



Pottawattamie County Growth Alliance
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EMPLOYMENT	Jan. 2008	Feb. 2008	% Change	Feb. 2007	% Change
City of Council Bluffs					
Labor Force	31,700	31,800	.32%	31,600	.63%
Employment	30,300	30,600	.99%	30,400	.66%
Unemployment	1,400	1,200	-14.29%	1,100	9.09%
Unemployment Rate	4.5%	3.8%	-.7%	3.6%	.2%
Pottawattamie County					
Total Nonagricultural	39,040	38,660	-.97%	39,090	-1.10%
Goods-Producing	6,720	6,230	-7.29%	7,340	-15.12%
Service-Providing	32,320	32,430	.34%	31,740	2.17%
Government	5,190	5,340	2.89%	5,240	1.91%
CONSTRUCTION	Q1 2007	Q1 2008	% Change	YTD 2007	YTD 2008
Number of Units					
Single-Family	31	22	-29.03%	31	22
Two-Family	0	0	0.00%	0	0
Multi-Family	32	1	-96.88%	32	1
Total	63	23	-63.49%	63	23
Valuation (x 1000)					
Single-Family	\$3,550	\$2,973	-16.25%	\$3,550	\$2,973
Two-Family	0	\$0	0.00%	0	\$0
Multi-Family	\$3,440	\$2	-99.94%	\$3,440	\$2
Total Valuation	\$6,990	\$2,975	-57.44%	\$6,990	\$2,975

A Decade of Success by: Mark Norman, Vice President of Economic Development

It is hard to believe but the Pottawattamie County Growth Alliance is in its tenth year of existence. Little did people know that when the division of the Council Bluffs Area Chamber of Commerce was formed in 1999 that just ten years later the report card would read over \$1.7 BILLION in capital investment and over 2,200 JOBS created or retained. I would call that an A+.

Celebration of Success

To celebrate that Decade of Success and to kick-off the Alliance's new 4-year fundraising campaign, the Board of Director's threw a Celebration of Success party on February 29th at the Mid-America Center. Attendees feasted on a variety of appetizers and other tasty treats to the back-drop of good old rock and roll music.

Current and future Alliance partners were invited to "JOIN THE REVOLUTION" through a specially produced video highlighting the economic projects the Alliance has been involved in since its creation. Special guest stars on the video included Eric Kluver from Omaha Standard, Ken Patchett from Google and Julie Stavneak from J Development.

The event ended with another video



Eric Kluver, CFO for Omaha Standard, talks about the role the Pottawattamie County Growth Alliance played in the development of their new \$17,000,000 facility in the Decade of Success video. The video can be seen at www.councilbluffsiowa.com/economic_development.

with both grade school and high school students from Council Bluffs Community Schools indicating what they thought made Council Bluffs exciting and what would keep them in the community.

A good time was had by all.

The 4-year pledge drive continues and will be wrapping up in May. The goal is to raise \$150,000 in annual pledges for the 4-year period to allow the Alliance to continue the REVOLUTION.

To date we are nearing 65% of that goal. Thanks to all who have pledged so far. If you would like to become a partner in the Alliance, please contact Mark Norman at 712-325-1000.



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Google Gives Back

The first phase of the Google data center is still under construction but Google is already living up to their promise to be actively involved in the Council Bluffs community. On March 24th, Google held two free "AdWords" seminars to help local businesses and non-profits alike market themselves to users of the Google search engine.

Participants learned how AdWords works and perhaps even more importantly, how to use it effectively. To top it off everyone received a \$100 certificate to try it for free!

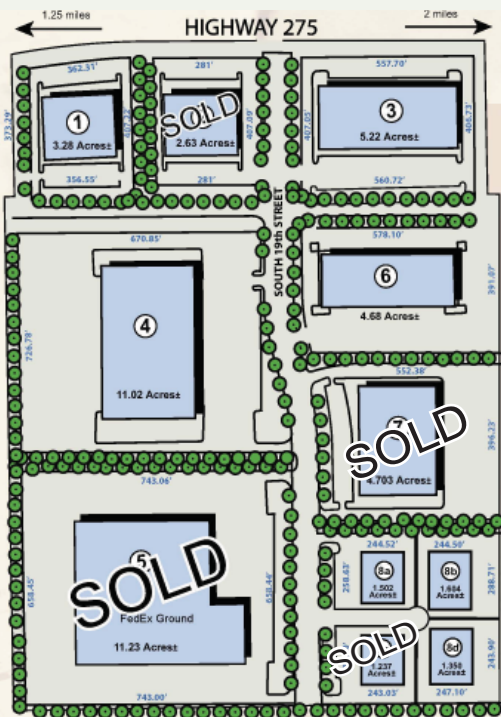
Google has only offered these seminars in areas that currently have a Google facility located in them. If you missed the seminar but want more information on AdWords, go to www.google.com and type in AdWords.

Development Counsellors International

The Greater Council Bluffs Regional Partnership has contracted with Development Counsellors International (DCI) to target ideal companies for expansion and relocation opportunities that bring new "high intellect, high value" jobs and capital investment to the Region. An immersion tour with DCI staff was held in April where they met with representatives from eight businesses in the Region. Information gathered during the visits focused on labor retention, infrastructure costs, real estate prices, expansion planning, and the overall reason the company chose to be in and remain in the Region. Using the information, DCI will identify out of state businesses that have expansion opportunities and work to arrange on-site visits with the business by Regional staff. The first sell trip will be to the Minneapolis market in July. Other sell trips will be scheduled in the latter part of the year and in early 2009 and will be centered on a targeted industry trade show or geographical region.

I-29 Corridor Marketing Opportunity

The Greater Council Bluffs Regional Partnership is exploring the idea of working with Sioux City, Monona and Fremont Counties to market the I-29 corridor as a location for business expansion projects. The first step in the process is to have a consultant conduct a SWOT analysis of this six-county region. The analyses will help identify the commonalities of the region that are desired by a business that is looking for a place to expand their business. Once the analyses is complete, the group will develop a marketing plan to let business know why the I-29 corridor is a good location for their business.



South Point Business Park Land Sales

The Council Bluffs Industrial Foundation recently closed on the sale of two lots in South Point Business Park. Brian Peterson, owner of Teqnikote, Inc. purchased 1.237 acres located on South 19th Street and 44th Avenue Circle. Teqnikote will build a 5,390 sq. ft. building to house their wholesale supply business. They provide polyurethane finishes to several markets in Western Iowa and Eastern Nebraska.

Barney and Ross Glenn, owners of Glenn Electric and Protech, Inc. purchased approximately 4.7 acres. Initially they will build a 5,900 sq. ft. building for Protech, Inc. Protech outfits vehicles with toolboxes, ladder racks, and lift gates. At a later date, a building will be constructed for Glenn Electric, which provides plumbing and electrical services for commercial and residential customers.



Submitted by Alley Poyner Macchietto Architecture

Iowa Architectural Foundation leads Community through S. Main Charrette

Council Bluffs was the latest Iowa community to participate in the Community Design Program which ran from Thursday April 10th through Saturday, April 12th. The program, run by the Iowa Architectural Foundation (IAF), aids communities by providing an open and public decision-making process that brings organizational representatives, community officials, and concerned citizens together with design professionals for an extended weekend of visioning and planning.

Focusing on a renewed and inviting South Main downtown district, the design team, comprised of architects and other design professionals, went work with Council Bluffs leaders and residents to design solutions to the current problems the community is facing. Short and long term goals will be made for the South Main district. The City Community Development Department received a grant from the Iowa West Foundation to invite IAF. Alliance staff assisted with the coordination of the event.

“With the recent announcement that Artspace will be purchasing and redeveloping 1000 S. Main into 35 artist live-work units this coming summer, we felt we should invite the Iowa Architectural Foundation to lead the community in a visioning process for the South Main district,” stated Don Gross, Director of Community Development.

During this charrette, the City also started on some design work for some streetscape improvements in the district in order to create a smooth visual transition from downtown (north of 9th Avenue) to the South Main area (south of 9th Avenue to 16th Avenue). With future development, the City wants to respect the existing businesses in the district while starting discussions on what new development could look like on various vacant and for sale parcels in the district.

The public meetings were held Friday and Saturday and attended by 30 citizens each day. Results of the Charrette will be given to the City over the next few weeks. The Community Design Program is one of four programs run by the Iowa Architectural Foundation. The Foundation’s mission is to promote the awareness of the architecture and community design to Iowans.

Storefront Grant Applications Now Being Accepted

PCDC was recently awarded \$500,000 for the continuation of the Storefront Grant Program

Applications are being accepted until:

Monday, June 9th

For an application, please contact Sheryl Garst 325-1000.

- ▶ Project must involve comprehensive renovation of building exteriors with emphasis placed on facade.
- ▶ Project may also include 2nd story residential renovation and modernization or code upgrades.
- ▶ Property must be located within the Council Bluffs central business district.
- ▶ Property must be commercial or mixed use. (commercial and residential)
- ▶ Project must meet all City, State, and Federal codes and requirements.
- ▶ Project must meet standards set by PCDC and the City’s Historic Preservation Ordinance.
- ▶ Only a building’s owner or agent of the owner holding valid option or sales contract is an eligible applicant.
- ▶ All projects must be completed within 12 months.