

Cedar Rapids Medical District

Steering Team Members

Richard Pankey, Riley's Cafe (Co-Chair)
Ted Townsend, St Luke's Hospital (Co-Chair)
John L Albert, Citywide Cleaners
Tim Charles, Mercy Medical Center
Gary Kaufman, CarePro Health Services
Michael Sundall, Physician's Clinic Of Iowa
Gary Ward, Immaculate Conception Church
John Helbling, Coordinator, Medical District

Operations & Maintenance Team

John Sheehan, St Luke's Hospital (Chair)
Mike Easley, St Luke's Hospital
Marty Hoeger, Neighborhood Development Corporation of Cedar Rapids
Mary Meisterling, Alliant Energy
Bob Olberding, Mercy Medical Center

Economic Development & Marketing Team

Steve Drake, Mercy Medical Center (Co-Chair)
Laura Rainey, St Luke's Hospital (Co-Chair)
Gary Kaufman, CarePro Health Services
Richard Pankey, Riley's Café
Kari Stillman, Cedar Rapids Chamber of Commerce
Michael Sundall, Physician's Clinic Of Iowa

District Objectives

- Build on unique medical service and encourage a collaborative environment.
- Enhance the sense of place to improve the experience of visitors and promote branding and marketing.
- Improve connections to the Downtown District including pedestrian walkways, vehicular circulation, public transit, parking strategy and recreational modes.
- Develop a wayfinding and signage system to facilitate safe and easy travel into and around the Medical District.
- Delineate boundaries to promote effective public/private investment in the district & residential neighborhoods.
- Be a safe neighborhood presence for nearby residents and businesses.
- Economic Development - Long term densification of the area

Cedar Rapids Medical District

Medical District Proposed Designated Purposes for Use of Levied Funds:

- a. Medical District Economic Development Programs including:
 - o Retain, attract and incubate businesses
 - o Support existing businesses to help them grow
 - o Attract new investment and appropriate development
 - o Create investor marketing information specific to Medical District including real estate database
 - o Consumer marketing, promotions and special events
 - o Market research
- b. Communications and Advocacy including:
 - o Advocate to advance policies and attract additional resources to improve Cedar Rapids Medical District
 - o Manage media relations to project a positive image
 - o Maintain Cedar Rapids Medical District website
 - o Promote a positive image with public relations initiatives
- c. Capital Improvements including:
 - o Cosmetic improvements such as seasonal banners and decorations
 - o Gateways, signage and public art
 - o Special projects to improve and beautify public spaces
 - o Street beautification
- d. Enhanced Maintenance including:
 - o Ongoing maintenance of Cedar Rapids Medical SSMID-financed improvements that are deemed to be beyond the City's base level of services
 - o Enhanced services that would not be expected from the City.
- e. Enhanced personal and property security
 - o Enhanced security services that would not be expected from the City.
- f. Parking Management including:
 - o Encourage investment to update parking infrastructure and technology
 - o Investigate options for improving mobility for all modes of transportation, including bicycles and transit
 - o Investigate ways to support economic development efforts with the creative use of parking resources

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Pro-Forma Budget Detail

Budget to Operate the District

- Based on Downtown District experience the district can provide advocacy, economic development program management, day to day operations and maintenance for the Medical District and its programs.
 - Economic Development (\$125,000)
 - District Operations and Maintenance (\$125,000)
 - Administration and Organizational Support (\$50,000)
- Provide all programming and administrative support, any required reporting and filings for SSMID Commission.
- Leverage existing resources by sub-contracting the administration to another local organization (e.g. Downtown District, Chamber, etc)
- Budgetary Estimate: \$300,000/year

Enhanced Security

- Provide a forum and increase leverage to address security concerns of business and property owners in the district.
- Increased City/District collaboration
- Potential to have designated District Security assets to augment existing city and private programs
- For example:
 - Additional 10 hour patrol
 - 7 days a week
 - With vehicle and communications
- Estimated Cost: \$107,750/Year

Marketing/Branding Programs

- Establish brand recognition of the district as a destination
- Assist economic development recruitment and redevelopment of district
- Assist district business in recruitment of professional, skilled and support personnel.
- Includes:
 - Development and maintenance of District Website, Advertising, Web Analytics and other marketing support
 - Development and production of District marketing programs
 - Collateral materials to support district programs
- Estimated cost
 - Year 1 - \$43,000
 - Year 2 - \$10,000