Downtown Sioux Falls Staff
Joe Batcheller, President
Sarah Munce, Accounts Coordinator
Sadie Swier, Marketing & Communication Coordinator
Sarah Lovre, Events Coordinator
Dave Oswald, Clean & Green Team Lead

Downtown Sioux Falls Board of Directors
Officers
Chair – Terri Schuver, Sticks and Steel
Vice Chair – Derek Ohme, First National Bank
Treasurer – Jessie Schmidt, Better Business Bureau
Secretary – Anita Wetsch, 605 Real Estate
Past Chair – Kyle Raph, CO-OP Architecture

Directors
Angela Avila, Prairie Berry LLC
Ken Bashore, Vanguard Hospitality
Brenda Bethke, First Premier Bank
Mary Dally, Thurman, Comes, Foley & Co, LLP
Vaney Hariri, Think 3D Solutions
Sheila Hazard, Property Owner
Greg Koch, 605 Running Company
Tiffany Miller, Davenport, Evans, Hurwitz & Smith, LLP

Downtown Sioux Falls, Inc. (DTSF) is the urban place management organization at the heart of one of the most inviting downtowns in America. Ten years ago, it would be impossible to fathom the progress we accomplished as a downtown. I expect we will be saying the same thing as we close out the next decade. 2019 alone will be remembered as an inflection point for Downtown Sioux Falls with the completion of the Arc of Dreams™, the Levitt at the Falls, the Cascade at Falls Park, Hotel on Phillips, and investments in the State Theatre, Sioux Steel Redevelopment, Rail Yard Flats, and phase three of the Downtown River Greenway.

Over the years, DTSF has strived to increase its value to downtown and beyond by providing quality services for our business members and downtown property owners. We have done so by adding placemaking projects, like the Paw-Pup Dog Park, pedestrian bump-outs, and Parking(ing) Day. We have more robust data from our State of Downtown Sioux Falls economic dashboard and our pedestrian counters. We offer our stakeholders powerful digital platforms to reach new audiences, such as our event listings and property listings on DTSF.com, as well as our powerful reach through social media and earned media. We have added member services, like the DTSF Gift Card, member socials, and professional development seminars.

This work cannot be done alone, though. It takes a multitude of partners, from the City of Sioux Falls to our members, sponsors, property owners, and the nonprofit sector. Often, we don’t even seek credit—we just want results. Without our partners through, the results would not be possible.

One such partner is out-going Board Chair, Terri Schuver. For much of the past decade, Terri has played a key role in guiding the organization towards much of its success. Terri, owner of Sticks and Steel, has been part of the downtown scene ever since the Eastbank became a destination, which she was instrumental in spotlighting. With her calm, yet no-nonsense approach, she has championed downtown as the destination for retail, arts, and culture.

Together, our accomplishments have made downtown Sioux Falls the most enticing urban destination in the upper Midwest. As this report demonstrates, we all have much to be proud of in downtown Sioux Falls. Thank you for being part of our success!

Joe Batcheller, President, Downtown Sioux Falls, Inc.

Connect | Grow | Celebrate!
DTSF boldly leads the downtown community through diverse experiences, economic growth, and a healthy environment.
ADVOCACY & PARTNERSHIPS

DTSF was fortunate to partner with several organizations and individuals to further its mission of making downtown Sioux Falls a welcoming, pedestrian-friendly place.

2019 Daily Foot Traffic By Location

- 10th & Phillips: 1,547 average, 3,108 first Friday average
- East 8th Street: 496 average, 1,119 first Friday average
- 6th & Phillips: 342 average, 646 first Friday average
- 8th & Phillips: 282 average, 1,049 first Friday average

AARP Funded Crosswalk Improvements

MEMBERSHIP

- 43 New Members (Year To Date)
- 261 Current Members (YTD)
- Downtown Development Committee Established

Better Business Day

Development Seminars by the Mann Group
12 Participating Businesses
Approximately 40 tickets sold across two sessions

DOWNTOWN GIFT CARDS

- $45,377 Total 2019 Sales
- 55 Participating Businesses
- $26 Average Amount Spent Per Transaction

Sioux Falls Winter Carnival
DTSF Winter Event Grant Awarded to Boys & Girls Clubs of the Sioux Empire

Street Musicians
Funded by the Xcel Energy Grant

Kirby Dog Park
Thanks to the generous donation from Joe and Jennifer Kirby
EVENTS

From rockin' out at Riverfest to viewing art during the Art & Wine Walk, and more, DTSF events bring people together to celebrate and enjoy our vibrant downtown. DTSF has curated a place worth experiencing every day, for everyone.

681 Volunteer Hours
59,491 Event Attendance
$1,805,552 Economic Impact

Riverfest Eastbank Block Parties Art & Wine Walk

DEVELOPMENTS

2019 was a transformative year, with the completion of the Arc of Dreams™ and Levitt at the Falls, the construction on the Cascade and the Third Avenue Lofts, as well as the announcement of the Sioux Steel Redevelopment, Rail Yard Flats and the State Theatre’s secured funding.

Arc of Dreams™

Announced Developments:
202 apartments
27,500 square feet of retail
207,000 square feet of office
60,000 square feet of convention space
217 hotel rooms
982 parking spaces

Sioux Steel Redevelopment

State Theatre
Projected to open in 2020
## 2019 SPONSORS

<table>
<thead>
<tr>
<th>AARP of South Dakota</th>
<th>Minutemen Press</th>
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<tbody>
<tr>
<td>Avera Health</td>
<td>PBR - Professional Bull Riders</td>
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<tr>
<td>Beal Distributing</td>
<td>Raven Industries</td>
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<td>Black Hills Federal Credit Union</td>
<td>Reliabank</td>
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<td>Country Inn &amp; Suites</td>
<td>Results Radio</td>
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<td>Falls Area Bicyclists</td>
<td>Sanford Health</td>
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<td>First Bank &amp; Trust</td>
<td>South Dakota Canoe &amp; Kayak Association</td>
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<td>Great Western Bank</td>
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<td>Howalt &amp; McDowell Insurance, a Marsh &amp; McLennan Agency</td>
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<td>Lloyd Companies</td>
<td>Xcel Energy</td>
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<td>Midco</td>
<td>8th &amp; Railroad</td>
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## DTSA FUNDING & SERVICES

### Funding Sources:

<table>
<thead>
<tr>
<th>Event</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Events &amp; Promotions</td>
<td>23%</td>
</tr>
<tr>
<td>Business Improvement District</td>
<td>22%</td>
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<tr>
<td>City of Sioux Falls</td>
<td>21%</td>
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<tr>
<td>Business Members</td>
<td>16%</td>
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<tr>
<td>Grants, Federal Government, &amp; Sponsorships</td>
<td>18%</td>
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</tbody>
</table>

### Funding Allocation:

#### Events & Promotions
Provided funding for:
- Art & Wine Walk, Burger Battle, Eastbank Block Parties, Parade of Lights, Riverfest, etc.

#### The Downtown Business Improvement District
Provided funding for:
- Cleaning, beautification, market data, marketing, management, and placemaking.

#### The City of Sioux Falls
Provided funding in order to:
- Promote a positive image and grow the vitality for downtown Sioux Falls by providing assistance with implementing objectives in the 2025 Downtown Plan.

#### Membership
Provided funding for:
- Advocacy, communications, exposure, market data, marketing, networking, and promotions.

#### Grants, Federal Government, and Sponsorships
Provided funding for:
- Maintenance & programming of the 12th Street Plaza, and special projects and initiatives.

### Overall Budget:

**$764,744** (unaudited)