

Timeline of SSMID History in Cedar Rapids

1986	Downtown SSMID Established
2007	Kingston Area Added to Downtown SSMID Boundary
2008	Flood of 2008 Devastates Cedar Rapids' Core Districts
2011	MedQuarter Regional Medical District Established
2015	Czech Village/New Bohemia SSMID Established
2019	Flood Gate Groundbreaking Protecting Czech Village/New Bohemia District
June 30, 2023	Expiration of 1st Term of the Czech Village/New Bohemia SSMID

Photo Courtesy deNovo Marketing



Mission
 The Czech Village/New Bohemia Self-Supported Municipal Improvement District (SSMID) improves the neighborhood and the Cedar Rapids community through economic development, communications and advocacy, capital improvements, enhanced maintenance and parking/ transportation management.

What is a SSMID?
 A Self-Supported Municipal Improvement District (SSMID) is a financing mechanism used to fund district-specific improvements and services to supplement, not replace, existing municipal services. A designated district can levy taxes on commercial and industrial properties within the district boundary. A designated district is self-imposed and self-governing. Non-commercial, non-industrial properties are exempt from paying the assessment. These properties can voluntarily contribute to the SSMID.



City Manager, Jeff Pomeranz, speaks to attendees of the Flood Gate groundbreaking in 2019.

2019 Czech Village/New Bohemia SSMID Commission Members



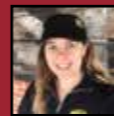
Craig Byers



Lijun Chadima



Jessalyn Holdcraft



Stephanie Jelinek



Pamela Lewis



Ana McClain



Chad Pelley



James Piersall, Chair



Robert Schaffer

Thank you to the Cedar Rapids Metro Economic Alliance for serving as the Czech Village/ New Bohemia SSMID administrator. We also appreciate the Commission's liaison from the City of Cedar Rapids, Jennifer Pratt.



CZECH VILLAGE DISTRICT NEW BOHEMIA

2019 Annual Report





2019 Achievements

- Created District Beautification Committee
- Contributed to City of Cedar Rapids' Bike Share program
- Contributed to ConnectCR
- Continued participation in planning of streetscape on 12th Avenue extension
- Enhanced streetscaping with more flowers in more places
- Street banner pole repairs and maintenance
- Created cohesive and coordinated holiday décor across District
- Increased long-term strategic planning and involvement with the City on the District's master plan
- Maintained levy rate at \$1.25/\$1000 assessed value
- Continued advocacy for Cargill and the rail yard project
- Launched strategic stakeholder communications including monthly Stakeholder e-Communication, a social media platform and online presence.

Allocation of 2019 SSMID Levy Dollars:

\$0	Administration Fees
\$4,234	Streetscape & Beautification
\$3,290	Projects <ul style="list-style-type: none"> • \$2,500 ConnectCR • \$700 Deck The District Trolley Contribution
\$1,000	Future Funding for Czech Village parking lots
\$5,507	Stakeholder Communications Support
\$17,938	Saved for future District projects

Czech Village / New Bohemia District Plans for 2020

The Commission's efforts in 2020 will align with the City of Cedar Rapids' district action plan. Commissioners felt they could best work toward focusing on three items.

Increased Streetscape Aesthetics

- Expand current use of planters, banners and holiday décor, utilizing the planning and research of the Beautification Committee to extend to additional areas, enhance what's already there and increase the maintenance and attention paid to what gets put in place. Emphasis on developing a unified or complementary look across the District and creating and executing on a plan to ensure timely, consistent and quality displays.
- Lead on 16th Avenue SW Streetscape plan, per City of Cedar Rapids request.
- Discuss the potential for new minor scale amenities such as benches, limited lighting and signage that might include parking and/or wayfinding signs.
- Discuss the potential for new major scale amenities such as bridge lighting, canopy street lighting, pocket park(s) and dog park.
- Discuss what a master streetscape plan might entail and see if the Commission may want to go that direction.

Increased Public Art

- Lead on the 10th Avenue SE artwalk project as requested by the City of Cedar Rapids. The City defined the scope of these responsibilities as plan, create, buy, install and maintain. Most of the budget impact will be professional service time devoted to planning the project, determining funding sources, building a supportive coalition and more.
- Participate in Multi-District discussions about a district collaboration project that the Commission hopes could be steered toward a public art project.
- Communicate and coordinate with Main Street on public art initiatives. Both groups have identified this strategy as something to work on and want to make sure no duplication of efforts is taking place. Identify clear duties and responsibilities to be outlined and communicated before proceeding.

Communications

- Stakeholder communications will continue with similar frequency, content and delivery vehicles. There should be more wins and tangible benefits to communicate from the SSMIDs efforts in 2020.
- Facilitate opportunities for the Commission to speak as a unified voice, submit feedback and testimony to issues that impact the district, champion its priorities and progress.

