



2018 PROGRESS REPORT

CONNECTING, GROWING AND CELEBRATING DOWNTOWN SIOUX FALLS!

ABOUT

DTSF is a 501c4 that connects, grows, and celebrates Downtown Sioux Falls!

MISSION

Boldly lead the downtown community through diverse experiences, economic growth, and a healthy environment.

VALUES

Inspire Passion | Build Community
Have Integrity | Embrace Diversity

THANK YOU

Together, we are building a stronger downtown for Sioux Falls, the region, and beyond. DTSF is able to make such a positive impact on our community thanks to your support. We can't do it alone. Thank you!

MARKETING & PROMOTING DOWNTOWN

- New website & email marketing capacity
- New co-op & umbrella advertising campaign
- New gift card program promoting downtown shopping

ADVOCACY, PARTNERSHIPS & PLACEMAKING

- Community Matters featuring Charles Marohn of Strong Towns
- Trolley funding secured for five years – *Thanks to Sanford Health, Lewis Drug, Howalt+McDowell Insurance – Marsh & McLennan Agency, Great Plains Brokerage, and Sanford Health Plan*
- Paw-Pup Dog Park created using Tactical Urbanism
- Core Neighborhood Walkability Summit

PROMOTIONS & EVENTS

- \$3 million economic impact (est. per Americans for the Arts report)
- Record attendance at Block Parties & Parade of Lights
- Added shoulder season events – Easter Egg Scavenger Hunt, Downtown Trick or Treat, and the Winter Event Grant Program

OPERATIONS

- 10% growth in membership & sponsorship revenue – 269 members
- Committee & organizational alignment
- Installed four pedestrian counters to measure our efforts
- Established *State of Downtown* – an economic dashboard