



City Administrator Report to Mayor & City Council

May 11, 2012, Edition No. 47

Report:

1. Smart (Iowa ED) Conference Handouts: I have attached a couple of the handouts from the ED conference – one from Rebecca Ryan the main speaker and one from IEDA Director Debi Durham.
2. Fridley: We continue to monitor the situation and offer our assistance. We are waiting to hear back from Russ subsequent to his meeting with the architects.
3. Fire Station II: The Walkthrough will be scheduled for Monday or Tuesday of next week.
4. CSO: Please see the attached letter and map that was sent out this week to the property owners and property occupants of those who live along the West Hill Phase 1 project.
5. GATSO/ATE: Please see the attached update from GATSO regarding the ATEs.
6. Comprehensive Plan: Please refer to the following link. City Staff is preparing a similar site for our comp plan process. The link to the City of Burlington's website is <http://burlingtoncompplan.com/>. The following are the tentative planning district meeting dates. This schedule keeps us on track for a December 2012 completion date for the new Comp Plan.

Tuesday June 5

Tuesday June 26

Tuesday July 10

Wednesday July 18

Tuesday August 7

Tuesday August 21

Thursday August 30

7. Moody's: Here is a list of Iowa ratings:

Aaa

Ames, IA

Cedar Rapids, IA

Iowa City, IA

West Des Moines, IA

Aa1

Bettendorf, IA

Cedar Falls, IA

Clive, IA

Des Moines, IA

Dubuque, IA
Marion, IA
Sioux City, IA

Aa2

Ankeny, IA
Carroll, IA
Council Bluffs, IA
Davenport, IA
Johnston, IA
Marshalltown, IA
Mason City, IA
Muscatine, IA
Spencer, IA
Waterloo, IA
Waverly, IA

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2012 SMART Conference

Debi Durham, Director

IOWASM
economic development

Governor's Growth Agenda

200,000 Private Sector Jobs



Increase Family Income 25%



Cut the Cost of State Government by 15%



Re-establish Iowa's World Class Educational System



Make Iowa the "Healthiest State"

New Economic Development Model

Partnership for Economic Progress

Economic Progress Partnership

Chaired by Governor/Lt. Governor

11 Member Board (Appointed by Governor)

4 Ex-Officio Members

Comprised of Individuals Within the Private Sector or
with Expertise in Economic Development

Develops a Comprehensive Economic Development Strategy
- Created by Executive Order

PUBLIC

Iowa Economic Development Authority

11 Member Board (Appointed by Governor, Confirmed by Senate)

7 Ex-Officio Members (Legislative)

Perform Economic Development Duties of the Existing
Department of Economic Development

Economic Development Authority Staff

Contract for Performance
of Assigned Duties

Iowa Innovation Corporation

Non-Profit 501 (c) (3)

No Appropriations From General Fund
Funding from Federal Government and Private Sector

CEO

7 Member Board

Operate as Iowa's Innovation Intermediary

Corporation Staff

PRIVATE

Business Climate Competitiveness

- » Reduce commercial / industrial property taxes
—Pending
- » Regulatory review to streamline processes

Regulatory efforts are making a difference

“We were thrilled with this news as it came much earlier than we expected...with the approval of the air permit we are now able to move up our plans to break ground in Spring”

**Michael Donaldson, President and CEO
Valent BioSciences Corp.**



Innovation Platform



IOWA INNOVATION
CORPORATION

- » **Angel tax credits**
- » **Seed fund tax credits (passed effectively 7/1/11)**
- » **Economic Gardening with University of Northern Iowa**
 - *Workshop at 1:30 on Entrepreneurial Approach to Economic Development – Mark Lange, Edward Lowe Foundation*
 - *Workshop at 2:45 on the Economic Gardening Network – Maureen Collins-Williams, UNI*

Increase Exports by 20%

IEDA Efforts to Increase Exports

- » Hosted Chinese Vice President Xi Jinping
- » Organized trade trip to China
- » Pending trade trip to Brazil/Chile
- » Progress on expanding EB-5 program
- » Expanded export trade assistance programs (ETAP)

"In the month following the trip, we had two South Korean companies visit our headquarters and we have one company from China scheduled for a visit next week. As we continue to expand into new markets, we look forward to partnering with Iowa on these activities in the years ahead."

**Adam Koppes
Harrisvaccines**

Education & Workforce Training Initiatives

» **Certification & credentialing of workforce**

- National Career Readiness Certification (NCRC)
- National Association of Manufacturers' (NAM) Manufacturing Skills Certification
- ***Workshop at 10:30 on workforce initiatives – IWD Director Teresa Wahlert***

» **Support Luitenant Governor's STEM initiatives**

- Iowa manufacturers are expanding, but are concerned about finding a skilled workforce. According to the National Association of Manufacturers (NAM), 5% of open manufacturing jobs remain unfilled.

“Vermeer, for example, consistently has 100 positions open and available in Iowa.”

Mary Andringa
Vermeer

Development Ready Communities

- » **Certified Building Sites — Shovel Ready**
 - *Workshop at 10:30 & 3:45 on Iowa's Certified Site Program – McCallum Sweeney Consulting*
- » **Rail Investment Fund — Iowa Department of Transportation**
- » **Main Street Economic Impact since 1986:**
 - Private sector investment: **\$1.1 Billion**
 - Net new businesses: **3,722**
 - Net new jobs: **11,457**
 - Volunteer hours: **2.15 Million hours**
 - Leverage ratio: **\$79 to \$1**
- » **Currently 48 active Main Street Districts**
- » **Connect Iowa**

WHAT DO YOU HAVE **IN** IOWA?



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WHAT DOES IT MEAN TO BE **IOWA** SM
economic development

travel
IOWA SM

volunteer
IOWA SM

Test Results – Economic Development

- » **The economic development logo is viewed as “modern, fresh and attention-getting” across all test groups, scoring highest among C-suite executives**
- » **All test groups agree this is a positive representation of Iowa and stands out from other logos**
 - Travel – consumers from both inside and outside of Iowa
 - Economic Development – in-state economic developers, site selection consultants, C-suite executives across targeted industries
 - Mix of ages and gender
 - “Amazing that a government agency came up with and is utilizing a logo as cool as this.”

New Marketing Efforts

- » **Tourism area now under Marketing/Communications Team**
 - Explore ways to deploy special interest groups to further promote travel in Iowa
- » **RFP – single contract encompasses entire IEDA**
- » **Website redesign – partnering with Spindustry**
 - Stronger focus on Business Development with more interaction with our customers
 - Overhaul the travel website (traveliowa.com) to better match the travel planning processes
- » **Trade show strategy**
- » **Governor on the road**



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New Branding

travel IOWA

cultural opportunities. family fun.

and everything* in between

Quick getaways make people in your life. A just a short drive away are endless. Look. traveliowa.com

Sioux City Art Center — Ellen Ernst

...ing moments.

This brochure features a photograph of a family (a woman and two children) looking up at colorful streamers hanging from a balcony in a modern building. The text is arranged in a clean, modern layout with a mix of colors and fonts.

facebook

Search

MAIN STREET IOWA

IOWA economic development

Add Details

Development Authority

(1 photos)

World Congress on Industrial
awareness about Iowa's industrial
climate. — in Orlando, FL.

Recent Posts by Others

See All

How for \$...
-quali...
74, 48...
AppSu...

Devel...
Challe...
tdameri...

Ready to
Ultimate F...
Trading Ag...
rec. Subj...
Rules.

This image shows a Facebook page for the Iowa Economic Development Authority. The page features a circular profile picture with a stylized building and trees. The cover photo is a white background with the 'IOWA economic development' logo. The main content area shows a post from the 'Development Authority' with a photo of a building and text about a 'World Congress on Industrial awareness about Iowa's industrial climate'. There are also navigation elements like 'Add Details' and 'Recent Posts by Others'.

Sales/Marketing Plan Ongoing Strategies to Support all Objectives

» **Business Development strategy integrated with Sales approach**

- Increased web presence utilizing social media – iowaeconomicdevelopment.com
- More direct marketing to identified company targets
- Comprehensive, multi-channel approach to reaching selected targets

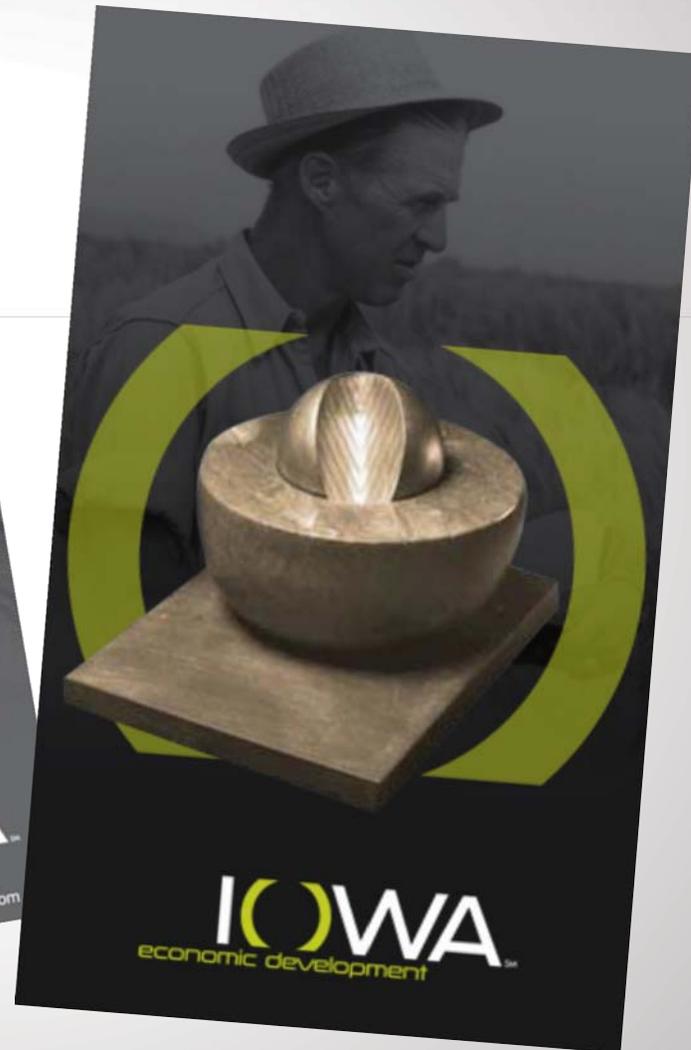
» **Integration of a Public Relations strategy**

» **Deploying social media: Today's hashtag #2012SMART**

- Blogs
- Tweets
- LinkedIn posts
- Thought leadership community development



Familiarization Tours



Trade Show Initiative



flyover iowa now and
you may just miss out



“The state of Iowa being at SXSW was the coolest thing I have ever seen the state do. It makes me so proud to see us reaching out in this way, so hip, so modern...so now.”

Stan Crocker

Production & lighting Design

Trade Show Initiative



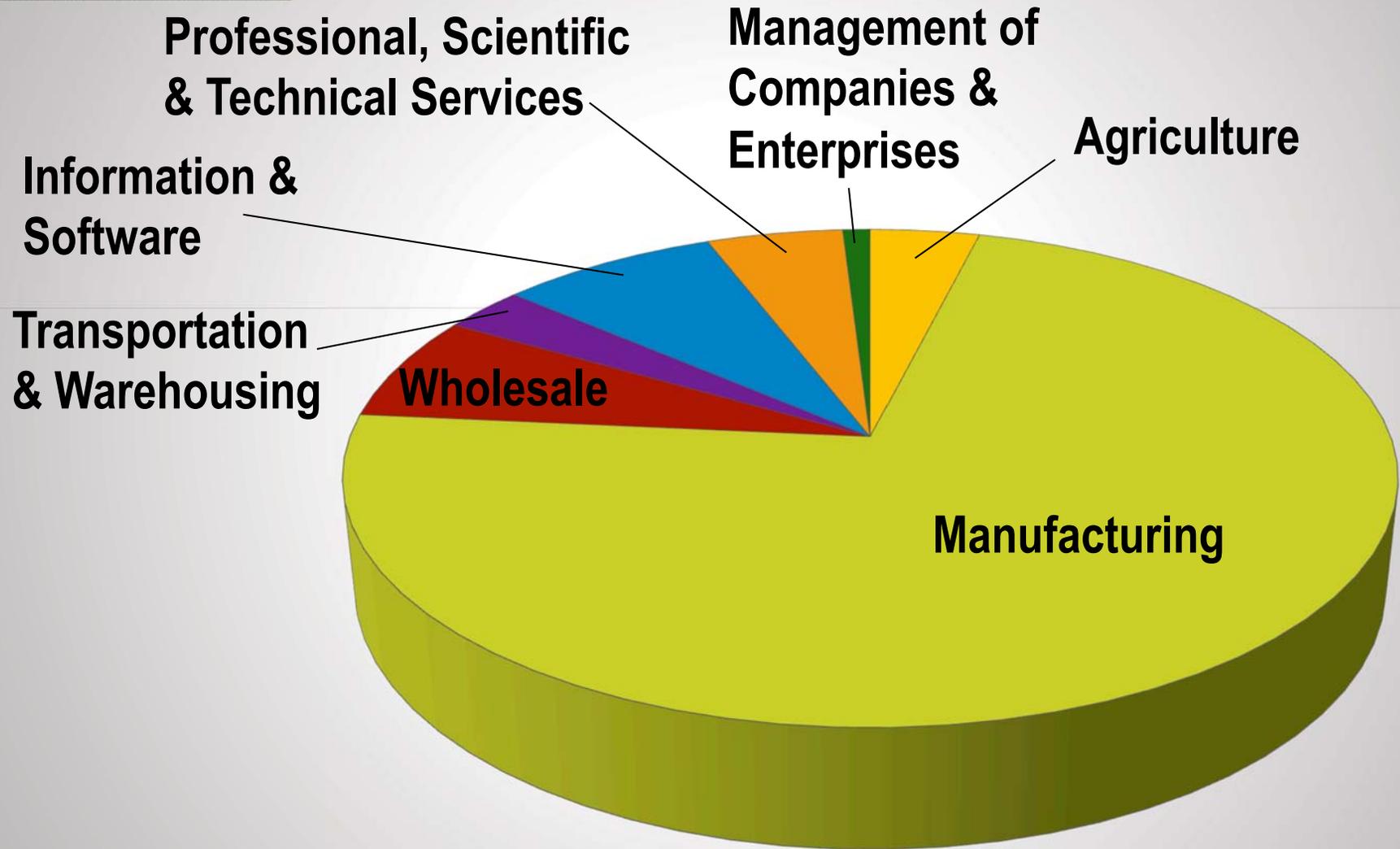
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Awarded Projects- Total Capital

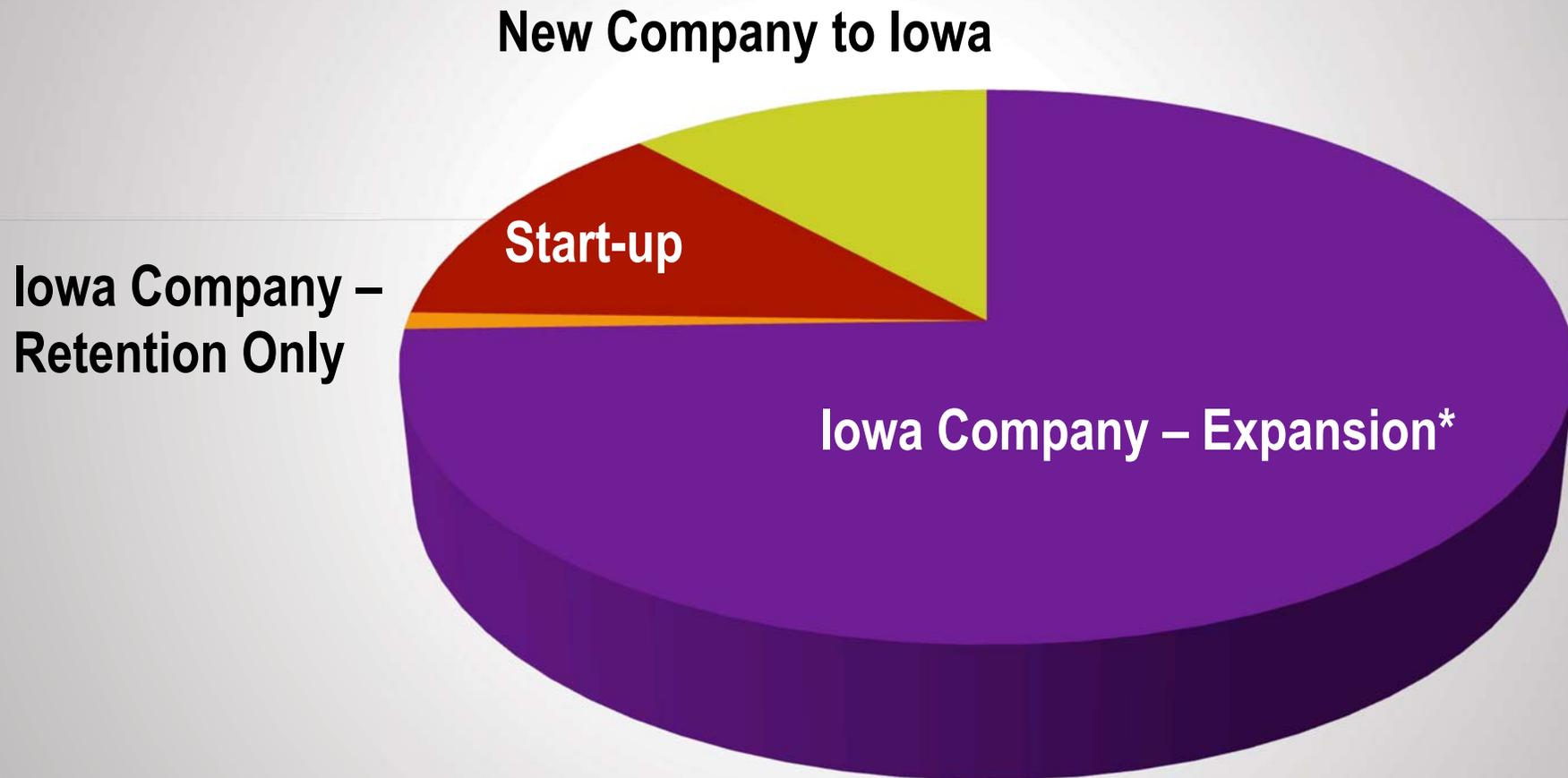
\$0,000,000,000

Total Capital Investment

IEDA Business Projects by Industry



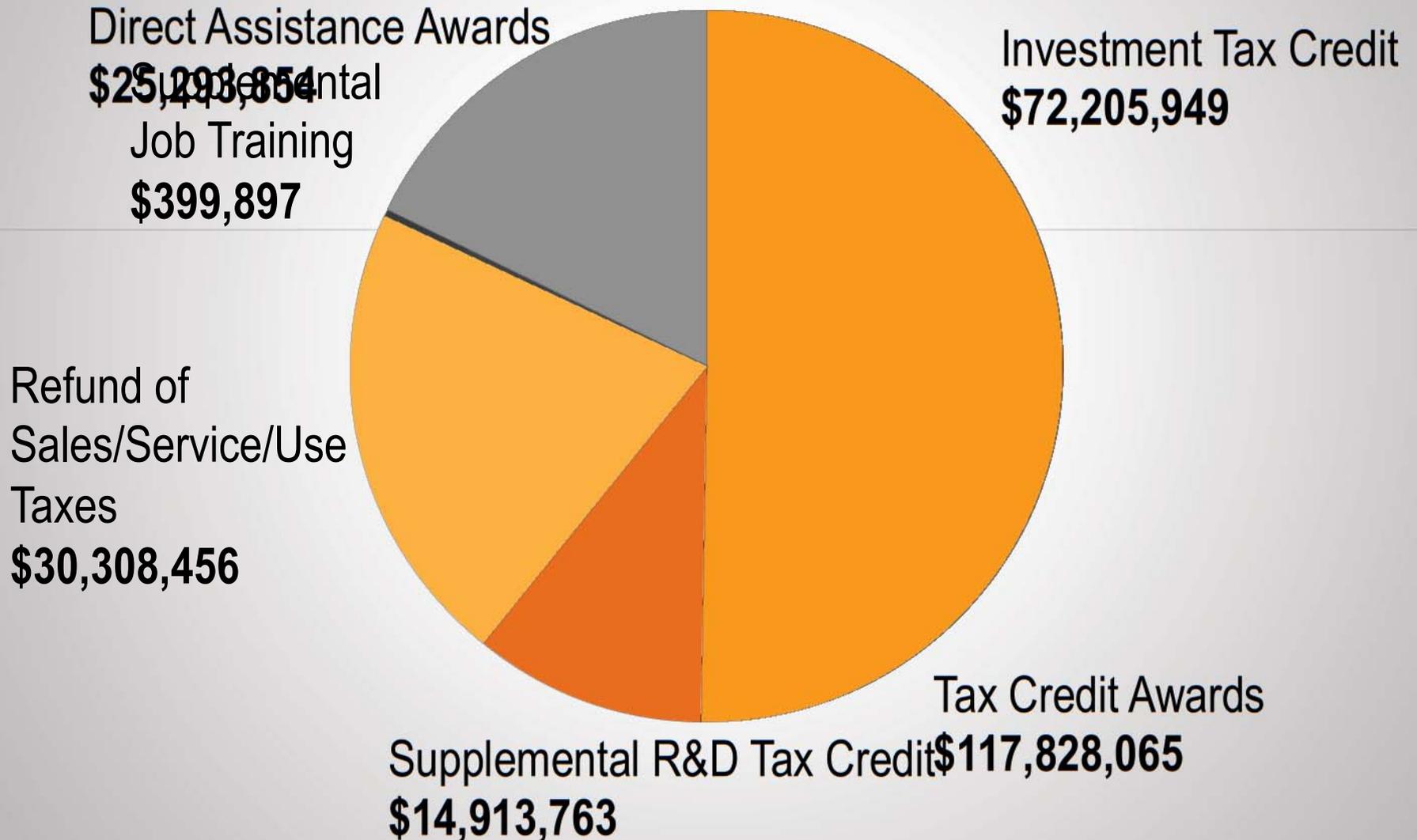
Breakdown of IEDA Business Projects





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Breakdown of IEDA Project Assistance



2012 Legislative Priorities

- » **Financial Assistance Program to Replace the Grow Iowa Values Fund**
 - IEDA will propose adding a direct assistance component to the High Quality Jobs program, which currently provides only tax incentives. The HQJ program's ROI is \$2 in tax revenues for every \$1 spent on incentives, and a direct assistance component will help continue this program's success.
 - Modification of 99 County Wage Rates
- » **Elimination of the Film and Video Project Promotion Program**
- » **Funding for SBIR/STTR Assistance**
- » **Assistance for ESOP Formation by Iowa Companies**
- » **Supply-chain Development Initiative**

Measurement and Benchmarks

» Iowa Economic Development Authority Scorecard

Category	Metric	Trend	Current Value	Current Value Period	Previous Value	Previous Value Period
IEDA Incented Business Growth	Start-ups		0	Q1 2012	3	Q1 2011
	Companies New to Iowa		3		1	
	Total Businesses		14	Q1 2012	14	Q1 2011
	Total Jobs		802	Q1 2012	612	Q1 2011
	Capital Investment by Company		\$1,359,131,876	Q1 2012	\$90,571,501	Q1 2011
	Direct Financial Assistance Awarded		\$3,252,000	Q1 2012	\$1,985,000	Q1 2011
Travel	Rest Area Visitors		4.96 million	Q3 2011	5.08 million	Q3 2010
	Attraction Visitation		434,678	Q4 2011	385,954	Q4 2010
	Travel Website Visitors		122,211	Q2 2011	123,827	Q2 2010
IEDA Service	Total Website Visits		232,325	Q3 2011	254,006	Q3 2010
Iowa Business Climate	Export Value		\$3.538 billion	Q4 2011	\$2.985 billion	Q4 2010
	Unemployment Rate		5.3	Q1 2012	5.7	Q4 2011
	GDP Growth		\$142.7 billion	2010	\$136.1 billion	2009
	Entrepreneurial Index		27	2010	45	2009



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Debi Durham

Director

Iowa Economic Development Authority

next 

Cities 3.0

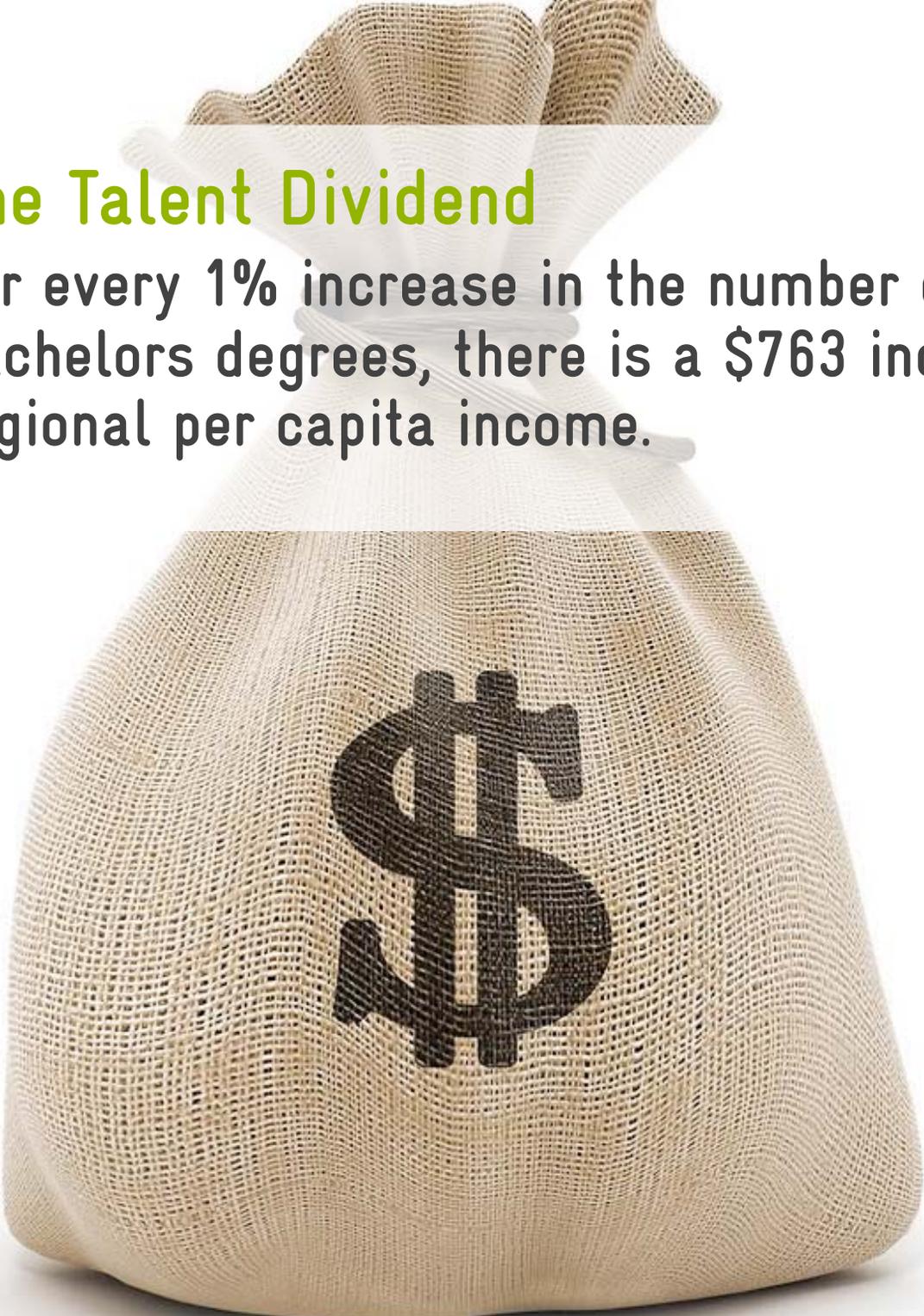
Rebecca Ryan



“Winter”

Era of survival, gathering





➔ The Talent Dividend

For every 1% increase in the number of residents who hold bachelors degrees, there is a \$763 increase in annual regional per capita income.

Fifty-eight percent of a city's success, as measured by per capita income, can be attributed to post-secondary degree attainment.











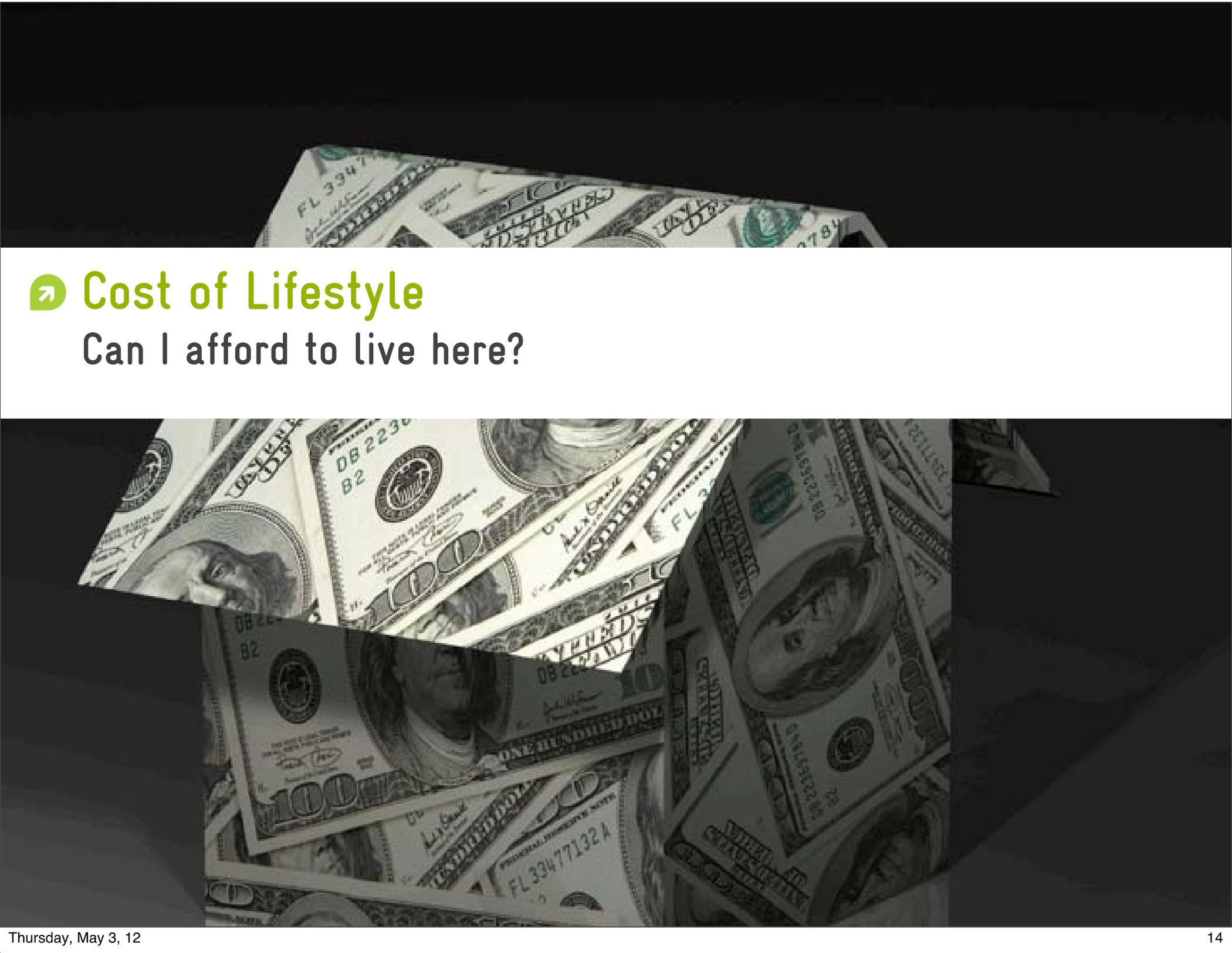












➔ Cost of Lifestyle

Can I afford to live here?



now

Earning

The quality and diversity of job and career opportunities.



must have a clue



Vitality

Is our community a healthy community?



Learning

Is this a “smart” community, and one that values ongoing education?





Around Town

How easy is it to get around - and out of - town?

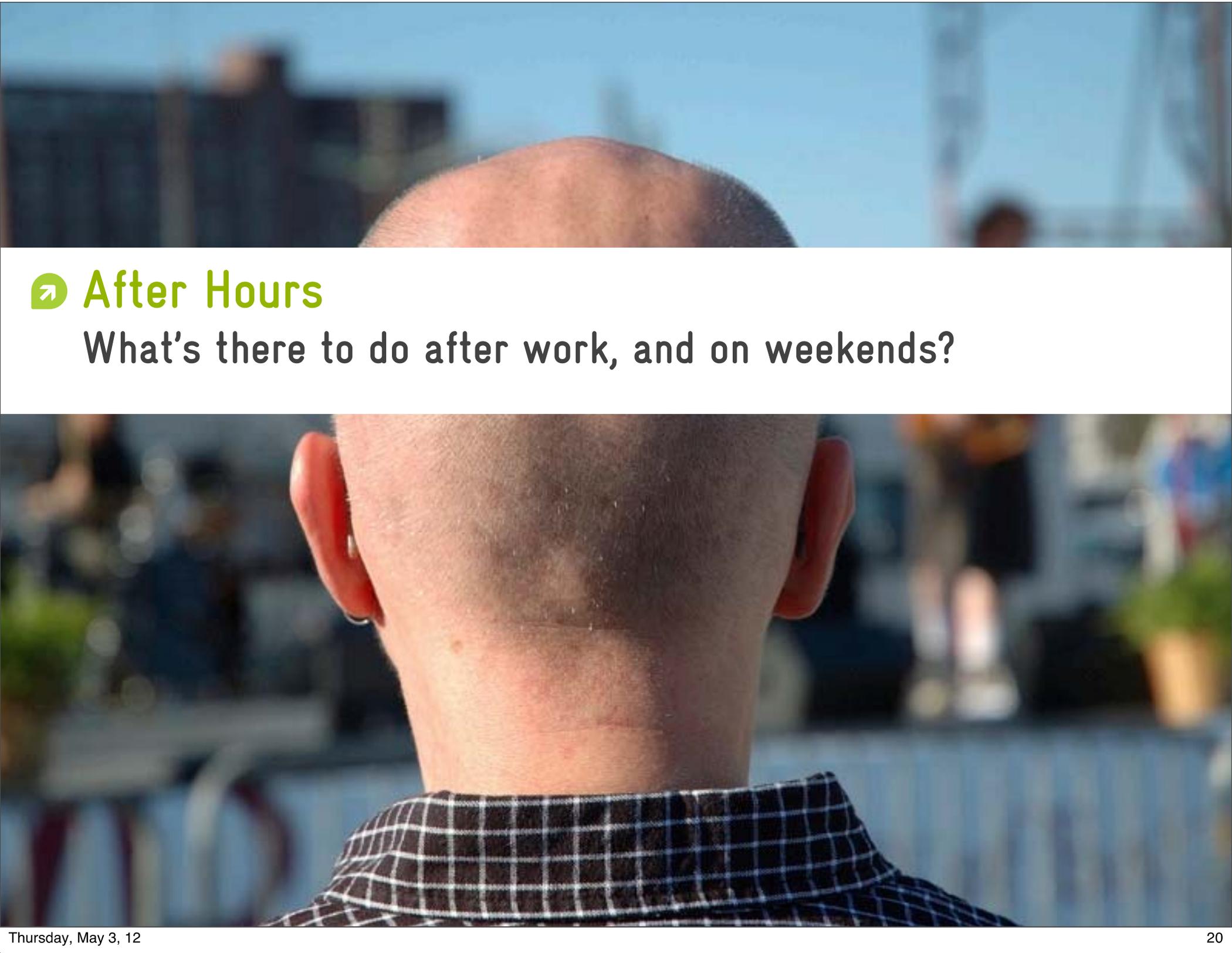




Social Capital

Does our community engage all people?





➔ After Hours

What's there to do after work, and on weekends?



Scale 1-10





Racial and ethnic minorities accounted for 83 percent of our population growth this last decade. We are well on the way to becoming a majority-minority society.







The United States is undergoing the most significant socio-demographic change since the huge wave of immigrants in the early 20th century.





➔ **30 is the new 20**
Adulthood is being pushed back.







Ory Okollah





Mzalendo

Eye On Kenyan Parliament

Mzalendo means Patriot in Swahili. Mzalendo is a volunteer run project whose mission is to “keep an eye on the Kenyan Parliament.” The project was started by two young like-minded Kenyans who were frustrated by the fact that it is difficult to hold Kenyan Members of Parliament (MPs) accountable for their performance largely because information about their work in Parliament is not easily accessible.



[MP PROFILES](#)

[THE BLOG](#)



How an Army of Techies Is Taking on City Hall

BY: ANYA KAMENETZ November 29, 2010

Still waiting for a full reboot in Washington, D.C., an army of citizen techies is redefining civic engagement on a hyperlocal level.

[Enlarge](#)



Map the Future: "We don't want bright young technologists just criticizing government," says Jennifer Pahlka, founder of Code for America. "We want them to become interested in making it better." | Photograph by Kurt Iswarienko

Ben Berkowitz had a problem. His block of State Street, an expanse of charming storefronts and wood-frame houses that stretches from the border of Yale's campus into New Haven's grittier East Rock neighborhood, kept getting hit with graffiti. The 31-year-old did everything a good citizen was supposed to do: He called the city. He left multiple voice mails. He urged his neighbor to speak up. Eventually, he founded the Upper State Street Association to foster neighborhood pride. But still, the spray paint lingered. "I was feeling that helplessness when you've left three messages, you don't know what the resolution is going to be, and you don't have a way to hold anyone accountable," he says.

A programmer by trade, Berkowitz sought a technological outlet for his frustrations. What if reporting graffiti or a broken traffic light or a clogged storm drain was as easy as









Email: rr@nextgenerationconsulting.com

Twitter: [ngcRebecca](https://twitter.com/ngcRebecca)

Toll free: 888.922.9596



Stanley Consultants INC.

A Stanley Group Company
Engineering, Environmental and Construction Services - Worldwide

May 7, 2012

Dear Property Owner/Occupant:

Subject: Neighborhood Meeting
West Hill Area Sanitary and Storm Sewer Separation Phase 1

The City of Muscatine has commenced study and design of a multiple year sanitary and storm sewer separation projects in the West Hill Area. The City of Muscatine has hired Stanley Consultants to design this phase of the project. The City is required by the United States Environmental Protection Agency (USEPA) to separate the City's combined sewer system and create separate sanitary and storm sewers.

The Phase 1 project extends along Sycamore Street from 2nd Street to 4th Street; along Cedar Street from 4th Street to 8th Street; and along 6th Street from Cedar Street to Linn Street. Construction is anticipated to start in spring 2012 and be completed in fall 2013.

You are invited to a **Neighborhood Meeting** which will provide information regarding the Phase 1 project. Three meetings will be held in the basement conference room at **City Hall – 215 Sycamore Street, Muscatine, Iowa**. The meetings will be held from **5:30 – 6:30 pm**. You will have the opportunity to learn about the project and speak with project representatives. Each meeting will focus discussion on certain project areas. Please consider attendance at the meeting closest to your property. The map enclosed indicates the meeting focus areas.

Downtown Area Meeting – May 16, 2012
Cedar Street Area Meeting – May 23, 2012
6th Street, Iowa Avenue, Linn Street Area - Meeting – May 30, 2012

We have attempted to notify all property owners within the project limits. However, in case we have missed someone, or you know someone interested outside the project area, we encourage you to share this information. If you have any questions, please contact me at 563-264-6293.

Sincerely,

Stanley Consultants, Inc.

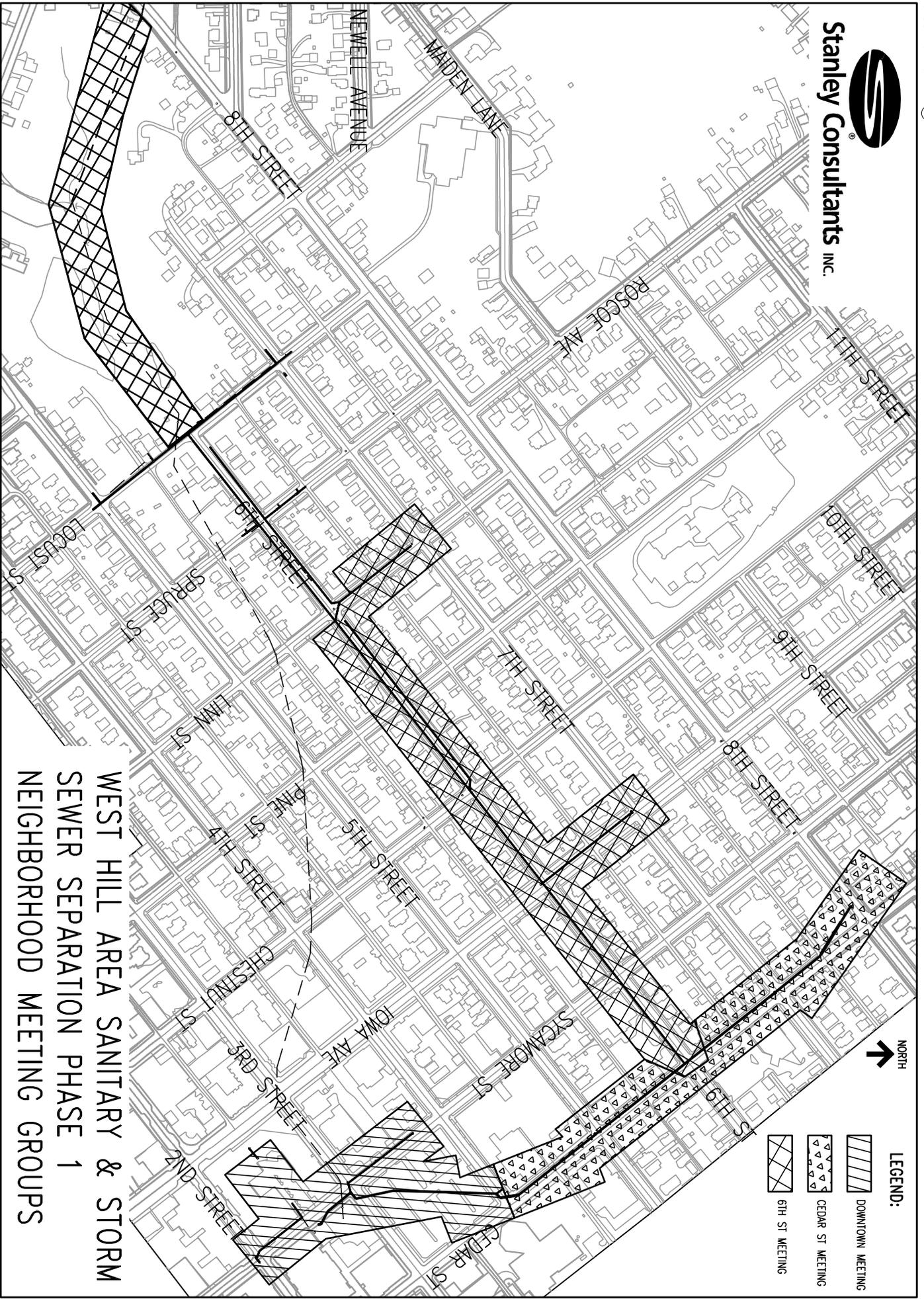
Michael J. Knott
Project Manager

cc: Randy Hill
Files/17660.20

kkh:mjh:MUS-PW1:DS-1:Doc:IF:17660:17660.20:04:20120507_NeighborhoodMeeting.docx



Stanley Consultants INC.



WEST HILL AREA SANITARY & STORM
SEWER SEPARATION PHASE 1
NEIGHBORHOOD MEETING GROUPS



TRAFFIC SAFETY CAMERA UPDATE – APR 2012



Red Light Violations Detected	597
Speed Violations Detected	1,942
Total Violations	2,539



Red Light Running Citations Issued	231
Speeding Citations Issued	1100
Total Month Citations	1,331
Total Citations YTD Program to Date	4,409 19,372



MONTH

Red Light Trend Over Last Month	Up 14%
Speeding Trend Over Last Month	Up 15%
Total Citations	Up 15%



QTR

Red Light Trend Over Rolling Qtr	Up 27%
Speeding Trend Over Rolling Qtr	Up 30%
Total Trend Over Rolling Qtr	Up 30%
Volume of vehicles on US61	458,211
Average speed of violators 61/Uni	58.38mph
Average speed of violators 61/Mul	67.22mph



Citations paid in the last month have produced violator funded gross revenue of **\$69,810**

Citations paid program-to-date have produced violator funded gross revenue of **\$1,145,170**



No program or infrastructure changes this last month.