

City Administrator Report to Mayor & City Council

November 26, 2014, Edition No. 152

WEEKLY UPDATE:

1. City Council Meeting: Regarding the 12/4 City Council meeting, the Audit Committee will be meeting at 6pm in the City Administrator's Office and so we will hold a brief closed session following the meeting to wrap up the City Administrator's annual evaluation.
2. Budget: Attached is a copy of the current budget review schedule for 2015. I will begin meeting with departments on December 17th.
3. CAT Grant: Attached are the *draft* documents related to the Vision Iowa CAT grant application that was reviewed at yesterday's CIAT meeting. Attached are some working documents relating to the CAT Grant (prepared by Andrew): Maps and schematics, a very rough working draft of a project/executive summary, a detailed outline of the application listing out all items that we will need to obtain, a copy of Ft. Madison's successful 2012 application as a guide to what a successful application looks like.
4. Winter: Attached is a copy of the updated snow removal areas that are maintained by the Parks and Recreation Department.
5. Building Improvements Loan Program: We have received the first application for the downtown loan program - a Law Office (sewer and roof improvements).
6. TIF: City Staff is preparing the Small Business (TIF) Forgivable Loan application form and brochure. Our attorney will have the final loan documents to us today or early next week. I am planning to have things online and ready to launch next week. Attached is the Urban Renewal Plan with the correct maps.
7. China: Just a reminder that Dave and I will be heading to China on the 5th. Randy will be in attendance for the in-depth session on the 11th. We are anxious to further explore these economic development and tourism opportunities. We hope to see written plans/proposals in early 2015 from the same developers investing in the hotel project.
8. TIF: In January we will begin the process of adding a TIF district to the City Code for the area between University Avenue and Hwy 61. We have two prospective projects coming forward in 2015 for this area.

**PROPOSED 2014/2015 CITY COUNCIL BUDGET SCHEDULE
CITY HALL CONFERENCE ROOM**

Date	Time	Department/Agency
Thursday, January 29, 2015	5:30 p.m.	General Fund Overview to City Council
Saturday, January 31, 2015	8:00 a.m. to 4:00 p.m.	City Council Budget Review Legal Services City Administrator Human Resources Risk Management Finance Information Technology Community Development Airport/Airport Subsidy Police Operations Animal Control Fire Operations Ambulance Emergency Management Library Operations Cablevision Art Center
Monday, February 2, 2015	5:30 p.m. to 8:30 p.m.	Parks Administration Park Maintenance Swimming Pools Recreation Soccer Kent Stein Wellness Cemetery Golf Course Boat Harbor Marina
Wednesday, February 4, 2015	5:30 to 8:30 p.m.	Public Works Administration Engineering Roadway Maintenance Traffic Control Snow and Ice Street Cleaning Building & Grounds Collection & Drainage Storm Water Equipment Services Equipment Replacement

Date	Time	Department/Agency
Thursday, February 5, 2015 (City Council meeting)	5:30 p.m. to 7:00 p.m.	Senior Resources Economic Development Humane Society CVB
Saturday, February 7, 2015	8:00 a.m. to 4:00 p.m.	Iowa Legislators Parking Refuse Collection Landfill Transfer Station Transit WPCP Housing Review & Discussions Begin – General Fund
Tuesday, February 10, 2015	5:30 p.m. to 8:30 p.m.	Capital/Debt/TIF/RUT Local Option Review
Wednesday, February 11, 2015	5:30 p.m. to 8:30 p.m.	Review & Discussion Decisions for Public Hearing (may continue to February 15th)
Saturday, February 14, 2015	8:00 a.m. to 4:00 p.m.	Final Decisions for Public Hearing (extra meeting unless concluded February 12th)
Tuesday, February 17, 2015	5:30 p.m. to 6:00 p.m.	Set Public Hearing
Thursday, March 5, 2015		Public Hearing & Adoption
March 15, 2015		Approved budget filed with County Auditor for certification

Tab A - Applicant Eligibility

Eligible applicants include a city, county, public organization, or school district in cooperation with a city or county. ("Public organization" means a not-for-profit economic development or other not-for-profit organization that sponsors or supports community or tourism attractions and activities.) Any of these entities may co-apply; if a school district applies, they must do so as a co-applicant. Provide proof of eligibility in this section. If applying as a city, county or school district, a letter written on that entity's letterhead stating that fact is sufficient. If applying as a public organization, provide proof of nonprofit status and a statement of how the organization sponsors or supports community or tourism attractions and activities.

This tab is done, I have a letter that I created for the Wellmark Foundation grant that also meet the requirements of this tab.

Tab B - Local Support

Local support must be demonstrated for the proposed project. Local support should include an official resolution of support approved by the governing boards of local governments (including the political subdivision that is the official applicant for assistance). Local support may also be demonstrated through letters of endorsement from local civic organizations, or documentation of any public forums at which the proposed community attraction and tourism project was discussed. Briefly discuss the extent of citizen input and involvement that has been instrumental to the completion of this proposal beginning with inception of the idea to completion of the application, including an itemization of how citizen input has been sought. List local groups, clubs, and organizations that have been actively involved, or will become actively involved, in carrying out the project. What plans have been made to insure that local citizens and groups are involved in future decisions?

Any known opposition to a proposed project should be acknowledged and documented, including an explanation of what is being done to address those concerns. Financial commitment to a project from a variety of sources, including public and private entities, is a method of evaluating support for the project. Financial information documented under Tab I will be considered when evaluating local support.

- **Resolution of support needed from**
 - **City Council**
 - **Board of Supervisors**
 - **Conservation Board**
 - **Art Center Trustees**
 - **Park and Recreation Commission**
 - **(MPW Board of Trustees commitment to place projects on free book)?**
- **Letters of support from as many community stakeholders as possible**
- **All the proposed projects, except for the Deep Lakes Park project, are specifically listed goals of the new comprehensive plan. Because of this the extensive public input and involvement**

process that was used to create the comprehensive plan can be used for each of the five City of Muscatine projects.

- Research into what kind of public involvement process was part of putting together the County's Plan for Deep Lakes Park will need to be done.
- A brief narrative for each of the six component projects detailing citizen involvement and support, i.e. , CIAT, the Trail Committee, COMP, etc.

Tab C - Demonstrated Need

A need for CAT program funds must exist after other financial resources have been identified for the proposed project. The CAT program is designed to provide financial support for activities after all other sources of assistance have been exhausted. In order to fulfill this threshold requirement, an application must demonstrate that a project has substantial financial support from sources including the applicant (political subdivision or public organization), and any public or private organization that may be involved with the project. Funds should be requested from the city, county and private sources to show broad public support. To ensure that adequate funding is available from all sources to complete the project, written commitments for each funding source should be included in Tab I.

Demonstrated need will be evaluated based on 1) a documented description of the successful and unsuccessful steps taken to secure financial support from local governments, local economic development organizations, financial institutions, and private organizations, and 2) on the "Sources and Uses of Funding" page appearing on page 11 of the application materials.

- **Create a brief narrative that describes all to date fundraising efforts both successful and unsuccessful for each of the 6 projects**
- **Soccer Complex Expansion**
 - Donation of the site
 - MUSCO's planned donation of lighting
 - Cost of preliminary engineering and design
- **Dog Park**
 - Municipal land
 - Small chunk of Kent-Stein Foundation land
- **Musser Park to Wiggins Road Trail**
 - Federal appropriation
 - Donations
 - State grant (mention, but note that it does not count towards match)
 - City in-kind donation of engineering and design work
 - City funds already spent on project
- **Art Center**

- **G.O. Bonds**
- **Art Center Board of Trustee contribution**
- **Events Tent**
 - **?**
- **Deep Lakes Park**
 - **Initial donation of land in 2013**
 - **Other donations**
 - **County funds committed**

Tab D - Vertical Infrastructure

The proposed project must primarily involve the creation or renovation of vertical infrastructure. As defined in the legislation and administrative rules, “vertical infrastructure” means land acquisition and construction, major renovation and major repair of buildings, all appurtenant structures, utilities, site development, and recreational trails. This requirement does NOT mean that all elements of the project must meet the definition of vertical infrastructure, and it does NOT mean that only those elements involving vertical infrastructure are eligible for financial assistance. The amount of financial assistance provided, if any will be determined based on other criteria. This threshold requirement will be evaluated based on a detailed listing of all elements of a project that the applicant believes will meet the definition of vertical infrastructure. The listing should indicate a title for each vertical infrastructure element (including materials, labor, and professional fees and permits), quantity (if applicable), and an estimated cost for completing each element. Copies of bids, quotes, estimates and other cost documentation for vertical infrastructure activities should also be included.

- **Create a table that list each projects components and the price of each component**
- **Any documentation available that support these cost elements**

Tab E - Benefits

As a condition of participation in the program, the applicant must show that at least fifty percent (50%) of the cost of a standard medical insurance plan will be provided for all full-time employees working at the facility upon completion. Insert a letter certifying that a standard medical insurance plan will be provided for all full-time employees working at the project.

- **Letter from the City certifying this**
- **Letter from the County certifying this for the Deep Lakes Park Portion of**

Tab F – Feasibility (0-25 points)

The program is designed to assist community attraction and tourism projects which will remain viable and sustainable. Project feasibility must be demonstrated. A project must score at least 15 points on this rating factor to be eligible for funding.

Project Description - *Provide a brief narrative describing the proposed project. The narrative should address the following issues:*

- *The title and an overview of the project.*
- *The amount of funds requested from the CAT program.*
- *A general description of the proposed uses of the funds requested. The proposed date for beginning an eligible project if an award is made.*
- *The timeline for project completion, including dates for completing major milestones.*
- *The specific site for the project, noting any required acquisition of property related to the project.*
- *Any formal studies by outside agencies that support the project. Attach relevant portions of those studies.*

Business Plan - *Provide a business plan for the project. The business plan should address the following topics:*

- *The total project budget, including not only vertical infrastructure components outlined in this application but operating costs, planned endowment, etc.*
- *The sources and amount of initial capitalization provided by each participant, including the applicant and any proposed subrecipient(s).*
- *Financial projections for five years.*
- *For existing activities, profit and loss statements and balance sheet for past five years, schedules of aged accounts receivable, aged accounts payable, and a schedule of other debts.*
- *A market analysis, including a description of the target market and the projected customer base for the project.*
- *A marketing plan, including a description of advertising and promotional activities.*
- *A description of the management team, and information about the capability of key personnel to implement and manage the project.*
- *An operational and maintenance plan that provides detailed information about how the proposed attraction or project will be operated and maintained on an ongoing basis.*
- *A description of the historical performance of the project (for existing attractions and businesses).*
- **Create an overall Pearl III narrative and description that ties all components together and with existing amenities.**

- Create an overview map that shows all the proposed projects and their relationship to other amenities and points of interest.
- Create detailed description of each project
- Create any diagrams, maps, or pictures that would better illustrate each project
- Develop a proposed completion time for each project
- Determine roughly how CAT funding is being requested.
- Operating budget
- Operation and maintenance plans
- 5 year projections
- Historical performances (Attendance, revue, expense, etc):
 - Art center
 - Soccer Complex
 - Trail user counts
 - Deep Lakes Park
- Description of management team
- Market analysis
- Marketing plan

Tab G- Economic Impact (0-25 points)

The project must demonstrate a positive impact on the economy in order to be eligible for assistance. An application must score at least 15 points on this rating factor to be eligible for funding. The program is designed to assist community attraction and tourism activities that will benefit the economy of the community and state. Measures of economic impact such as long-term tax generation should be based only on the proposed community attraction and tourism project, and should not be based on the use of economic multipliers or other estimates of indirect economic impact.

Brief Narrative - Prepare a brief narrative describing the potential economic impact of the project. The narrative should address but is not limited to the following issues:

- *An overview or summary of the potential economic impact of the project, including a description of the primary beneficiaries of the project.*
- *A description of current community attraction and tourism activities in the community.*
- *A description of how the proposed project fits with the community's overall economic development plans. Indicate the specific elements of existing community economic development plans which address the proposed project, if possible.*
- *A description of how the project will affect the quality of life in the community.*

- A description of how the project will attract visitors from at least 50 miles away to the community.
- A description of how the proposed project fits with the community's workforce recruitment and retention plan. Indicate the specific elements of existing
- community workforce development plans which address the proposed project, if possible.

Listing of Economic Impacts - List the following specific information for the proposed community attraction and tourism project. The information should be provided in a spreadsheet or table format, and may be supplemented with charts or graphs if applicable.

- The number of jobs to be created or retained.
- The wages associated with the jobs.
- The benefits associated with those jobs. Specify health, dental, other insurance and other benefits, including paid leave and retirement. Indicate the employer contribution rate for the health benefit plan.
- The total number of current community attraction and tourism jobs in the community (excluding the new jobs associated with the proposed new attraction).
- The average wages and benefits provided to employees in the current community attraction and tourism jobs.
- The estimated amount of state and local option sales taxes to be generated by the proposed project during the first five years of operation.
- The estimated amount of income withholding taxes to be generated by the proposed project during the first five years of operation.
- The estimated amount of corporate income taxes to be generated by the proposed project during the first five years of operation (if applicable). The estimated amount of property taxes to be generated by the proposed project during the first five years of operation.

Tab H - Leveraged activity (0-10 points)

The project must demonstrate how it will stimulate the development of other private development, recreational and cultural attractions, or tourism opportunities and enhance economic growth and job opportunities in order to be eligible for assistance. An application must score at least six points on this rating factor to be eligible for funding.

Options for demonstrating that a proposed community attraction and tourism project will stimulate the development of other opportunities include but are not limited to the following:

Brief Narrative - Prepare a brief narrative describing the other community attractions or tourism opportunities that will be stimulated if the proposed new project is created. The narrative should address but is not limited to the following issues:

- *An overview or summary of the projects or activities that will/may be created as a result of the proposed new project, including the entities involved in development.*
- *Private investment impacting the tax base is ideal.*
- *A description of how the proposed project will stimulate the creation of other activities, and an explanation of why those other activities would not be created in the absence of the proposed project.*
- *Description of a multi-phased development plan, if applicable.*

Documentation of Leveraged Activity - *Provide any detailed information that will substantiate information described in the narrative. This information may include but is not limited to the following:*

- *Documentation that the proposed project is part of a planned multi-phased or multi-year development. Submit copy of a multi-phased development plan, if applicable.*
- *Documentation of plans for other community attraction or tourism activities that will be created in conjunction with the proposed new project.*
- **Create a narrative explain that all six projects that comprise the Pearl III project are new phases of previous investment into community enhancement infrastructure. This project will significantly enhance the value of previous investment, including a prior CAT grant, in community enhancement infrastructure, and will also set the stage for future investment.**
- **Creative a narrative briefly explaining the Hotel Stanley project and explain how that completion of the Pearl III project will support the Hotel Stanley project and how completion of the hotel Stanley Project will help support the Pearl III project. That the leverage that these two projects gain from each other significantly increases the benefit to the community.**
- **Creative narrative explaining the Mississippi Drive Corridor and Grandview Avenue Corridor Projects and how the leverage that they provide to this project.**

Tab I - Matching funds (0-25 points)

When evaluating applications, the Vision Iowa Board will consider the extent to which non-state resources have been dedicated to support a proposed project. No more than 50% of project costs may come from state sources including CAT funds. A higher rating will be provided to those activities which have a high proportion of non-state resources contributed to the project. A higher rating will also be provided to those activities which are financially supported by both public and private organizations, i.e., political subdivisions, not-for-profit economic development organizations, and for-profit companies. A minimum score is not required to be eligible for funding. Other state funds or match pledged to state funds may not be counted as match for CAT funds. Identify that those funds will be applied toward the

project, but not counted as match. Federal funding and any match pledged to the federal funds would be eligible as match for CAT funds.

Documentation of Matching Funds - *Provide detailed information that will substantiate local matching funds for the proposed project. The Board may deem work or activities which are already completed and funds already spent towards a project as ineligible to be considered matching funds.*

Information on match may include but is not limited to:

- *An official resolution approved by the governing body of a participating political subdivision or a letter of commitment from an authorized representative of the political subdivision. The resolution or letter of commitment should indicate the amount of financial support to be provided.*
- *A corporate resolution approved by the directors of a participating for-profit corporation or a letter of commitment from an authorized representative of the corporation or other for-profit company.*
- *A corporate resolution approved by the directors of a participating not-for-profit corporation or a letter of commitment from an authorized representative of the corporation or other not-for-profit organization.*

To ensure that adequate funding is available from all sources to complete the project, written commitments for each funding source should be included in the application. In each instance, the resolution or letter of commitment should indicate the amount of financial support to be provided, and the projected date on which the funds will be made available to the project.

- **Following is a list of known matching funds. The proper documentation for each will need be obtained.**
 - **Soccer Complex land dentation (need to determine value)**
 - **MUSCO lighting dentation (need to determine value)**
 - **City donation of previously revenue generate ag lease land for dog park (need to determine value)**
 - **Federal earmark for Musser Park to Wiggins Road Trail**
 - **State grant for Musser Park to Wiggins Road Trail (cannot be counted towards the match but it must be reported and documented(**
 - **Private donations for Trail**
 - **City funds already spent on trail (easement acquisition, land acquisition, surveying, etc.)**
 - **City in-kind contribution to trail project (engineering, design, land clearing, etc.)**
 - **City commitment to further funding construction of trail**
 - **Private donations towards dog park**
 - **Value of the completed projects being placed on the MPW free book**
 - **Art Center Board of Trustees' contribution**
 - **City commitment to Art Center project**

- Value of the land donated for the establishment of Deep Lakes Park (need to determine if counting this is allowed)
- Any other Deep Lakes Park commitment and contributions.
- Value of dog park design work donated by Iowa State University
- Cost Art Center HVAC study

Tab J - Planning Principles (0-10 points)

A project should demonstrate how planning principles were considered in order to be eligible for assistance. A minimum score is not required to be eligible for funding.

Brief Narrative - *Prepare a brief narrative describing the planning principles considered.*

The narrative should include but is not limited to the following items:

- *Create Green Development Plan - The plan should include the following: the name and role of members of the professional design and development team; a statement of overall project green development goals & expected outcomes from addressing the goals; a description of how each of the green checklist criteria will be addressed in the project; identification of which members of the design and development team are or will be responsible for implementing the green features; a description of follow-up measures to take during completion of design, permitting, construction, occupancy & operation to ensure green features are included and correctly installed.*

- *Green Checklist Criteria:*

1. Smart Site Location

- Proximity to Existing Development - Locate the project with access to existing roads, water, sewers and other infrastructure within or contiguous (having at least 25 percent of the perimeter bordering) to existing development

- **Create map demonstrating this**

- Protecting Environmental Resources - proper site selection avoids development of inappropriate sites, and damage to or loss of fragile and scarce resources

- Proximity to Services – locate the project within ¼ of a mile of at least two, or ½ mile of at least four of the following facilities; public transportation, supermarket, public school, library, licensed child care center, usable park space, bank, medical or dental office, post office, convenience store, laundry/dry cleaner, pharmacy, place of worship, or community/civic center.

- **Create map demonstrating this**

- Solar Heating/Cooling - orient buildings to make the greatest use of passive or active solar heating and cooling.

- **No new heated or cool building will be constructed as part of this project**

- Grayfield, brownfield, or adaptive reuse – use of previous developed sites reduces pressure on undeveloped land and the spread of pavement to new watersheds

- **The events tent is the further redevelopment of a former railroad switching yard**
- **Deep Lakes Park is the repurposing of an area of defunct gravel pits**
- **The Art Center project is premised on ensuring the continuing usability of the existing Art Center**

2. Walkable Neighborhoods – connect project to the pedestrian grid to link the project to public spaces and adjacent development. Making the streetscape safer and more inviting for walkers and bicyclists encourages alternative transportation choices to the automobile.

- **All projects will be linked to pedestrian grid. Construction of the Musser Park to Wiggins Road trail will link a part of Muscatine to the overall pedestrian grid for the first time.**

3. Photovoltaic (PV) Ready - Site, design, engineer and wire buildings to accommodate installation of PV in the future. Photovoltaics are composite materials that convert sunlight directly into electrical power.

4. Erosion and Sedimentation Control - For projects that disturb one acre or more, follow the requirements of the Iowa DNR stormwater general permit #2 including the development and implementation of a Stormwater Pollution Prevention Plan. For projects disturbing less than one acre, implement EPA's Best Management Practices for erosion and sedimentation control during construction.

5. Landscaping - Commit to providing a tree or plant list, certified by an Architect or Landscape Architect at Construction Documents stage, that includes trees and plants that are at least 50% native species, 100% appropriate to the site's soils and microclimate, and do not include invasive species Limit application of non-native turf species. Install trees to shade at least 50 percent of hard surfaces like sidewalks and parking lots to reduce heat islands

6. Surface Water Management - Capture, retain, infiltrate and/or harvest rainfall events equivalent to .10" to 1.25".

7. Water-conserving Appliances and Fixtures - Install water-conserving fixtures with the following specifications:

- Toilets – 1.6 GPF (gallons per flush) or better, consider use of dual flush toilets
- Showerheads – 1.5 GPM (gallons per minute) or better
- Kitchen faucets – faucet aerators shall use 1.5 GPM or better
- Bathroom faucets – 1.0 GPM or better

8. Efficient Energy Use - Use a professionally certified third-party energy rater to verify energy efficiency achievement

9. HVAC Sizing and Installation - Size heating and cooling equipment in accordance with the Air Conditioning Contractors of America (ACCA) Manual, Parts J and S, ASHRAE handbooks, or equivalent software, to prevent short-cycling of heating or air conditioning and ensure adequate dehumidification. Seal all ductwork with mastic or an appropriate seam sealer.

10. Design for and install Energy Star appliances and light fixtures

11. Renewable Energy - Research the feasibility of installing photovoltaic (PV) panels, wind turbines, solar assisted hot water heating, domestic hot water or other renewable sources to provide at least 10 percent of the project's estimated electricity demand. Research the feasibility of installing a geothermal system for the project.

12. Construction Waste Management - Investigate local options for diversion (recycling, reuse, etc.) of all anticipated major constituents of the project waste stream, including cardboard packaging and "household." Commit to following waste management plan that is appropriate for the site and local conditions, and that prevents, recycles or salvages non-hazardous construction and demolition debris.

13. Specify that all interior paints and primers, building materials, and furnishings must comply with current Green Seal standards where applicable and specify prefinished products or low Volatile Organic Compound (VOC) products when Green Seal standards do not apply. Specify low VOC adhesives and sealants.

14. Vapor Barrier - Water can migrate through concrete and most other masonry materials. Proper foundation drainage prevents water from saturated soils from being pushed by hydrostatic pressure through small cracks. Vapor barriers and waterproofing materials can greatly reduce the migration of moisture that can occur even in non-saturated soils.

15. Healthy Floor Coverings - Do not install carpets in entryways, laundry rooms, bathrooms, kitchens or utility rooms. If using carpet in other rooms, use products

that meet the Carpet and Rug Institute's Green Label certified carpet, pad and carpet adhesives. Green Label Plus certified carpet, pad, and carpet adhesives are encouraged.

16. Ventilation - *Install Energy Star labeled power vented fans in kitchens and bathrooms that exhaust to the exterior. Install a mechanical whole building ventilation system that meets building code standards.*

17. Owner and Occupant Manuals - *Provide the building owner/occupant a manual that includes: a routine maintenance plan, operations and maintenance guidance for all appliances, HVAC operation, water-system turnoffs, lighting equipment, paving materials, landscaping, pest control, and other systems. Include a process for educating tenants about proper building use. Provide a guide for building occupants that explains the intent, benefits, use and maintenance of green building features and native landscaping along with the location of transit stops. Encourage green activities such as recycling, gardening, use of healthy cleaning materials, alternative measures to pest control, and purchase of green (renewable) power from their local energy provider.*

18. *A conscious effort should be undertaken during project planning efforts to identify potential greenhouse gas emission (GHG) impacts of the proposed project. Seek to reduce GHG's through project design and location.*

- Compliance with local comprehensive plans, zoning and land use.

- A description of the efficient and effective use of land resources and existing infrastructure or capacity to avoid costly duplication of services and costly use of land.

- A description showing provisions for a variety of transportation choices, including public transit, bicycle, and pedestrian traffic.

- A description of maintenance or enhancement of a unique sense of place by respecting local cultural historical and natural environmental features.

- For historic preservation projects, a statement as to whether the Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings established by the U.S. Department of the Interior are being followed.

- A description of the conservation of open space and farmland and preservation of critical environmental areas.

- A description of the promotion of the safety, livability, and revitalization of existing urban and rural communities.

- A description of how the project serves citizens of all income levels.

- Extent to which project design, construction, and use incorporate renewable energy sources including, but not limited to, solar, wind, geothermal, and

biofuels, and supports the following state of Iowa plans and goals:

- Office of Energy Independence Iowa Energy Independence Plan*
- General reduction of green house gas emissions*

Tab K - Technology and Values (0-5 points)

A project will be evaluated as to the extent it shows consideration for the encouragement of technologies that allow for long distance learning and Internet access to facility resources; the extent to which the project enhances education, wellness (health), and breadth of the project to attract Iowans of all ages; the extent to which the facilities enhance or promote fine arts, including landscaping; and the extent to which facilities promote healthy indoor environments by employing the use of healthy and sustainable building materials, furnishings, cleaning projects, and maintenance practices. No minimum score is required in this category.

The Pearl of the Mississippi – Community Improvement Project, Phase III, will enhance Muscatine making it even more of an attractive place to visit, work, play, and live. Muscatine has a long standing tradition of projects to enhance recreational, cultural, educational, and entertainment opportunities that were accomplished through a partnership amongst community stakeholders in the private, public, and philanthropic sectors. This project will build on significant prior investments made in community enhancement projects and work with other forthcoming major investment in the betterment of Muscatine to help assure the economic health of community and to improved recreational and cultural amenities.

The Pearl of the Mississippi – Community Improvement Project, Phase III is comprised of six component projects that were selected because out of all the enhancements to recreational, cultural, educational, and entertainment desired by community members these six projects most effectively leverage past, present, and planned investments to deliver the largest possible positive impact to the community. All of these projects

Muscatine Soccer Complex Phase III

The Muscatine Soccer Complex, constructed in 1993, is a 41-acre, 3.8 million dollar soccer facility that features eight full-sized, state-of-the-art soccer fields. The National Sports Turf Managers Association recognized this outstanding facility as the Soccer Fields of the Year in the U.S. in 1995 and 2002. The Muscatine Soccer Complex, the largest attractor of visitors to the Muscatine area, plays host to events sponsored by national, state and local associations involving participants of all ages. The Muscatine Soccer Complex generates approximately 100,000 visits per year.

The Muscatine Civic Improvement Foundation privately funded and built the Muscatine Soccer Complex. Upon its completion the foundation gifted the soccer complex to the City of Muscatine, which now operates and maintains the complex. The Phase III Development project is part of the original Muscatine Soccer Complex Master Plan which identified the 17 acres directly west across Houser Street from the existing soccer complex, and have been offered by a community member as a donation, as an area for future expansion. The Muscatine Recreational Advisory Commission's Phase III Development Project Subcommittee, made up of representation from the City of Muscatine, the Muscatine Recreational Advisory Commission, large business, small business, usage groups, and property owners, was established to assess the community's needs for an expansion of the Muscatine Soccer Complex.

This group determined that an expansion would be beneficial to the community and developed a concept plan. This concept plan was developed by a donation of professional services from Stanley Consultants and with input from the citizens committee and City Staff. This plan includes: four tiered, multi-use, lighted multi-purpose field, a 200+ car parking lot, restrooms, picnic shelters, and connection to trail system and other recreational amenities in the area.

Completion of Phase III of the Muscatine Soccer Complex is projected to increase the number of annual visitors to the Muscatine Soccer Complex by 50,000. This will be accomplished by addressing two factors that currently limit the number visitors, parking and field capacity. The current facility has fewer parking spaces than is recommending for a facility of its size, when all eight fields are operating at full capacity, such as during tournaments, parking becomes as a serious issue, degrading the quality of the visitors' experience and limits the size of the tournaments that can be held. The number of fields is also a limiting factor for the size of events that can be held at the Muscatine Soccer Complex, and the adding of fields will increase the size of events that can be held there. Completion of Phase III will increase the number of fields by 50% and add sufficient parking for the new fields and existing fields, thus allowing even more use of this the existing fields and improving the quality of the visitor experience.

Muscatine Community Dog Park

A 4.72 acre off-leash dog park, with separate areas for large, small, senior dogs, and a separate training area, is being proposed for construction on municipally owned land. The proposal for an off-leash dog park is the result of a grassroots effort of a great number of members of the Muscatine community. There is consensus that an off-leash dog park is vital and necessary part of a community's recreational infrastructure. The first off-leash dog park in the United States opened in 1979. Since then growth rate in the number of off-leash dog parks has exceeded the overall growth rate of parks by tenfold. There are now over 2,900 off-leash dog parks in the United States, with nearly 50% of jurisdictions that operate park facilities, and the vast majority of jurisdictions that are the size of Muscatine, have an off-leash dog park. In the fall of 2013 the City of Muscatine wrapped up an extensive public outreach effort as part of creating a new Comprehensive Plan, during this process the need for a dog park was the most frequently received public comment.

Musser Park to Wiggins Road Trail

The Musser Park to Wiggins Road Trail is an XX mile extension of City's trail network a YY% in trail mileage. The trailhead for this trail will be located between the proposed Muscatine Community Dog Park and the site of the propose Phase III expansion of the Muscatine Soccer Complex, and across Houser Street from the current terminus of the trail system in Kent-Stein Park. Beyond on all the obvious benefits of such a large trail extension, this project has additional significance because it extends safe bike and pedestrian access to the area south of Dick Drake Way. Currently there is no safe route to bike or walk to this part of town which is home to around 1,000 people and numerous major employment center. The trail would also be the first recreational amenity constructed by the City of Muscatine in this area of the City.

Muscatine sits at the junction of two federally recognized trail systems, The American Discovery Trail, which crosses the nation from San Francisco to Delaware; and the Mississippi River Trail, which runs along the Mississippi River from Minnesota to Louisiana. The Muscatine trail system is a recognized component of both these trail systems. Construction of

the Musser Park to Wiggins Road Trail will complete Muscatine's portion of these national trails. A completed connection into the nationwide bicycle trail network will lead to more visits by those making long distance journeys on these trails.

The Muscatine Soccer Complex Phase III, Muscatine Community Dog Park, and the Musser Park to Wiggins Road Trail Trailhead are located and arranged in such a manner that they will share a parking lot, restroom facilities, a picnic shelter, and informational kiosks. This will provide a substantial savings over the cost of developing such facilities for each of the three projects, and provides a much better return on the dollars invested in these facilities. Integrating these projects together along with the existing soccer complex, the existing trail network, and Kent-Stein a 66 acres park containing 17 softball and baseball fields located directly across Houser Street, will create a large, amenity rich recreational complex that will draw in visitors from well outside the Muscatine area.

Riverfront Outdoor Performing Arts Venue

Over the past two decades The Muscatine riverfront was transformed from an area of declining industrial activity that had become an eyesore to an amenity rich crown jewel that both attracts visitors and enhance the quality of life of residents by 46 individual projects. The total cost for the riverfront transformation is in excess of \$18 million dollars. Forty percent of this came from various federal, state and local government sources. The community had to come up with the remaining 60%. In 1996, residents of Muscatine voted to not allow gambling on the riverfront, so revenue from gaming operation, which many Iowa cities have used to fund riverfront renovation, was not available in Muscatine. However the community support for this collaborative vision of the riverfront was strong enough that over \$10 million was given directly by the community, local businesses, foundations, civic groups and residents.

The community has identified to creation of a performing arts space on the riverfront as the necessary next step in the continuing enhancement of the Muscatine riverfront. Muscatine currently lacks permanent outdoor performing space. Currently there are numerous concerts and other performing arts events taking place on the Muscatine riverfront, however these events all take place at temporary venues that have to be set and removed for each individual event. To address the construction of a permanent outdoor performing arts venue on the riverfront is being proposed.

A permanent outdoor performing arts venue located at the riverfront will increase the quality of events already being held at the riverfront as well as spurring the creation of new events, both of which will increase the number of visitors to the Muscatine Riverfront. A new 100 room hotel and conference center is underdevelopment XX yards away, in downtown Muscatine, from the proposed location of the Riverfront Outdoor Performing Arts Venue. Both of these projects will benefit greatly from the existence of the other, enhancing the benefits of each to the community. These two projects are separated by Mississippi Drive. In 2016 the City of Muscatine will commence with a major reconstruction of Mississippi Drive. The intent of this major project is to convert a decaying four lane

highway into an attractive three lane complete street that invites and encourages connection to be made between downtown and the riverfront.

Muscatine Art Center Enhancement

(More information needed.)

Deep Lakes Park Enhancement

(More information needed.)

Executive Summary:

January 12, 2012

Re: Fort Madison Sports Complex CAT Grant Application

Community Attraction & Tourism Review Committee;

I would like to take this opportunity to provide information about our project, the **Fort Madison Sports Complex**. This summary will provide the Review Committee with history of the project; describe the conceptual layout for the complex; timeline for construction, as well as the Organizational Committee's timeline for commitments to move the sports complex to completion.

Team athletics provide important life lessons involving dedication, challenge and commitment for children and adults alike. Athletes learn to work hard, give one hundred percent, dream big and play to win. The \$3.3 million dollar Fort Madison Sports Complex will play an important role in promoting physical, social, emotional and mental health development. The sports complex concept has been a discussion item among local officials and community leaders for well over 15 years. As adult and youth sport programs have always been a mainstay for seasonal activities in Fort Madison, the management and locations have changed. Historically, neighborhood ball fields were adequate as competition remained within the city limits. It wasn't until one reached the high school level, did play outside the jurisdiction of Fort Madison become possible. Recently, however, programs have evolved and athletes are traveling much further distances. Teams that are willing to compete can be anywhere from 20 to 100 miles outside of their home base, depending on the competition. Leagues start as early as 8 years of age and can go up as high as 16 years old, with teams being organized by parent volunteers. These age groups compete in a wide variety of sports, including (but not limited to) baseball, softball, soccer and football.

In the past, programs available to youth were directed by the Fort Madison City Parks & Recreation Departments but due to budget constraints, were absorbed by the Fort Madison Family YMCA. The YMCA has been a strong leader in arranging the younger groups (3-8 year olds) to play different sports and teaching them the basics of the sports. But beyond that age group, it has been a challenge with other ages, due to the lack of available and appropriate venues. Volunteer coaches have been able to form teams and work with other coaches in the region to arrange tournaments, which keep our local youth busy throughout the seasons. Fort Madison's current situation is severely undermining athletic efforts at a local and regional level, as there isn't a complex available to host tournaments. Therefore, not only are our young players leaving the community to compete, but so are their parents and supporters. It is that lack of amenities that makes us look at the potential for growth of not only the complex but in those external amenities associated with travel. Mid-day tournament play will help support local dining establishments and those teams often will use the gas stations for fuel, quick drinks and snacks, etc. Traveling longer distances to play in a multi-day tournament commonly requires lodging for families and teams, especially if their team is scheduled to play early in the day or late in the evening. Local facilities could see an influx of over-night stays but we could also be missing out due to lack of available rooms.

As mentioned above, we look to this investment to spur additional growth, such as potential lodging, aquatics or other recreational opportunities as demand increases, not to mention potential tax revenues. With the potential for additional growth, comes the opportunity for the increase in the city and county tax base with construction of taxable property. The overnight stays will add hotel/motel tax dollars to Fort Madison and allow our community to expand our abilities to market the facility and events happening in town. The state will see an increase through payroll tax for employment at these

facilities, as well as an increase in fuel tax for road improvements for those fueling their vehicles from either tournament play or from tourism travel. These are just some of the opportunities Fort Madison/Lee County/State of Iowa is currently missing out on.

Not only are we looking at potential for taxable growth, but recreational outlets are vital in enhancing a community's quality of life to help attract industrial and commercial prospects, retain our current population base, as well as future citizens to relocate to Fort Madison. Through visits and conversations with local industry, it is apparent the importance our corporations place on recreational possibilities for employees and their families as workforce recruitment tools. When directly approached, the Director of the Iowa Economic Development Authority, Debi Durham, stated "Today's companies consider more than just buildings and incentives when they make location decisions. They want to invest in communities that are investing in themselves – ones that have a vision for what they want to be. The leaders of the kinds of companies we are working to attract know they must locate in a community that is desirable and sustainable for their future employees. So, we must not underestimate the value of dedicating our resources to quality of life initiatives – it is an investment that we know pays us back beyond the bottom line."

Quality of Life amenities not only include building new outlets but rehabilitating the existing. The organizational committee did their due-diligence looking at the possible re-use of the existing Fort Madison facilities for the complex: Victory, Shopton, Ivanhoe and Rodeo Parks. The main problems with the re-use of the existing locations are: required upgrades, park amenities, access, parking and proximity to each other (*See attachment F-1*). The Fort Madison Sports Complex would eliminate this issue and give us the opportunity to host tournaments on multiple fields, in one central location. There have been conceptual renderings of the Fort Madison Sports Complex with plans for its capacities. As with any new venture, our community leaders are thinking progressively, yet conservatively. We envision a project to include a design for three/four multi-use outdoor fields for softball and baseball (200-300'), three/four multi-use soccer fields for youth/adult leagues that could be transformed to football and a concession/restroom facility. Although the existing locations wouldn't be utilized as they had been fully in the past, they still hold significance to the community for practice fields. Discussions have taken place with city officials to continue the upkeep and maintenance on these fields so that when the sport complex is being utilized by tournament play, other teams, intramurals and schools may have undisturbed practice facilities. Since the sport complex will not be a city-owned facility, all municipal funding geared towards the current fields will not be jeopardized.

We have also evaluated amenities within the county looking at comparables, to make sure we aren't duplicating the efforts of other communities. It has been determined there isn't anything like what we are proposing in Lee County, and the closest comparable complex is 20 miles away in Des Moines County, the Burlington RecPlex. Although there are communities with multiple fields, no single community would be able to handle the volume we are projecting. Discussions have taken place with the Burlington RecPlex operators about joining forces to attract even larger tournaments than what they are currently capable of managing. This project, as well as the joint partnership between Fort Madison and Burlington, would create a strong regional effort that has the potential for reaching further than just Southeast Iowa but into Illinois and Missouri.

The construction timeline of the facility will be on the fast track from the award date for the CAT grant. Grading is projected to begin in late spring 2012 finishing mid-summer 2012 and seeding in the fall of 2012 with a reseeding scheduled in the early spring 2013 prior to the start of the 2013 baseball season. Once the construction goal is reached, additional funds will be placed in an endowment through the North Lee County Community Foundation for the long term care of the complex. Part of the conceptual discussions also included theories on how best to ensure the sustainability of the facility. Through fundraising, grant opportunities and in-kind services for the construction, we hope to off-set a large portion of the construction cost, which will allow us to have the necessary funds going towards the facility's operating fund. All too often future maintenance and operational costs are forgotten and not

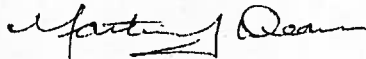
planned until the construction is nearly finished. Our goal is to open a truly sustainable sports complex, utilizing both private and public funds.

The vision for the Fort Madison Sport Complex incorporates many partners. For example, Fort Madison Economic Development Corporation (FMEDC) has stepped up as the "developer" of this project due to their 501c(3) status to receive the charitable contributions towards the complex and once the construction is complete, will form another non-profit entity to specifically manage and receive funding for the long term care and improvement of the complex. Other major contributors to the project include: Fort Madison Southeast Iowa Regional Riverboat Commission (FM SIRRRC), City of Fort Madison, Pinnacle Foods Group- a local industry, has made a monetary contribution to FMEDC for the development of a recreational sport complex, Baxter Construction has generously gifted 6 acres of commercial real estate to FMEDC to use for the project, Fort Madison Community Hospital (FMCH) has generously donated land behind their facility to be used for this sports complex, and the Lee County Board of Supervisors have shown support.

In less than 5 months of serious procurement, there has been a lot of momentum moving this sport complex along. It is our hope you will see the same value we do in this project for not only our local youth but adults as well. The following pages offer supportive documents towards the reason for asking of Community Attraction and Tourism grant funds.

Thank you for your time and consideration and look forward to hearing from you soon.

Sincerely,

A handwritten signature in black ink, appearing to read "Marty Dean", written in a cursive style.

Marty Dean, Chairman
Fundraising Committee

APPLICATION COVER SHEET

Return Completed Application to:
Vision Iowa Program Manager
Iowa Department of Economic Development
200 East Grand Avenue, Des Moines, Iowa 50309-1819

Name of Project: Fort Madison Sports Complex

Date Submitted: 1-12-2012

Applicant Information (attach additional sheet for co-applicants)

Name: Fort Madison Economic Development Corporation

Address: 614 9th Street, PO Box 427

City: Fort Madison State: Iowa Zip Code: 52627

Contact Person: Tim Gobble Title: Secretary, Fort Madison Economic Development Corp.

Address: 614 9th Street, PO Box 427

Telephone: 319-372-5471

FAX: 319-372-6404

E-mail: tgobble@fortmadison.com

Federal Identification Number: 42-1300666

Applying as smaller population community or county: _____ Yes ☐ No ☒
(city population 10,000 or less, or county population in smallest one-third in the state)

Project relates to (check one or more): ☐ Cultural Activity ☒ Recreation ☐ Education ☒ Entertainment

Subrecipient Information (If Applicable) (Subrecipient means a private organization or other entity operating under an agreement or contract with a recipient to carry out a funded CAT activity – attach additional sheet for co-subrecipients):

Name: Not Applicable

Address: _____

Contact Person: _____ Title: _____

Address: _____

Telephone: _____ FAX: _____

E-mail _____ Federal Identification Number _____

Funding Information

Total Project Budget \$3,333,060.00 Amt. Requested from Program \$1,029,660.00

Specify the form and amount of assistance requested in the box below:

(Note: Amount should not exceed 50% of the total project cost.)

Form of Assistance Requested	Amount
Grant	1,029,660.00
Loan	
Forgivable Loan	
Loan Guarantee	
Interim Financing	
Other (please specify)	

BRIEF PROJECT DESCRIPTION

Outline a brief paragraph describing the project, including its name, vertical infrastructure components, and anticipated uses. State anticipated start and completion dates. If this project is a phase of a larger project, please state its relationship to that project.

Fort Madison Economic Development is looking to build a multi-use sporting facility on the westend of Fort Madison within close proximity to the new US Highway 61 by-pass. The complex will include three lighted multi-use ball and three multi-use soccer fields, along with playground area for small children and a concession and restroom facility. Project would start in April 2012 with site work and construction through June 2012. Seeding to begin in the fall of 2012 second seeding in the spring 2013 with the complex ready to open for the season in 2013.

Baseball/Softball Fields

- ♦ 3 fields --2 300' ball fields, 1 200' ball fields
 - ♦ Entry/ticket facilities
 - ♦ 100 person bleacher seating per field
 - ♦ Warm up areas
- ♦ Warning track, flexible fencing, irrigated outfields, tiled dirt infields

Soccer Fields

- ♦ Multi-use soccer fields capable of supporting:
 - 1 --225'x 360'adult field or
 - 1 --195'x 360'youth fields or
 - 1 --150'x 180'kid fields

Walking/Jogging Trails

- ♦ Paved Walking/Biking path to walking trail

Playground

Outdoor play area with play equipment

Full Concession Stand with restroom facilities

Concession area with indoor seating, men and women restroom facilities

- ♦ Entry/ticket facility

Lighted Parking Area with 250 spaces

- ♦ parking area-concrete

Timeline:

- ♦ Local industry contribution made to FMEDC to be used towards a RecPlex Sports Complex: September 2011
- ♦ Group comes together after talks with local industry about quality of life issue needed: October, 2011
- ♦ Discussion with Fort Madison Community Hospital and Frank Baxter Construction on land options: 2011
- ♦ Discussion with Fort Madison Economic Development board to be initial recipient of funds as a 501c3 organization: November, 2011
- ♦ Initial engineering has been completed to look at the potential site, layouts and renderings of the complex:2011
- ♦ Application to FM SIRRC: December, 2011
- ♦ Application to CAT Grant opportunity State of Iowa: January, 2012
- ♦ Construction to begin with site grading April 2012 continuing with construction through June 2012.
- ♦ Fall 2012 seeding, early Spring seeding 2013
- ♦ Opening of facility for the ball season of 2013

ACKNOWLEDGMENT, RELEASE OF INFORMATION AND CERTIFICATION

I acknowledge that I have read and understand the application materials and administrative rules including the provisions relating to security and contracts as noted above. Further, I give permission to the Vision Iowa board or the Iowa Department of Economic Development (IDED) to perform due diligence, perform credit checks, contact the organization's financial institutions, and perform other related activities necessary for reasonable evaluation of this proposal. I understand that all information submitted relating to this application is a public record. I certify that all representations, warranties, or statements made or furnished in connection with this application are true and correct in all material respects. I understand that it is a criminal violation under Iowa law to engage in deception and knowingly make, or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or subdivision.

Signature of applicant certifying officer or individual:

_____ Date: _____

Signature of co-applicant or subrecipient certifying officer or individual:

_____ Date: _____

REQUIRED ATTACHMENTS

- 1) Applications should be bound or submitted in three-ring binders.
- 2) An executive summary and the completed application forms (cover sheet, financial forms) should be placed in the front of the application. The executive summary should provide a history of the project and cover highlights of requested information. Additional required information should be provided with lettered tabs as noted below.
- 3) Check each tab below to indicate requirements are understood and are believed to be met by the project.

THRESHOLD ELIGIBILITY

TAB A Applicant Eligibility

X

-Must be a city, county, or public organization, or combination of these forming a 28E; or a school district in cooperation with a city or county. Attach proof of nonprofit status for public organization.

TAB B Local Support

X

Broad support must be demonstrated for the project.

- Official resolution(s) from governing boards of participating local governments required; other endorsement letters optional.

A minimum 50% match commitment must be made by applicant(s)-See Tab I

- Enforceable commitments recommended.

- Adequate funding for completion is necessary.

- Non-financial resources (in-kind services) may comprise no more than 25% of the applicant's match

TAB C Financial Need

X

Project demonstrates financial need after other sources are exhausted.

CAT funding should be "last dollar" needed for project to proceed. Requests should be made to the city, county and private sources to financially support the project.

Successful and unsuccessful fundraising should be documented.

Prior CAT or Vision Iowa funding ineligible as match.

- If CAT or Vision Iowa funds were previously received, demonstrate that this application seeks funds for a significant expansion of the project and neither CAT nor Vision Iowa funds nor match are counted as match for this project.

Has applicant received other state funds for this project?

- If so, state funds and their match must be itemized and excluded from match for this project.

TAB D Vertical Infrastructure

X

Project must be primarily a vertical infrastructure project?

- Definition: land acquisition and construction, major renovation and repair of buildings, all appurtenant structures, utilities, site development, and recreational trails. Detailed cost estimates and project renderings should be included.

TAB E Benefits

X

Must commit to provide or pay for at least 50% of the costs of a standard medical insurance plan for full-time employees working at the project after it is built.

-Letter certifying this provision is adequate.

EVALUATION CRITERIA

- TAB F Feasibility (0-25 points, 15-point minimum required) X**
Is the project viable and sustainable? Are there sufficient resources to start and sustain the operation? Project description, business plan, and personal financial statements on principal owners and/or guarantors should be included.
- TAB G Economic Impact (0-25 points, 15-point minimum required) X**
Will the project have a positive impact on the economy? Measures should be based on direct impact of the project, no multipliers or other estimates of indirect impact. May include number of jobs, wages and benefits, taxes generated, or other positive economic benefits to the community and state.
- TAB H Leveraged Activity (0-10 points, 6-point minimum required) X**
Will economic growth and job opportunities be enhanced? How will OTHER recreational, cultural, educational and entertainment opportunities be stimulated or developed, ideally by private developers? Documentation of plans for other development should be included.
- TAB I Matching Funds (0-25 points, no minimum) X**
Consider extent to which local resources have been dedicated. Higher ratings may be given to those projects committing over the 50% required, or financially supported by both public and private organizations. Other state funds or match pledged toward those funds are not eligible as match for CAT funding.
- TAB J Planning Principles (0-10 points, no minimum) X**
Planning principles should be described, including implementation of green sustainable design principles; compliance with comprehensive plans, zoning and land use; description of effective use of existing resources (land and buildings) to avoid costly duplication or use; provisions for a variety of transportation choices; enhancement of a unique sense of place; description of space conservation and environmental preservation; promotion of safety, livability and revitalization of existing areas; consideration given to all income levels.
- TAB K Technology and Values (0-5 points, no minimum) X**
Project should encourage technologies allowing regional or statewide access; enhance education, wellness, and breadth to attract all ages; promote healthy indoor environments promote fine arts, including landscaping.

FINANCIAL FORMS

CONSTRUCTION / VERTICAL INFRASTRUCTURE COST ESTIMATES (Attach additional sheets as necessary. If project contains components in separate geographic locations, please prepare a separate financial form for each component):

1. Construction Cost Detail

Item Description		Estimated Cost
Land Acquisition		\$320,000.00
Site Preparation	Grading, construction, utilities, roads, landscaping, parking,	\$1,842,500.00
Building Acquisition/Construction	Concession/restroom building-new	\$120,000.00
Building Remodeling		\$0.00
Fixtures	Parking/field lighting, bleachers, signage, equipment	\$581,000.00
Other		\$
Subtotal (A)		\$2,863,500.00

2. Professional Fees and Permits

	Estimated Cost
Architectural Design	\$
Engineering Design	\$
Construction Administration	\$
Permits	\$
Legal and Bonding Fees	\$
Developer Fees	\$351,525.00
	\$
Subtotal (B)	\$351,525.00

3. Related Construction Costs

	Estimated Cost
Real Property/Easements/Acquisition	\$
Contingencies	\$118,035.00
Other (specify):	\$
Subtotal (C)	\$118,035.00

4. Total Vertical Infrastructure Cost Estimates:

Subtotal (A) + Subtotal (B) + Subtotal (C) = \$3,333,060.00 (Include total on line "1" of following page)

SOURCES AND USES OF FUNDING

1. Project Activity (USES) (vertical infrastructure and other eligible project expenses; attach additional sheets as necessary):

DED Use	Activity	CAT Amount A	Other Funds B	TOTAL C
	1. Construction Costs (Prior Page)	\$1,029,660.00	\$1,833,840.00	\$
	2. Furniture and Equipment	\$	\$	\$
	3. Consultant Expenses	\$	\$351,525.00	\$
	4. Public Art & Landscaping	\$	\$	\$
	5. Other (contingencies)	\$	\$118,035.00	\$
	6.	\$	\$	\$
	7.	\$	\$	\$
	8.			
	9.			
	10.			
	TOTAL (Columns A and C appear on application cover page; B should match total below)	\$1,028,800.00	\$2,303,400.00	\$3,333,060.00

2. Sources of Funds

(Itemize all funding sources, including in-kind amounts. Individual donors may be listed on a separate sheet. All state funding sources and their match must be itemized separately and not included in the 50% minimum match required for this CAT application.)

Source(s) of Other Funds Listed in Tab B Above		
Source	Amount	Where documented in application?
A. Pinnacle Foods Group donation	175,000.00	Attachment I-1
B. FM SIRRC grant	1,250,000.00	Attachment I-2
C. City of Fort Madison	500,000.00	Attachment I-3
D. FMEDC Land	320,000.00	Attachment I-4
E. Fort Madison Bank & Trust	20,000.00	Attachment I-5
F. Lee County Bank & Trust	10,000.00	Attachment I-6
G. Pilot Grove Savings Bank	20,000.00	Attachment I-7
H. Farmers Savings Bank	3,000.00	Attachment I-8
I. Bixman	1,000.00	Attachment I-9
J. Helling	300.00	Attachment I-10
K. Matta	100.00	Attachment I-11
L. Bowen	1,000.00	Pledge
M. Lee County BOS	3,000.00	Attachment I-13 (3 yr commit)
N. FMCH	Leased land	
O.		
TOTAL (Should match Column B Above):	\$2,303,400.00	Pledge, commitment letters & checks

Community Attraction & Tourism Grant
Fort Madison Sports Complex
Fort Madison Economic Development Corporation

Tab A-Applicant Eligibility:

The Fort Madison Economic Development Corporation (FMEDC) is filing this application for a funding request of \$1,029,660.00 from the 2012 Iowa Community Attraction and Tourism (CAT) fund. FMEDC is a not-for-profit 501c3 corporation founded in 1987. FMEDC was granted tax exempt status in January 1988 and attached are the letter from IRS, state certificate of business and listing of current board members (*See attachment A-1 through A-3*).

MISSION: The mission of FMEDC is to retain, stimulate and facilitate targeted high-wage, high growth business investments that will create quality employment opportunities, diversity and grow the economic base of the area. Enhance the quality of place by taking a supporting role in commercial, residential and tourism development.

VISION: The vision of FMEDC is to see Fort Madison as a healthy and prosperous community that has a high quality of life, a sustainable environment, a wealth of personal and professional opportunities, and a strong capacity for economic growth created by and for the people who live and work here.

In 2009, FMEDC became part of an umbrella organization called Fort Madison Partners (FMP) (*See attachment A-4*). FMP is the collective organization responsible for tourism related materials and events happening in the City of Fort Madison, of which the Fort Madison Sport Complex will be a major tourism/activities venue, and will assist with the marketing efforts of the complex.

FMP's marketing responsibilities:

Community Travel Guide
Web Site design updating
Community Tours
Community Calendar updating
Community Event brochure
US 61 highway Bypass Signage

FMP's events/activities coordinated:

Community Clean-ups
Fort Madison Farmers Market
Main Street BBQ
FLW Fishing Tournament
BASS Federation Nation Northern Regional
4th of July Weekends Activities
Big Buckle Bash
Balloons of the Mississippi
Fort Madison Lighted Parade
Main Street Wine Walk

FMP's event/activities promoted:

Tri State Rodeo
Mexican Fiesta
Sheaffer Pen Museum
North Lee County Museum
Old Fort Disk Golf Tournament
Iowa High School Rodeo State Finals
Military History events at Old Fort Madison
Nauvoo Pageant
Lee County Fair
City Band Concert Series
Sweet Corn Festival
Watermelon Festival
Nauvoo Grape Festival

Community Attraction & Tourism Grant
Fort Madison Sports Complex
Fort Madison Economic Development Corporation

Tab B-Local Support

As stated in the Executive Summary of the application, the Fort Madison Sports Complex has been a topic of discussion for over 15 years. There was always a small group of local citizens trying to pull it together and spark interest but the project just couldn't gain the momentum & direction it needed to proceed to the next step. The apparent difference this time is the support from the Pinnacle Foods Group, with a manufacturing facility in Fort Madison, in the amount of \$175,000.00 to be used towards a recreational facility. This gift lead to discussions among members of the Fort Madison Economic Development Corporation (FMEDC) board, one of which is the CEO of Fort Madison Community Hospital (FMCH), and how they could play a role in taking this from dream to reality. This discussion was followed up with the FMCH Board of Directors unanimously agreeing to a long term lease agreement for property located behind the hospital as long as the complex remains a sport complex (*See attachment I-14*). The property is located adjacent to the newest residential development projects in Fort Madison, the new Fort Madison middle school and to an existing walking trail for alternative access to the site, making it a choice piece of property everyone can get to, and enjoy.

Once the property was secured and the seed money placed in the account, the next step was generating public support. Articles in the newspaper (*See attachments B-1 and B-2*) were used as means of opening communication among the public and making sure we were able to bring numerous stakeholders to the table with the support from the sport programs, high schools, city, YMCA and coaches of the baseball, softball, soccer and football traveling teams. It is with this group we comprised a budget for construction as well as operations of the facility once complete. The discussion of construction brought in the Baxter family who in turn saw merit in the project and donated property to FMEDC adjacent to the site for parking area (*See attachment I-4*), so as to not take away from the ground granted by the hospital board. This piece of property makes the connection from the site to 48th Street as well as sidewalks to the current walking path along Bluff Road. This organizational committee has identified grant funding opportunities for the sport complex as well as for creating marketing materials to be used in the marketing efforts once the complex is complete.

Presentations have been made to local service clubs such as Rotary International and Lions Club, as well as Fort Madison City Council, Lee County Board of Supervisors and the Fort Madison Regional Riverboat Commission (FM SIRRRC). These presentations were rewarded with funding coming from both City of Fort Madison and the Lee County Board of Supervisors (*See attachment I-3 & I-13*). The largest contribution, to date, has come from the FM SIRRRC, which is a community grant opportunity fund for Fort Madison and the surrounding communities, supported by gaming revenues given to Fort Madison from Catfish Bend Casino. Information about the level of contribution from these entities will be identified in Tab I. Organizational Committee members continue to speak to service organizations and clubs to ensure we are updating and engaging the public.

The Organizational Committee consists of business leaders and retired individuals as well as city officials, school representatives and team coaches (*See attachment B-13*). The comprehensive group is made of representatives from different levels of expertise to make this work. We have the business & construction representatives to confirm budgets and timelines, city officials and school authorities to make sure the needs of the community are being realized. Coach and players for the variety of sports are also represented to make sure their needs and

Community Attraction & Tourism Grant
Fort Madison Sports Complex
Fort Madison Economic Development Corporation

suggestions are taken into account for the layout and design of the complex. Those playing and coaching for the local and traveling teams have offered their support for this project (*See attachments B-4 thru B-12*) and given suggestions about how this complex can fill the gaps the community has experienced over the years.

Community Attraction & Tourism Grant
Fort Madison Sports Complex
Fort Madison Economic Development Corporation

Tab C-Demonstrated need:

The vision for the Fort Madison Sport Complex has many partners. Through discussions with key players within the community the Fort Madison Sports Complex is well on its way to a reality. We have garnered private and public support for this project (*See attachment C-1*). Contributions are detailed below:

- Fort Madison Southeast Iowa Regional Riverboat Commission granted up to \$1.25 million (*See attachment I-2*)
- City of Fort Madison made a financial commitment to the project of \$500,000.00 over two years (*See attachment I-3*)
- Pinnacle Foods Group, has made a monetary contribution of \$175,000 to FMEDC, for the development of a RecPlex sport complex (*See attachment I-1*)
- Fort Madison Community Hospital has generously donated land behind their facility with the assessed value of \$100,620.00, to be used for this sports complex with a lease agreement of \$1.00 per year for 99 years (maintaining ownership of the property for the duration of the lease agreement). (*See attachment I-14*)
- Baxter Construction has generously gifted 6 acres of commercial real estate to the Fort Madison Economic Development Corporation for the project- which has an appraised value of \$320,000.00 donation towards the construction budget (*See attachment I-4*)
- Lee County Board of Supervisors pledged 100% of the county Hotel/Motel Tax for three years (*See attachment I-13*)
- Fundraising materials have been designed and the campaign slated to start January 2012 and scheduled to finish April 2012 for major contributions (*See attachment C-2*). With a Private Fundraising goal of \$354,540.00, we are well on our way, having raised \$55,400 to date without any formal request.

Community Attraction & Tourism Grant
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Tab D- Vertical Infrastructure:

Baseball/Softball Fields

- ◆ 3 fields —2 300' ball fields, 1 200' ball fields
 - ◆ 100 person bleacher seating per field
 - ◆ Warm up areas
- ◆ Warning track, flexible fencing, irrigated outfields, tiled dirt infields
- ◆ All three fields will be lit

Multi-Use Soccer / Football Fields

- ◆ Multi-use soccer/football fields capable of supporting:
 - 1 —225'x 360'adult field or
 - 1 —195'x 360'youth fields or
 - 1 —150'x 180'kid fields
- ◆ Irrigated/tiled fields
- ◆ Lit fields

Walking/Biking/Jogging Trails

- ◆ Connection to the Mississippi River Trail which is a walking/biking trail on Bluff Road from 48th street, which is determined a "Safe Route to School" road by the Iowa DOT program.

Playground

- ◆ Outdoor play area with play equipment
- ◆

Full Concession Stand with restroom facilities

- ◆ Concession area with indoor seating, men and women restroom facilities
- ◆ Entry/ticket facility
- ◆

Lighted Parking Area

- ◆ parking area with potential for 400 spaces
- ◆

The proposed project focuses very heavily on construction of physical vertical infrastructure. Construction items include: site preparation, grading, tiling, utility upgrades, irrigation lines, lighting, landscaping, road upgrade and construction, building construction, etc. Surveying and engineering are finishing up on the site and bid letting will begin by the end of January 2012. In this section you will find the conceptual timeline, rendering as well as aerials pinpointing the site within the community, also the estimated construction budget (*See attachments D-1 through D-5*).

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Tab E- Benefits:

The Fort Madison Economic Development Corporation will be the developing entity for the construction phase of the project. Once the project is completed, a new not-for-profit board will be formed and will hire a manager to run the complex (***See attachment E-1***). We anticipate 1 full-time employee and several part-time to maintain the complex during the season. Below is part of the budget that shows anticipated wages and benefits for the full time manager:

Salary	\$60,000
Benefits/Tax	\$15,000

Enclosed are the estimated figures from Two Rivers Insurance quoting Wellmark of Iowa Blue Cross Blue Shield for the health and dental benefit package being offered for fulltime employees (***See attached rate information from Wellmark***).

Community Attraction & Tourism Grant
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Tab F- Feasibility:

Project Description:

Name: Fort Madison Sport Complex

Amount of CAT Funds Requested: \$1,029,660.00

Description/Project Start date: Fort Madison Economic Development Corporation is looking to build a multi-use sporting facility (*See attachment F-3*). The complex will include three multi-use ball and three multi-use soccer fields, along with playground area for small children and a concession and restroom facility. This complex will have a construction design to include a growth plan of one ball and one soccer field should they be needed. Project would start in April 2012 with site work and construction through August 2012 with the anticipated public open house scheduled in November 2012. Seeding for the complex will begin in the fall of 2012 with a second seeding in the spring 2013. Opening of the Fort Madison Sports Complex is slated for the 2013 baseball and softball season. Enclosed in the application is the construction schedule (*See attachment D-1*).

Specific Site: The sports complex will be built on a site adjacent to 48th Street (listed as a *Safe Route to School*) and encompass approximately 40 acres of ground owned, with a long term lease by the Fort Madison Community Hospital and 6 acres owned by FMEDC, which will be an "in-kind" gift to the project (*See attachment I-4*).

Formal Studies:

- **Fort Madison Parks Master Plan: Completed by Southeast Iowa Regional Planning Commission (*Attachment F-1*)**
- **Economic Impact Study for the Fort Madison Sports Complex: Completed by Daniel Otto, Professor in the Economic Department of Iowa State University (*Attachment F-2*)**

Business Plan:

- Historically speaking Fort Madison has seen a slight decline in the programs offered for youth and adult league sports due to lack of quality facilities. As referenced in the 2009 Fort Madison Parks Master Plan (*See attachment F-1*),

It is also recommended that the city take all possible actions in acquiring the old Jefferson School lot and developing it into a large athletic field complex. Several members of the public commented on the need for such a park, because the current park system has three ball fields spread out across the community. This makes it difficult for parents who have multiple kids playing at different age groups, who all need to be in a different place at the same time. The Jefferson School lot could easily be developed and made into multiple ball fields that would serve all age groups in one location, and draw tourists to the city for tournaments which Fort Madison currently does not have the capacity to do with its existing ball fields.

When looking at the plan to move this direction it was determined the Jefferson School lot would not be large enough to do a multiplex and the parking would still be an issue.

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The Fort Madison Sports Complex operational budget is based on an annual basis of operation. Total costs for construction, and one year operational expense, would be an estimated \$3,541,312.00. Five-year projected profit and loss statements for the anticipated Fort Madison Sports Complex:

Fort Madison Sports Complex Five year Projections

Cost Item	FY2013	FY2014	FY2015	FY2016	FY2017
Salaries	\$60,000.00	\$61,800.00	\$63,645.00	\$65,563.00	\$67,530.00
Benefits	\$15,000.00	\$15,750.00	\$16,538.00	\$17,364.00	\$18,233.00
Utilities	\$11,400.00	\$11,400.00	\$11,400.00	\$11,400.00	\$11,400.00
Concessions	\$41,472.00	\$42,301.00	\$43,174.00	\$44,010.00	\$44,890.00
Office	\$4,500.00	\$4,500.00	\$4,500.00	\$4,500.00	\$4,500.00
Marketing	\$3,000.00	\$3,000.00	\$2,500.00	\$2,500.00	\$2,500.00
Insurance	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
Apparel	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00
Maintenance	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00
Totals	\$208,252.00	\$211,631.00	\$214,637.00	\$218,217.00	\$221,933.00
Revenues	FY2013	FY2014	FY2015	FY2016	FY2017
Gate Receipts	\$34,560.00	\$103,680.00	\$108,864.00	\$111,041.00	\$113,262.00
Concession Revenue	\$103,680.00	\$129,600.00	\$155,520.00	\$194,400.00	\$204,120.00
Program Registration	\$23,040.00	\$24,192.00	\$25,402.00	\$26,672.00	\$26,672.00
Field rental	\$3,600.00	\$3,600.00	\$3,600.00	\$3,600.00	\$3,600.00
Sign Advertising	\$36,000.00	\$36,000.00	\$36,000.00	\$36,000.00	\$36,000.00
Apparel sales	\$9,600.00	\$9,600.00	\$9,600.00	\$9,600.00	\$9,600.00
Field maintenance	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00
Web Site Advertising	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
Endowment					
Totals	217,880.00	314,072.00	346,386.00	398,713.00	400,654.00
Net	9,628.00	102,441.00	131,749.00	180,496.00	178,721.00

Community Attraction & Tourism Grant
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- The following table outlines the sources, amounts and uses of all funds being utilized for the total construction project of \$3,332,200.00:

Sources of funds	Amount of Funds	Year Commitment	Use of Funds
FM SIRRC	\$1,250,000.00	1 (2012)	All Project Expenses
City of Fort Madison	\$500,000.00	2 (2012/2013)	All Project Expenses
Pinnacle Foods Group	\$175,000.00	1 (2012)	All Project Expenses
Lee County	\$3,000.00	3 (2012, 2013, 2014)	All Project Expenses
Private Fundraising	\$375,400.00	1 (2012)	All Project Expenses
CAT Funds	\$1,029,660.00	1 (2012)	Direct Construction
Total	\$3,333,060.00		

- An informal study analysis for usage of the Fort Madison Sports Complex focuses on the following targets: community youth leagues, community adult leagues and tournaments. The impact study was completed by Daniel Otto, Professor, Economic Department-Iowa State University (*See attachments F-2*).
- The Fort Madison Sports Complex, in conjunction with Fort Madison Partners, will develop the marketing plan for the center. Marketing tools/methods will take the form of articles and ads in local newspapers and trade magazines, brochures for handouts and mailings, radio "spots", electronic social media, a community grand opening and a special reception for all those that contributed to the project. It should be noted that Fort Madison Partners is willing to place news of the complex in their entities newsletters (Chamber & Main Street) and special events calendar. Fort Madison Partners can also reach potential visitors through its fully developed and attractive website at www.fortmadison.com.

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Tab G- Economic Impact:

Since 2005, community leaders of Fort Madison have had a progressive vision for the economic development of Fort Madison. Representatives from numerous organizations and entities have discussed plans for the future, to build up the community's economic base by focusing on quality of life misuses by offering services (facilities) and jobs to both local citizens and visitors from outside of a 50 mile radius. Born from those discussions, was the demonstrated need to create proper recreational facilities that the community has to offer as a workforce recruitment tool. Our community has managed to show that we attract both large (national/international) and small businesses, but the long-term procurement of these entities has waned due to the lack of recreational facilities that presently exist.

One of the most directly impacted primary beneficiaries of this outdoor recreational facility would be our local industry and corporate entities (Siemens, Fort Madison Community Hospital, DuPont, Pinnacle Foods Group, Huffman Welding, Fort Madison Community School District, etc.). Recently, it has been made quite clear to our economic development leaders that our local industry and corporate entities view modern community recreational facilities as one of their primary workforce recruitment tools. The letters of support, as provided in Tab B-4 through B-13, illustrate our local industry's need for this facility, as it directly relates to workforce recruitment. Even the President of Fort Madison Economic Development Corporation (and also the President of a local bank) has experienced the request for quality of life facilities as it relates directly to workforce recruitment, when trying to recruit a very large entity to Fort Madison. This entity had identified Fort Madison as a prime location for their facilities, which would include a \$4,000,000 green building and would create 100 jobs that pay in the \$70,000-\$80,000 range. Due to the nature of their business and caliber of employees (the majority being young professionals with growing families), recreational facilities were of utmost importance when considering relocation to a small Midwestern city. They specifically inquired about Fort Madison's "recreational complex", which unfortunately, Fort Madison did not have to offer. Our community ultimately lost out on this opportunity that could have made a tremendous positive economic impact on our local community and Lee County.

Historically, Lee County has been one of the counties with the highest unemployment rate in the state, if not the highest. According to Iowa Workforce Development's November 2011 study, Lee County currently has an unemployment rate of 8.2%, which is higher than the state average at 5.7%. This unfortunate fact has been a driving goal behind the recent vision of future economic development in Fort Madison. In just one year, Lee County has been able to decrease the unemployment rate nearly 2%, but Lee County still has the second highest unemployment in the state. Being able to secure some of these large employers will add an enormous amount of jobs to the local economy, which in turn, will assist with the significant decrease in our unemployment rates. It is imperative that Fort Madison, as one of Lee County's seats, leads the efforts in drastic unemployment reform.

In regards to other primary beneficiaries, it is expected that our hotels and gas/convenience stations would also see immediate and direct positive economic impact. The goal for the tournaments is to arrange and promote them as multi-day, weekend events there by creating the need for lodging accommodations and fuel amenities

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for families traveling from outside of a 50 mile radius. Spirited discussions with the sports complex manager in Burlington, Iowa (located approximately 20 miles north of Fort Madison) have resulted in the formation of a strong future partnership for the planning and coordination of large-scale tournaments. The addition of the Fort Madison sports complex would allow for tournament mass proportion. By regionally marketing the two complexes as joint -tournament facilities, the attraction is thereby expanded to teams and their families of nearly 150-200 miles away. The combined attraction and allure of these two historic river communities as one large weekend destination is virtually impossible to ignore.

In the last few years, Fort Madison has demonstrated a need of more hotel rooms, but preliminary discussions with national and regional hotel/motel management companies have come to a halt, due to their request for hard data that demonstrates the demand. As our community currently stands, the revenue generated from hotel/motel tax has been fairly consistent over the last decade, averaging approximately \$150,000 (*See table H-1*). Annually, these funds are used as the sole source of funding for tourism related activities and marketing of Fort Madison. Tourism related attractions funded by hotel/motel tax include those of a historic nature (Old Fort Madison and historical society) and organizations that foster cultural education and opportunities such as the local art association and Sheaffer Pen Museum. Events include everything from Balloons over the Mississippi to disc-golf tournaments. More importantly, the hotel/motel tax is used to fund city-wide tourism efforts as it relates to local, regional and national advertising in both printed (i.e. magazines) and digital (i.e. website) media. It has been estimated that the tournaments held at this facility may add another 9.5% of generated hotel/motel taxes, over the course of a season. In conjunction with our existing demonstrated need from community tourism events/activities and overnight business stays associated with our local businesses, along with the addition of this recreational facility (and the attendance numbers generated from locally hosted tournaments), our community would be able to provide the economic data that is required for increased future investment in Fort Madison (*See attachment F-2*). If our community does not move forward with these quality of life projects, that attract investors such as large industries and hotels, our community will suffer the consequences.

Though property has been deeded to a non-profit (Fort Madison Economic Development Corporation), therefore suspending any property tax that will be generated, local organizations and non-profits have worked to identify indirect, positive impacts that this project will have on the community of Fort Madison. Even the local Main Street program is in support of this project, as they expect that this facility will create the need for newly created small businesses that directly cater to the patrons of the complex, citizens and visitors alike. According to a market profile generated by Main Street Iowa (Iowa Economic Development Authority) and an independent consultant specifically for Fort Madison in August 2011, within a 20 minute drive time from downtown Fort Madison, there are no retail businesses that specialize in new or used sporting goods, including a leakage of \$28,516,773 in general merchandise. The local Main Street program has determined that these two types of businesses (general merchandise and sporting goods) are two of the most desired types of businesses that they would like to attract to the historic downtown. With the creation of the Fort Madison Sports Complex, there will be a built-in demand for these types of businesses, and Fort Madison is working diligently to foster this economic development.

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Tab H-Leveraged Activity:

Local residents see the Fort Madison Sports Complex project as a natural complimentary activity to other projects undertaken or planned by the community in recent years. The projects, (all financed in part by local private fund raising), included: remodeling of the Fort Madison YMCA; an all weather track and tennis courts at Fort Madison High School & the Fort Madison Public Library.

The Fort Madison Economic Development Corporation (FMEDC) has also identified a need for additional hotel/motel space. Once the complex is fully operational, and larger tournaments are scheduled, there will be an influx of potential over-night guests to our city. FMEDC has commissioned a study to be completed by the Department of Economics from Iowa State University to look at the potential Fort Madison has in recruiting another hotel. Since the types of tournaments involve mostly the younger age groups, allocating a portion to aquatics and having an indoor water park setting would be an added asset. The addition of another hotel, comparable to the Comfort Inn & Suites that exists today, with a value over \$3 million could potentially bring an estimated \$128,000.00 over a ten year period in property taxes alone.

With additional rooms coming into the city comes additional hotel/motel tax dollars. Currently hotel motel tax funds are the sole source of funding for tourism marketing, operation for attractions, museum and a large portion of the art center budget. Additional funds could help us expand what we need in Fort Madison and our efforts in tourism. Looking at the Economic Impact Study for the Fort Madison Sports Complex, completed by Daniel Otto (*See attachment F-2*), we can get an idea using two scenarios of overnight stays as well as spending habits.

Table H-1

CITY OF FORT MADISON HOTEL/MOTEL REVENUES					
YR	ANNUAL	JUNE 15TH	MARCH 15TH	DEC 15TH	SEPT 15TH
2011/12	78,807.89			43,526.98	35,280.91
2010/11	165,452.49	24,877.16	29,467.34	76,944.21	34,163.78
2009/10	134,397.27	19,266.38	41,658.54	39,546.08	33,926.27
2008/09	191,327.08	45,364.34	27,932.10	82,800.62	35,230.02
2007/08	135,493.54	23,966.67	33,846.75	42,439.39	35,240.73
2006/07	161,840.98	25,066.09	36,767.99	58,922.01	41,084.89
2005/06	161,061.04	24,477.39	31,030.09	62,535.27	43,018.29
2004/05	151,041.94	25,530.96	32,365.48	54,116.93	39,028.57
2003/04	128,407.00	45,553.65	19,075.00	47,558.85	16,219.50
2002/03	93,728.11	7,961.55	10,225.85	27,845.25	47,695.46
2001/02	81,950.60	11,188.60	17,073.46	30,270.37	23,418.17
TOTAL	1,483,507.94	253,252.79	279,442.60	566,505.96	384,306.59
*The Dec 2010 payment is a combination of several quarters. \$33,756.38 is from 5 prior quarters.					

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Tab I- Matching Funds:

As mentioned in previous sections of this application, the amount of this CAT Grant request, \$1,029,660.00 represents approximately 30% of the total eligible project cost of \$3,333,060.00. The local match for the project totaling \$2,303,400.00 will be derived from the following local sources:

2011-2012 Fundraising Efforts			
Name	Check/Cash	Amount	Date Received
Pinnacle Foods		\$175,000.00	11/19/2011
FMSIRRC		\$1,250,000.00	letter confirm
City FM		\$500,000.00	2 year comm
Lee County BOS		\$3,000.00	3 year 100% H/M tax
Clifford and Arleen Matta or Verla Tanner	CH# 7046	\$100.00	12/19/2011
Robert Bixman	CH#2935	\$1,000.00	12/28/2011
Gertrude Helling & Mary Kline	CH#2372	\$300.00	1/4/2012
Fort Madison Bank & Trust		\$20,000.00	letter confirm
Lee County Bank & Trust		\$10,000.00	letter confirm
Bonnie Bowen		\$1,000.00	pledge
Farmers Savings Bank		\$3,000.00	letter confirm
Pilot Grove Savings Bank		\$20,000.00	letter confirm
Total		1,983,400.00	

The budgeted Private Fundraising contribution of the \$374,540.00 will be entirely derived from private donations from a variety of local individuals, businesses, private foundations and civic organizations. The Fort Madison Sports Complex Organizational Committee, who will be the group seeking those contributions, firmly believes that amount of the anticipated private donations will be secured within six (6) months of the CAT Grant application deadline. The significant contribution from FM SIRRC and the City of Fort Madison are evidence of the commitment to move this complex from concept to completion. Evidence of commitment for all sources of local match is provided by documents authorized by the Fort Madison City Council, FM SIRRC and Lee County Board of Supervisors in Tab I.

Other than the CAT funds requested, there are no other state or federal monies being contemplated for the project.

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Tab J-Planning Principles

The Fort Madison Parks Master Plan speaks to how much parks add to the quality of life in a community.

Nearly 85% of the respondents of the survey conducted for the Master Plan, believe that parks have a positive impact on the quality of life in town, which indicates that a poor perceived parks system means that the quality of life for those citizens is not as high as it could be should there be a nicer park system. These types of statistics are why we look for at least 75% approval rating when asking about what citizens thought regarding the park opportunities. The nicer the park system, the more community involvement and support you will gain, and the more pride community members will have in their parks (*See F-1, pg. 14*).

The Fort Madison Sports Complex project complies with all applicable land use practices and planning principles. Municipal zoning for the proposed site of the facility is A-Agriculture and surrounded by C-Commercial classification housing developments and retail, allows for this type of use in this section of the community.

The Green Checklist Criteria:

The site for the Fort Madison Sports Complex was chosen in part due to the donation of property but also due to location to important amenities that will benefit the citizens and visitors to the park:

- Location to the US Highway 61 bypass and exit ramp in close proximity for easy access
- Located off hard surfaced road (48th Street)
- The **Mississippi River Parkway Trail**, on the north end of the complex will have a connection to the park from 48th Street
- Location to the newly built elementary/middle school on 48th street, which is designated as a "Safe Routes to School". The IDOT designation of **Safe Routes to School** is designed to enable and encourage children, including those with disabilities, to walk and bicycle to school to make bicycling and walking to school a safer and more appealing transportation alternative
- City water and sewer services are in place with the housing developments and new middle school being built
- Proximity to the hospital, banks, convenience stores, pharmacy, churches, and child care center
- Connection to the pedestrian grid to link the walking/jogging/biking trail determined by Lee County Health Department

Other areas of the green checklist can be found in the following information provided to us by Frank Baxter Construction who will be doing the work:

- **Erosion/sediment control:** Baxter Construction Company will follow the requirements of the Iowa DNR storm water general permit #2 including the development and implementation of the storm water pollution and prevention plan.
- **Landscaping:** Baxter Construction Company will commit to providing a certified landscape architect to provide construction documents for a complete tree and plant landscape irrigation system.

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- **Service water management:** Baxter Construction Company will provide a complete service water management plan document to capture, retain, infiltrate and or harvest rainfall events equivalent to .10" to 1.25".
- **Water conserving appliances and fixtures:** Baxter Construction Company will include in its plumbing plan documents water conserving fixtures with the following specifications.
 - A. Toilets 1.6 GPF or Better
 - B. Shower heads 1.5 GPM
 - C. Kitchen Faucets 1.5 GPM or Better
 - D. Bathroom Faucets 1.0 GPM or Better
- **Energy Efficiency Use:** Baxter Construction Company will employ a professionally certified third party energy rater to verify energy efficiency achievements.
- **HVAC sizing and Installation:** Baxter Construction Company will employ a mechanical consultant to provide size in heating and cooling equipment in accordance with the Air Conditioning Contractors of America.
- **Baxter Construction Company will design for and install energy star appliances and light fixtures.**
- **Renewable Energy:** Baxter Construction Company will research the feasibility of installing photovoltaic PV panels wind turbans, solar assisted hot water heating; domestic hot water or other renewable sources to provide at least 10% of the projects estimated electrical command. BCC will also research the feasibility of installing a geothermal system for the project.
- **Construction Waste Management:** Baxter Construction Company will commit to follow a waste management plan that is appropriate for the site and waste management conditions, and that prevents, recycles or salvages a non hazardous construction and demolition degree.
- **Baxter Construction Company will employ a consultant that will specify all interior paints and primers, building materials, and furnishings will comply with current green seal standards or applicable and specify pre finished products or low volatile organic compound products when green seal standards do not apply. Will also specify low VOC adhesives and sealants.**
- **Vapor Barrier:** Baxter Construction Company will employ a consultant that will properly detail foundation drainage and water proofing materials.
- **Healthy Floor Coverings:** Baxter Construction Company will employ a consultant that will specify and design floor coverings which will use products that meet the carpet and rug institutes green label certified carpet pad and carpet adhesives. Green label plus certified carpet pad and carpet adhesives will be used.
- **Ventilation:** Baxter Construction Company will employ a consultant, which will specify energy star labeled power vented fans in kitchens and in bathrooms that exhaust to the exterior, as well as a mechanical whole building ventilation system that meets building code standards.
- **Owners and Occupants Manuals:** Baxter Construction Company will provide the building owner/occupant a project manual that includes (a routine maintenance plan, operation maintenance guidance for all appliances, HVAC operation, water system turnoffs, lighting equipment, paving materials, landscaping, pest control, and other systems.) BCC will provide tenets with proper building use. BCC will provide a guide for building occupants that explains the intent, benefits, use and

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maintenance of green building features and native landscaping and will encourage green activities such as recycling, gardening, use of healthy cleaning materials, alternative measures to pest control, and purchase green renewable power from their local energy provider.

The site, as mentioned above, sits in an area of town experiencing a lot of residential development from condominiums & low to moderate income to senior housing units. According to the *Parks Master Plan*, Fort Madison is in need of additional “park space” and a complex such as this will preserve the open space adding to the enhancements taking place with the new housing (*See F-1, pgs 13-14*).

Community Attraction & Tourism Grant
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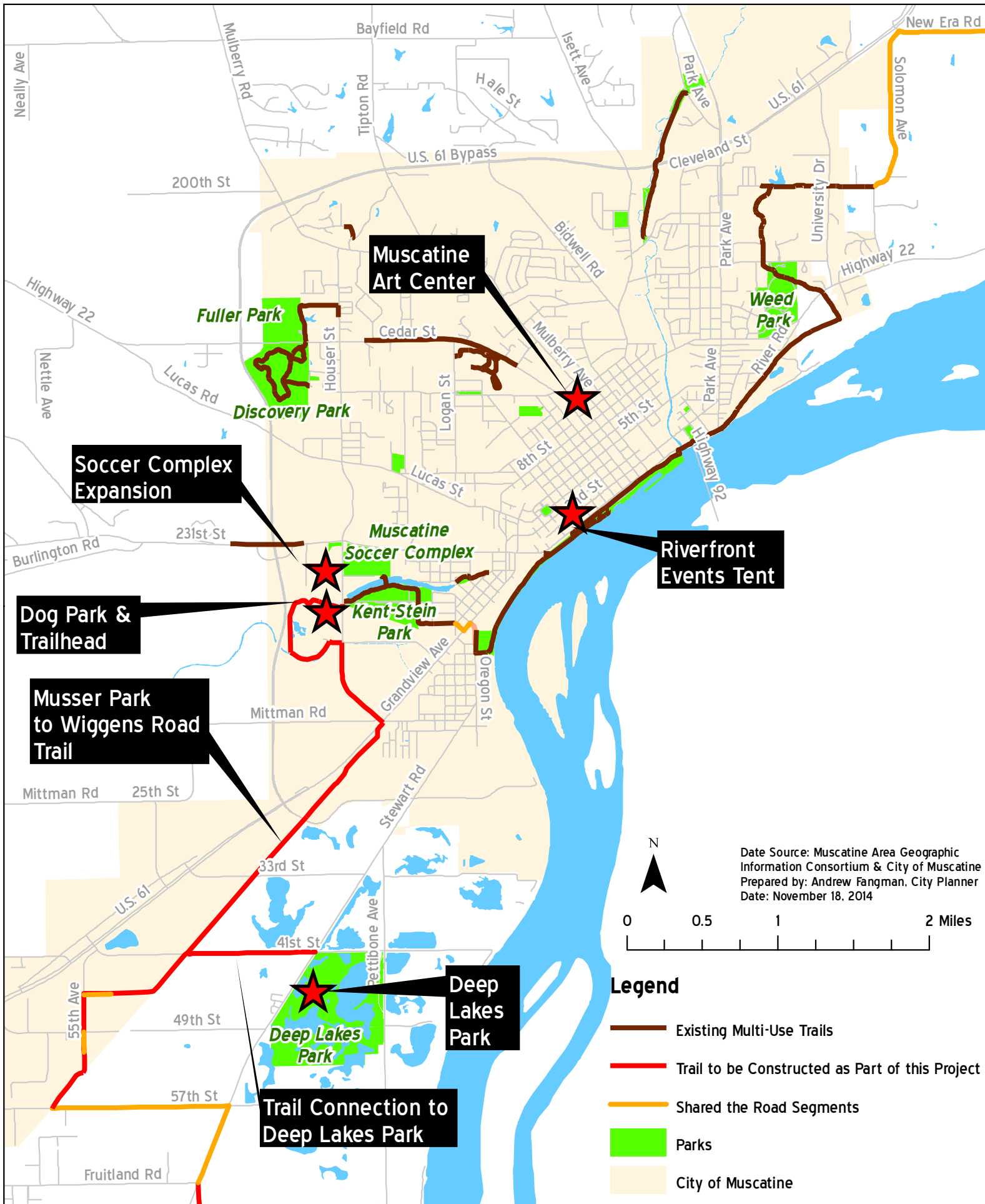
Tab K-Technology & Values:

One of the stated goals of the Fort Madison Sports Complex is indeed to encourage participation in group sport programs, which promote healthy forms of exercise, peer interaction and building long term life skills- i.e. sportsmanship qualities, working as a team, pride in accomplishment and striving to do your best, to name a few. For most sports enthusiasts, getting the chance to play your favorite sport is tiring but fulfilling. However, as people grow old, their stamina and skill to play their favorite sport progressively deteriorates. Children who spend time training and playing their favorite sport could play proficiently all throughout the later years of their adulthood.

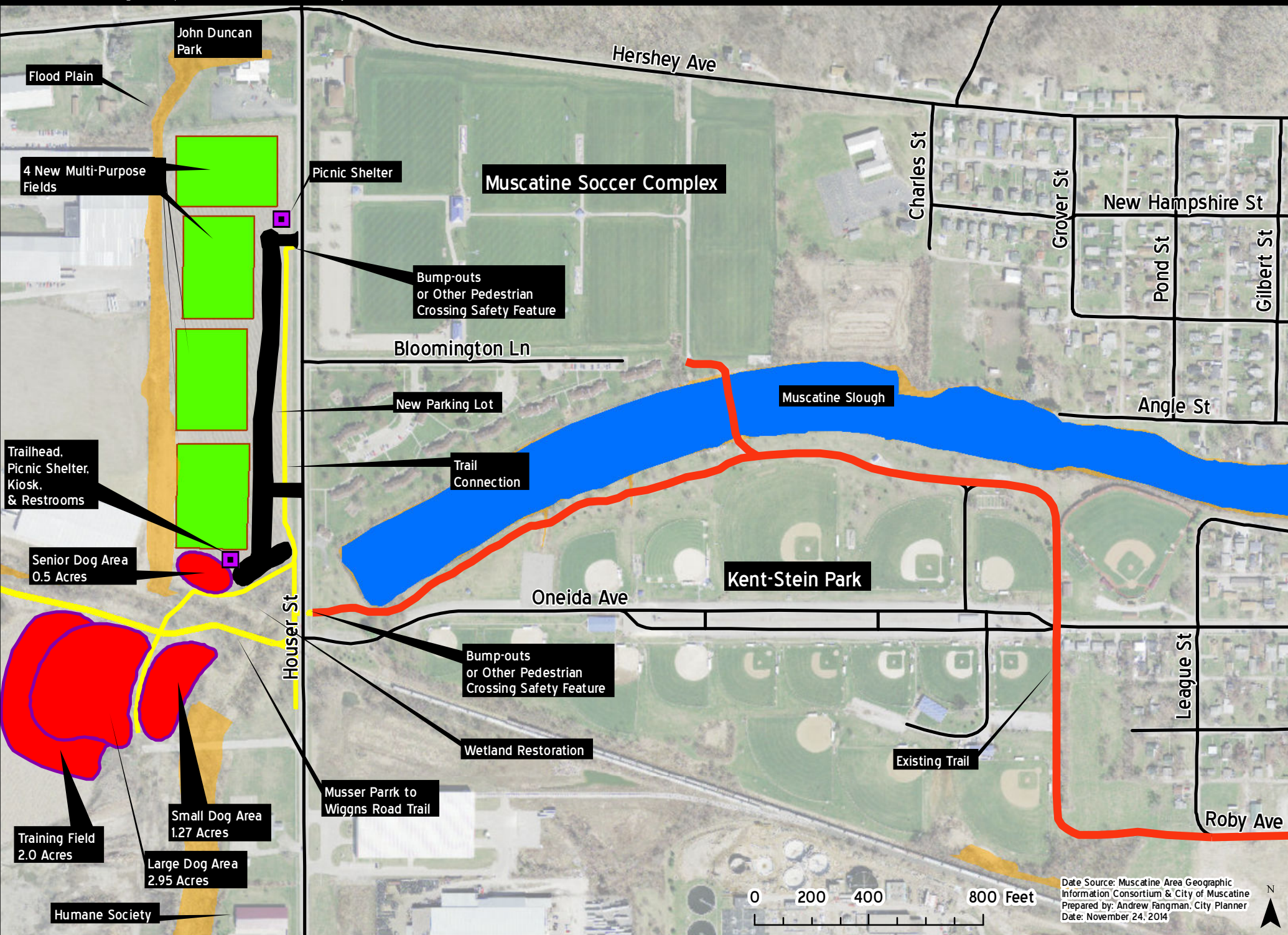
The Fort Madison Sports Complex wants to help promote a healthy lifestyle. Children who are engaged in sports have the capability to focus better even with their academics. This is because these children have a greater capability to handle stress while still having fun. Endorphins produced through this physical activity helps keep them active, allowing them to focus better. Sports also help build greater self-esteem and self-confidence. Children are quite awkward when it comes to strangers and playing on a team sport allows them to interact with other children, allowing a boost in their social skills. Once they feel a sense of achievement, this would completely boost their self-esteem and self confidence, which could greatly help in their future. The complex will give our youth and adult programs something to be proud of when hosting another team and a place for the community to gather that will accommodate facilities for all age groups.

Every opportunity to employ the use of healthy and sustainable building materials, furnishings, cleaning products and maintenance practices will be used from the concession area to the field development, including exterior and interior lighting. The Fort Madison Sports Complex will be equally available to individual regardless of age or income status. It will be attractively landscaped using native Iowa plants and grasses and will be a totally smoke-free complex.

The Pearl of the Mississippi Community Improvement Project Phase III

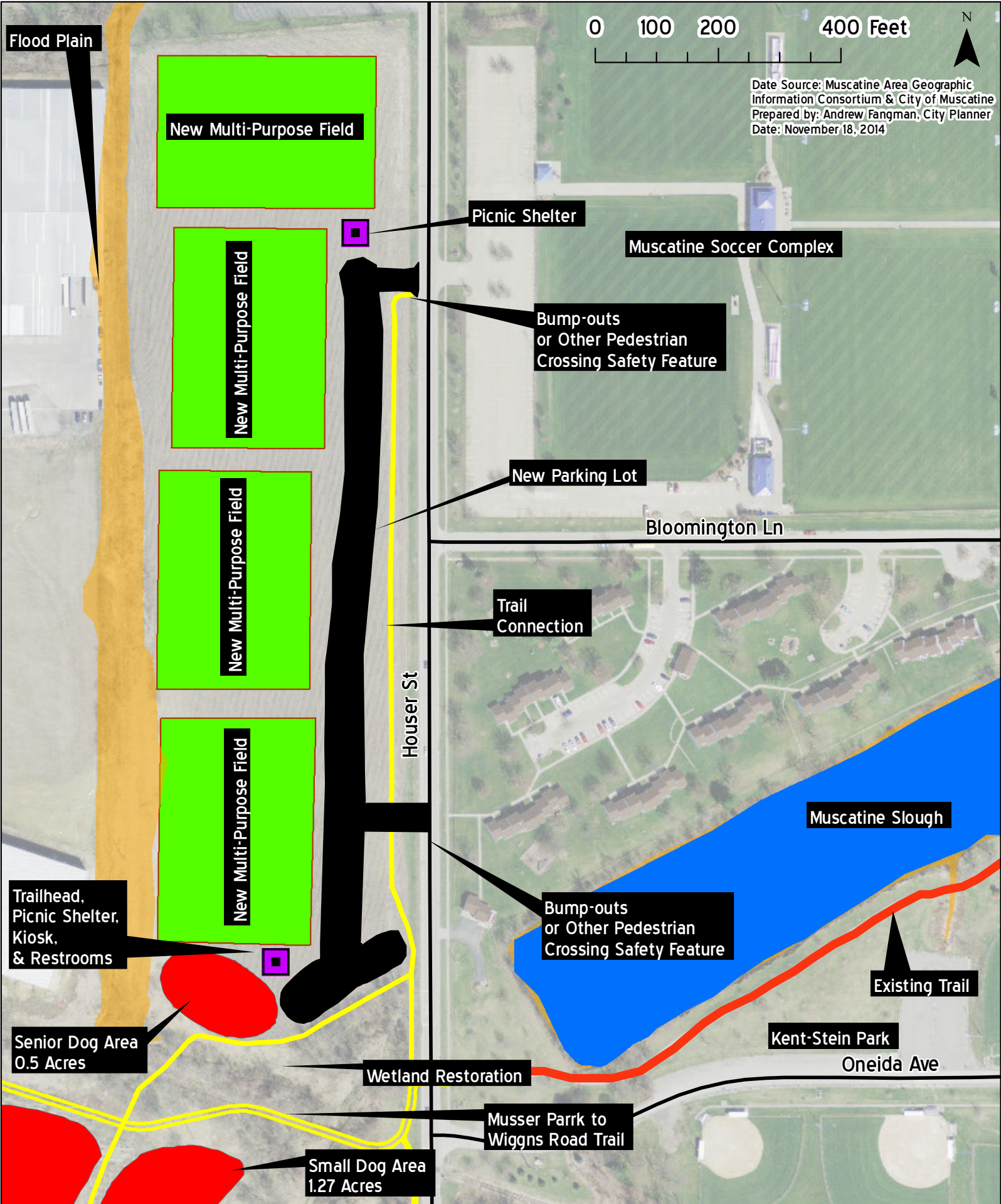


The Pearl of the Mississippi Community Improvement Project Phase III



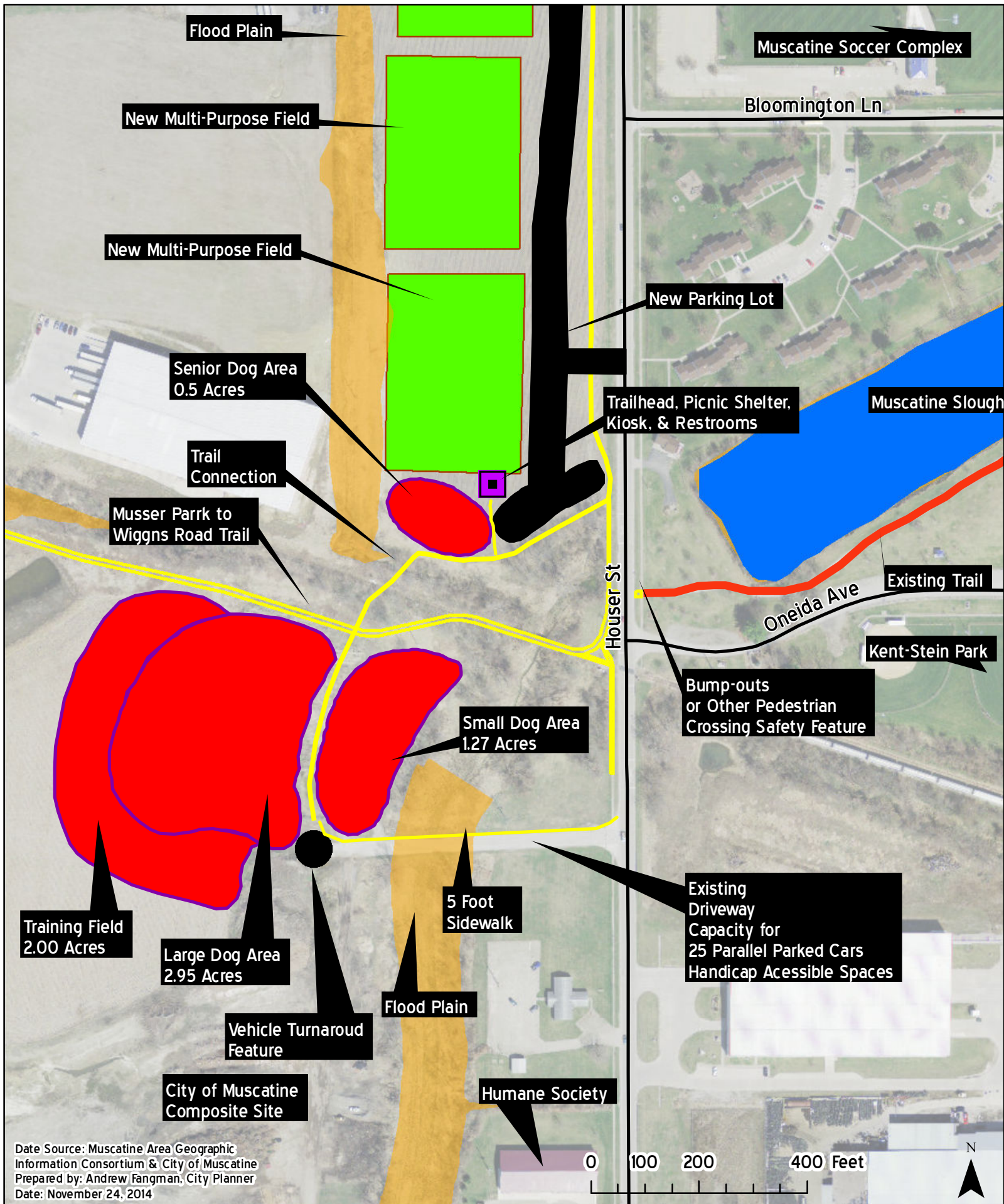
The Pearl of the Mississippi Community Improvement Project Phase III

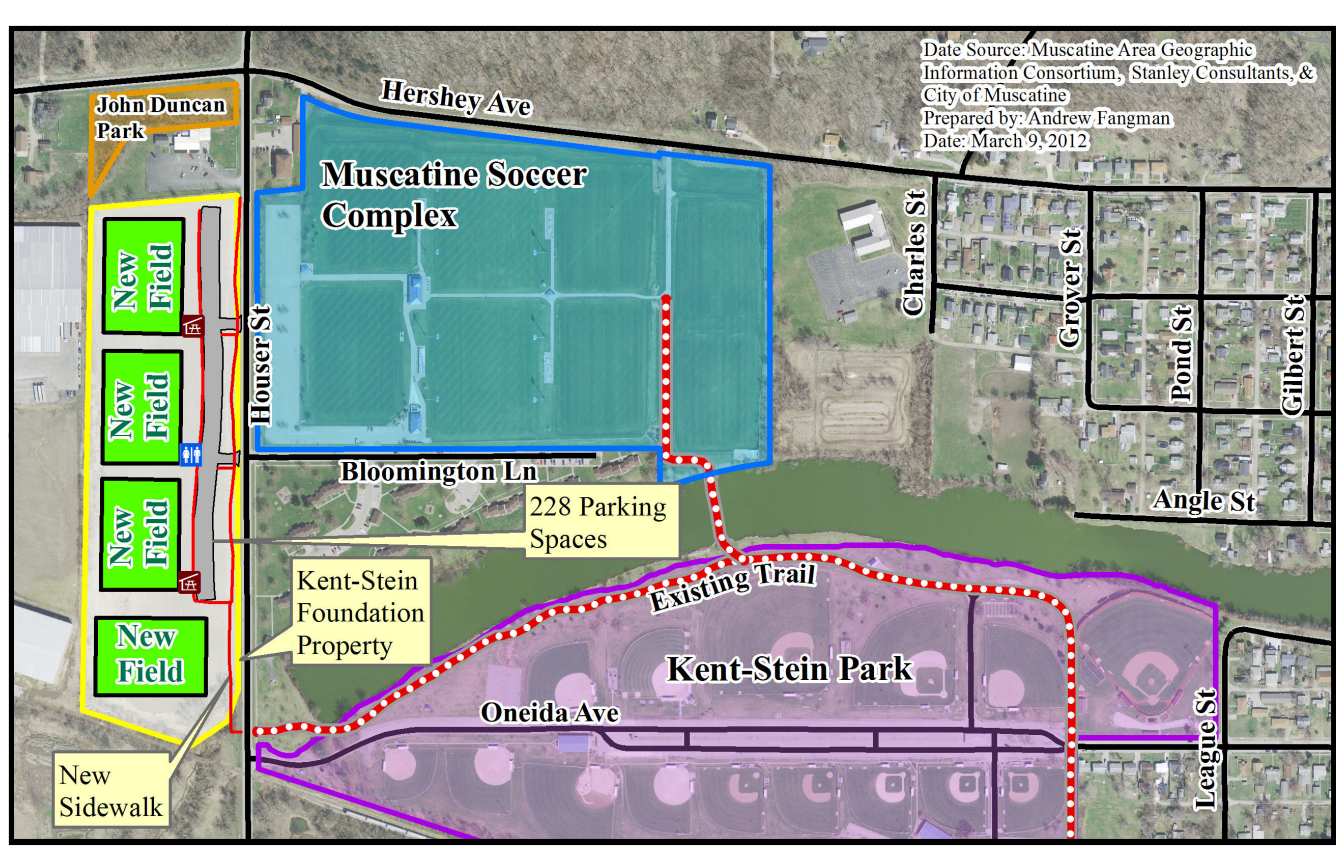
Soccer Complex Expansion



The Pearl of the Mississippi Community Improvement Project Phase III

Dog Park & Trailhead





Current Phase III Soccer Complex Exapnsion Plans

0 100 200 400 Feet

Date Source: Muscatine Area Geographic Information Consortium & City of Muscatine
Prepared by: Andrew Fangman, City Planner
Date: November 24, 2014

Muscatine Soccer Complex

Bump-outs or Other Pedestrian Crossing Safety Feature

Trail Connection

4 Grass Soccer Practice Fields

Soccer Complex Parking

Covered Shelter & Entry Way Plaza

Musser Park to Wiggins Rd Trail

Senior Dog Area 0.5 Acres

Large Dog Area 2.95 Acres

Trail Connection

Bump-outs or Other Pedestrian Crossing Safety Feature

Existing Trail

Oneida Ave

Kent-Stein Park

Small Dog Area 1.27 Acres

5 Foot Sidewalk

Training Field 2.0 Acres

Vehicle Turnaroud Feature

Future Phase Picnic Shelter

Future Phase Parking Lot if Necessary

Existing Driveway Capacity for 25 Parallel Parked Cars Handicap Accessible Spaces

Houser St

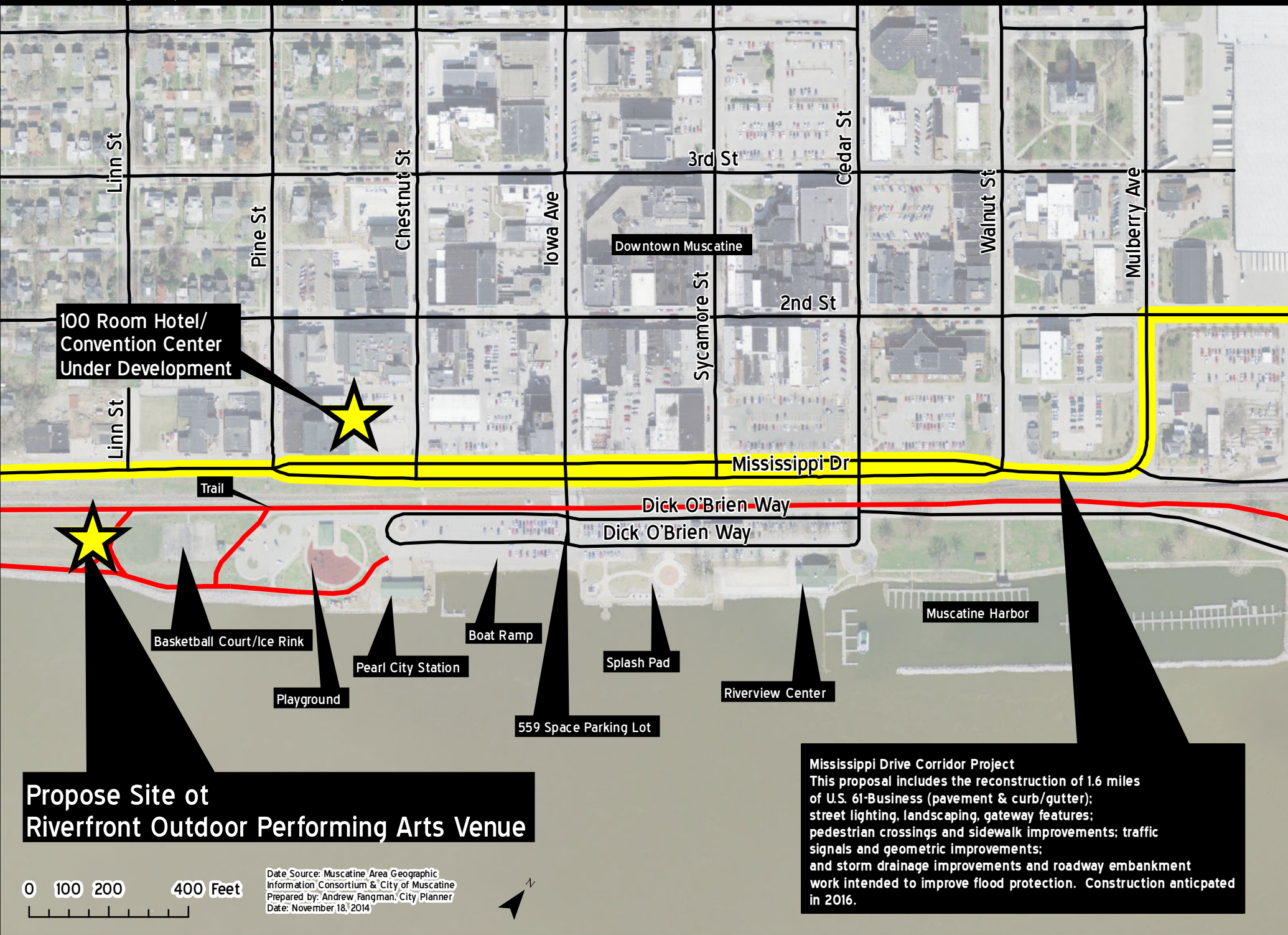
Transfer Station

Humane Society



Current Dog Park Plan

The Pearl of the Mississippi Community Improvement Project Phase III



SNOW REMOVAL SCHEDULE

Truck Plow #1

Weed Park Street
Weed Shop Lot
First Avenue Sidewalk
Oak Park Sidewalk
Oak Park Parking
Greenbelt Parking
Cannon Parking Lot
Mark Twain Parking Lot
Trail Mad Creek to
Solomon
Boat ramps

Truck Plow #2

Art Center Sidewalks
Art Center Emp. Parking
Eversmeyer Sidewalk
Fuller Parking
Fuller Trail
WFO Bus Stop
Skate Park Parking
Musser Parking
Musser Trail
Riverfront trail Mad creek to
to Skate Park

Riverfront Tractor

Sidewalks:
City Hall Parking Lot
Journal Parking Lot
Miss. Drive Parking Lot
Pine street Parking Lot
Chestnut Parking Lot
Restroom Parking lot
Riverview
Fountain/Statue
Harbor

Cemetery Tractor/ Truck

Cemetery Sidewalks
Lucas Park Sidewalk
8th to Main Sidewalk
Hershey lots
Carver Corner
Grandview Lots
Cemetery Streets
Kent Stein Trail
Art Center back lot

Sidewalk Route #1

Culver Bus Stop
Pizza Hut Bus Stop
Clay Street Bridge
Isett Bridge
Hershey Manor Bus Stop
5th Street Bus Stop
Tower Apartment Bus Stop
4th Street sidewalk

Sidewalk Route #2

Washington Bridge
8th & Cedar
Iowa Field
Longview Park
Cedar Hills Bus Stop
Fareway Bus Stop
Goodwill Bus Stop
Harmony Lane Bus Stop

Sidewalk Route #3

Railroad Crosswalks (6)
2nd Street Crosswalks
2nd Street Bridge
Hawkeye Sidewalk
Mark Twain Sidewalk/Steps
Brook St. Lots