2019 End of Year Wrap-Up

CEDAR RAPIDS
City of Five Seasons®

VenuWorks

CEDAR RAPIDS TOURISM OFFICE ● IMON ICE ● MCGRATH AMPHITHEATRE ● PARAMOUNT THEATRE ● U.S. CELLULAR CENTER
Cedar Rapids Tourism Office

12 Bookings
$4,199,478 future direct spending

- 13 proposals
- $2,266,810 potential direct spending

- 220 tradeshow appointments
- 17 planner visits

- 5484 actualized room nights through Housing Bureau
- $699,494 hotel revenue
- $48,965 H/M tax generated

Reached over 3.5 million people with digital leisure ad campaign
Venue Programming

21 full-time employees across four venues

565,468
Total Attendance

410
Total Events

524
Total Use Days

Events by Type

- banquets/weddings
- sporting
- meetings/convention
- community
- concerts
- family
Economic Impact

Thanks to the financial support ($852,455) from the City of Cedar Rapids City Council, the four VenuWorks managed properties were able to provide a positive impact on the local economy.

$19,503,600.72
Day-Trip Travelers

$29,927,586.93
Overnight Travelers

$49,431,187.65
Consumer Spending in our Community
Return on City Investment

For every $1 invested by the City in the four venues,
The venues delivered back into the community:

$58

That is an impressive return on your investment!
BROTHERS OSBORNE

2341 Total Tickets Sold

$360,361.50 Spending in our community
CIRQUE DU SOLEIL
CORTEO
seven shows across five days

6613
Total Tickets Sold

$967,528
Spending in our community

U.S. Cellular CENTER
ImOn Ice

- Naming rights agreement between ImOn Communications and the City of Cedar Rapids announced Monday, January 13th
- Contract to run January 1, 2020 – 2024
- $500,000 over five years with the option to extend an additional five years for another $575,000
- Updated branding being rolled out
2019 Highlights
184,000 Visitors in 2019

680 Public Skate sessions
11,081 Attendance

69 Learn to Skate Days
11,130 Attendance

5937 hours ice was in use

1835 CRVR Players

Upcoming for 2020

• Partnership with NHL team, Chicago Blackhawks
• RINK Magazine cover feature (March 2020)
• New, diverse lineup of events, including 2020 roller sports tournament, new ticketed events and more!
Marketing Reach

- Estimated Annual Marketing Spend: $500,000+
- Database Reach: 134,000+
- Total Social Reach: 66,280
A unified brand encompassing the four largest venues in Cedar Rapids.
Thank you for the continued support of the VenuWorks managed properties in Cedar Rapids – it is our pleasure to continue to enhance the quality of life in the community and continue to contribute positively to spending in the community.
Public Hearing to Vacate Right-of-Way and Utility Easements

January 14, 2020
• Vacate Utility Easements and Right-of-Way
• Re-establishment of Commerce Drive SW and utility easement through Midwest Commerce Park First Addition
Public Works Recommendation

Item 1:
Approve resolution to vacate the Utility Easement and Right-of-Way Reservation located on Airport Commerce Park Eleventh.

Item 2:
Hold the First Reading of the ordinance to vacate excess right-of-way located on Airport Commerce Park Sixteenth.

Presented by:
Rita Rasmussen, SR/WA, R/W-NAC
Real Estate Services Manager
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319-286-5807
Commerce Park
Urban Renewal Area
Amendment No. 2

City Council
January 14, 2020
Background

- Urban Renewal Plan – accompanies each Urban Renewal Area & TIF District
- Legislation adopted in 2012 requires URA Plans to identify specific activities anticipated to be undertaken:
  - Private redevelopment projects
  - Dispositions/Acquisitions
  - Infrastructure
Background

- **November 19**
  City Council authorized financial incentives for Worley Warehousing project

- **December 30**
  Consultation with affected taxing agencies

- **Today**
  Public Hearing & resolution – Amendment No. 2 to URA Plan

- **February**
  Development Agreement
Background

- Urban Renewal Plan – accompanies each Urban Renewal Area & TIF District
- Legislation adopted in 2012 requires URA Plans to identify specific activities anticipated to be undertaken:
  - Private redevelopment projects
  - Dispositions/Acquisitions
  - Infrastructure
Infrastructure Projects

Projects using tax increments to service bond debt:

- 3rd Avenue SE – 5th Street to 18th Street SE
- 16th Avenue SE – from 4th St to 5th St SE
- Ellis to 6th St NW connection
- 12th Avenue SE – median and railroad crossing improvements
6th St SW from Walford Rd to Tharp Rd SW Turn Lane Improvements

January 14, 2020
Project Purpose:
Widen and improve 6th Street SW to accommodate increased truck traffic from West Side Trucking expansion

- Project Includes:
  - PCC Overlay
  - Turn Lane Construction
  - Grading and storm sewer extensions associated with widening
Project Details

• Construction Cost Estimate = $2,200,000
• RISE Grant Award = $828,000
• Bid Letting on January 22, 2020
• Start Date – March 2020
• Substantial Completion Date – October 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:
Brenna Fall, P.E.
CIP Program Manager
b.fall@cedar-rapids.org
319.286.5732
O Avenue NW Improvements from Edgewood Road to 16th Street

January 14, 2020
Project Details

Project Includes:

- Water main, storm sewer, sanitary sewer and culvert replacement
- Sidewalk infill and replacement
- Pavement reconstruction
- Two year construction project
  - 2020 – 16th Street to 24th Street
  - 2021 – 24th Street to Edgewood Road
Key Facts about Project

Construction Cost Estimate – $9,075,000
- Paving for Progress - $6,000,000
- Water - $1,200,000
- Road Use Tax - $920,000
- Storm - $600,000
- Sanitary - $355,000

Bid Opening – January 29th
Start Date – March/April 2020
Completion – Fall 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*
d.wilson@cedar-rapids.org
Key Facts

• Removals need to be done during the winter because of a US Fish and Wildlife Service requirement for possible bat habitat

• Five Separate Locations

• Start Date – January/February 2020

• Completion Date – March 2020
Bid Results

FY 2020 Tree and Vegetation Removal

301990-20

Bid Date: December 18, 2019

CAJ Enterprises, Inc., DBA Chris Jones Trucking, West Branch, IA  $133,072.91
TLC Construction & Tree Service, LLC, Fort Dodge, IA  $138,000.00
Rathje Construction Co., Marion, IA  $139,190.00
The Public Works Department recommends award of the contract to CAJ Enterprises, Inc. in the amount of $133,072.91

Presented by:

Doug Wilson, P.E.
Paving for Progress Program Manager
d.wilson@cedar-rapids.org
Center Point Road NE from 29th Street to J Avenue Intersection Reconstruction and One-Way to Two-Way Conversion Project

January 14, 2020
Project Includes:

- Water main and sanitary sewer replacement
- Storm sewer extension
- Bio Retention Cell
- Pavement reconstruction
- One way to two way conversion
Bid Results

Center Point Road NE from 29th Street to J Avenue Intersection Reconstruction and One-Way to Two-Way Conversion

3012094-06
Bid Date: December 18, 2019

Boomerang Corporation, Anamosa, IA $2,287,681.05

Dave Schmitt Construction Co., Inc., Cedar Rapids, IA $2,312,014.05

Pirc-Tobin Construction, Inc., Alburnett, IA $2,441,321.05
The Public Works Department recommends award of the contract to Boomerang Corp. in the amount of $2,287,681.05.
Area Projects