. As week as listening to the thoughts, and concerns property owners have for us. This has been especially helpful in talking to some of the out of state owners, such as Sherman & Associated, and Woodcrest. As of this writing, the district has exceeded the minimum thresholds, currently sitting at 45.3% of total assessed valuation and 30.7% of property owners.

With the initial distribution complete, efforts have transitioned to targeted follow-ups with remaining property owners. Additionally, petitions are now being distributed to non-profit property owners within the district; while tax-exempt non-profit properties do not contribute toward the assessed valuation, they do count toward the total property owner threshold.

RECOMMENDATION: None

STAFF CONTACT:
Caleb Knutson, cknutson@cedarrapids.org

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.

Cedar Rapids Downtown SSMID Commission Minutes
September 23, 2026 | 3:00-4:30 p.m.
Cedar Rapids Bank & Trust
Present: Brittney Clarke, Graig Cone, Jared Hanlin, Ted Kepros, Sarah Madson (virtual), Juliet Pae, Jake Ryan, Fred Timko, Steve White, Kyle Zimmerman

Absent: Landon Burg, Randy Rings, Robin Sempf, Lisa Stephenson

City: Jennifer Pratt and Noah Zeker; City Liaisons

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

Welcome, Introductions & Call to Order
Timko called the meeting to order at 3:02 pm and welcomed new members,

Approval of May and July Minutes
Ryan moved to approve the May minutes with Kepros seconding. The May minutes were unanimously approved.

Clarke moved to approve the July minutes with Cone seconding. The July minutes were unanimously approved.

Reports & Discussion
Accounting
Knutson stated the SSMID is transitioning to using Pearson & Virlee, PC for accounting services so they are now stabilizing the books. A new tax levy payment schedule will provide two large annual cash infusions (October/April), replacing the previous 1/12 monthly method. A new payment schedule for tax levy funds from the City is moving to once a month payment to the SSMID that will improve cash flow. Going forward, Timko said we will be looking at P&L statements and budgets such as those distributed today. This new format will provide real time tracking.

Program Manager Update
Bassett reported the following:
Farmers Market Season:

  - Total Attendance: 105K total visitors including 33K at Market After Dark;
- Maintenance Staffing:
  - Current: 2 full-time, 1 part-time, plus Downtown City View interns.
  - Proposal: Add 1 full-time staff member for weekend coverage.
  - Rationale: Needed for growing downtown (renewal expansion) and to prevent Monday morning backlogs.
- Holiday Lighting Expansion:
  - Areas: Mays Island trees, further into Kingston 3rd Ave SW and 1st St SW.
  - Partnerships: Hello Cedar Rapids (12 new displays); The Gazette's Festival of Trees is moving to the DoubleTree Hotel.
- IDA Conference:
  - Bassett thanked the group for sending her to the IDA conference in Toronto and provided a recap of her trip.

Street Activation Project Team Update

Knutson reported the SSMID and City are moving in the same direction and are working together well. Knutson shared slides showing conceptional designs for a revitalized downtown created by architects at OPN.

- Goal: Create a vibrant, walkable downtown experience.
- Scope: Green Square to Mays Island (3rd Avenue SE and 2nd St SE, alleyway).
- Key Concepts:
    - 3rd Ave SE: Enhanced streetscape with plants, lights and skywalks to be redone as art pieces.
    - 2nd St SE: Pedestrian Mall from 3rd Ave SE to alley. To be anchored by Cobble Hill.
    - Alley: Activated pedestrian passage.
- Challenge: Grease traps and dumpsters must be addressed for alley activation.
    - Knutson researched Clinton, IA's past grease trap rebate program.
    - Solution: Use internal grease collection tanks with external pump-out connections.
- Timeline: Final design review mid-October; phased implementation to show visible progress.

Clarke mentioned bike lanes will remain and plan to add more bike racks and more shaded areas and seating in front of HiBu is also planned. Once Hills Bank moves out 3rd St & 3rd Ave., SE, this will become an anchor location. Commissioners expressed concerns about securing restaurants for downtown, but Kepros explained there are plans to identify existing establishments in other cities and reach out to them to expand here.

Bassett stated Kirkwood students will be downtown and will give feedback as to what would entice young people to come downtown. They will also create a marketing plan for downtown.

Director's Report

Knutson gave updates on the retail study with emerging professionals (under age 40) and Coe College students, received input from commercial bankers, provided some details about the upcoming SSMID renewal process and said the expansion of the Downtown District will is expanding, Timko shared they had great meeting with the Casino and they are excited to collaborate with the SSMID.

The new Commons on 16th bridge housing project and its potential impact on homelessness downtown was discussed. It will provide 84 single dorm rooms and will decrease homelessness but won't solve it. Pratt shared 75% of the homeless have been unsheltered for five years. Medical and psychology services will be on site along with educational programs. It will be opening in November.

Knutson reported by state code SSMIDs are required to renew every 10 years. He has been delivering renewal packets, Downtown has a few out-of-state property owners that are hard to get a response from.

Other Business

District Dish: The first event/meeting had 16 very engaged businesses attended within the downtown district. Wheeler reported the biggest concerns they had were downtown construction, safety and the public's perception of downtown.

American Discovery Trail: Riders will be coming from Sag Wagon to Greene Square Park for a 1-hour program on October 3rd from 4:00 – 5:00pm. The Mayor will speak as batons get handed off to her. A QR code for restaurant specials will be provided to attendees.

- Alliant staff will be returning to working in the office Tuesday–Friday starting in February.
- AC/Marriott Hotel will open in Kingston on October 22nd. Ribbon cutting scheduled for December 3rd.
- Casino hosting Maddie Poppie and Casey Brunner concert on September 30th at Kingston Yard.
- Bassett will MC the African-American Museum's Gala on October 8th.
- Downtown is working with the MedQuarter on their Healthiest State walk on October 7th.

Adjournment - The meeting adjourned at 4:00 p.m. /pd

Downtown Self-Supporting Municipal Improvement District

Profit and Loss

January-October, 2026

	Total
Income	
41000 Property Tax Revenue	674,200.50
42000 MOA City Funding	135,972.79
43000 Interstate Power & Light funds	23,631.19
44000 Other Income	4,565.95
44500 Services	100.00
Total Income	**$838,470.43**
Gross Profit	**$838,470.43**
Expenses	
60400 Bank Service Charges	15.00
61000 Personnel	
61010 Downtown Team	298,004.00
61020 EA Support & Staff	54,000.00
61030 Service Contract Expenses	2,629.50
Total for 61000 Personnel	**$354,633.50**
62000 Contracted Services	600.00
64000 Marketing & Branding	22,747.64
64200 Meals	4,086.13
65000 Special Projects	$20,681.04
65010 Placer.AI	5,000.00
65020 Renewal Fund	5,333.36
Total for 65000 Special Projects	**$31,014.40**
66000 Repairs & Maintenance	-$4,411.60
66010 Big Belly Trash Can expense	2,000.00
66015 Big Belly Trash Cans Annual Lease	55,596.20
66020 Sidewalk & Alleyway Cleaning	3,333.36
66030 Alleyway Projects	13.00
66050 Holiday Lights	43,600.77
66060 Flowers/Planters/Trees	62,670.31
66070 Public Art Maintenance	1,666.64
66080 4th Street Trail	5,333.36
66100 Shop Supplies & Vehicle Maintenance	21,802.69
66110 Banner & Banner Hardware	8,683.36
Total for 66000 Repairs & Maintenance	**$200,288.09**
67000 Purchases	13,341.18
68500 Sponsorships & Grants	
68520 Event Sponsorships	5,554.22
68540 New Event Sponsorships	7,591.52
Total for 68500 Sponsorships & Grants	**$13,145.74**

Downtown Self-Supporting Municipal Improvement District

Profit and Loss

January-October, 2026

	Total
69000 Vision Plan	
69040 Self Watering Planters	5,976.00
69050 Live Music Events	12,500.00
69060 VenueWorks Sponsorship	7,500.00
69070 Retail Study	27,679.04
69080 Murals	11,766.23
69090 Professional Development	5,469.12
Total for 69000 Vision Plan	**$70,890.39**
69100 Travel	715.25
Total Expenses	**$711,477.32**
Net Operating Income	**$126,993.11**
Net Income	**$126,993.11**

CR EVENTS Live!

11/6 Bingo Loco - Alliant Energy PowerHouse

11/6 Gary Owen - Paramount Theatre

11/6 & 11/7 RoughRiders- ImOn Ice

11/7 Justin Willman - Paramount Theatre

11/12 Jon Pardi - Alliant Energy PowerHouse

11/14 OI Masterworks - Paramount Theatre

11/18 -21 NJCAA DII Volleyball Championship - Alliant Energy PowerHouse

11/20 & 21 RoughRiders - ImOn Ice

11/28 Christmas with C.S. Lewis - Paramount Theatre

11/29 Celtic Christmas - Paramount Theatre

12/4 OI The Nutcracker - Paramount Theatre

12/4 - 12/6 RoughRiders 12U CHallenge Cup - ImOn Ice

12/6 An Irish Christmas - Paramount Theatre

12/9 Lindsey Stirling - Alliant Energy PowerHouse

12/11 Christmas in the Key of A - Paramount Theatre

12/12 Amy Friedl's Christmas at the Paramount

12/13 A Christmas Carol - Paramount Theatre

12/16 A Christmas Story The Musical - Paramount Theatre

Scan the QR code to check out all of the great entertainment coming to Cedar Rapids

ImOn ICE PARAMOUNT THEATRE PowerHouse Alliant Energy McGrath Amphitheatre

Count down to the holidays!





