



DOWNTOWN SIOUX FALLS

ANNUAL REPORT 2019

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



Joe Batcheller
President,
Downtown Sioux Falls, Inc.



Terri Schuver
Outgoing Board Chair

WELCOME


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 Park(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 though, 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.

AARP Funded Crosswalk Improvements

MEMBERSHIP

43
New Members
(Year To Date)

261
Current
Members
(YTD)

Downtown
Development
Committee
Established

BUSINESS IMPROVEMENT DISTRICT BY THE NUMBERS



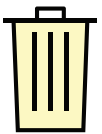
Flowers Planted & Watered:
110 hanging baskets
136 planters



12,800 Pocket Guides Distributed



8.6 Miles of Holiday Lights Strung
(Enough to stretch to Rowena, SD!)



14,111 lbs of trash removed
from 1,460 miles of sidewalks
(That's farther than driving from
DTSF to New York, NY!)



2,533 Downtown Residents
9,230 Individuals Employed Downtown

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

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

Park(ing) Day

In Partnership with CO-OP Architecture & Confluence,
JLG Architecture, CPM Fitness & Strong Towns

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



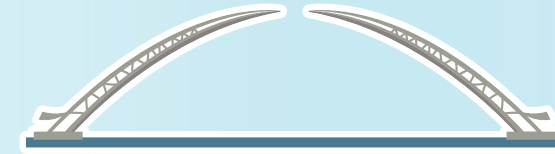
Eastbank Block Parties



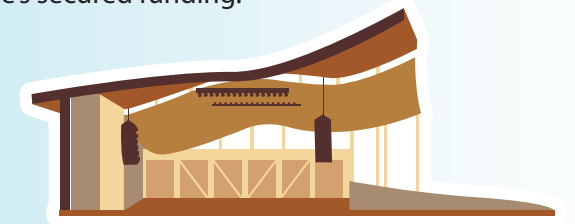
Art & Wine Walk

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™



Levitt at the Falls

2019 Development Statistics:

198 apartments constructed
30,000 square feet of retail
90 new hotel rooms
\$48.8 MM of construction activity
\$81,382 per acre in downtown vs.
\$15,669 per acre outside of downtown

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!



MARKETING
&
COMMUNICATIONS



Media Footprint
220 TV & Radio
Appearances



Social Media Impressions:
Facebook: 159.5M
Instagram: 42.2K
Twitter: 297.5K



Website:
900,000 Page Views



**Downtown Insider
Community Newsletter:**
Subscribers: 2,410
(43% increase in 2019)

2019
SPONSORS

- AARP of South Dakota
Avera Health
Beal Distributing
Black Hills Federal Credit Union
Country Inn & Suites
Falls Area Bicyclists
First Bank & Trust
Great Western Bank
Howalt & McDowell Insurance,
a Marsh & McLennan Agency
ISG
Lewis Drug
Lloyd Companies
Midco
- Minutemen Press
PBR - Professional Bull Riders
Raven Industries
Reliabank
Results Radio
Sanford Health
South Dakota Canoe & Kayak
Association
SD Cattlemen's Foundation
Stockwell Engineers
Vern Eide Honda
Washington Pavilion
Xcel Energy
8th & Railroad

VISIONARY MEMBERS



DTSF FUNDING & SERVICES

Funding
Sources:

23%
Events &
Promotions

22%
Business
Improvement
District

21%
City of
Sioux Falls

16%
Business
Members

18%
Grants,
Federal Government,
Sponsorships

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)