

### Appendix 3

#### SSMID Case Study Research

SEH

#### SSMID Case Studies from Five Iowa Cities

- Cedar Falls Community Main Street
- Des Moines Operation Downtown
- Iowa City Downtown District
- Sioux City Downtown Partners
- Spencer Main Street District

Source: Self-Supported Municipal Improvement Districts, A Toolkit for Planning, Implementation, and Evaluation by the Iowa Initiative for Sustainable Communities, The University of Iowa School of Urban & Regional Planning, 2014 (See copy in project folder

P:\KO\M\MRSHT\148776\5-Report-Ordinance\SSMID + Guidelines info\)

City District Name	Pop.	Year SSMID Created	# of Renewals	# of Properties	Levy Amount (year)	Duration and Levy/\$1000 Property Value	Additional Notes
Cedar Falls Community Main Street	39,260	1987	4	192	\$125,000 (2012)	5-year \$3.50 (cap \$5.83)	Within TIF District Levy based on current property value
Des Moines Operation Downtown	203,433	1998	5	700 approx.	\$1.3 Million (2014)	5-year (started with 3-year) \$1.15 (cap \$2)	Larger city example/ one of several SSMID in city
Iowa City Downtown District	67,862	2012	N/A (in 1 <sup>st</sup> term)	275 approx.	\$280,000 (2013)	4-year \$2	Used a year-long outreach effort to get community support
Sioux City Downtown Partners	82,684	1993	5	484	\$268,000 (2013)	5-year (started with 2-year) #2.25	City had previous Main Street SSMID for 20-years/ does year-long campaign

							during renewal year
Spencer Main Street District	11,233	1987	N/A (no sunset period)	200 approx.	\$57,000 (2013)	Indefinite \$4 core area \$2 other areas	Levy capped for existing business in 1987 and new businesses taxed at current values.

#### Additional Outcomes of Note:

- Cedar Falls Community Main Street accomplished cultural district designation by the State of Iowa and historic preservation through planning and design guidelines for renovations and new construction.
- Des Moines Operation Downtown communicates with stakeholders via website to hand-written notes for specific accomplished tasks. Annual reports provide precise metrics on services provided, for example, number of windows washed and trash collected to directly communicate benefits to the stakeholders and property owners.
- Iowa City Downtown District was established after a previous SSMID had sunset in 2004 (after a 20-year term). Market changes and failing infrastructure prompted the return of this SSMID. The University of Iowa makes a voluntary annual contribution of \$100,000 to the SSMID, which helps leverage overall support for the SSMID.
- Sioux City Downtown Partners facilitated the establishment of the Downtown Casino Overlay District for future development and increased property value for the Downtown Partners SSMID.
- Spencer Main Street District has accomplished defining a cultural and arts district and has three blocks listed on the National Register of Historic Places. The City of Spencer has also been designated as a 'Blue Zone' City, as part of the Blue Zones Project an initiative for communities to embrace healthier lifestyles and livable places.

#### Other Examples:

Fort Dodge, Iowa (2016 Population: 24,441)

Source: "Main Street Iowa is a go", by Chad Thompson, The Messenger, August 3, 2017

- Designated as a Main Street Iowa community in 2017. Main Street Iowa is a state-wide (supported by national-wide) program for revitalizing outstate communities. This program will provide training and assistance at the local level for community revitalization of the downtown area.
- Fort Dodge has two SSMIDs: Downtown (since 1982) and Corridor (since 2017). The downtown SSMID is to be overseen by Main Street Fort Dodge.
- Notable Outcome: 70% of the Fort Dodge Downtown Plan (from Sept 2008) initiatives have been implemented such as adopting the Downtown Design Guidelines from 2014 (See copy

in project folder P:\KO\M\MRSHT\148776\5-Report-Ordinance\SSMID + Guidelines info\design guidelines examples\)

- SSMIDs are on a 10-year renewal cycle.

Newton, Iowa (2011 Population: 15,130)

Source: "SSMID Moving Into New 10-Year Term", by James A. Pierson, Newton Daily News, February 12, 2018

- SSMID was re-established in 2013 (was dormant after a 20-year term)
- Levy Rate: \$1.50/ \$1000 property value (previously was \$1/\$1000)
- In 2018 changed to a 10-year renewal period to help fund larger goals
- In order to keep SSMID in operation two thresholds are required so that not one property owner with a high value property solely determines the SSMID renewal and include multiple smaller-value property owners. Must have both these conditions met:
  - Greater than 25% of property owners within boundary agree to SSMID, and
  - Representing greater than 25% of property valuation within boundary agree to SSMID
- At the time of the article both conditions were met at 50% of property owners and represented property valuation agree to SSMID
- Approximately \$12,000 annual return, which mainly is used for district cleaning, watering plantings, and seasonal decorations.

Source: "Downtown Newton lands historic designation", by Ty Rushing, Newton Daily News, October 7, 2014

- Designated as a Main Street Iowa City in February 2014.
- Portion of the downtown district named to the National Register of Historic Places in October 2014.

From the 2015 Iowa Department of Management these SSMIDs had levy valuations:

Source:

[https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=14&ved=2ahUKEwiL66vj3qDhAhVsdt8KHWMDxIQFjANegQIBhAC&url=https%3A%2F%2Fdom.iowa.gov%2Fsites%2Fdefault%2Ffiles%2Fdocuments%2F2015%2F10%2F100\\_valuations\\_by\\_levy\\_authority\\_by\\_county\\_14\\_15-16.xls&usg=AOvVaw2l2-ieo3m3zl\\_k8eOGZZGD](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=14&ved=2ahUKEwiL66vj3qDhAhVsdt8KHWMDxIQFjANegQIBhAC&url=https%3A%2F%2Fdom.iowa.gov%2Fsites%2Fdefault%2Ffiles%2Fdocuments%2F2015%2F10%2F100_valuations_by_levy_authority_by_county_14_15-16.xls&usg=AOvVaw2l2-ieo3m3zl_k8eOGZZGD)

City	SSMID Name	Overall City Population
Cedar Falls	Cedar Falls SSMID	41,390 (2016)
Waterloo	Waterloo SSMID	67,934 (2016)
Clinton	Clinton Downtown SSMID	25,719 (2016)
De Witt	De Witt SSMID	5,233 (2016)
Burlington	Burlington SSMID	25,277 (2016)
Webster City	Webster City SSMID	7,756 (2016)
Newton	Newton City SSMID North Central	15,130 (2011)
Iowa City	Iowa City Downtown SSMID	74,398 (2016)
Cedar Rapids	Cedar Rapids SSMID 1	131,127 (2016)
	Cedar Rapids SSMID 2 Medical Mall	131,127 (2016)
Knoxville	Knoxville SSMID	7,241 (2016)
Des Moines	Des Moines SSMID 1 Downtown	217,521 (2017)
	Des Moines SSMID 2 Sherman Hills #1	217,521 (2017)
	Des Moines SSMID 3 Sherman Hills #2	217,521 (2017)
	Des Moines SSMID 4 Highland Park	217,521 (2017)
	Des Moines SSMID 5 Ingersoll Grand	217,521 (2017)
	Des Moines SSMID 6 Beaverdale	217,521 (2017)
Council Bluffs	Council Bluffs SSMID #1	62,524 (2016)
Davenport	Davenport SSMID 1 Downtown	102,612 (2016)
	Davenport SSMID 2 East Village	102,612 (2016)
	Davenport SSMID 3 Expanded	102,612 (2016)
	Davenport SSMID 4 Hilltop	102,612 (2016)
	Davenport SSMID 5 N 53 <sup>rd</sup> / Elmore	102,612 (2016)
	Davenport SSMID 6 S 53 <sup>rd</sup> / Elmore	102,612 (2016)

	Davenport SSMID 7 North Elmore	102,612 (2016)
Fort Dodge	Fort Dodge SSMID #1	24,441 (2016)
	Fort Dodge SSMID #2	24,441 (2016)
	Fort Dodge SSMID 3#	24,441 (2016)
Sioux City	Sioux City SSMID 3 Main Street A	82,872 (2016)
	Sioux City SSMID 4 Main Street B	82,872 (2016)