

In the **Q**: **Speak Up Series Wrapped Up in December and a Peek at 2018!**



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On December 7 we hosted our third Speak Up Series event, **Spiritual Perspectives at End-of-Life** with more than 120 people attending. Six local spiritual leaders shared how their respective religion/belief views death and how these different faith perspectives may affect the way individuals face the end of life and the kind of care desired.

Throughout the program, there were obvious similarities among the panelists as well as differences in how each view death. One common theme emerged: all view end of life planning as a means by which to increase the quality of one's final days as well as decrease the confusion and anxiety of loved ones.

The December 7 event proved to be an appropriate culmination for the Speak Up Series. In total, more than 650 attended the three events. The MedQuarter Faith & Medicine Task Force, which coordinated all the planning and content for the events, has learned that there is a great deal of interest in end-of-life planning in the community. The Task Force will re-convene this month to start planning events for the coming year.

PLANS FOR 2018

The Medical SSMID Commission has finalized the 2018 Action Strategy and there are some exciting things planned in the MedQuarter:

- Continued efforts to implement the core district wayfinding signage system.
- Economic development collaborations to attract start-up/scale-up enterprises.

- Develop our first land acquisition into a public greenspace.
- Continued digital marketing efforts, including website and social media strategies.
- Implementation of our Master Parkway Improvement Plan with final design and engineering for 12 blocks within the district to prepare for construction.
- Ongoing efforts to engage more stakeholders and their employees in the MedQuarter's goal to generate additional economic activity in the district.

As with the rest of the city, the MedQuarter Regional Medical District is well positioned to benefit from the continued success of our Downtown, Kingston Village, New Bohemia and Czech Village districts while leveraging our own unique assets. In addition, the efforts of Cedar Rapids Iowa City Corridor Development, a joint venture between the Cedar Rapids Metro Economic Alliance and Iowa City Area Development Group, in marketing our region nationally and internationally will ultimately heighten the efforts of the MedQuarter and businesses within the district. Each entity is an important piece in creating a prosperous region for all businesses and residents. I look forward to seeing what will be accomplished in 2018.

I wish you all a happy, healthy and successful new year!