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Marketing

TourismCedarRapids.com
• Launched January 4

Social Media Channels
• Facebook
• Instagram
• Twitter
• YouTube
• @CedarRapidsTourism
Community Partnerships

*Destination Marketing Fee Participants*
- Retained 12 of 13 participating hotels
- Adding 1-2 brand new hotels this year

*Partnership*
- Honored dues collected by previous organization

*2019 Visitor Guide*
- Printed early March
2019 Housing Clients:

*Cedar River Soccer Association*
- Chill Out Soccer Tournament
- 188 teams
- 1,000+ room nights

*Iowa State USSSA Youth Baseball Tournaments*
- 3 State Baseball Tournaments
- 212 total teams
- 550 room nights

*Prospect Meadows Ball Fields*
- 20 Baseball Tournaments
- Projected 700 total teams
- Projected 27,520 room nights

By serving as the housing bureau for these events, we are starting these visitors' experience with Cedar Rapids in the early planning stages, and being their first welcome to the area.
Meetings & Conventions

**New Business Since October 2018**
- Facilitated 11 meeting/convention bookings
- 1,701 room nights
- Direct spending of $430,285

**Potential Future Business**
- 8 new bookings in pipeline
- 5,985 room nights
- $1,076,000 of direct spending
Sports Tourism

**Retained Bookings**
- 4 future national championships
- CRTO will serve as local host

**Future Business**
- Recently booked 2 future tournaments
- $395,016 direct spending
- 2,400 athletes
- 720 hotel overnights

**Large Proposal in Pipeline**
- Bidding on USA Roller Sports 2020 Indoor Speed, Figure Skating & Rink Hockey National Championships
  - 23 consecutive days of competition
  - $10.1 million direct spending
  - 10,806 hotel overnights
  - 7,000 out-of-town visitors
Edgewood Town Center
Urban Renewal Area

City Council
January 22, 2019
Background

- Nov. 13 – City Council authorized City participation in the Edgewood Town Center Development project under the Large Site Master Plan – ED Program

- Dec. 31 - Consultation with affected taxing agencies
  - no objections received

- Jan. 10 – City Planning Commission review of Urban Renewal Plan
  - Unanimous finding that the URA Plan is consistent with EnvisionCR
Edgewood Town Center

- $50+ million capital investment
- Phased, master-planned development of 55 acres
Next Steps

- **Today** Public Hearing & Resolution approving Urban Renewal Plan & 1st Ord. reading
- **Feb 12** 2nd & Possible 3rd Ord. reading
- **Feb 26** Development Agreement

Presented by:

Caleb Mason
Economic Development Analyst
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Request for Proposal
NewBo Properties – 1302 & 1306 3rd St SE
City Council
January 22, 2019
Background

- City staff received a request to initiate the disposition process for 1302 & 1306 3rd Street SE
- 7,700 square feet of vacant City-owned property (two parcels)
- Disposition requirements:
  - Sale Price at Fair Market Value (appraisal)
  - Proceeds are reimbursed to Federal Program
  - Incorporation of flood mitigation measures (elevation, flood proofing, etc.)
Development Objectives

- Financially viable redevelopment based on current market conditions
- Multi-story design of no less than 2-stories
- Urban design that enhances the character of the neighborhood
- Coordination of parking needs with area property owners
Zoning

- Properties are zoned as Urban Neighborhood General (U-NG) under new zoning code

- Zoning requirements include:
  - Building height up to 6 stories high
  - Parking setbacks
  - Building location up to sidewalk

- Located in the Shopfront Overlay, which requires commercial use on first floor
Evaluation Criteria

1. Developer Capacity and Project Feasibility
   - Capacity, experience, and capability of the Developer
   - Market feasibility
   - Financial feasibility
   - Timeline for redevelopment and built-out
Evaluation Criteria

2. Community Benefit
   - Quality of architecture
   - Innovative sustainability features in the site and building design
   - Inclusion of housing options
   - Placemaking amenities, such as rooftop or courtyard gathering areas

3. Economic impact
   - Overall project investment
   - Jobs created or retained
   - Amenities or services provided
Timeline

January 22  Public Hearing & Resolution inviting proposals
March 15  11:00 a.m. - Proposal Deadline
March 29  Stakeholder panel review
April 9  City Council consideration of recommended proposal

Bold items denote City Council action
Krivanek Farms Annexation

South of Wright Brothers Blvd. SW & East of Earhart Ln. SW
General Information

- 100% Voluntary Annexation NOT in a Urbanized Area
- Notices mailed & published in accordance with State Code requirements
- Approval by State City Development Board not required
- Right-of-way for Wright Brothers Blvd. SW included
- Total area-140.00 acres

Rezoning proposal:

- **S-MC, Suburban Mixed-Use Community Center District (4.8 acres)**
  - Commercial at the northeast corner of the property (4.8 acres)
- **S-RLF, Suburban Residential Low Flex District (135.2 acres)**
  - One & two-family residential to the south (119.7 acres-3.21 units per acre)
  - Four-plexes & multi-family residential to the north (15.5 acres)
  - Overall residential density of 4.22 units per acre
Aerial Exhibit
Concept Plan
Next Steps

- January 22, 2019-City Council Public Hearing

- January 22, 2019-City Council Action on Resolution

- At owner’s request, application sent to Secretary of State’s Office for review

- Upon confirmation from State the annexation is recorded.
12th Avenue SE Roadway and Utility Improvements from 17th Street to 400’ East of 19th Street

January 22, 2019
Project Map
Project Map

Project Includes:

- Pavement reconstruction
- Storm sewer extension
- Sidewalk replacement and extension
- Sidewalk ramp construction
Key Facts about Project

• Construction Cost Estimate – $840,000
• Bid Opening – January 30th
• Start Date – April 2019
• Completion Date – end of October 2019
• Phase I of two Phases of work on 12th Avenue SE
• Phase II: complete reconstruction of 12th Avenue SE from 17th Street to 7th Street to occur in 2021
The Public Works Department recommends approval of the resolution to adopt plans, specifications, form of contract and estimated cost for this project.

Presented by:

Doug Wilson, P.E.
Paving for Progress Program Manager
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US Cellular Center
ADA Compliance Project

Public Hearing
US Cellular Center
ADA Compliance Project

- Bids were issued on January 9th, 2019
- A prebid meeting was held on January 16, 2019
- The bids are due on January 30, 2019 by 11:00AM
- The estimated cost for the project is $359,000
- FMS recommends adoption of plans and spec’s, form of contract and estimated cost as in the resolution

Presented by:
Jeff Koffron
Facilities Maintenance Supervisor / ADA Coordinator
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2019 Curb Ramp Repair: Bid Package #1

January 22, 2019
Key Facts about Project

• Related to the Department of Justice Settlement Agreement

• Sidewalk curb ramp reconstruction for compliance with the Americans with Disabilities Act

• 38 intersections located in the SW quadrant
Bid Results

• Bid date: January 16, 2019

Ti-Zack Concrete, Inc., LeCenter, MN  $547,866.00
Midwest Concrete, Inc., Peosta, IA  $576,039.00
Hunt Construction Co., Inc., Alburnett, IA  $604,913.00

• Cost Opinion: $670,000
The Public Works Department recommends award of the contract to Ti-Zack Concrete, Inc. in the amount of $547,866.00.

Presented by:

Brenna Fall, P.E.
CIP Program Manager
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Background

• Received application for City’s Economic Development Program from New Buffalo Land Co. LLC (Joe Ahmann)
• Project qualifies under the Large Site Master Plan – Economic Development Program:
  • 15+ acres
  • Mix of uses (not solely residential)
  • City Council approved Master Plan
• Standard incentive:
  • 10-year, 50% reimbursement for commercial
  • 10-year, 100% for residential component
Project Overview

• $25+ million capital investment
• Master-planned development of 15 acres
• 3 mixed-use buildings
  • 1<sup>st</sup> Floor - office/service retail
  • 2<sup>nd</sup> & 3<sup>rd</sup> Floor – residential apartments (84 units)
• 32,000 car dealership building (Randy Kuehl Honda)
• Estimated creation of 100 jobs, retention of 35 jobs
Recommendation

Staff recommends approval of Resolution of Support authorizing standard incentive:

- $7 million in total taxes generated (10-year period)
- $3.8 million reimbursed (10-year period)
- $3.2 million net taxes collected (10-year period)
Next Steps

- Feb/Mar  Process to establish TIF district
- Mar/Apr  City Council consideration of a Development Agreement

Presented by:
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