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## What will the SSMID be used for?

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The SSMID funding will be used exclusively on projects and services that enhance the downtown business district, such as:

Financial support for a marketing strategy for downtown retail businesses

Development of online media outlets to better focus on downtown events and businesses

Enhanced sidewalk snow removal and trash collection along Main Street

Installation of heritage themed way-finding signs throughout downtown for parking, shops and points of interest

Continued support of events: Holiday Stroll, Tiny Tim Tree Festival, Adopt-A-Veteran, Treasure Tour, and more

Continued beautification efforts: banners, berm gardens, floral baskets, pedestrian walkway

Providing workshops and training for business redevelopment and marketing

Implementation of a marketing strategy to recruit downtown retail businesses

## About the Marshalltown Central Business District

Created in 2002 as a Main Street community, the Central Business District has strived to invigorate and promote our downtown. We are a small organization that is driven by the volunteer efforts of our community leaders.

Since 2002, we have:

Facilitated more than \$29,000,000 in downtown building renovations and \$17,000,000 in property sales (most recently Tallcorn Tower, Iowa Wholesale and Kibbey Buildings)

Created and ran 30 downtown events such as Adopt-A-Veteran, Holiday Stroll, and partnering with the Linn Creek Art Festival

Maintained beautification efforts and preservation initiatives such as the flower baskets and berms

Recruited and logged over 50,000 volunteer hours to run current programs

Offered Grant writing services to Main Street member business and building owners.

Provided business training available to all members

For more information on Marshalltown Central Business District or the SSMID, please refer to [marshalltownmainstreet.org](http://marshalltownmainstreet.org)



## Help your downtown Marshalltown Grow!

We need your support of the Central Business District's Self Supporting Municipal Improvement District.(SSMID)



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## Why do we need a SSMID?

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How do you see downtown Marshalltown? What do you want the downtown to be? Over the past 15 years, we have worked to improve the downtown's look and feel through facade repairs and historic restoration. We can do more, but we can't do it without a stable funding source. The SSMID will do that.

The SSMID drives funding that the Marshalltown Central Business District (CBD) will put towards beautification of the downtown as well as encouraging quality businesses and a vibrant thriving atmosphere.

*Without the SSMID, the CBD cannot continue to financially keep up the current beautification efforts – planters, banners, alley way – or to keep up downtown promotions such as the Holiday Stroll.*

If we do not continue to build a **safe, beautiful, inviting** downtown, we will not see our downtown rise to its greater potential of a vibrant, energized community.

## What is a SSMID?

A SSMID stands for Self-Supporting Municipal Improvement District (chapter 386 of the Iowa code). This is a self-imposed levy upon commercial and industrial property taxable value within the district. The funds collected from the levy are restricted to improving the business and cultural environment of the central business district.

## What if the SSMID passes?

These funds will provide more resources for business recruiting and building redevelopment as well as allowing the Central Business District to put a greater effort into beautification of the downtown.

## What if it fails?

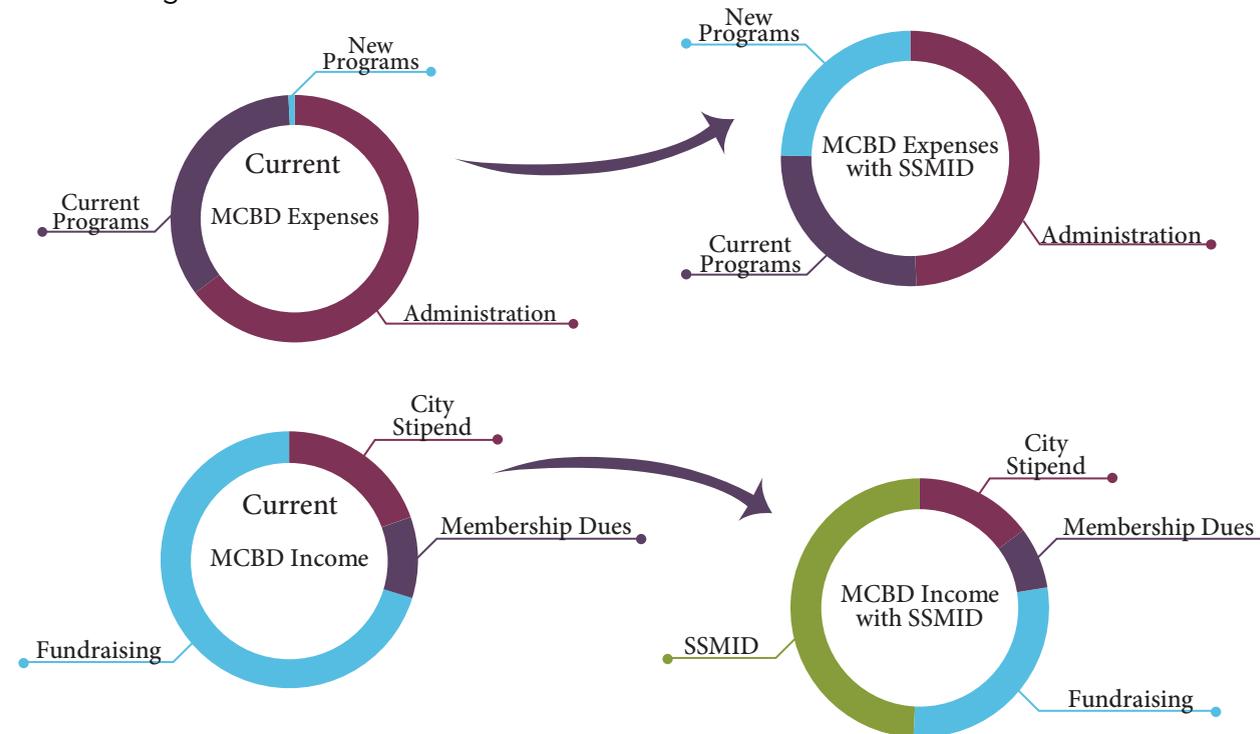
The CBD will not be able to keep up current beautification projects, such as the flower baskets, and won't be able to stretch out and grow our current downtown businesses nor recruit or promote new enterprises downtown. We also may lose our Main Street status and the resources available to us from Main Street Iowa.

*Please sign our petition! We cannot grow and enliven our downtown without you!*

## What is the BIG PICTURE?

It is **vital** to have a **robust** downtown in order to **attract and retain** not only businesses, but new citizens to our community – which enables **long term stability and success** of the major employers of Marshalltown.

With the current level of funding, the Marshalltown Central Business District is approaching the limits to sustainable change initiatives it can provide. With the SSMID in place, volunteers can commit more time to the development of NEW programs and cultivating a more robust downtown.



## Next Improvement Phase

The SSMID would be the enabler to continued downtown reinvigoration.

### Key Initiatives:

- Financial support for a marketing strategy for downtown retail businesses
- Completion of the Pedestrian Walkway Project
- Improved parking and downtown signage
- Expanded business recruiting and redevelopment
- Provision of snow removal services on Main Street and Public Trash Removal
- Maintain current valuable programs

## What is the proposed levy rate?

The SSMID will be divided into 5 different zones. The table lists an example of taxed amount per building value.

|              | Zone 1  | Zone 2  | Zone 3 | Zone 4  | Zone 5  |
|--------------|---------|---------|--------|---------|---------|
| \$50,000     | \$180   | \$156   | \$50   |         |         |
| \$100,000    | \$360   | \$312   | \$100  |         |         |
| \$200,000    | \$720   | \$624   | \$200  |         |         |
| \$500,000    | \$1,800 | \$1,560 | \$500  |         |         |
| \$1,000,000  |         |         |        | \$2,400 |         |
| \$10,000,000 |         |         |        |         | \$4,500 |

Rates are proposed at varying dollar amounts per thousand of taxable value. Below is the key for each zone:

- Zone 1: Main Street-\$3.60/per thousand
- Zone 2: Adj. Streets-\$3.16/per thousand
- Zone 3: Residential-\$1.00/per thousand
- Zone 4: Industrial/Banks-\$2.40/per thousand
- Zone 5: Hospital-\$0.45/per thousand

## How is a SSMID authorized?

The SSMID is authorized by the city council after a submitted petition representing support by the property owners.

## How long does the levy stay in effect?

The district levy will continue until dissolved in accordance with the provisions of Chapter 386 of the 2003 Code of Iowa.