Two New Executive Directors as of April 2019

- Abby Huff - Developing, Redesigning and Operating Programs
- Monica Vernon - Taking a Broad View of the District

Both Executive Directors
- Office in the District
- Walk the District Everyday as we Develop Coordinated Communication
- Work with District Retailers, Workers, Residents, Owners, Builders, Developers, Realtors and Visitors to Promote and Improve the District Experience
- Are Using Backgrounds in Community Building
What we See Today

Two Neighborhoods – One DISTRICT – Infinite Possibilities

- Most vibrant District in region -- wonderful stroll district, great bike culture, intact historic buildings with eclectic infill.
- Best recruitment and retention District in the region
- Many passionate organizations willing to partner to help District grow and develop
- After the flood a rush of rebuilding and building. Time now to plan that growth and development
- Need for more housing and retail at all levels especially the missing middle
Our Future Vision

The DISTRICT can be the Most Vibrant in the Midwest

- Food and Pub Hub Extraordinaire
- Urban Housing Choices at all levels
- Array of Original Retailers - Sensory and Experiential
- Charming Historic and Eclectic Built Environment
- Top Arts and Cultural Scene
- Economically Vital - Attracting Workers and Entrepreneurs
- Host of Events and Happenings
- Vibrant and FUN
As the Main Street DISTRICT – We are the Service Engine behind the Most Vibrant Midwest District.

We provide:

- Information,
- Promotion,
- Assistance with Business Needs
- Resources for Building Development/Redevelopment
- Place-making, Excitement and FUN
We Are Serving the DISTRICT by:

- Building Strong Positive Relationships
  - In District
  - Outside District
- Sharing Vital and Pertinent Information Regularly
  - Daily Posts on Facebook and Instagram
  - Weekly Monday AM Email
  - Monthly DISTRICT MEET UP
- Assisting with Resources for Entrepreneurs, Retailers and Building Owners
- Stepping up Promotion
- Keeping it FUN/Vibrant/Uncovering the Fresh Factor
What We Have Changed

- We started transforming our office and the way we do business on Day One.
- Regular communication throughout the District
- Placemaking
- A large FUN Fundraiser is in the works -- “Dinner on the Bridge”
- Eliminating activities which don’t directly impact Target Markets, Future Vision
- Trusted source of information to and from the City and other organizations
- Coordination with groups in the DISTRICT to create a more synergistic environment in and between the neighborhoods
- We are working upfront and directly with builders and developers regarding future building and the need to keep the charm and uniqueness of New Bo and Czech Village.
- Advocating for development of new housing options
- Enhancing our free events by partnering with other organizations -- District Movie Night
- New energy in the district
CR Business Survey

City Manager’s Office

June 25, 2019
Outline

• Overview
• Process Timeline
• Highlight Key Findings
• Federal Reserve Credit Survey
• Next Steps
• Questions
Business Retention Overview

• **Purpose:** Help local businesses expand
• Facilitate existing industry growth by removing barriers and reducing hurdles
  • Identify where City infrastructure/services make positive impact
  • Work together to avoid (or delay) adverse impacts

• **Highlights:**
  • Direct outreach to local business (70 visits in cycle)
  • Local information gathering for City ED initiatives
  • Collaboration with economic development partners
Timeline

Cedar Rapids Business 12-Month Process Cycle

- Start business visits
- Add Salesforce CRM
- Initiate regional economic analysis
- Conclude visits; Prepare 2019 CR Business Survey

- July
  - June (2018)
  - Revise Synchronist survey form
- September
  - Tabulate visits (EOY) to track goal
- December
  - January (2019)
  - Execute most visits
- Feb/April
- May
- June
  - Present findings to City Council
Economic Performance

- **Annual Job Growth:**
  - +1,677 (+1%) net new jobs

- **Target Industry Growth:**
  - +2,270 (+2%) 5-year net new jobs in target industries

- **Prosperity index:**
  - Ratio of *wage growth* to *job growth*
  - Prosperity Ratio = 5:1
  - Positive for local outlook
  - Evidence high quality job creation.
Key Findings

• 69% of Cedar Rapids companies growing with two-thirds planning expansion by 2022
• 82% actively developing new products/services
• 60% of businesses locate in Cedar Rapids to serve national market
• 8 out of 10 companies report increasing sales and market share
• Less than 5% deferring investment in CR operation due to lack of flood risk
Key Findings

• Workforce remains single largest concern
• 80% now report talent attraction challenge
• 45% report retention challenge; by contrast, this figure is largely stable over time.
• Firms consistently give City’s workforce quality, stability and productivity an exceptionally high ranking.
• More than half of Cedar Rapids firms do not export
Key Findings
Federal Reserve Small Business Credit Survey

- City retention program helps Fed administer survey locally
- 84 responses in 2018
  - +60% increase in participation
- Provides snapshot of small business lending outlook
- Positive results in CR report
  - More small businesses operating profitably than U.S. average
  - Higher percent low credit risk businesses
  - Over 90% receive business credit
Next Steps

• **(July 2019):** ED Strategic Plan Update
• **(Mid-year):** Supply Chain Questionnaire & Industry Analysis Project
• **(June – December):** Immigrant/Refugee Strategic Plan, Gateways for Growth/NAE
• **(Ongoing):** ISU-CR Food & Bio Partnership
• **(Ongoing):** City Manager’s Business Advisory Council meets to support competitiveness of Cedar Rapids as prime location for growth and investment.
More Information

www.economicdevelopmentcr.com

Presented by:
David Connolly, AICP
Economic Development Specialist
d.connolly@cedar-rapids.org
319-286-5067
Annual Report
for the City of Cedar Rapids

7/1/18 through 6/30/19
WE PROUDLY SERVE 1,200 MEMBERS THROUGH OUR CORE FUNCTIONS

- Business Support
- Community Development
- Business Retention & Expansion
- Public Policy
IN SHORT, WHY DO WE EXIST?

- TO GROW the economy through projects that add or retain jobs and capital investment
- TO HELP BUSINESS SUCCEED through workforce strategies, leadership development, public policy advocacy, customer networking, business support programming, and more
- TO MAKE THIS A GREAT COMMUNITY by creating vibrant districts, adding quality of life amenities, creating a strong business climate, and celebrating success and all that is awesome about this place!
ECONOMIC DEVELOPMENT

- Project Pipeline
- Prospect Inquiries
- Prospect Visits
- Conversion Rate Prospects into Projects
- Businesses Assisted/Role in Assistance
- Total Firm Expansions/Relocations
- Referrals to and from Other Agencies/City
- Businesses Lost

- Capital Investment Generated
- ROI of Private Investment to Public Investment
- Total Tax Revenues Generated on Projects Assisted
- Business Climate Ratings through BRE Survey
- Annual BRE Visits
ICR Iowa Programs

- Ignite ICR program to connect interns to community assets
- ICR Future – K-12 career pathways
- Talent Hub
- Inclusive ICR
GOVERNANCE – Policy Board Members

Policy Board Members

- Chris Skogman, Skogman Companies (chair)
- Tatum Buse, Collins Aerospace (vice chair)
- Jeff Pomeranz, City of CR
- Charlie Rohde, King’s Material
- Duane Smith, TrueNorth
- Chris Wheeler, Point Builders
- Charity Tyler, CR Library Foundation
- Gene Neighbor, Farmers State Bank
- Anne Parmley, Pearson
- Hugh Ekberg, CRST
Rezoning Request

1100 “C” Street SW
1100 “C” Street SW

GENERAL INFORMATION:
➢ This request to rezone property is being initiated by the City to correct a technical mistake in the zoning map.
➢ Prior to adoption of the new map in 2019 subject property was zoned Office/Service Zone District.
➢ Property had a commercial use from 1930, but has been unoccupied since the 2008 flood.
➢ New map inadvertently changed zoning to Traditional Residential.
➢ The property owner has requested the property be returned to a commercial zoning - Traditional Mixed Use Center.
➢ City Planning Commission recommended approval on June 6, 2019.
Location
Zoning
Street View
Next Steps

- June 25, 2019 - Public Hearing & 1st Reading of Rezoning Ordinance
- July 9, 2019 - Council 2nd & Possible 3rd Readings of Ordinance

Presented by:
David Houg
Development Services
daveh@cedar-rapids.org
(319) 286-5168
Public Hearing for Vacation and Disposal

June 25, 2019
• Vacate Access Easement
• Disposal of 136 38th Street Drive SE to Seafood
• Parcel to be combined with adjacent property
Next Steps:

June 25, 2019: Public Hearing
60-90 Days: Transfer title to Seafood Property No. 8, LLC.

Presented by:
Rita Rasmussen, SR/WA, R/W-NAC
Real Estate Services Manager
rrasmussen@cedar-rapids.org
319-286-5807
• Storm sewer pipe to detention basin
• Expand existing detention basin
• Kirkwood Community College to maintain detention basin
Public Works Recommendation

Pass resolution to authorize execution of easements to Kirkwood Community College

Presented by:
Rita Rasmussen, SR/WA, R/W-NAC
Real Estate Services Manager
rrasmussen@cedar-rapids.org
319-286-5807
2019
3rd Avenue Bridge Plantings

June 25, 2019
Project Details

Project Includes:

- Leveling the planters
- Drainage stone and soil placement
- Installation of a variety of plants including:
  - Ornamental Grass
  - Perennials
  - Groundcover
  - Trees
- Plants will be placed in the fall and trees in the spring
- Planters and benches were competitively bid through Purchasing Division
Planters and Benches
Bridge View
Planter Layout
The Public Works Department recommends approval of the resolution to adopt plans, specifications, form of contract and estimated cost for this project.

**Key Facts about Project**

- **Construction Cost Estimate** – $170,000
- **Bid Opening** – June 26
- **Start Date** – Mid to late August 2019; April/ May 2020
- **Completion Date** – May 2020

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*

d.wilson@cedar-rapids.org
Adirondack Drive NE from Wasatch Court to South of McKinsie Court Pavement Replacement

June 25, 2019
Project Details

Project Includes:

- Pavement replacement due to undermining of roadway
Key Facts about Project

Construction Cost Estimate – $180,000
Bid Opening – June 26
Start Date – August 2019
Completion Date – September 2019

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
d.wilson@cedar-rapids.org
Jones Park – Main Drive Asphalt Overlay Project

Public Hearing
Jones Park
Main Drive Asphalt Overlay Project

- A 3-inch asphalt overlay of the main drive – approximately 8,250 square yards.
- Includes the repair and regrading of failed areas of the roadway surface.
- Estimated cost for this project is $200,000.
- Bid opening on Wed., June 26 at 11:00 am.
Jones Park
Main Drive Asphalt Overlay Project
The Main Drive serving Lower Jones Park
Regular Agenda
#26 (Report on bids) WPCF Effluent Return Pipeline Replacement Project

Council Meeting
June 25, 2019
REPORT ON BIDS:
Three bids were received on June 12, 2019 for the WPCF Effluent Return Pipeline Replacement project (Contract No. 6150019-02).

<table>
<thead>
<tr>
<th>Bidders</th>
<th>Office Location</th>
<th>Lump Sum Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tricon General Construction, Inc.</td>
<td>Cedar Rapids, IA</td>
<td>$ 548,000.00</td>
</tr>
<tr>
<td>B.G. Brecke, Inc.</td>
<td>Cedar Rapids, IA</td>
<td>$ 564,762.79</td>
</tr>
<tr>
<td>Modern Piping, Inc.</td>
<td>Cedar Rapids, IA</td>
<td>$ 573,400.00</td>
</tr>
</tbody>
</table>

The engineer’s opinion of probable cost for the construction of this project was $300,000.

A motion to post a Notice to Bidders as required by law and to publish a Notice of Public Hearing was approved by the City Council on May 14, 2019. The Notice to Bidders was posted and the Notice of Public Hearing was published on May 18, 2019. The public hearing was held May 28, 2019. A pre-bid meeting was held May 29, 2019 at the WPCF Administration Building.

Action/Recommendation: The Utilities Department – Water Pollution Control Division staff are evaluating the received bids and will provide a recommendation to the City Council at a future date.
Regular Agenda
#27 (Bid Report & Resolution)
Water Division - Fire Hydrants, Valves, and Blow Off Completes FY20 Project

Council Meeting
June 25, 2019
REPORT ON BIDS:
Two bids were received on June 19, 2019 for the Replacement of Fire Hydrants, Valves, and Blow Off Completes FY20 project (Contract 2020037-01).

<table>
<thead>
<tr>
<th>Bidders</th>
<th>Office Location</th>
<th>Total Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.G. Brecke, Inc.</td>
<td>Cedar Rapids, IA</td>
<td>$ 88,049</td>
</tr>
<tr>
<td>Boomerang Corp.</td>
<td>Anamosa, IA</td>
<td>$162,420</td>
</tr>
</tbody>
</table>

The engineer’s opinion of probable cost for the construction of this project is $104,010.

A motion to post a Notice to Bidders as required by law and to publish a Notice of Public Hearing was approved by the City Council on May 28, 2019 and Notice to Bidders was posted on June 1, 2019. The Public Hearing was held June 11, 2019.

The work is anticipated to begin in July 2019 (July 1, 2019 – June 30, 2020).

**Action/Recommendation:** The Utilities Department – Water Division recommends awarding the contract to B.G. Brecke, Inc. in the amount of $88,049.
Regular Agenda
#28 (Bid Report & Resolution)
Water Distribution Building Roof Replacement Project

Council Meeting
June 25, 2019
Presented by: Steve Hershner, Utilities Director, 286-5281, s.hershner@cedar-rapids.org

REPORT ON BIDS:

Six bids were received on June 12, 2019 for the Water Distribution Building Roof Replacement project (Contract No. 6250063-02).

<table>
<thead>
<tr>
<th>Bidder</th>
<th>Office Location</th>
<th>Total Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>T&amp;K Roofing Company</td>
<td>Ely, IA</td>
<td>$422,090</td>
</tr>
<tr>
<td>Cedar Services Company</td>
<td>Cedar Rapids, IA</td>
<td>$430,369</td>
</tr>
<tr>
<td>Advanced Builders Corporation</td>
<td>Cedar Rapids, IA</td>
<td>$440,000</td>
</tr>
<tr>
<td>Academy Roofing, Inc.</td>
<td>Des Moines, IA</td>
<td>$505,000</td>
</tr>
<tr>
<td>Jim Giese Commercial Roofing, Inc.</td>
<td>Dubuque, IA</td>
<td>$518,475</td>
</tr>
<tr>
<td>Dryspace, Inc.</td>
<td>Cedar Rapids, IA</td>
<td>$526,496</td>
</tr>
</tbody>
</table>

The engineer’s opinion of probable cost for the construction of this project was $490,000. A motion to post a Notice to Bidders as required by law and to publish a Notice of Public Hearing was approved by the City Council on May 14, 2019 and Notice to Bidders was posted on May 18, 2019. The Public Hearing was held May 28, 2019.

The work is anticipated to begin in July 2019 and be completed by May 2020.

**Action/Recommendation:** The Utilities Department – Water Division recommends awarding the contract to T&K Roofing Company in the amount of $422,090.
Wright Capital Investment LLC
Resolution of Support

City Council
June 25, 2019
Background

- Received a request for City Participation from Wright Capital Investment, LLC
- Project qualifies for the High Quality Jobs – Economic Development Program
  - Creation & retention of 10 or more jobs at High Quality Wage
- City incentive of 10-year, 50% reimbursement of increased (increment) taxes – tied to job creation/retention
Project Overview

• $3.25 million total capital investment
• Construction of a new, 50,000 square foot flex distribution & warehouse
• Retention of 10 local jobs
• Creation of 10 new jobs at the State High Quality Wage ($21.61/hr)
Front View – From 6th St SW
Recommendation

Staff recommends approval of Resolution of Support for City incentives under High Quality Jobs – ED Program:

- $1,010,000 gross taxes generated over a 10-year period
  - $404,600 in taxes reimbursed over a 10-year period
  - $605,400 in net taxes collected
Next Steps

- **Today**  Resolution of Support
- **July**   Amend Urban Renewal Plan to include the Project
- **August** Development Agreement