## IOVA life | changing

## Tools&Trends

FROM THE IOWA DEPARTMENT OF ECONOMIC DEVELOPMENT • JUNE 2005 • VOL. 14, NO. 3

### \$38 million Awarded to Communities Across lowa

The Iowa Department of Economic Development (IDED) has awarded \$38 million to 114 communities across Iowa. The funds are from two federal initiatives, the Community Development Block Grant (CDBG) program and HOME Investment Partnership Program. Mike Blouin, IDED director, presented the awards in Elk Horn, Fort Dodge, Grinnell and Manchester.

The grants will be used for community facilities, services and infrastructure improvements, as well as the creation or rehabilitation of affordable housing across Iowa.

"These funds are instrumental for Iowa communities," said Blouin. "Since 1982 (when the state began administering these programs) this funding has assisted with more than 2,000 projects and impacted hundreds of communities in Iowa. Investments in the state as a result of those projects total nearly \$1 billion."

These federal grants are funded through the U.S. Department of Housing and Urban Development (HUD). IDED is responsible for administering the funds in the non-metropolitan areas of the state. Applications are solicited annually, usually during the fall. The grants are awarded based on the need and potential impact for the project, benefit to low- and moderate-income persons, and commitment of local resources to the project.

See pages 4-6 for a list of recipients.

For more information on CDBG, HOME, or other community programs, phone 515.242.4711, email community@iowalifechanging.com, or visit www.iowalifechanging.com.

## GROWTH OF COMMUNITY FOUNDATIONS AND CHARITABLE GIVING

The State of Iowa has undertaken several recent initiatives to promote the formation and growth of Community Foundations and charitable giving.

Through the Endow Iowa Program, the State has provided "start-up" grants to Community Foundations, and 20 percent state tax credits to donors to such foundations. The donors can be individuals, corporations, insurance companies or other financial institutions.

Over \$1,000,000 in state tax credits have been awarded to date, based on over \$5,000,000 in eligible donations to Community Foundations.

Under the Endow Iowa Grant Program, 18 newly-formed Community Foundations requested grant assistance. The program was able to provide \$25,000 of grant funds to each of six different Community Foundations to support their organization and growth. The six are the Clay County Community Foundation, the Clayton County Community Foundation, the Community Foundation of Greater Muscatine, the Elma Area Community Foundation, the Greene County Community Foundation, and the Foundation for the Enhancement of Mitchell County. As part of their organizational efforts, these foundations raised over \$600,000 in donations to their organizations.

The other major component of the state's initiatives is the County Endowment Fund. This program will provide approximately \$5,000,000 annually to Community Foundations throughout the state (one foundation in each county that does NOT have a state-licensed gaming facility). This program is now well underway. Foundations have been formed in nearly every county in the state. It is anticipated that eventually 85 Community Foundations will be

eligible for these funds, and approximately 80 of those foundations have already organized and submitted application material for the County Endowment Fund awards. The first distribution of funds through this program is anticipated for the fall of 2005. Upon receipt of the state funds, 25 percent must be placed in a "permanent endowment" fund within each Community Foundation, and the remaining 75 percent of the funds are to be granted out to local charitable organizations. Although these state funds will clearly have a beneficial impact in each of the recipient counties, an even greater impact can be expected as those Community Foundations grow and obtain significant donations from their own local areas.

In order to qualify for funding, many of the newer Community Foundations have "affiliated" with larger, well-established foundations. This allows the Foundations to share the operating costs, thereby lowering the cost to each individual Community Foundation. These affiliations also result in greater cooperation and a more regional approach, rather than each community or county competing against each of its neighbors. In some cases, five to 10 Community Foundations have joined together, while in a couple of instances 20 or more Community Foundations have formed partnerships. The map on page three shows the current Community Foundation "affiliate" partnerships in the State. Several of those areas that have not yet formed an affiliation are in the "search process" and are expected to become affiliated themselves in the near future.

Continued on page 3





"May is promoted as "Tourism Month" for the state, with the spotlight on the Tourism Office staff and their roles with lowa's tourism promotion and development."

Sandy Ehrig, Division Administrator

### FEATURED TEAM: TOURISM

It is impossible to enjoy a beautiful spring day without thoughts of favorite Iowa attractions or get- a- ways! Consequently, May is promoted as "Tourism Month" for the state. The theme continues with the spotlight

on the Tourism Office staff and their roles with Iowa's tourism promotion and development.



Nancy Landess serves as Manager for the Iowa Tourism Office and has been an IDED employee for 28 years. Nancy is currently the Tourism Director of Year. She serves as chair for the National Council of State Tourism Directors, the peer organization recognizing her contributions to this profession. A favorite springtime activity is working in the yard and Nancy will enjoy the Iowa State Fair, August 11-21.



Mark Eckman serves as Partnerships and Group Travel Manager for the Tourism Office, representing IDED at group tour marketplaces and works with a variety of tour planners to "Sell Iowa". Mark is in his 15th year with IDED. He enjoys annual destination visits to Okoboji and Villages of Van Buren and his new summer pastime – kayaking at Big Creek State Park.



**Kathy Bowermaster** is responsible for production of the award winning Iowa Travel Guide and Calendar of Events. She also updates the Web site, coordinates the cooperative advertising, and works with various customer organizations. Kathy enjoys picking flowers from her neighbor's garden and looks forward to horseback riding at Garst Farm Resort this summer.



**LuAnn Reinders** remembers her beginnings at IDED well, because she started during the floods of 1993. LuAnn supervises the four interstate Welcome Centers and manages the contracts with 15 partnership centers. She also manages tourism research projects and serves on the Iowa Wine and Beer Promotion Board. LuAnn cites the July 3rd Des Moines Symphony Concert on the Capitol lawn as summer highlight shared with her family.



**Lonie Mezera** has been with the Tourism Office for 10 years. She coordinates the educational programs for tourism, including the statewide Tourism Conference and Unity Day events. She is responsible for the coordination of the sports and vacation show planning and the Tourism Building administration during the Iowa State Fair. Lonie's family enjoys boating, so they're looking forward to Saylorville Lake, Rathbun, and the Mississippi as summer arrives.



**Carol Slater** is the secretary for the Tourism Office, supporting the team. Carol is dedicated to this team with 22 years under her belt to prove it. She enjoys working at home too, doing yard work and spring house cleaning. Carol also plans a spring shopping spree to help enjoy the changing season.



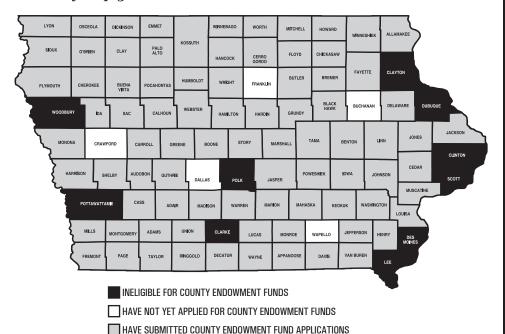
**Evelyn Davis** has been with the Tourism Team for nearly eight years. She is responsible for managing information for various databases, assisting with projects, and fulfilling written and electronic information requests. Evelyn recently visited the Neal Smith Wildlife Refuge in Prairie City and recommends an outing to see the "real" prairie, buffalo and elk.



**Tom Wheeler** has been with IDED for about 1 1/2 years, managing the Iowa Film Office. He is responsible for marketing Iowa's film production capabilities and developing the existing film industry through strong partnerships and relationship building. Tom actually enjoys mowing the lawn in the spring – though summer mowing is bit more challenging than fun.

### GROWTH OF COMMUNITY FOUNDATIONS AND CHARITABLE GIVING

Continued from page 1



For additional information on Endow Iowa or the County Endowment Fund, visit the IDED "Community" website at www.iowalifechanging.com/community and click on the Endow Iowa button. Or, you can contact Mike Miller, IDED, 515.242.4807. Another source of information on these programs is the Iowa Council of Foundations. Angie Dethlefs-Trettin is the contact person. You can reach her at 319.287.9106, or e-mail office@communityfoundationneiowa.com. The Council's web address is www.iowacounciloffoundations.org

## "DOWNTOWN: A Changing Marketplace"

## 19TH ANNUAL IOWA DOWNTOWN SUMMIT

August 23-24, 2005 • Clinton, Iowa

Join with other community leaders at the premier conference on downtown economic development.

The opening presentation, "Untapped Markets-Why You Should Invest in Downtown", will be followed by breakout sessions in four tracks: Understanding the Market; Developing Downtown Real Estate; Financing Change; and Walking Tours.

For more information, contact Debi Flanders, 515.242.4734, or e-mail debi.flanders@iowalifechanging.com

### **Record Attendance at Main Street Iowa Awards**

Forty-seven exceptional downtown revitalization projects and 34 outstanding volunteers received recognition at the 18th Annual Main Street Iowa Awards ceremony on April 15, 2005, at the Marriott in downtown Des Moines. More than 400 people attended the event.

The ceremony also celebrated a milestone for Main Street Iowa communities

Mike Blouin, director of the Iowa Department of Economic Development, addresses the record crowd at the 18th Annual Main Street Awards ceremony.

by recognizing the more \$500 million dollars invested in downtown building acquisition, rehabilitation and renovation.

"Main Street Iowa communities across Iowa should be proud of the revitalization efforts in their city centers," said Mike Blouin, director of the Iowa Department of Economic Development. "Their continued efforts make our state an even greater place to live, work, and play."

In addition to the awards presented to revitalization projects, nine communities received certificates for achieving significant milestones in private dollar investments in the purchase and revitalization of downtown properties. Those honored were Dubuque, \$200 million; Cedar Falls, \$20 million; Iowa Falls and Waverly, \$10 million; Marshalltown, \$5 million; Elkader and Story City, \$3 million; Conrad, \$2 million; and Central City, \$1 million.

Marshalltown and Mount Pleasant received certificates of completion for three years in the Main Street Iowa program. Program directors with two or more years of service were also recognized.

A special recognition was given to Curt Heidt, Federal Home Loan Bank-Des Moines, who was given the "Spirit of Main Street Award." Heidt's continuing support of the Main Street program through both sponsorship and advocacy and his service as one of Iowa's advisors to the National Trust for Historic Preservation were recognized during the presentation.

## **Housing Fund Awards**

#### RENTAL ACTIVITIES (NON-LOW INCOME HOUSING TAX CREDIT PROJECTS)

RECIPIENT	LOCATION	AMOUNT	FUND SOURCE	# UNITS
1) Downtown Partners, Inc.	Burlington	\$615,000	HOME	12
2) Ft. Dodge Housing Agency	Fort Dodge	\$300,000	HOME	6
3) Ft. Madison	Fort Madison	\$544,999	HOME	11
4) Guy Hugunin	Spencer	\$52,000	HOME	10
5) Northeast Iowa Community Action Corporation	Decorah	\$110,640	HOME	2
6) Northeast Iowa Community Action Corporation	Cresco/Postville	\$262,880	HOME	5
TOTAL		\$1,885,519		46
HOMEOWNERSHIP ASSISTANCE				
RECIPIENT	LOCATION	AMOUNT	FUND SOURCE	# UNITS
1) Community Opportunities, Inc.	Carroll County	\$374,990	ADDI/ HOME	10
2) Community Opportunities, Inc.	Galva/Holstein	\$73,500	ADDI/ HOME	7
3) DeWitt	DeWitt	\$262,994	ADDI/ HOME	6
4) Eastern Iowa Regional Housing Authority	Asbury/Manchester	\$99,000	ADDI/ HOME	9
5) Garnavillo	Garnavillo	\$211,400	ADDI/ HOME	8
6) Graettinger	Graettinger	\$157,200	ADDI/HOME	6
7) Greene County	Greene County	\$100,000	ADDI	10
8) Hardin County	Hardin County	\$304,423	ADDI/ HOME	7
9) Mid-America Housing Partnership	Dubuque	\$150,000	ADDI/ HOME	8
10) Manchester	Manchester	\$381,791	ADDI/ HOME	9
11) Manning	Manning	\$100,000	ADDI	10
12) Mason City	Mason City	\$193,582	ADDI/ HOME	5
13) Oskaloosa	Oskaloosa	\$210,000	ADDI/ HOME	10
14) Waterloo	Waterloo	\$100,000	ADDI	10
TOTAL		\$2,718,880		115
RENTAL - JOINTLY FUNDED HOME/LOW II	NCOME HOUSING TAX O	DEDITO		
	TOOME HOODING TAN O	KEDIIS		
RECIPIENT	LOCATION	AMOUNT	FUND SOURCE	# UNITS
RECIPIENT  1) Armstrong Apartments, L.P.			FUND SOURCE HOME	<b># UNITS</b>
	LOCATION	AMOUNT		
1) Armstrong Apartments, L.P.	LOCATION Clinton	<b>AMOUNT</b> \$775,000	HOME	16
1) Armstrong Apartments, L.P. 2) Asbury E.I.R.P., L.L.L.P.	LOCATION Clinton Asbury	<b>AMOUNT</b> \$775,000 \$800,000	HOME HOME	16 16
1) Armstrong Apartments, L.P. 2) Asbury E.I.R.P., L.L.L.P. 3) Francis Housing, L.L.L.P.	LOCATION Clinton Asbury Davenport	AMOUNT \$775,000 \$800,000 \$748,000	HOME HOME HOME	16 16 21
1) Armstrong Apartments, L.P. 2) Asbury E.I.R.P., L.L.L.P. 3) Francis Housing, L.L.L.P. 4) Fulton Place, L.P.	LOCATION Clinton Asbury Davenport Muscatine	\$775,000 \$800,000 \$748,000 \$793,500	HOME HOME HOME HOME	16 16 21 22
1) Armstrong Apartments, L.P. 2) Asbury E.I.R.P., L.L.L.P. 3) Francis Housing, L.L.L.P. 4) Fulton Place, L.P. 5) Jackson Point, L.P.	LOCATION  Clinton  Asbury  Davenport  Muscatine  Fairfield	AMOUNT \$775,000 \$800,000 \$748,000 \$793,500 \$787,500	HOME HOME HOME HOME HOME	16 16 21 22 18
1) Armstrong Apartments, L.P. 2) Asbury E.I.R.P., L.L.L.P. 3) Francis Housing, L.L.L.P. 4) Fulton Place, L.P. 5) Jackson Point, L.P. 6) Salisbury Court, L.P.	LOCATION  Clinton  Asbury  Davenport  Muscatine  Fairfield  Council Bluffs	AMOUNT \$775,000 \$800,000 \$748,000 \$793,500 \$787,500 \$414,952	HOME HOME HOME HOME HOME HOME	16 16 21 22 18 18
1) Armstrong Apartments, L.P. 2) Asbury E.I.R.P., L.L.L.P. 3) Francis Housing, L.L.L.P. 4) Fulton Place, L.P. 5) Jackson Point, L.P. 6) Salisbury Court, L.P. 7) SCAAL, L.L.L.P.	LOCATION  Clinton  Asbury  Davenport  Muscatine  Fairfield  Council Bluffs  Sioux City	AMOUNT \$775,000 \$800,000 \$748,000 \$793,500 \$787,500 \$414,952 \$800,000	HOME HOME HOME HOME HOME HOME HOME	16 16 21 22 18 18 24
1) Armstrong Apartments, L.P. 2) Asbury E.I.R.P., L.L.L.P. 3) Francis Housing, L.L.L.P. 4) Fulton Place, L.P. 5) Jackson Point, L.P. 6) Salisbury Court, L.P. 7) SCAAL, L.L.L.P. 8) The Antlers, L.P.	LOCATION  Clinton  Asbury  Davenport  Muscatine  Fairfield  Council Bluffs  Sioux City  Spirit Lake	AMOUNT \$775,000 \$800,000 \$748,000 \$793,500 \$787,500 \$414,952 \$800,000 \$700,000	HOME HOME HOME HOME HOME HOME HOME HOME	16 16 21 22 18 18 24
1) Armstrong Apartments, L.P. 2) Asbury E.I.R.P., L.L.L.P. 3) Francis Housing, L.L.L.P. 4) Fulton Place, L.P. 5) Jackson Point, L.P. 6) Salisbury Court, L.P. 7) SCAAL, L.L.L.P. 8) The Antlers, L.P. 9) Washington Court, L.P.	LOCATION  Clinton  Asbury  Davenport  Muscatine  Fairfield  Council Bluffs  Sioux City  Spirit Lake  Dubuque	AMOUNT \$775,000 \$800,000 \$748,000 \$793,500 \$787,500 \$414,952 \$800,000 \$700,000 \$800,000	HOME HOME HOME HOME HOME HOME HOME HOME	16 16 21 22 18 18 24 14
1) Armstrong Apartments, L.P. 2) Asbury E.I.R.P., L.L.L.P. 3) Francis Housing, L.L.L.P. 4) Fulton Place, L.P. 5) Jackson Point, L.P. 6) Salisbury Court, L.P. 7) SCAAL, L.L.L.P. 8) The Antlers, L.P. 9) Washington Court, L.P. 10) Whispering Garden IHA, L.P.	LOCATION  Clinton  Asbury  Davenport  Muscatine  Fairfield  Council Bluffs  Sioux City  Spirit Lake  Dubuque	AMOUNT \$775,000 \$800,000 \$748,000 \$793,500 \$787,500 \$414,952 \$800,000 \$700,000 \$800,000 \$576,000	HOME HOME HOME HOME HOME HOME HOME HOME	16 16 21 22 18 18 24 14 16
1) Armstrong Apartments, L.P. 2) Asbury E.I.R.P., L.L.L.P. 3) Francis Housing, L.L.L.P. 4) Fulton Place, L.P. 5) Jackson Point, L.P. 6) Salisbury Court, L.P. 7) SCAAL, L.L.L.P. 8) The Antlers, L.P. 9) Washington Court, L.P. 10) Whispering Garden IHA, L.P.	LOCATION  Clinton  Asbury  Davenport  Muscatine  Fairfield  Council Bluffs  Sioux City  Spirit Lake  Dubuque	AMOUNT \$775,000 \$800,000 \$748,000 \$793,500 \$787,500 \$414,952 \$800,000 \$700,000 \$800,000 \$576,000	HOME HOME HOME HOME HOME HOME HOME HOME	16 16 21 22 18 18 24 14 16
1) Armstrong Apartments, L.P. 2) Asbury E.I.R.P., L.L.L.P. 3) Francis Housing, L.L.L.P. 4) Fulton Place, L.P. 5) Jackson Point, L.P. 6) Salisbury Court, L.P. 7) SCAAL, L.L.L.P. 8) The Antlers, L.P. 9) Washington Court, L.P. 10) Whispering Garden IHA, L.P. TOTAL TENANT BASED RENTAL ASSISTANCE	LOCATION  Clinton  Asbury  Davenport  Muscatine  Fairfield  Council Bluffs  Sioux City  Spirit Lake  Dubuque  Iowa City	AMOUNT \$775,000 \$800,000 \$748,000 \$793,500 \$787,500 \$414,952 \$800,000 \$700,000 \$800,000 \$576,000 \$7,194,952	HOME HOME HOME HOME HOME HOME HOME HOME	16 16 21 22 18 18 24 14 16 12

## **Housing Fund Awards**

OWNER-C	CCUPIED	RFHABII	ITATION
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RECIPIENT	LOCATION	AMOUNT	FUND SOURCE	# UNITS
1) Anamosa	Anamosa	\$422,790	CDBG	10
2) Belmond	Belmond	\$314,900	CDBG	10
3) Buffalo Center	Buffalo Center	\$272,200	CDBG	8
4) Carson	Carson	\$206,000	CDBG	8
5) Charles City	Charles City	\$317,500	CDBG	10
6) Clarksville	Clarksville	\$286,840	CDBG	8
7) Cresco	Cresco	\$253,200	CDBG	8
8) Denison	Denison	\$329,990	CDBG	10
9) Diagonal	Diagonal	\$169,496	CDBG	4
10) Dike	Dike	\$300,030	CDBG	6
11) Eagle Grove	Eagle Grove	\$314,990	CDBG	10
12) Edgewood	Edgewood	\$216,293	CDBG	7
13) Fairfield	Fairfield	\$379,240	CDBG	10
14) Grinnell	Grinnell	\$267,192	CDBG	8
15) Guthrie Center	Guthrie Center	\$255,000	CDBG	8
16) Hawarden	Hawarden	\$298,000	CDBG	10
17) LaPorte City	LaPorte City	\$442,548	CDBG	9
18) Lisbon	Lisbon	\$386,880	CDBG	10
19) Mechanicsville	Mechanicsville	\$329,990	CDBG	10
20) Newell	Newell	\$240,000	CDBG	8
21) Nora Springs	Nora Springs	\$197,400	CDBG	6
22) Oelwein	Oelwein	\$334,988	CDBG	10
23) Ogden	Ogden	\$258,200	CDBG	8
24) Primghar	Primghar	\$240,000	CDBG	8
25) Radcliffe	Radcliffe	\$200,874	CDBG	6
26) Rake	Rake	\$205,900	CDBG	6
27) Seymour	Seymour	\$269,143	CDBG	7
28) Solon	Solon	\$288,295	CDBG	7
29) Stacyville	Stacyville	\$199,900	CDBG	6
30) Swea City	Swea City	\$271,200	CDBG	8
31) Walnut	Walnut	\$207,400	CDBG	6
32) Wayland	Wayland	\$254,992	CDBG	8
33) Wellsburg	Wellsburg	\$215,058	CDBG	6
34) Woodbine	Woodbine	\$312,500	CDBG	10
TOTAL		\$9,458,929		274

## Community Facilities & Water & Sewer Awards Awards

RECIPIENT	AWARD	DESCRIPTION
Clear Lake	\$500,000	Construction of a 10,000 sq. ft. addition for the vocational center at Opportunity Village. The Village provides services to individuals with disabilities.
McGregor	\$300,000	City's storm water collection system improvements.
Tama County	\$202,000	Construction of a 2,900 sq. ft. building for the Tama County Central Point of Coordination office.
Forest City	\$363,500	Addition of 1,850 sq. ft. and renovation of 2,780 sq. ft. of the Forest City Good Samaritian Center
Fort Dodge	\$435,000	2000 sq. ft. second floor addition to the YWCA
Hull	\$165,000	Renovation of a 3,300 sq. ft. old fire house on Main Street for purposes of a new Senior Center.
Sheldon	\$500,000	Construction of an 8,240 sq. ft. addition to the existing Sheldon Community Daycare. The project will allow the daycare to increase the number of children that it provides services to, plus add the Develop mental Preschool Program to its services.
Camanche	\$216,792	Renovation of the 8,000 sq. ft. former Camanche Elementary School and most recently a community center into a child care center licensed for 90 children.
Clinton County	\$300,000	Construction of a 20,000 sq. ft. addition to the Skyline Center's sheltered workshop in Clinton creating 40 new jobs for disabled persons.
Des Moines County	\$600,000	Construction of a 12,000 sq. ft. facility to relocate the Community Health Centers of Southeastern Iowa, Inc.
Johnson County	\$700,000	Construction of a 33,300 sq. ft. service center for use by Systems Unlimited Inc. to provide services to individuals with disabilities.
Lowden	\$300,000	The City will enter into a ground lease with the local school to construct a 5,500 sq. ft. addition and enter into a management agreement with the Little Home Child Care to expand their child-care license.
Wellman	\$338,175	The Sunrise Child Care is seeking funds to assist in the Construction of a 5,597 sq. ft. day care facility which will serve 60 children.
TOTAL	\$4,920,467	

RECIPIENT	AWARD	DESCRIPTION
Farmersburg	\$300,000	Improvements to the water system.
Hazleton	\$300,000	Construction of a new water tower
Plymouth	\$300,000	Improvements to the sanitary sewer system
Ryan	\$300,000	Construction of a treatment cell at the lagoon
Sheffield	\$300,000	Conversion to an aerated lagoon system
Wellsburg	\$300,000	Connection to a rural water system
Emmetsburg	\$600,000	Construction of a water treatment plant
George	\$500,000	Construction of an additional lagoon cell
Gowrie	\$500,000	Improvements to the sewage treatment facility
Inwood	\$300,000	Construction of sewer lagoons
Kamrar	\$229,000	Bring rural water to the city of Kamrar
Madrid	\$354,150	Improvements to the sanitary sewer system
Primghar	\$300,000	Construction/rehabilitation of a
		wastewater lagoon
Ruthven	\$458,000	Improvements to the sanitary sewer system
Sutherland	\$300,000	Rehabilitation of the sewer collection system
Bloomfield	\$362,500	Water treatment & distribution activities
Brooklyn	\$431,230	Improvements to the water distribution system
Calamus	\$300,000	Construct a water storage reservoir
Coggon	\$254,500	Improvements to the sanitary sewer system
Collins	\$300,000	Installation of a water main
Delta	\$300,000	Installation of a water main
Keswick	\$160,000	Construction of a new wastewater treatment facility
Melcher-Dallas	\$500,000	Improvements to the water system
Ottumwa	\$500,000	Construction of storm and sanitary sewer
Carroll County	\$102,000	Construction of a sanitary sewer system in Maple River Junction
Carroll County	\$104,000	Construction of a sanitary sewer
		collection system in Mount Carmel
Carson	\$300,000	Modifications to the waster water treatment plant
Centerville	\$250,000	Water system improvements
Crescent	\$300,000	Replacement of water mains
Elk Horn	\$300,000	Replacement of existing water mains
Exira	\$300,000	Connection to regional water
Jefferson	\$168,990	Construction of a force main
Little Sioux	\$67,067	Replacement of the main water supply well
Macksburg	\$142,000 "pre	Replace individual on-site systems with a ssurized sewer system with final treatment" system
Missouri Valley	\$600,000	Construction of a new water treatment plant
Mount Ayr	\$500,000	Renovation/conversion of the sewer plant
Riverton	\$240,000	Replacement of the aerolator water treatment unit
TOTAL	\$11,823,437	

## Market Analysis Training in Progress

More than 200 leaders from 59 Iowa communities attended the "Market Analysis for Downtown" workshops presented by the Iowa Downtown Resource Center and sponsored by the Iowa Department of Economic Development, the Federal Home Loan Bank and the U.S. Department of Housing and Urban Development.

The workshops were held in five communities - Alta, Atlantic, Sigourney, Waverly and West Des Moines - on March 28-29 and April 5-7, and were conducted by Jay Schlinsog, Downtown Professionals Network.

Schlinsog gave an overview of market analysis and discussed the benefits it can bring to communities that complete the process.

"Market analysis findings can be applied to business retention and expansion, business recruitment, planning and development as well as marketing and promotion," Schlinsog said.

The workshops were the initial element in a training opportunity available to all Iowa communities.

Thirty-four communities are currently participating in the second phase - a series of four ICN workshops which began in May and will continue

through September.

The May session of "Step-by-Step Market Analysis" provided direction in organizing and publicizing the market analysis process, collecting and reviewing relevant background information and assessing local conditions.

The second session, scheduled for early June, assists with trade area definition, the collection and analysis of demographic and socio-economic data, as well as sales leakage and surplus data.

Methods for performing primary research, both consumer and business, will be covered in the third session. Communities will learn how to design questionnaires and conduct surveys.

The final session involves compiling, analyzing and reporting market analysis results.

Upon successful completion of the "Step-by-Step Market Analysis," communities will have the opportunity to purchase additional technical assistance services which include survey data tabulation, an on-site technical visit on utilization of findings, and a written executive summary.

For more information, contact Thom Guzman at the Iowa Downtown Resource Center, 515.242.4733.



Jay Schlinsog, Downtown Professionals Network, discusses the market analysis process with workshop participants from communities in Southeast Iowa. The session was held in Sigourney.

# BECKY GRUENING HONORED FOR TOURISM LEADERSHIP

Becky
Gruening,
Director of
Tourism and
Travel at
the Greater
Des Moines
Convention
and Visitors
Bureau, (CVB)
received
statewide
attention on



April 29, when she received the 2005 Iowa Tourism Leadership Award. The honor came at Iowa Tourism Unity Day, an annual event that joins hundreds of tourism professionals and volunteers from around the state. Nancy Landess, Manager of the Iowa Tourism Office and Vicki Hughes, President of the Travel Federation of Iowa announced and presented the award.

A more than 30-year veteran of the travel industry, Gruening is charged with developing new marketing programs for packaged and leisure travel and developing educational programs for members of the Greater Des Moines CVB. She is also an avid volunteer, having served on the boards of the Central Iowa Tourism Region, the Travel Federation of Iowa, and the Iowa Group Travel Association. Gruening was also elected to the prestigious National Tour Association's Board of Directors and Executive Council, a national organization based out of Lexington, Kentucky.

Landess said Gruening deserves accolades for her commitment to the tourism industry in Iowa. "Year after year, Becky is an enthusiastic and reliable leader who volunteers countless hours to advancing the state as a tourism destination," she said. "Becky is a worthy recipient of this award."

Tourism is a \$4.6 billion industry in Iowa, employing more than 62,000 people statewide. The Iowa Tourism Office is part of the Iowa Department of Economic Development.

#### TOOLS & TRENDS 2005 Planning Calendar

JUNE

15 Homeless Awards Recipient Workshop

JULY

Independence Day 27 "Getting to Know IDED" *life* | changing

Iowa Department of **Economic Development** 200 East Grand Des Moines, IA 50309



#### **AUGUST**

**Rural Development Council Full Partnership Meeting** 

Iowa State Fair

Iowa Downtown Summit, 23-24 Clinton

**CDBG Public Facilities Application Workshop** 

#### **SEPTEMBER**

**Housing Fund Application** Workshop

Labor Day

National Trust for Historic 27-30 Preservation Conference, Portland, Oregon

#### **NOVEMBER**

"Getting to Know IDED" 9-10 Iowa Conference on Volunteer Service, West Des Moines

#### **OCTOBER**

Deadline for Iowa Volunteer Hall of Fame Nominations 24-26 Tourism Conference, Council Bluffs

24 Thanksgiving

#### **DECEMBER**

Happy Holidays!

### **Community Development Division Honored**

The State of Iowa Environmental Review Process received a "Cream of the Crop" award in April from the U.S. Department of Housing and Urban Development.

Hank Manning, team leader, Public Facilities, and Leslie Leager, environmental review officer, had made the nomination presentation and were in Omaha to accept the award on behalf of the Community Development Division.

In 2001, the state's Community Development Block Grant (CDBG) and Housing Environmental Specialists revised the environmental compliance section of the Management Guide to make the process more user-friendly and accessible to recipients.

This process included the redesign of all forms to make them more understandable and comprehensive; the development of input screens for the CDBG Access Database to track recipient environmental compliance; and recipient training.

The following successful outcomes are a result of the new process:

- State recipients can guickly and accurately complete environment assessments:
- The public can easily follow the assessment and understand how findings were made;
- Release of funds letters are distributed in a more timely manner;
- Training events have contributed to the recipient's ease and understanding of the environmental review process.



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