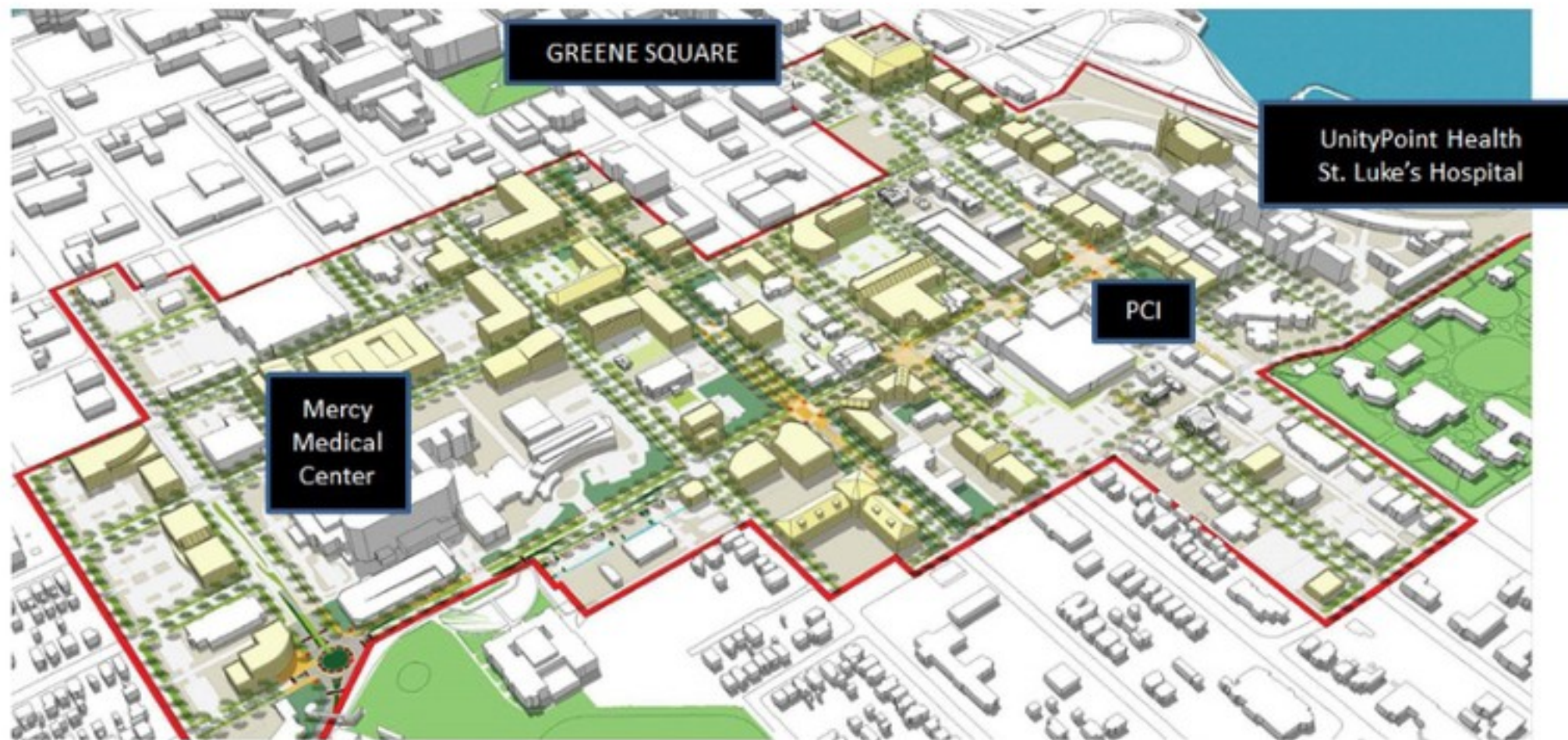


MedQ: Master Development Plan - Lakota Group One Year Update



Upon completion and delivery of the Master Development Plan in May 2014, The Lakota Group included in its scope of services a one-year review which Lakota representatives would facilitate. The purpose of the review was two-fold:

1. Assess progress to date
2. Determine any adjustments that may need to be made moving forward

In June, The Lakota Group, represented by Scott Freres and Sarah White, met with the Medical Self-Supported Municipal Improvement District (SSMID) commission, representatives from the Cedar Rapids City Council and various community volunteers who have worked on MedQuarter initiatives over the last year. The group reviewed 20 initiatives previously identified by the Commission as priorities. The chairs for the following committees: Standards, Marketing and Branding and Operations, reported on their respective accomplishments as well as any hurdles they have encountered over the course of their efforts. It was noted that the City embraced and helped significantly on several initiatives.

Key accomplishments include:

- City adopted MedQuarter Master Development Plan
- Launched www.themedquarter.com website
- Created and began to distribute district window decals
- Installed District banners
- Coordination of security
- Coordination of maintenance
- Advocated for burial of overhead utilities
- Ongoing collaboration with the Downtown SSMID, City of CR, EA and more
- Creation of district map and brochure in process
- Monument signs in progress
- Installed Grant Wood mural at A Avenue and Seventh Street NE
- 10th Street and Fourth Avenue intersection improvements
- Implemented Design Overlay District
- Initiated study of truck traffic on 10th Street
- Hired full-time executive director

Commission members noted that historic preservation efforts, both locally and nationally, may affect the district's implementation plans and determined further study of those efforts is warranted. In July, the Lakota Group staff will provide an updated implementation schedule that will help guide the district's development for the next five years.

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