

City Administrator Report to Mayor & City Council

January 29, 2016, Edition No. 208

WEEKLY UPDATE:

- Budget: Reminder that we meet tomorrow morning (Saturday, January 30th) starting at 8am. Additionally, I wanted to share the heads up that Mayor Broderson shared with me earlier in the week for our "Outside Agency" night which is next Thursday - that there may be other outside organizations requesting funds on 2/4 at 5:30 p.m. The Mayor has had several organizations contact her and to ask how to apply for funding. We will see how many show up. Organizations are allowed a brief report and time for Q and A. Organizations may provide handouts as well. We may have to reschedule organizations if we do have a number that show up as this is also a Council meeting night.
- RAGBRAI: Looks like we have a solution that will allow for both Great River Days and RAGBRAI to co-exist along the riverfront. Please see the attached map to give you an idea of how we can separate the two events. Additionally, GRD will not be doing the parade this coming year
- Chickens: Please see the attached draft proposal for an Urban Chicken Program. We plan to meet once more with Jay Brady before bringing the issue before council.
- Sunset Park: Please see the attached annual grant application for the Sunset Park Education Program.
- HNI: HNI is working with the Iowa Economic Development Authority (IEDA) on a potential project. The details are still being finalized. At a future date, HNI may request City support, but the type of support and project is still under discussion with IEDA. More to come...
- Mississippi Drive and 2nd Street: The City is hosting a meeting for business and property owners along 2nd Street in the Central Business District to discuss the potential conversion of the current one-way roadway configuration to a two-way street. The meeting will be held on Tuesday, February 2, 2016, in the City Hall Council Chambers at 6:00 pm. This is in preparation for discussion with Council at a future in-depth session.
- Concessions: Hy-Vee has indicated a willingness to continue concessions for 2016 (Pool, Kent-Stein, and Soccer) after their one year trial period.
- Risk Management: The Risk Management Committee is reviewing RFPs for insurance brokerage services and is in the process of setting up interviews with the two firms that submitted responses.
- WPCP: Per Jon Koch, the attached is an excellent article (Provided by Council member Rehwaldt) detailing how important the city project is. Jon is in the process of preparing a presentation on the topic.

ADDITIONAL INFORMATION:

Please see the following information provided by the Animal Control Officer (ACO): All animals that are apprehended for bite cases are placed on a 14-day in home quarantine. This means the animal can not leave the property listed on the quarantine paperwork unless it is going to a veterinarian's office. The animal can go outside as long as the dog does not leave the property lines. If the animal leaves the property lines, the owner is subject to a fine.

The release from quarantine appointment is done by a licensed Veterinarian and can only be done on the 14th, 15th, or 16th day. The paperwork is completed by the veterinarian and returned to the PD's records department by the 16th day. The paperwork can also be turned into the dispatch department if no one is in the records department.

The release from quarantine appointment is to be made by the owner of the dog. The Animal Control Department has no control over whether or not they make that appointment or get to the Veterinarian. If they do not get the necessary paperwork to the Animal Control Department by the needed date, there is a citation issued. The Animal Control Department does attempt to make contact with the animal owner in order to make sure the animal is still alive and on the property. If no contact can be made, the citation is sent to them by mail.

Regarding pitbull violations, the owner is not fined for every day the pitbull is not removed from the city. When the owner of the pitbull has been given the pitbull violation ticket, they have 3 days to remove the pitbull from the city limits. If the animal is still in the city limits after the 3rd day, they can be given another ticket for violation of the pitbull ordinance. If the dog is deemed vicious, the dog (any breed of dog) needs to be removed from the city limits per the Chief of Police and we could then give a citation for every day the dog is still in town. The vicious animal ordinance is different from the pitbull ordinance.

It is our City code that states that all animals within the city limits need to be registered with the city. The animal has to be up to date on their rabies vaccination in order to be registered with the city. When the rabies vaccine expires, the animal's city registration also expires. Our current process is to check the rabies vaccination with the Veterinarian and then if the animal is current on their rabies vaccine, the Animal Control Officer contacts city hall to check if the animal is registered. If the animal is not current on their rabies vaccine, the owner is subject to a citation for expired rabies and not being registered. If the animal is current but is not registered with the city, the owner is subject to a fine for not being registered.

CVB updates

2016-01-22

- To make the mini grant information easier to find, I've created a landing page on our website for the guidelines: visitmuscatine.com/minigrants. This simple url

makes it easier to direct people verbally to our site and it's also much simpler to use in advertising than the site-generated url (which is visitmuscantine.com/FormCenter/Forms-4/Muscatine-CVB-MiniGrant-43 and sends people directly to the form). The guidelines are complete now, although, as you'll be able to see, they bear the caveat that they are subject to change. This is one goal accomplished!

- I've also been working on the comprehensive calendar of annual events for local merchants and the hospitality industry, which is on our list of goals to accomplish by March. I hope to have this calendar available on our website as soon as possible.

- I'll be working with the Girls Getaway Weekend to get their event up and running this year. A few of the members from the Second Saturday committee are also helping out. We felt the event was too important to let lapse. It's also a great opportunity to promote the Second Saturday event to a captive audience.

- Another lodging listing is up! (<http://visitmuscantine.com/414/AmericInn-Lodge-and-Suites>) I'm hoping that the other lodging establishments in the Muscatine community will take advantage of that opportunity. I also intend to plan a meeting with all of them soon to establish a better relationship with them, get more resources into their hands and to learn about their needs. The Hampton has expressed interest in beginning a hotel association here, so I hope to partner with them in this meeting to accomplish our goals together.

- My budget presentation to the Board of Supervisors yesterday went well! I expect we'll be hearing from them about our request soon.

- I'm on the committee that's working to make sure the Chinese orchestra's trip here goes well. They'll be performing on Feb. 24 at Central for free. The marketing subcommittee will be making our big marketing push for the event beginning early next week, once we have all the necessary promotional material to do so, with some work starting today.

- Reminder: Our budget presentation to City Council takes place on Feb. 4. You're all welcome to come; I would appreciate the support! Also, if any of you would like to speak briefly, you may, but I need to know of your interest in doing so ahead of time. The budget presentations begin at 5:30 p.m. that night and go until 7. We're second on the docket.

2016-01-27

-I'm sure you've heard, but RAGBRAI's coming! There's going to be a LOT of work to be done for it in the next several months.

-The annual events calendar is online (as a link on this page: <http://visitmuscantine.com/361/Tourism-Partners>). It's not as easy to find as I would like -- the same problem we're having with the mini grant page -- so I'll be looking into ways to reorganize our website to make everything easier to navigate.

-Work progresses on the Chinese Orchestra's visit. If you would please invite your Facebook friends to the Facebook event for the concert (<https://www.facebook.com/>

[events/1500957483546760/](#)), I would really appreciate it! We're working to get the word out as best as possible; we want to fill that auditorium. My intern, Sierra, is creating a video to use to promote the event. (Sidenote: Sierra will be joining us at our meetings from now through the semester. She's going to take the minutes for me.) I've been pushing the event out on social media and various online calendars and helping them with organizing their stay, among other things.

-The Muscatine Soapbox Derby has submitted an application for a mini grant. I hope to reach out to them for a meeting next week.

-Work also progresses on the Second Saturday event (first date set for May 14) and for Girls Getaway Weekend (April 2). It's an absolute pleasure to work with all the dedicated local merchants and community members on these events. We're getting the details of both events parsed out and are hoping to start the marketing push for both asap.

Attached is my director's report for January, as well as the STR report for December! (By the way, I've switched to measuring all annual data in the director's report on a fiscal year basis rather than calendar year, because that will make my life easier come budget time again.)

Attached are the January Director's Report and the December 2015 Smith Travel Report

City of Muscatine Urban Chicken Pilot Program

Purpose: This a pilot program to trial urban chicken keeping for the purpose of egg production on property parcels smaller than 2 acres. Residents entering into this program do so with the understanding that the City may at its discretion terminate the pilot program and all expenses are the participants. This program is intended to for domestic production and consumption of eggs. Meat chicken rearing is not allowed under the program. No eggs or chickens from this program shall be sold on a commercial basis.

Enrollment: An initial 20 permits are available to participants on a first come first serve basis after completion of the mandatory 'Chicken Rearing' education class instructed by Iowa State Extension or other class as designated.

Program Rules: The following rules pertain to the pilot program and will govern the keeping of chickens and are designed to prevent nuisances and prevent conditions that are unsanitary or unsafe. No person shall keep chickens unless the following rules are followed:

- a. Number:** No more than four (4) hens shall be allowed for each single-family dwelling.
- b. Setbacks:** Coops, cages, and fenced enclosures housing chickens shall be kept at least fifteen (15) feet from property lines. Coops, cages and fenced enclosures shall not be located in the front yard.
- c. Enclosures:** Coops are structures with solid walls and roof suitable for year round housing of chickens. The coop must be lockable to keep chickens in and predators out. Chicken coops must be stationary.
 - 1) Cages are open air wire enclosures for housing chickens. Chicken cages as sole housing for chickens is not allowed.
 - 2) Fenced enclosures also known as chicken runs are outdoor enclosures to restrain the chickens when outside of their coop. Fenced enclosures and chicken runs must comply with all city fencing ordinances.
 - 3) Coops, cages, and fenced enclosures shall be secured to prevent accidental release by outside parties.
 - 4) Hens shall be provided with a covered, predator-proof coop or cage that is well-ventilated and designed to be easily accessed for cleaning. The coop shall allow at least two square feet and two vertical feet per hen. The coop shall be constructed of durable materials with appealing aesthetics. Coop construction and location shall be consistent with accessory building requirements.
 - 5) Hens shall have access to clean water at all times.
 - 6) Hens shall have access to an outdoor enclosure that is adequately fenced to contain the birds on the property and to prevent predators from access to the birds. Hens shall not be allowed out of these enclosures unless a responsible individual, over 18 years of age, is directly monitoring the hens and able to immediately return the hens to the cage or coop if necessary. Enclosures shall be provided with overhead netting/wire to retain the hens while discouraging predators or hens shall be clipped to prevent flight.
- d. Sanitation.** The coop and outdoor enclosure must be kept in a sanitary condition and free from offensive odors. The coop and outdoor enclosure must be cleaned on a regular basis to prevent the accumulation of waste. Waste odor should not pass across property lines. No carcass burial is allowed.

e. Slaughtering: There shall be no outdoor slaughtering of chickens.

f. Roosters: It is unlawful for any person to keep roosters.

Pilot Program Eligibility: Candidates for participation in this program shall meet the following guidelines:

- a) Single Family Residence.
- b) No past history of nuisance issues.
- c) No past history of animal violations.
- d) Completed the educational class on chicken rearing.
- e) No multi-family or rental properties are ineligible for this initial pilot.

Pilot Program Permit: A permit is required to participate in the pilot program. An application for a permit must contain the following items and the applicant agrees to the program requirements:

- 1) Provide name, phone number and address of the applicant.
- 2) Size and location of subject property.
- 3) A description of any coops or cages or outdoor enclosures providing precise dimensions and the precise location of these enclosures in relation to property lines and adjacent properties.
- 4) Provide a site plan of the property including location and dimensions of property lines, dwelling, accessory buildings, chicken coop and fencing
- 5) Participation in data gathering by City during the pilot program.
- 6) Agree to pay an initial registration charge of \$25 with an annual renewal of \$10.
- 7) With the permit, the participant will receive 4 leg bands. Band will help City track hens and return any escapees to rightful owners. Participant will notify City if a chicken is transferred to another home, pasted away or for any other reason the chicken is no longer there. If new bands are needed they can be purchased from the Muscatine Community Development Department for \$5 each

Permit Renewal: Permits will be granted on an annual basis. The city may revoke the permit at any time and for any reason. If the city receives complaints regarding the permit holder's keeping of chickens or the city finds that the permit holder has not maintained the chickens, coops, or outdoor enclosures in a clean and sanitary condition the permit could be immediately revoked.

Enforcement: Participation in this program is a privilege granted by the City of Muscatine. City will respond to complaints of animal welfare and nuisance conditions. Participants acknowledge the following:

1. City has the right to enter outside yard areas to investigate complaints or curb nuisance conditions.
2. City may utilize various means of enforcing program requirements such as warnings and ultimately removal of participant from program with requirement that participant removes any chickens from its property and curb any remaining nuisance conditions.



MUSCATINE MUNICIPAL HOUSING AGENCY

City Hall, 215 Sycamore Street
Muscatine, IA 52761-3840
(563) 264-1554
(563) 264-1550 Voice/TTY
Fax (563) 263-3064

MEMORANDUM

To: Mayor and Council Members

Through: Gregg Mandsager, City Administrator

From: Jodi Royal-Goodwin, Housing Administrator *JG*

Date: January 26, 2016

RE: Sunset Park Education Program United Way Grant Application

Please find attached a copy of the grant application being submitted to United Way for funding the Fiscal Year 2016-2017 operation of the Sunset Park Education Programs for your information.

The Muscatine Municipal Housing Agency (MMHA) has applied for and received funding from the United Way since 2011 when the program was started. The current request is for \$24,800 and the proposed operating budget is \$27,700. The primary expense is staff costs (87%). MMHA covers all indirect costs, including internet service, utilities, etc.

Should you have any questions or concerns regarding this application please contact me at 264-1554 or jroyal-goodwin@muscatineiowa.gov.

Community Impact

2016 Community Investment Grant - 2016 Grant Application

Muscatine Municipal Housing Agency

2016 Grant Application Status: Completed / Ready to Submit

Muscatine Municipal Housing Agency

Agency Information

You may save your work at any time by clicking on the "Save My Work" link/icon at the bottom or top of the page.

When you have completed all questions on the form, select the "Save My Work and Mark as Completed" link/icon at the bottom or top of this page.

You may also SWITCH between forms in this application by using the SWITCH FORMS feature in the upper right corner. When switching forms, any updates to the existing form will automatically be saved.

General Agency Information

Agency Name	Muscatine Municipal Housing Agency
Address	215 Sycamore Street, Muscatine, Iowa, 52761, U.S.A.
Executive Director Name	Jodi Royal-Goodwin
Agency Website URL	http://www.muscatineiowa.gov/74/Public-Housing

Summary Information

If you are part of a regional service provision organization, the information needed reflects your LOCAL office services.

What is the agency's mission?

Muscatine Municipal Housing Agency's (MMHA) mission is to provide safe, decent, and sanitary housing conditions to very low income families and manage resources efficiently. The agency promotes personal, economic, and social upward mobility to provide families the opportunity to make the transition from subsidized to non-subsidized housing. The agency's goals and objectives are set to ensure that the citizens of the City have a safe, decent, sanitary, and energy efficient place to live in a stable, vital, and secure neighborhood of their choice, at a price they can afford, and within reasonable access to employment, recreation, cultural opportunities, and goods and services.

What are the agency's primary programs and services?

Public Housing - Families and seniors residing in MMHA owned public housing pay 30% of their adjusted monthly income for housing costs. Approximately 40% of the revenue to support public housing operations and maintenance is derived from tenant rents with the balance coming from the U.S. Department of Housing and Urban Development (HUD) funds. The Clark House provides a great housing opportunity for persons 50 year of age or older close to downtown services and public transportation. The project includes a number of on-site amenities, including laundry, a community center, and a meal site sponsored by Milestones Area Agency on Aging. Sunset Park Apartments provides affordable housing opportunities for families needing a two-, three- or four-bedroom unit. The property is near recreation and public transportation services and provides on-site education, enrichment and nutrition programs for resident children.

Section 8 Housing Choice Voucher (HCV) Program - The HCV program increases affordable housing choices for very low-income households by allowing families to choose privately owned rental housing meeting their personal needs and desired amenities. Assisted properties are inspected to insure they are safe and decent quality. The tenant pays 30% of their adjusted monthly income toward housing costs directly to the private property owner and utility providers. The difference between the tenant's share and the contract rent is paid directly to the landlord by MMHA using HUD funds.

Family Self-Sufficiency (FSS) Program - FSS is designed to assist participants in the HCV Program or residing in public housing become economically independent. A program coordinator works with participants to develop the skills necessary to secure and maintain suitable employment. As the participants increase their portion of the rent due to additional earned income, MMHA deposits an equal amount into a savings account for the tenant.

Housing Counseling - As a HUD Certified Housing Counseling Agency MMHA's Housing Counseling Program provides pre-purchase education to homebuyers, financial and credit counseling to area residents, post-purchase counseling to prevent defaults and, starting in 2016, rental counseling. The free homebuyer's class focuses on money management, credit score improvement, securing a mortgage, home selection, and home maintenance. After finishing the class, most participants qualify for \$1,000 down payment assistance through the Greater Muscatine Chamber of Commerce and Industry.

Sunset Park Education Programs - The education programs at Sunset Park provide school aged children residing at the property a supportive environment to enhance their academic success. In the Afterschool Program this is accomplished through individual and small group academic instruction and access to educational computer programs which support school-day activities. The Summer Program is designed to be an extension of the Afterschool Program with more focus placed on expanding the experiences of participating children by accessing community resources and encouraging non-academic skills and social interactions. Participants in both programs are provided a nutritional snack and/or meal.

Hershey Manor - Since 1983 the Benjamin Hershey Board has contracted with MMHA to manage Hershey Manor. The project provides affordable housing opportunities to elderly households. Residents at Hershey Manor enjoy convenient access to healthcare services, service programs for the elderly, public transportation and on-site recreation activities. Milestones Area Agency on Aging operates a senior meal center on-site. Residents pay 30% of their adjusted monthly income toward housing costs with HUD paying the difference between the tenant payment and market rent.

Agency Demographics

What communities do you serve?

The Muscatine Municipal Housing Agency's programs are open to all low-income residents of Muscatine County. Ninety-seven percent of households receiving housing subsidies through MMHA are City of Muscatine residents.

How many total clients did your agency serve in the last fiscal year (unduplicated)? 1,133

Muscatine Municipal Housing Agency

Agency Budget Form C

You may save your work at any time by clicking on the "Save My Work" link/icon at the bottom or top of the page.

When you have completed all questions on the form, select the "Save My Work and Mark as Completed" link/icon at the bottom or top of this page.

You may also SWITCH between forms in this application by using the SWITCH FORMS feature in the upper right corner. When switching forms, any updates to the existing form will automatically be saved.

Salary Expenses

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
2100 Salaries	472,703.00	465,909.00	-1.44	484,790.00	4.05
2200 Employee Benefits	105,287.00	118,944.00	12.97	135,190.00	13.66
2300 Payroll Taxes	47,663.00	47,064.00	-1.26	51,370.00	9.15
Total	625,653.00	631,917.00	1.00	671,350.00	6.24

Occupancy Expenses

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
2400 Office Rent / Mortgage	0.00	0.00	0.00	0.00	0.00
2500 Utilities	86,691.00	87,350.00	0.76	94,960.00	8.71
2600 Insurance (General & Liability)	44,454.00	45,740.00	2.89	48,020.00	4.98
2700 Building & Building Equipment	65,124.00	126,500.00	94.24	60,000.00	-52.57
2800 Building & Ground Supplies	29,772.00	30,740.00	3.25	28,850.00	-6.15
2900 Miscellaneous Occupancy Costs	30,116.00	31,060.00	3.13	30,840.00	-0.71
Total	256,157.00	321,390.00	25.47	262,670.00	-18.27

Operational Expenses

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
3100 Professional Fees	141,502.00	144,060.00	1.81	134,300.00	-9,760.00
3200 Supplies	11,606.00	14,010.00	20.71	15,220.00	8.64
3300 Telephone	11,806.00	12,890.00	9.18	12,845.00	-0.35

3400 Postage & Shipping	4,138.00	3,950.00	-4.54	3,950.00	0.00
3500 Insurance	1,419.00	930.00	-34.46	980.00	5.38
3600 Printing & Publications	6,982.00	7,480.00	7.13	7,905.00	5.68
3700 Travel	3,007.00	7,730.00	157.07	7,850.00	1.55
3800 Conference & Meetings	1,484.00	4,320.00	191.11	3,500.00	-18.98
3900 Special Assist. To Individual	1,612,832.00	1,714,800.00	6.32	1,745,000.00	1.76
4100 Organization Dues	658.00	1,140.00	73.25	1,500.00	31.58
4200 Awards & Grants	0.00	0.00	0.00	0.00	0.00
4300 Equipment Rentals & Mainenance	17,236.00	18,500.00	7.33	17,000.00	-8.11
4800 Fundraising Expenses	0.00	0.00	0.00	0.00	0.00
4900 Miscellaneous	3,546.00	3,750.00	5.75	4,550.00	21.33
Total	1,816,216.00	1,933,560.00	6.46	1,954,600.00	1.09

Other Expenses

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
Depreciation	0.00	0.00	0.00	0.00	0.00
Payments to Affiliated Organizations	39,229.00	38,300.00	-2.37	38,500.00	0.52
Indirect (Management & General)	0.00	0.00	0.00	0.00	0.00
Total	39,229.00	38,300.00	-2.37	38,500.00	0.52

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
Total Expenses	2,737,255.00	2,925,167.00	6.87	2,927,120.00	0.07

Revenue

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
000 Beginning Balance	247,986.00	238,112.00	-3.98	181,255.00	-23.88
110 Contributions from General Fund	6,000.00	1,000.00	-83.33	1,000.00	0.00

120 Contributions	20,200.00	20,900.00	3.47	20,000.00	-4.31
300 Special Events	0.00	0.00	0.00	0.00	0.00
1000 Grants from Government	2,205,318.00	2,335,190.00	5.89	2,351,990.00	0.72
1050 Contract Fees	0.00	0.00	0.00	0.00	0.00
1100 Membership Dues - Individual	0.00	0.00	0.00	0.00	0.00
1300 Program Service Fees	453,339.00	468,500.00	3.34	469,000.00	0.11
1400 Sales	0.00	0.00	0.00	0.00	0.00
1600 Investment Income	749.00	720.00	-3.87	620.00	-13.89
1700 Foundation / Corporate Grants	0.00	0.00	0.00	0.00	0.00
1900 United Way of Muscatine	20,659.00	23,800.00	15.20	24,800.00	4.20
2200 Other United Ways	1,200.00	1,200.00	0.00	1,200.00	0.00
2300 Miscellaneous	19,916.00	17,000.00	-14.64	15,950.00	-6.18
Total	2,975,367.00	3,106,422.00	4.40	3,065,815.00	-1.31

	Actual Prior FY Year	Actual Current FY Year	% Change Prior Y to Current Y	Projected Next FY Year	% Change Current Current Y to Proposed Y
Surplus or (Deficit)	238,112.00	181,255.00	-23.88	138,695.00	-23.48

Muscatine Municipal Housing Agency - Sunset Park Education Center

Program Information

You may save your work at any time by clicking on the "Save My Work" link/icon at the bottom or top of the page.

When you have completed all questions on the form, select the "Save My Work and Mark as Completed" link/icon at the bottom or top of this page.

You may also SWITCH between forms in this application by using the SWITCH FORMS feature in the upper right corner. When switching forms, any updates to the existing form will automatically be saved.

Program Name Sunset Park Education Center

Program Director Becca Jones, phone: (563) 264-1554, email: education@muscatineiowa.gov

Amount Requested 24,800.00

Program Summary

Describe the program mission and purpose

In coordination with local schools, the Sunset Park Education Program will create a supportive and healthy afterschool and summer enrichment environment aimed at enhancing academic success of school aged residents of Sunset Park. The program's objectives are to provide support and resources to assist students' efforts at completing required school assignments and improving the skill sets necessary for achieving academic success. The program also strives to support Sunset Park families in their efforts toward ensuring their children's academic success with the goal of finishing high school. This will prepare them for future opportunities. It also offers enrichment opportunities that might otherwise be out of reach.

Using local, quantitative data describe the scope of the need for this program in the community

In Muscatine, as in other communities, students from low socioeconomic status (low SES) households, as indicated by eligibility for free or reduced lunch program, are less likely to graduate. They also exhibit lower proficiency in academic skills than their peers who come from households with moderate to high SES. Muscatine High School's graduation rate for the class of 2014 was 81.7%. The students eligible for free and reduced lunch program had a graduation rate of 71.8% , compared to their peers from higher SES. The Iowa graduation rate was 90.5%, so the at risk students have a much lower graduation rate than the overall Iowa student population.

According to national statistics, a student who is not proficient in reading by the end of third grade is four times more likely to drop out of school before high school graduation and four times more likely to enter the prison system. In the 2014-15 school year, Muscatine Community School Districts' (MCSD) 3rd grade students were at 74.8% proficiency in reading. However, the free and reduced (gap) students had a 65.4% rate and the non-gap students had a rate of 84.4% This is a 18.8% gap between the two groups. One of the MCSD's goals is to have 90% of 3rd grade students reading at grade level. By virtue of their economic status, Sunset Park students are less likely to become proficient in reading and math by third grade, and this lack of proficiency puts them at an increased risk for dropping out of high school.

In addition to the increased risk of poor academic performance that they face by being from families with lower incomes, the students at Sunset Park are at a geographic disadvantage. The housing complex, built in the 1980's, is located in a well maintained, safe, but secluded area of Muscatine. Other afterschool programs are not geographically accessible to Sunset Park students because transportation can be an issue for many.

Due to the large number of single parent families, low educational attainment of the parents, and parents who work shift jobs, many students do not come home to an adult who is able to help them with homework or with academic skills at the end of the school day. Since early intervention through afterschool programs is the most critical and most effective method of improving student outcomes, the focus of the Sunset Park Afterschool Program is elementary school students, but students of any age are welcome to attend the Education Center to receive homework help, use the free WIFI for school research, or to use the printers.

Explain why your program is essential in addressing this need.

Since its beginning in spring 2011, the Sunset Park Afterschool Program has demonstrated its effectiveness in helping students achieve academic proficiency, building trusting relationships with Sunset Park families and furthering the Housing Agency's mission to provide opportunities for upward mobility. By offering quality afterschool instruction and homework help, the afterschool program eliminates many barriers to academic achievement that students face. Students come to the afterschool program when they are dropped off by the school bus at the end of the school day. Two caring staff members assist students and encourage them in their academic pursuits. The program coordinator maintains communication with the students' teachers regarding their school performance. Since the program is located at Sunset Park, the students walk home at the end of the program without concerns for security or traffic safety. Because the program is on-site, parents have access to the program and staff, enabling them to easily address concerns, volunteer at the center, and attend special family events.

In addition to the afterschool program during the school year, the Sunset Park Education Program operates a summer enrichment program which provides a free healthy lunch through a partnership with United Way's summer lunch program. Activities are provided to the students to enrich their summer experience and give them a better understanding of their community. The students take part in the Musser Library's Reading Program, take field trips to interesting places in the community, have guest speakers and swim weekly.

Besides the positive impact this program has had on the academic success of Sunset Park students, the program incorporates the research-supported elements of positive youth development: physical safety, inclusion, positive relationships with caring adults, engagement in learning, opportunities for skill mastery, vision of oneself as an active participant in the future, and opportunities for self determination. These principles are supported by national youth development organizations such as 4-H and the Boys and Girls Clubs. By providing caring adult interaction, learning materials and software, nutritious foods, and a safe environment for academic focus, the program has provided a strong foundation for academic success to students who would otherwise not have these resources. We are very proud that our students who moved on to 6th grade were on the Honor Roll this fall.

How many clients were served in the last fiscal year? 27

Describe the population to be served based on client need.

The Sunset Park Education Program serves school-aged children who reside at Sunset Park Apartments. Rents at Sunset Park are subsidized through HUD's Public Housing program. Families are eligible for initial residence at Sunset Park if they have a household income of 50% or less of the area median income. There is no income threshold for continued occupancy at Sunset Park. There are about 70 students ages 5-18 living at Sunset Park Apartments who are eligible for the Education Program and 16 children ages 0-4 who will be eligible for the program as they enter school. In January 2016, thirty-four students were elementary aged, and 24 of those students were at the critical ages of 5-9, when interventions in math and reading have the most significant impact.

What is your cost per client serviced? 996.00

What percent of your clients are City of Muscatine and Muscatine County? 100.00

Are there any program changes planned in the coming year, such as expanding services, adding new locations, etc.? Please describe.

The Sunset Park Afterschool Program plans to continue in the coming year without any major changes to programming.

Muscatine Municipal Housing Agency - Sunset Park Education Center

Program Outcome / Effectiveness

You may save your work at any time by clicking on the "Save My Work" link/icon at the bottom or top of the page.

When you have completed all questions on the form, select the "Save My Work and Mark as Completed" link/icon at the bottom or top of this page.

You may also SWITCH between forms in this application by using the SWITCH FORMS feature in the upper right corner. When switching forms, any updates to the existing form will automatically be saved.

Please describe the methods used to evaluate the effectiveness of this program, including client satisfaction surveys, and explain how the results demonstrate that effectiveness.

The Afterschool Program partners with the school district to obtain information about participating students' performance on the Iowa Assessments, the Formative Assessments for Teachers (FAST), and the Measures of Academic Progress (MAP). As part of the registration process, parents give written permission to afterschool program staff to acquire these scores from the students' teachers. The program coordinator also keeps in contact with the students' teachers through email in order to keep informed on the students' progress and academic needs. The four attending first graders were at or above benchmarks in all areas of the FAST assessment. In second grade, all the students made gains in FAST CBM, a reading test. Two out of the three students made gains in both MAP Math and Reading. In the third grade, all but one student attending the program were above the FAST CBM benchmark. In the fourth grade, all the students made significant gains in both MAP Math and Reading. Three of the four students in 5th grade were proficient in the Reading test of the Iowa Assessments. In the Math test of the Iowa Assessments, two students were proficient and two were 5 points from proficiency.

In addition to these indicators measured by the school district, the program coordinator uses computer software to provide the students with the opportunity to practice math and language arts skills. The 2nd -5th grade students practiced Xtra Math (basic math skills) an average of 3 times per week, 22 students gained one skill or more per day. The 4th and 5th grade students who practiced IXL Language Arts skills an average of once a week gained an average of 12 skills last year. The most progress in skill mastery and the most significant progress in skill proficiency, as measured by the school district, are achieved by students who attend the program regularly.

We are very pleased with the continued parent support we have experienced. Parents are positive about the program and support their children's regular attendance. Attendance at family events continues to be good. Parents appear to be comfortable with approaching staff when needed.

Please describe how this program has a positive impact on the people served and the community.

The Sunset Park Afterschool Program is in its 5th year of operation. Last year the average attendance was 19 students per day. Individually, we had 11 students with 80% attendance or better, of these students, 8 were above 90%. Students who attend the program regularly have shown improved test scores on the Iowa Assessments, Measures of Academic Progress, and the Formative Assessment for teachers used by the Muscatine Community School District.

The students have made gains in both reading proficiency and math skills. The students have a positive attitude toward learning and are proud of their accomplishments. Research shows that this kind of early academic success leads to a more positive attitude toward school and increased odds of high school graduation. The students have confidence in their academic skills, which results in a willingness to attempt increasingly challenging pursuits in and out of the classroom. Guest speakers and volunteers contribute to this confidence and serve as role models for the students. These guest speakers bring in activities that will teach our students about various careers and choices available in Muscatine, giving them the opportunity to develop goals and plans for the future.

Besides fueling the students' academic pursuits and academic ambitions, we strive to help them learn about a healthy lifestyle. We continue to teach the importance of exercise with our walks around Sunset Park or the nearby Kent-Stein Park. We invite the parents to join in as we do our part to help Muscatine become a healthier community. We continue to plan healthy snacks using fruits, vegetables and whole grains.

During the Summer Program youth encountered community resources that many had never accessed before. The United Way provided lunch for the children on- site, so transportation was not a problem for the families. The children learned how to use the Muscibus and practice proper bus etiquette. They

learned about gardening by having a Sunset Park garden with the help of the Iowa State Extension and Hy Vee. They learned about jobs in our community with a field trip to Hy-Vee's different departments and a tour of City Hall. The children participated in the Musser Library's Summer Reading Program, taking part in the weekly activities and checking out books to enjoy at home. The participants enjoyed swimming at the city's pool every Thursday. This was the highlight of the week.

Success Story

Please share a success story that best illustrates your program outcomes.

We have three 2nd grade students who have been attending the program since Kindergarten. These students have made much progress in their years in the program. They are at grade level or above in reading. Their math skills are also on target. They love to read. They have great attendance and enjoy coming to the program and doing all the activities.

Another great success has been keeping older children attending on at least a periodic basis. Though the program focuses on elementary school children, some students that have participated in previous years have reached middle school and regularly attend and participate in learning activities. One student who participates in a number of WCSD extracurricular activities, including sports and other clubs, frequently comes to the Center when she does not have other commitments. The Center continues to provide her with access to computers and the internet for her assignments, assistance from the program staff, and she provides a good role model for younger attendees.

**May we use this story in YES
our marketing material?**

Muscatine Municipal Housing Agency - Sunset Park Education Center

Resource Management / Collaboration

You may save your work at any time by clicking on the "Save My Work" link/icon at the bottom or top of the page.

When you have completed all questions on the form, select the "Save My Work and Mark as Completed" link/icon at the bottom or top of this page.

You may also SWITCH between forms in this application by using the SWITCH FORMS feature in the upper right corner. When switching forms, any updates to the existing form will automatically be saved.

Describe how volunteers are currently used in the program. If volunteers are not used, please explain.

Each week, we have community partners and volunteers deliver enrichment activities. These include STEM activities, music exploration, literature, history, and seasonal crafts. Recent partners include Musser Public Library, ISU Extension, Pilot Club members, and Ric Smith and the Muscatine Children's Choir.

This enrichment program is very important to our students, as many do not have the opportunity to explore hands-on learning outside of school. Most of our students are not enrolled in extracurricular classes, lessons, or group activities that other students are able to attend. Sunset Park students lack the financial resources and transportation to attend programs outside regular school hours. Since the school district transports students directly to the Afterschool Program and our community partners provide enrichment activities free of charge, those barriers are eliminated, closing the gap between low SES students and their peers.

List other agencies/programs in your service area that address this program need and explain

your role in collaborations with these programs or agencies to ensure efficient delivery of services or a continuum of care.

Many agencies and organizations came together to achieve the goal of implementing the Sunset Park Education Program and continue to guide the operating decisions. The Steering Committee is comprised of representatives from Muscatine Community School District, Musser Public Library, Trinity Public Health, Muscatine County Community Services, United Way, the City of Muscatine, and the MMHA Resident Advisory Board.

How do you market the services of this program to other agencies and the population you plan to serve?

A representative from the Muscatine Municipal Housing Agency attends the United Way Funded Agency meetings to learn about other agencies and to discover opportunities for partnership and collaboration.

Afterschool staff has spoken at Pilot Club meetings to educate the group about our program. We have two Pilot Club members who come monthly to do enrichment programs for our students. Pilot Club, along with Harper's Cycling and Fitness, and the Muscatine Police Department, helped kick off summer activities with a bike rodeo event. The event included bike safety and bike maintenance. This event was featured in the Muscatine Journal, raising awareness of the Sunset Park Education Program in the community. Pilot Club has also funded special events during the summer program.

Before the start of each school year, two staff members visit each household with elementary school age children at Sunset Park Apartments. Staff discuss the program with parents and invite the parents to an Open House event. At this event, students and parents have the opportunity to become acquainted with the program, ask questions and learn about the program's expectations.

The property manager of the Sunset Park Apartments tells new tenants about the afterschool program when they sign a lease. In the past two years, all new families with elementary school students have had their children attend the program.

Do you have a formal process for grant writing? YES

If so, please describe and if not, please explain.

Muscatine Municipal Housing Agency staff have many years of experience in grant writing. Our process is a collaborative one, with program staff and administration working together to identify funding opportunities and to prepare funding proposals. The City's Finance Department assists in preparing budgets and accounting for grant expenses. As MMHA is a department of the City, grant awards are approved by the City before being accepted. The Resident Advisory Board, comprised of Public Housing residents and participants in other housing programs, comments on all grant proposals and awards.

Are fees charged for this program? N

If so, please describe how they are set and administered. If not, please explain why.

Families residing at Sunset Park have annual incomes of 50% or less of the area median income (\$31,800 for a family of four). Since the program was designed to eliminate the barriers to academic achievement experienced by low socioeconomic status students, program fees would be inappropriate.

When was your last strategic plan completed? Last Year

How often does your organization do strategic planning? Annually, as part of the City's budget process.

Have you been able to leverage United Way funding to secure other resources?

N

What is the amount of those resources? 0.00

Muscatine Municipal Housing Agency - Sunset Park Education Center

Other Fundraising

You may save your work at any time by clicking on the "Save My Work" link/icon at the bottom or top of the page.

When you have completed all questions on the form, select the "Save My Work and Mark as Completed" link/icon at the bottom or top of this page.

You may also SWITCH between forms in this application by using the SWITCH FORMS feature in the upper right corner. When switching forms, any updates to the existing form will automatically be saved.

	Other Funding Requested 2014	Other Funding Received 2014	Other Funding Requested 2015	Other Funding Received 2015	Anticipated Fundraising Net Income 2016
Funding Source (click to itemize)	0.00	0.00	0.00	0.00	0.00

Muscatine Municipal Housing Agency - Sunset Park Education Center

Program Budget Form A UWM Funded

You may save your work at any time by clicking on the "Save My Work" link/icon at the bottom or top of the page.

When you have completed all questions on the form, select the "Save My Work and Mark as Completed" link/icon at the bottom or top of this page.

You may also SWITCH between forms in this application by using the SWITCH FORMS feature in the upper right corner. When switching forms, any updates to the existing form will automatically be saved.

Salary Expenses

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
2100 Salaries	19,104.00	17,337.00	-9.25	21,100.00	21.71
2200 Employee Benefits	2,732.00	1,413.00	-48.28	2,700.00	91.08
2300 Payroll Taxes	192.00	106.00	-44.79	200.00	88.68
Total	22,028.00	18,856.00	-14.40	24,000.00	27.28

Occupancy Expenses

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
2400 Office Rent / Mortgage	0.00	0.00	0.00	0.00	0.00
2500 Utilities	0.00	0.00	0.00	0.00	0.00
2600 Insurance (General & Liability)	0.00	0.00	0.00	0.00	0.00
2700 Building & Building Equipment	0.00	0.00	0.00	0.00	0.00
2800 Building & Ground Supplies	0.00	0.00	0.00	0.00	0.00
2900 Miscellaneous Occupancy Costs	0.00	0.00	0.00	0.00	0.00
Total	0.00	0.00	0.00	0.00	0.00

Operational Expenses

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
3100 Professional Fees	469.00	3,150.00	571.64	550.00	-2,600.00
3200 Supplies	95.00	500.00	426.32	150.00	-70.00
3300 Telephone	0.00	0.00	0.00	0.00	0.00
3400 Postage & Shipping	0.00	0.00	0.00	0.00	0.00
3500 Insurance	0.00	0.00	0.00	0.00	0.00
3600 Printing & Publications	163.00	500.00	206.75	700.00	40.00
3700 Travel	0.00	50.00	0.00	50.00	0.00
3800 Conference & Meetings	0.00	0.00	0.00	0.00	0.00
3900 Special Assist. To Individual	0.00	0.00	0.00	0.00	0.00
4100 Organization Dues	0.00	0.00	0.00	0.00	0.00
4200 Awards & Grants	0.00	0.00	0.00	0.00	0.00
4300 Equipment Rentals & Maintenance	1,314.00	0.00	-100.00	0.00	0.00
4800 Fundraising Expenses	0.00	0.00	0.00	0.00	0.00
4900 Miscellaneous	1,805.00	2,200.00	21.88	2,250.00	2.27
Total	3,846.00	6,400.00	66.41	3,700.00	-42.19

Other Expenses

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
Depreciation	0.00	0.00	0.00	0.00	0.00
Payments to Affiliated Organizations	0.00	0.00	0.00	0.00	0.00
Indirect (Management & General)	0.00	0.00	0.00	0.00	0.00
Total	0.00	0.00	0.00	0.00	0.00

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
Total Expenses	25,874.00	25,256.00	-2.39	27,700.00	9.68

Revenue

	Actual Previous Y	Actual Current Y	% Change Prior Y to Current Y	Proposed Next Y	% Change Current Y to Proposed Y
000 Beginning Balance	3,867.00	6,053.00	56.53	7,697.00	27.16
110 Contributions from General Fund	6,000.00	1,000.00	-83.33	1,000.00	0.00
120 Contributions	200.00	900.00	350.00	0.00	-100.00
300 Special Events	0.00	0.00	0.00	0.00	0.00
1000 Grants from Government	0.00	0.00	0.00	0.00	0.00
1050 Contract Fees	0.00	0.00	0.00	0.00	0.00
1100 Membership Dues - Individual	0.00	0.00	0.00	0.00	0.00
1300 Program Service Fees	0.00	0.00	0.00	0.00	0.00
1400 Sales	0.00	0.00	0.00	0.00	0.00
1600 Investment Income	1.00	0.00	-100.00	0.00	0.00
1700 Foundation / Corporate Grants	0.00	0.00	0.00	0.00	0.00
1900 United Way of Muscatine	20,659.00	23,800.00	15.20	24,800.00	4.20
2200 Other United Ways	1,200.00	1,200.00	0.00	1,200.00	0.00

2300 Miscellaneous	0.00	0.00	0.00	0.00	0.00
Total	31,927.00	32,953.00	3.21	34,697.00	5.29

	Actual Prior FY Year	Actual Current FY Year	% Change Prior Y to Current Y	Projected Next FY Year	% Change Current Y to Proposed Y
Surplus or (Deficit)	6,053.00	7,697.00	27.16	6,997.00	-9.09

Muscatine Municipal Housing Agency - Sunset Park Education Center

Budget Narrative

You may save your work at any time by clicking on the "Save My Work" link/icon at the bottom or top of the page.

When you have completed all questions on the form, select the "Save My Work and Mark as Completed" link/icon at the bottom or top of this page.

You may also SWITCH between forms in this application by using the SWITCH FORMS feature in the upper right corner. When switching forms, any updates to the existing form will automatically be saved.

List major assumptions being made in your proposed projections for Fiscal Year 2015

All budget information is based on the City of Muscatine's fiscal year, July 1 to June 30. All funds received by MMHA are restricted for expenditure on the funded project. The City previously allocated CDBG program income to the Sunset Park Education Center and Housing Counseling programs. These fund balances are finite, and it is the goal of MMHA to maximize these limited resources to support the programs as long as possible.

Muscatine Municipal Housing Agency - Sunset Park Education Center

Outcome Measurement Logic Model

Input

2 part time staff reading with and to the students. Books provided by students, the program, Musser Public Library, and the school district. Computers and software.

2 part time staff, plus volunteers assisting students with math homework and activities. Computers and software, worksheets, flash cards and math games.

Computers, software, 4-H volunteers, presenters from the ISU Extension, and Science, Technology, Engineering, and Math (STEM) activities.

Program coordinator and community volunteers.

Two part time staff leading group and individual activities. Volunteers assisting with activities.

Activity

20 minutes of reading per student per day, using Accelerated Reader books from school and books available on-site. Students accessing IXL Language Arts software weekly. Reading groups discussing texts together and answering questions. Staff reinforcing new vocabulary. Students using software to practice phonetic awareness and reading stories. Staff leading activities in phonetic awareness and sight words.

20 minutes of math skills practice (homework, computer software, math worksheets, and math games) per student per day.

Enrichment programming provided by staff, volunteers/guests 4 times per month. Exploration of new ideas through computer software.

Enrichment programming provided weekly.

Practice time in IXL language Arts computer software. Activities writing sentences, writing and sharing stories, regular use of new vocabulary.

Output

Average of 8 books read per student per week, average daily attendance of 20 students.

200 student hours of math practice during the school year..

Average attendance of 20 students for enrichment activities.

Students writing stories bi-monthly. Stories are published, shared with their peers and taken home to share with their families.

Outcome

Outcome Statement:

Enrichment/Community Involvement: Students' expanded knowledge of careers and hobbies as reported by students following special activities.

Indicators	Indicator Measurements	Target
Students reporting knowledge of careers and hobbies.	Number Served	20
	Number Achieving	18
	Percent Achieving	90

Outcome Statement:

Writing: Expanded vocabulary, improvement in capitalization, and proper word usage. Increased enjoyment of writing and pride in their finished work.

Indicators	Indicator Measurements	Target
Stories written by the students.	Number Served	20
	Number Achieving	16
	Percent Achieving	80

Outcome Statement:

Reading: Improved reading fluency, and comprehension, as indicated by school district testing, advancing reading level as reported by teachers for individual student performance

Indicators	Indicator Measurements	Target
-------------------	-------------------------------	---------------

Improved scores in school district reading testing. Advancing in reading level.

Number Served	20
Number Achieving	16
Percent Achieving	80

Outcome Statement:

Math: Improved understanding and application of math principles as indicated by school district testing, mastery of math skills as tracked in Xtra Math and IXL software.

Indicators

Improved math scores as indicated by school district reading testing, gains in mastery of math skills as tracked by math software programs.

Indicator Measurements	Target
Number Served	20
Number Achieving	16
Percent Achieving	80

Outcome Statement:

Science, Technology, Engineering, and Math (STEM): Students expanded STEM knowledge, reported interest and curiosity about STEM topics.

Indicators

Students expanded STEM knowledge, reported interest and curiosity about STEM topics

Indicator Measurements	Target
Number Served	20
Number Achieving	18
Percent Achieving	90



Director's Report

Prepared and compiled by Ky Cochran
on Friday, Jan. 29, 2016

JANUARY BY THE NUMBERS

Website

Visitors: 1,039 visits and 901 unique visitors/11,620 visits FYTD (14,263 total last fiscal year)

Pageviews: 2,230 pageviews & 1,826 unique pageviews/ 25,740 pageviews & 20,278 unique pageviews FYTD (40,854 pageviews & 30,790 unique pageviews total last fiscal year)

Avg. duration: 2 min. 20 seconds

Bounced: 54% (left site after one page)

Top referrers: 627 from search engines, 287 direct entry, 123 other websites, 2 campaigns

Events submitted: 0

Email marketing

eNewsletter (monthly + special editions): 1 email/ 111 opens/ 300 contacts

Lodging Specials (bi-weekly): 0 emails

Sign-ups: 3

Social media

Facebook likes: 32 new (1,162 total).

Twitter followers: 15 new (482 total).

Instagram followers: 16 new (168 total).

Blog

Posts: 1 (5 FYTD)

Views: 108 (466 FYTD)

Visitors: 38 (136 FYTD)

Visitors and Dining and Lodging guides

VG Distributed: 74/5,309 FYTD (4,664 remaining).

DLG Distributed: 68/2,541 FYTD (2,459 remaining).

Groups

Tours: 0 //5 FYTD

- **July 27** — Iowa 150 Reunion Tour (bike tour from Iowa City to DC) . 50 people.
- **Sept. 17** — Military Veteran reunion tour stops in Muscatine. 40 people.
- **Oct. 21** — Gary Block Tour group. Max of 28 rooms. – **OVERNIGHT STOP**

Group Schedule:

- **Feb. 23-26** – China Broadcasting Chinese Orchestra
- **July 29** – RAGBRAI

Leads (NEW)

Online VG requests: 8/? YTD

Advertisements: 0/? YTD

NOTEABLES

- December STR report.

UPCOMING EVENTS (SEE WEBSITE FOR COMPLETE LIST)

- Chinese Orchestra – Feb. 23-26
- Girls Getaway Weekend – April 2
- Pearl City Picnic – May 14
- Second Saturday – May 14



United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

Muscatine CVB

For the Month of December 2015

Date Created: Jan 15, 2016

Table of Contents

Trend Muscatine, IA+	1
Response Muscatine, IA+	2
Help	3
	4

Tab

Trend Muscatine, IA+	1
Response Muscatine, IA+	2
Help	3
	4

