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City Administrator Report to Mayor & City Council

September 9, 2011, Edition No. 19

Report Overview

1. Alliant

Report

1. Alliant: The City will receive a rebate of \$1753 from Alliant for the new fire station (gas portion). We are also applying for rebates for the Art Center, City Hall, and Clark House.
2. Hometown Returns: In conjunction with the IDED and Michael Gould, the Chambers Economic Development Committee is looking to be the pilot community for a new program called Hometown Returns. Please see the attached white paper from Michael Gould (IDED) the explains how the basics of this program.
3. Leaf Route: Please see the attached schedule for details on the leaf pickup schedule and program guidelines.
4. Pool: Here are the monthly totals for the 2011 Aquatic Center Season: May - 1,341 (Open 1 Day), June - 10,834 (Open 24 Days), July - 20,390 (Open 31 Days), August - 8,897 (Open 21 Days), September - 158 (Open 3 Days), Attendance Season Total - 41,620 (2010 Season Total = 39813)
5. Emergency Management: The City received notice that we may proceed to the next phase of the application process for our siren/warning system grant. Please see the following: The Mitigation Staff of the Iowa Homeland Security and Emergency Management Division (HSEMD) has completed their preliminary eligibility review of the Notice of Interest (NOI) received for the Hazard Mitigation Grant Program (HMGP). The proposed project described on the NOI has been determined to meet the preliminary eligibility requirements established through the State HMGP Administrative Plan and the State Hazard Mitigation Plan. The City of Muscatine is invited to complete and submit an HMGP project application. Successfully completing and submitting an application does not guarantee that the proposed project will be eligible or funded; rather, it is the next step in the HMGP funding process.

"I remember Muscatine for its sunsets. I have never seen any on either side of the ocean that equaled them" — Mark Twain

HOMETOWN RETURNS

By
Michael Gould
Long Run Consulting, LLC

Mission Statement

Initiate a community development process aimed at fostering economic revitalization in Iowa communities with a population of 2,000 to 50,000.

Issues Facing Iowa's Smaller Communities

- (1) Traditional manufacturing jobs are departing Iowa for Mexico, China, India and other offshore locations.
- (2) High school graduates are going to college and leaving Iowa's smaller communities for opportunities in larger cities.
- (3) Perception by companies that smaller communities are limited by the availability of labor.
- (4) Perception by companies, especially companies in larger cities, that smaller towns have a lesser quality of life.

Iowa's Economic Development Challenge and Opportunity

It is becoming increasingly difficult to sell smaller towns in Iowa to outside business and industry. Perceptions of limited labor, a lesser quality of life and limited infrastructure all present challenges in marketing Iowa's smaller communities.

Many Iowa communities have been successful by focusing on existing industry and creating growth from within. The concept is simple; it is much easier to sell someone who has great familiarity with a community, than someone who does not. Can this existing industry growth concept be extended to include others who are familiar with the community, but have moved elsewhere?

Hometown Returns Concept

The concept of Hometown Returns goes one step beyond the traditional existing industry economic development process. Hometown Returns is an introspective process completed by communities to identify individuals who have left a community and have gone on to be successful or prosperous, in some capacity, elsewhere. Through this process successful individuals are identified and then personally invited to return to the community. These individuals are formally invited to reconnect with the community through capital investment, business growth and/or job creation. Incentives are provided to encourage the reconnection process.

Strategic Partners in Conducting a Successful Hometown Returns Effort

- City/County leaders (mayor/city council/city staff/county bd. of supervisors/ county staff)
- Local civic leaders
- Economic development/chamber of commerce leaders and staff
- High school and college alumni associations
- Iowa Department of Economic Development
- Area college and/or community college officials
- Local media outlets

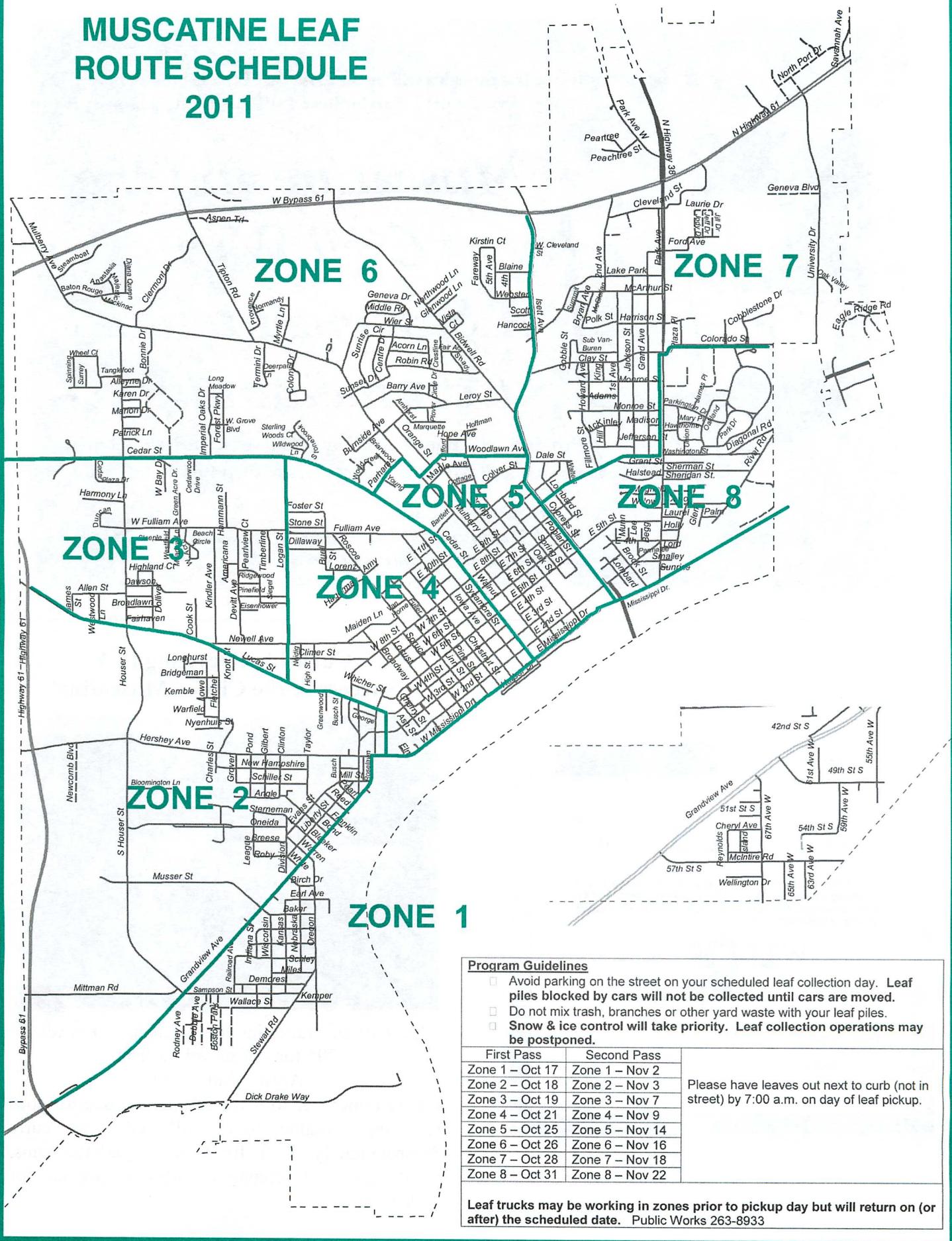
Outcomes: What you will get in return for your investment.

- Growth
- New community investment
- New job growth
- An increase in tax base
- Other forms of outside investment

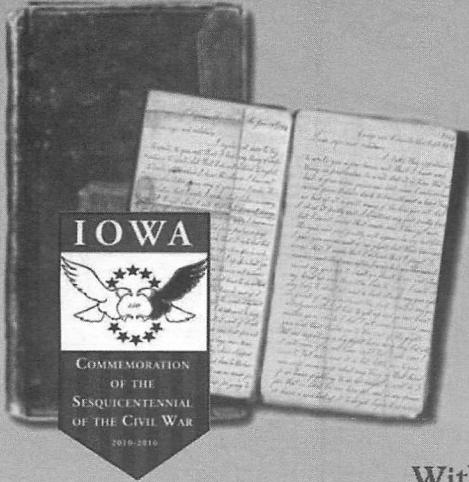
Steps to Completing a Successful Hometown Returns Effort

- 1. Introduce concept and secure community buy-in.**
 - Meet with community leaders and key stakeholders to introduce concept.
 - Secure commitment to move the process forward.
 - Introduce the concept to the community through various media outlets.
- 2. Build a successful community leadership team to implement the process**
 - Assemble a team of positive, "results-oriented" community leaders from each of the Strategic Partners groups listed above.
 - Develop mutually agreed upon goals and expectations of the Hometown Returns process. Example: Will the effort focus on securing new employers and jobs or will it focus on generating capital investment for community improvements?
 - Assemble local and state incentive packages aimed at generating capital investment and/or job creation in the community.
- 3. Conduct extensive research to identify a list of potential candidates for Hometown Returns invitation.**
 - Work with local high school and college alumni groups to identify key individuals for Hometown Returns.
 - Encourage public input in developing the list of potential invitees.
- 4. Establish a process for contacting and meeting with Hometown Returns invitees.**
 - Whether Hometown Returns candidates are in the community for an annual festival or event or whether a community representative travels to meet with these candidates, a carefully planned meeting of invitation with each individual needs to be set-up.
 - The Hometown Returns meeting of invitation needs to be tailored to the background and interests of the individual being invited.
- 5. Conduct meetings and secure commitment.**
 - Introduce Hometown Returns invitees to the value proposition (the features and benefits) of returning to the community.
 - Present local and state incentives packages and invite participants to invest in the community. This is not intended to be a hard sell, but you do want to know if there is interest from the attendees.
- 6. Event follow-up.**
 - Gather feedback from the meetings and develop a "top prospects" list. Maintain an active dialog with these potential invitees.
 - Establish regular communications with event attendees to keep them better connected to the community.
- 7. Evaluate results and refine the process.**
 - Schedule a wrap-up meeting to evaluate the event and the process.
 - Gather feedback to refine the process for future Hometown Returns events.

MUSCATINE LEAF ROUTE SCHEDULE 2011



"If I fall in battle, my last thoughts will be on those that I left behind at home."
Pvt. Daniel J. Parvin, Iowa 11th Regiment, Company H



Muscatine and the Civil War: A Sesquicentennial Commemoration

With Special Thanks To: Roy J. Carver Charitable Trust,
City of Muscatine, Iowa & Muscatine Art Center Support Foundation

Thru April 29, 2012

Muscatine Art Center • 1314 Mulberry Avenue • Muscatine Iowa 52761
www.muscatineartcenter.org • Find us on Facebook

Curbside Recycling Is A Success in the City of Muscatine!

Do You eBook?

Musser Public Library does. If no fines, no overdues and automatic returns sound good, then look no further! And if it seems confusing, fear not, we'll teach you how with classes all year long starting this fall.



Musser Public Library-your one-stop shop for all things good!
304 Iowa Avenue
563.263.3065
Find us on Facebook



The City of Muscatine Residents have Recycled
295 tons of recycling from
April – June 2011.

Please remember to leave adequate space for your recycling container to be collected at the curb. Approximately 3 ft from other garbage cans, mailboxes, and telephone poles is needed for collection.