



Pottawattamie County Growth Alliance
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Q2
INDICATORS

| EMPLOYMENT | Apr. 2008 | May 2008 | % Change | May 2007 | % Change |
|-------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|
| City of Council Bluffs | | | | | |
| Labor Force | 32,040 | 31,900 | -0.44% | 31,970 | -0.22% |
| Employment | 30,820 | 30,710 | -0.36% | 31,000 | -0.94% |
| Unemployment | 1,200 | 1,180 | -1.67% | 970 | 21.65% |
| Unemployment Rate | 3.8% | 3.7% | -0.1% | 3.0% | 0.7% |
| Pottawattamie County | | | | | |
| Total Nonagricultural | 38,280 | 38,140 | -0.37% | 42,550 | -10.36% |
| Goods-Producing | 5,980 | 5,980 | 0% | 9,530 | -37.25% |
| Service-Providing | 32,300 | 32,150 | -0.46% | 33,020 | -2.63% |
| Government | 5,310 | 5,300 | -0.19% | 5,650 | -6.19% |
| CONSTRUCTION | Q2 2007 | Q2 2008 | % Change | YTD 2007 | YTD 2008 |
| Number of Units | | | | | |
| Single-Family | 56 | 46 | -17.86% | 78 | 70 |
| Two-Family | 0 | 1 | 100% | 0 | 1 |
| Multi-Family | 140 | 0 | -100% | 172 | 0 |
| Total | 196 | 47 | -76.02% | 250 | 71 |
| New Commercial/Industrial | 8 | 9 | 12.50% | 14 | 15 |
| Valuation (x 1,000) | | | | | |
| Single-Family | \$6,070 | \$5,380 | -11.37% | \$9,620 | \$8,360 |
| Two-Family | \$0 | \$160 | 160% | \$0 | \$160 |
| Multi-Family | \$17,430 | \$0 | -100% | \$20,870 | \$0 |
| Total Valuation | \$23,500 | \$5,540 | -76.43% | \$30,490 | \$8,520 |
| New Commercial/Industrial | \$13,340 | \$28,810 | 115.97% | \$24,890 | \$43,260 |

Alliance and Omaha GO! Partnership Hold Combined Meeting

The Pottawattamie County Growth Alliance held its first ever combined meeting with the Omaha GO! Partnership On July 29th at the Mid-America Center. Over 140 financial supporters of the Alliance and the GO! Partnership heard activity updates from Bob Mundt, President and CEO of the Council Bluffs Area Chamber of Commerce and David Brown, President and CEO of the Greater Omaha Chamber of Commerce.

David Brown spoke about the tremendous growth in the downtown Omaha area and how the new baseball stadium will continue that transformation. He also gave updates on such projects as Midtown Crossing by Mutual of Omaha, Aksarben Village and the Southport Business Park in Sarpy County.

Bob Mundt updated the Omaha attendees on the history of the Alliance, the exciting developments occurring around the Mid-America Center, the Metro Crossing and Marketplace developments and our regional marketing efforts.

This is hoped to be the first of many such joint meetings in the future and another step towards more cross-border cooperation.



Bob Mundt and David Brown, President and CEO of the Greater Omaha Chamber of Commerce visit after the Regional Partnerships meeting.



Bob Mundt, President and CEO of the Council Bluffs Area Chamber of Commerce explains the divisions of the Chamber, including the Alliance.

IN THIS ISSUE

| | |
|---|----------|
| <i>GO! Partnership Meeting</i> | <i>1</i> |
| <i>I-29 Logistics Corridor</i> | <i>2</i> |
| <i>Western Iowa Business Network</i> | <i>2</i> |
| <i>Regional Marketing</i> | <i>2</i> |
| <i>Storefront Grants & Second Funding Round</i> | <i>3</i> |
| <i>25th & W. Broadway Update</i> | <i>3</i> |
| <i>Quarterly Indicators</i> | <i>4</i> |



This seminar will introduce the disciplined, systematic approach to achieving dramatic growth that Eureka! Winning Ways can offer a manufacturing business.

Western Iowa Business Network Update

“The Western Iowa Business Network is an inclusive association of business and industry represented by owners and managers seeking to achieve a greater understanding of common business needs through education, communication and interaction.”

The educational aspect of the network continues with a seminar on Tuesday, September 30th. The workshop will be conducted by the Center for Industrial Research and Service (CIRAS) and participants can learn about proven scientific methods for accelerating reliable top-line growth.

This seminar will introduce the disciplined, systematic approach to achieving dramatic growth that **Eureka! Winning Ways** can offer a manufacturing business. In two short hours, participants will learn about the 3 Laws of Marketing Physics, the Trailblazer Development Process, the concept of Capitalistic Creativity and what makes them such powerful tools to:

- Create more effective sales & marketing messages
- Develop new/improved products & services
- Expand with new customers & markets
- Explore export opportunities
- Provide green/sustainable product offerings



I-29 Corridor “The Logistics Corridor”

The Greater Council Bluffs Regional Partnership continues to work with the City of Sioux City and Monona and Fremont Counties to explore the opportunities to market the I-29 corridor as a location for business re-locations and expansions. Smart Solutions Group has completed an initial analysis that included key sales messages (quality of life, community leadership, academic resources, diversity, location, etc.) and potential preliminary recommendations. Those early recommendations include to move proactively to “own” the I-29 corridor; focus direct marketing efforts on site location consultants; position ourselves as the “Logistics Corridor,” and design and implement a website to market the I-29 corridor. The partners in this effort will meet in August to refine the various strategies and decide how to move forward with marketing the I-29 corridor as well as looking at various funding scenarios.

Greater Council Bluffs Regional Partnership Marketing Activities Update

Since the last quarterly newsletter, Partnership staff has participated in meetings in Minneapolis and Chicago coordinated by the Community Venture Network group and heard presentations from sixteen start-up and early-stage businesses on their company and products. Follow-up conversations have been held with several of these companies and regional site location information has been provided to them. In early June, we assisted the Iowa Department of Economic Development with the Wind Power 2008 trade show in Houston, TX. Over seven hundred companies from the wind power industry had displays at this show. Iowa has generated a tremendous amount of interest from wind power component parts manufacturers. Development Counsellors International (DCI) assisted the Partnership staff in establishing appointments with four companies in the Minneapolis-St. Paul, MN area that are in a growth mode. Meetings with these companies were held during a mini sales trip to the area on July 15 & 16. Partnership staff also participated in a mini Sell Iowa trip to the Denver metro area July 21-23 where we called on seven companies to discuss their growth plans and opportunities for facilities in Iowa.



146 West Broadway (left) and 106 West Broadway (right) were each awarded storefront grants during the last round of funding.

Two Storefront Grants Awarded

Two new storefront grants have been awarded as a result of the Downtown Revitalization Fund provided by IWF. Both grants have been awarded to properties on the historic 100 block of West Broadway.

Ryan Rogers, the owner of 106 West Broadway, has been awarded a storefront grant for exterior improvements. Plans for the exterior of the building, include restoring the storefront to the period it was built, replacing windows, adding decorative pieces and repainting the existing stucco. Formerly known as Bloomworks Florist, the interior of the building is currently under renovation to accommodate the new tenant who will occupy the first and second floors. Glory Days bar and restaurant will become the new tenant once interior renovation is complete.

Ron Johnson, the owner of 148 West Broadway, has also been awarded a storefront grant. The plans include a complete renovation of both the interior and exterior of the building, including cornice repair, new windows, and doors and bringing the first floor facade back to its original historic character. The 2nd floor will be finished into two loft style apartments and the first floor retail area will house a salon.

25th & W. Broadway Environmental Status

While it is a long and drawn out process, PCDC is in the final stages of environmental remediation on the old Omaha Standard Site located at 25th & W. Broadway. Two environmental hot spots on the previous Omaha Standard site are being taken through the Land Recycling Program (LRP) which allows property owners to assess and implement remedial actions on the contaminated site. Once the site has been through the appropriate remediation steps, IDNR will provide a No Further Action Letter. This certificate provides protection from further regulatory action relating to the problems addressed.

The northwest corner of the redevelopment site has been undergoing over-excavation to remove contaminated soils related to two separate leaking underground gasoline storage tanks. That over-excavation is now complete and will be monitored for a period of time. However, construction on the site will now be allowed to proceed.

The majority of the two-block site is under option to Hy-Vee for the possible construction of a 60,000 square foot grocery store while the western two out lots are under option to the Seldin Company.

Storefront Grant Applications Now Being Accepted

PCDC's 2nd Competitive
Round of Storefront Grants

Applications are
being accepted until:
Friday, August 29th

For an application, please contact
Andrea Kathol 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.