

Quality healthcare has its place.

MedQUARTER
Regional Medical District.™



2011-2021 • CELEBRATING 10 YEARS

MedQ
Highlights



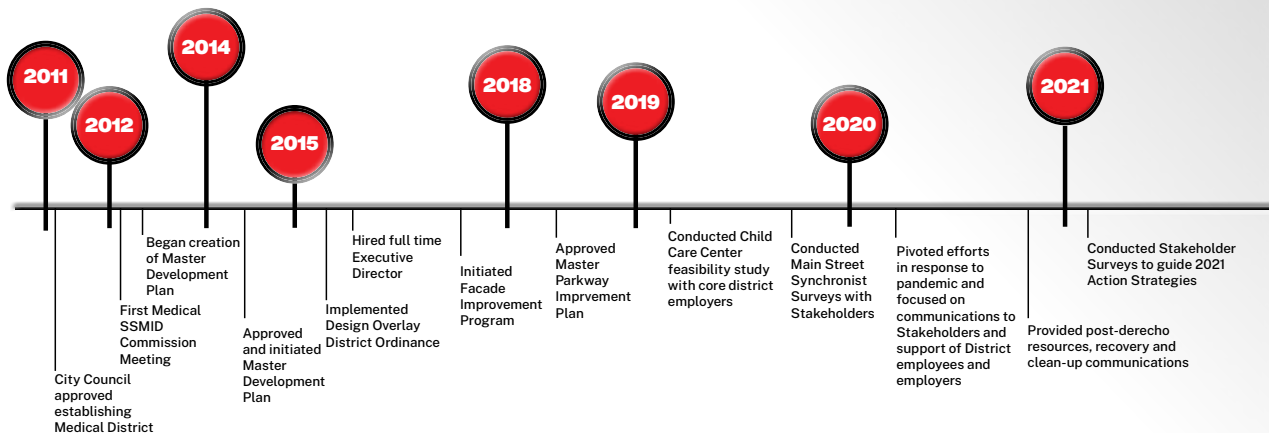
Photo courtesy: Amperage Marketing



The MedQuarter Regional Medical District is a central location for quality healthcare and services. The District is a revitalization partnership committed to promoting a dynamic urban medical community to improve quality of life and advocate for new businesses and jobs in a defined medical district.

The Cedar Rapids Medical Self-Supporting Municipal Improvement District (SSMID) is a result of the 2007 Downtown Visioning process. In 2009 several health care leaders in the area were approached about creating a Medical SSMID district. Under the Code of Iowa Chapter 386, a SSMID district must be a defined area within a city where properties are assessed an additional tax along with their regular property taxes to fund area improvements and services. These improvements and services are generally above and beyond the level of existing municipal services. SSMID funds can also be used to aid in the growth and revitalization of an area through administrative fees, marketing, paying off debt for the cost of improvements, or a combination thereof.

MEDQSTRATEGIC ACTIONS





MEDQVOICES

It has been my honor to serve as Executive Director of the MedQuarter for the past six years. Working with the Medical SSMID Commission members, both past and present, as well as the various committees, there is a great sense of pride in what has been accomplished to date.



Upon reflection, my greatest satisfaction comes from my day-to-day interactions with property and business owners while implementing our various initiatives. There is a growing sense of place in the MedQuarter where if something needs to be addressed I will get a call or an email, then work the problem – from broken curbs to parking issues – in order to help in any way possible. Planning and executing our Master Parkway Improvement Plan brings a whole other reward when the given project is completed and the improvements can be enjoyed by everyone. In all of this, the importance of working directly with our stakeholders in the process is critical.

Looking ahead, the Commission continues to be focused on fulfilling the original vision for the MedQuarter to be a clean, safe, convenient, and inviting regional medical district right here in the heart of Cedar Rapids. I look forward to working with you all in making this vision for the MedQuarter come to life!

-Phil Wasta, Executive Director, MedQuarter Regional Medical District

In 2016 Tanager Place purchased the 60,000 square foot, 3-story building located at 1030 5th Avenue SE and immediately went about remodeling 15,000 square feet of space to support our growing outpatient mental wellbeing clinic. It was at this point that I became more aware of the MedQuarter Regional Medical District.



Since that time I have been nothing short of amazed at all of the behind-the-scenes efforts that the Medical SSMID Commission, the Executive Director, and the many committees put in to enhance and promote the MedQ. I am equally impressed by the unbridled support by the City of Cedar Rapids staff for the MedQ's initiatives. There are many moving parts and all involved are keenly focused on collaborating to make the various processes smooth and timely.

Having served as Vice Chair and serving now as Chair of the Medical SSMID Commission, I am proud to be a part of a group that has been entrusted to guide the improvements of the MedQ while also being accountable to represent the needs of all of our stakeholders. There is no doubt that this portion of our city's downtown has vastly improved since 2011. We are off to a great start!

-Okpara Rice, Medical SSMID Commission Chair

In September 2011, Cedar Rapids City Council approved creation of the Medical SSMID District, with the goal to create a world-class patient experience that included a mix of outstanding healthcare services, businesses and activities, green spaces, mixed-mode commuting infrastructure, access to public transit, convenient parking — and more. This year we are proud to celebrate the MedQuarter's 10th Anniversary.



The MedQuarter and its commission members, past and present should be very proud of what they have achieved to date. The purpose of SSMID districts is to enhance the area through partnership with the City, and the MedQuarter certainly has done that. We have seen several sizable infrastructure projects come to life in the area. These improvements serve as a catalyst for further improvement, provide an enhanced quality of place, and attract additional economic development.

The City of Cedar Rapids looks forward to working with the Cedar Rapids Medical SSMID on continued enhancements for many years to come.

-Jeff Pomeranz, City Manager,
City of Cedar Rapids

MEDQDISTRICT FINANCES

HISTORIC SSMID LEVY RATE

FY '13 - FY '16

\$3.75/\$1,000 Assessed Value

FY '17 - FY '20

\$3.25/\$1,000 Assessed Value

FY '21 - FY '22

\$2.75/\$1,000 Assessed Value

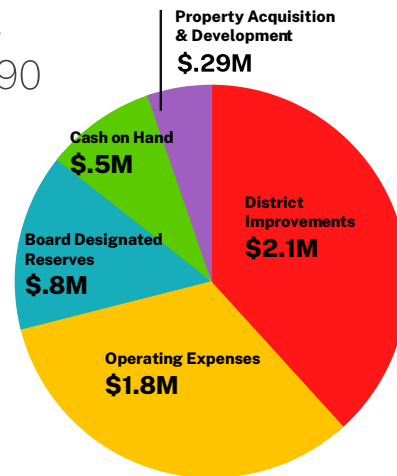
REVENUE & EXPENDITURES

Total Revenue

\$5,492,990

Total

Expenditures



MEDQDISTRICT IMPROVEMENTS

SSMID funds are used to enhance the District over and above standard City service levels. To that end, the Cedar Rapids Medical SSMID has created both a Master Development Plan and a Master Parkway Improvement Plan to guide its District enhancement efforts. Many of these projects have been conducted in collaboration with the City to maximize the impact of the improvements both functionally and aesthetically.

INFRASTRUCTURE IMPROVEMENTS

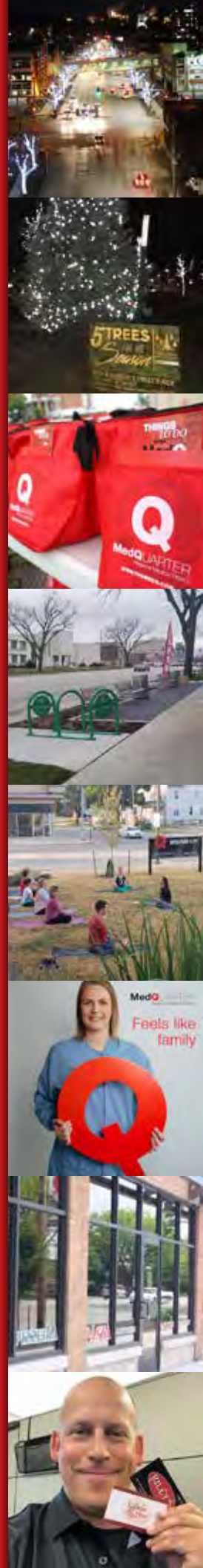
MedQuarter Regional Medical District SSMID Investment

\$2.1M

City of Cedar Rapids Investment

\$4.01M

- Launched Facade Improvement Grant Program which has awarded 10 grants totaling \$65,000 toward projects worth more than \$1.1M, 2015-2021. This program is in partnership with the City of Cedar Rapids **SSMID \$32,500 / City \$32,500**
- Worked with City to create alternate truck route to reduce traffic on 10th Street
- Installed MedQuarter street sign toppers throughout District **SSMID \$7,000 / City \$5,000**
- 2017 Parkway improvements along 10th Street SE from 4th Avenue to 5th Avenue **SSMID \$250K / City \$580K**
- Acquired properties at the NE corner of 3rd Avenue & 8th Street SE and developed MedQ Park on 3rd pocket park **SSMID \$150K**
- 2018 Installation of 17 MedQuarter Wayfinding Signs **SSMID \$35K / City \$150K**
- Acquired property at 722 4th Avenue SE and developed green space **SSMID \$130K**
- 2019 Parkway improvements along 10th Street SE from 5th Avenue to 8th Avenue **SSMID \$750K / City \$1.55M**
- 2019 Sidewalk and curb improvements along 12th Street SE from 1st Avenue to 2nd Avenue **SSMID \$4K / City \$30K**
- 2020 Sidewalks / ADA ramps / curbs at 2nd Avenue & 10th Street SE **SSMID \$7K / City \$10K**
- 2020 Parkway improvements along 1st Avenue East from 6th Street to 10th Street **SSMID \$900K / City \$1.2M**
- 2021 Parkway improvements along 1st Avenue East from 10th Street to 12th Street (In Process) **SSMID \$225K / City \$675K (Budgeted)**





MEDQEVENTS & OUTREACH

- District forum to launch MedQuarter
- Assist with creation of Czech Village / New Bohemia SSMD
- *5 Trees for the Season* tree lighting ceremony, 2015
- MedQuarter District gathering
- Commissioned *Bounty* statue for Overalls All Over tribute to Grant Wood
- Wine & cheese reception for *Bounty* statue artist
- Assisted District businesses with preparation for flood of 2016
- *5 Trees for the Season* tree lighting ceremony, 2016
- MedQuarter website business web pages open houses
- Launched MedQ Revolving Loan Fund with ECICOG
- Established MedQ Mentor Network in collaboration with NewBoCo
- 10th Street holiday tree lighting ceremony
- *Speak Up Series* community forums on end of life planning, 2017 & 2018
- *MedQ & A Morning Coffee Series* for district stakeholders
- Provided tent, medical supplies and coordinated medical personnel to staff first aid tent for 3-day NewBo Evolve Festival
- Created MedQ Mile walking route
- Coordinated supplies for RUN CRANDIC first aid stations
- Implementation of bike share initiative in MedQ
- 2019 *Summer in the MedQ* including Walking Challenge, Walking Challenge Finale, Coffee & Sunrise Yoga, 8th Anniversary Celebr8tory Lunch, District Showcase featuring PCI Art Show & Sale, Historic Preservation Showcase at Ausadie Building, Cedar Rapids Fire Department 150th Anniversary Celebration, History Hub Tour
- *Healthcare Roundtable* with Congresswoman Abby Finkenauer
- Synchronist Mainstreet Surveys conducted with district stakeholders
- Community COVID coordination and information distribution
- 1,000 Energy Packs delivered to MedQ health care workers
- “Thank You” campaign for health care workers
- *Mask of Wellness* masking initiative with district businesses
- 2020 *Summer in the MedQ* including Scavenger Hunt and Sunrise Yoga
- *Gifts of Gratitude* campaign for health care workers
- Initiated community mental health outreach with Faith & Medicine Task Force
- 2021 stakeholder surveys
- Co-sponsored Make It OK Community Call to Action virtual state-wide event featuring Ben Nemtin
- *Meals to Go from the MedQ* District restaurant promotion
- *Summer in the MedQ Scavenger Stroll* scavenger hunt
- Co-sponsored “It’s Go Time: Strategies for a Future-Forward Workforce” event featuring Dr. Daniel Susskind
- *It’s Sweet To Be In The MedQ!* 10th anniversary cookies for district stakeholders



MedQ

MEDQBRANDING & MARKETING

- www.TheMedQ.com district website
- Directory brochure and map listing District businesses
- *Things to Do in the MedQ* rack cards
- Digital marketing campaigns; *People of the MedQuarter* & *Places of the MedQuarter*
- Economic development opportunities promotional flyer
- MedQ Mile walking route established to encourage healthy activities in the District
- Holiday lighting
- 2019 custom MedQ street signs
- 18 wayfinding signs throughout MedQ aligning with the City of Cedar Rapids' Comprehensive Wayfinding Master Plan
- 3 series of district banners hung throughout to mark boundaries and create sense of place within the MedQ

2021 REGIONAL AWARENESS CAMPAIGN

- Building awareness for patients in surrounding communities
- Touting ease of access, convenience between businesses and organizations, quality and choice of healthcare
- During the first two months, this campaign has garnered more than 138,000 video views along with an additional 240,000 Google ad impressions

2019-2020 People of the MedQ Marketing Campaign



30,000+
Video Views



23,222
Direct Clicks
to Website Blog

2020-2021 Places of the MedQ Marketing Campaign



3.5M+
Campaign
Social Impressions



14,200+
Direct Clicks
to Website





MEDQ ECONOMIC DEVELOPMENT

NEW INVESTMENT

- PCI Medical Pavilion 2, Opened February 2020 - \$28M
- The Heart Center at Mercy, Ground Breaking September 2021

NEW BUSINESSES

Since 2011 the MedQuarter has welcomed more than 30 new businesses to the District. In 2021, five new businesses including Artisan's Sanctuary, El Sleep Supply, Kariden Wine Company, Moose McDuffy's, and Tee's Liberian Dish have opened with several more pending.

District Taxable Value

\$81,674,112

2011

\$118,056,300

2020

+45%

INITIATIVES

- Child Care Feasibility Study
- Child Care Facility Pro Forma Analysis

FACADE IMPROVEMENT PROGRAM

- 1125 1st Avenue SE - \$10,000
- 808 3rd Avenue SE - \$3,000
- 800 2nd Avenue SE - \$20,000
- 834 1st Avenue SE - \$10,000
- 1233 1st Avenue SE - \$2,750
- 1216 2nd Avenue SE - \$5,000
- 838 1st Avenue SE - \$10,000
- 1239 1st Avenue SE - \$10,000



MEDQCOMMISSION

Current

John Albert, Jr
Citywide Cleaners, Inc.

Tim Charles

Mercy Medical Center

Gordon Epping

Gordon Epping, LLC

Pauline Herb

Cedar Rapids Bank & Trust

Michelle Jensen

CarePro Health Services/Rayser Holdings

Suzy McGrane-Hop (Vice Chair)

Gilded Pear Gallery

Mary Meisterling

Alliant Energy/IPL

Michelle Niermann

UnityPoint Health – St. Luke’s Hospital

Okpara Rice (Chair)

Tanager Place

Dr. Julie Sterling

Family Medicine Specialists, P.C.

Michelle Stramel

Via Sofia’s Italian Kitchen

Michael Sundall

Physicians’ Clinic of Iowa, P.C.

Past

Richard Cooley, Ausadie Building; **Kathy McCauley**, Kathy’s Pies; **Melanie O’Donnell Olson**, Phelan’s Interiors; **Karen Smith**, Republic Title & Settlement; **Dr. Julianne Thomas**, 411 Group; **Ted Townsend**, UnityPoint Health; **Phil Wasta**, Tallgrass Business Resources; **Marcie Watson**, First Lutheran Church; and **Dr. Sarah Wickenkamp**, UI Pediatrics.

MEDQCOMMITTEES

Branding & Marketing Committee

Steve DrakeMercy Medical Center
Wendy GoodPhysicians’ Clinic of Iowa
Michelle Jensen (Chair)CarePro Health Services/Rayser Holdings
Chris NicholsCarePro Health Services
Laura RaineyUnityPoint Health - St. Luke’s Hospital
Michelle StramelVia Sofia’s Italian Kitchen

Finance & Operations Committee

Kay CristMercy Medical Center
Gordon Epping (Chair)Gordon Epping LLC
Michael HeinrichUnityPoint Health - St. Luke’s Hospital
Pauline HerbCedar Rapids Bank & Trust
Dr. Julie SterlingFamily Medicine Specialists
Michael SundallPhysicians’ Clinic of Iowa, P.C.

Economic Development Committee

Tim Charles (Chair)Mercy Medical Center
Gordon EppingGordon Epping, LLC
Mary MeisterlingAlliant Energy
Mike SundallPhysicians’ Clinic of Iowa, P.C.
Michelle NiermannUnityPoint Health - St. Luke’s Hospital

Standards Committee

John Albert, Jr. (Chair)Citywide Cleaners, Inc.
Keith BillickSelf
Tony DeLaneyMercy Medical Center
Sandi FowlerCity of Cedar Rapids
Seth GunnersonCity of Cedar Rapids
Bethany JordanMartin Gardner Architecture
Scott KallemeynUnityPoint Health - St. Luke’s Hospital

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