

## Google Community Celebration

On Tuesday, May 19, 2009, Google hosted a Community Celebration on their campus located just off Veterans Memorial highway. The celebration included food, music, demonstrations, games, and prizes. Governor Chet Culver and Mayor Tom Hanafan were both present to welcome Google to Iowa and the Council Bluffs community. The also communicated the importance of ‘what it means to have Google located here’. When asked ‘why Google selected Council Bluffs as the location for this data center’, Chris Russell, data center manager for Google, pointed to the key strengths that our community provided. These strengths include a strong power grid, water system, cable and fiber infrastructure, and the availability of land and buildings.

When the Google Data Center is fully operational, it will employ 200 individuals from the Council Bluffs region. The average salary at this facility is \$50,000. This presents an incredible employment opportunity for Iowa residents. Younger Iowans will not need to leave the Midwest to find quality IT jobs.



Mayor Tom Hanafan welcomes Google to the Council Bluffs community.

In addition, Google plans to work to build community partnerships. They have already begun to forge relationships with Iowa Western Community College and the Boys & Girls Club, Inc.



Governor Chet Culver shares with the crowd what it means to have Google as part of Iowa and the Council Bluffs community.



During the celebration at Google, representatives from Google, Governor Chet Culver, Mayor Tom Hanafan, and other community representatives, connected the final fiber optic line lighting off fireworks. This event signified the official opening of the Google Data Center in Council Bluffs.

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## Western Iowa Transportation Corridor

The Western Iowa Transportation Corridor (WITC) group consists of development groups located in Iowa along I-29 and I-80. The participating development groups include the City of Sioux City, Monona County, Fremont County, and the Greater Council Bluff Region (Pottawattamie County Growth Alliance, Western Iowa Development Association, Harrison County Development Corporation, and Glenwood/Mills County Chamber and Economic Development. Together, these groups are working on a transportation and logistics marketing initiative. This initiative encompasses all modes of transportation in our region including airports, rail service, barge service, and over-the-road transportation.

This fall, the WITC group will be working with a consultant, Site Selection Group, to conduct a transportation/logistics study on the Corridor region. This study will provide the group with the following information:

- a) attributes our region has to offer to logistics and transportation industries.
- b) is our region ready to be marketed to logistics and transportation industries.
- c) improvements that can be made to our current marketing plan.
- d) a marketing strategy for the WITC group.



## International Association of Refrigerated Warehouses Annual Conference

The International Association of Refrigerated Warehouses annual Convention and Expo was held in Palm Springs, California on March 28 - April 2, 2009. The event attracted more than 600 cold chain professionals from around the world. The Greater Council Bluffs Region participated as an exhibitor at the trade show.



## Wind Power 2009 Conference

The American Wind Energy Association hosted their annual conference, Wind Power 2009, on May 4-7, 2009, in Chicago, Illinois. With over 23,000 attendees, this conference is the premier wind energy conference and exhibition in North America. The Greater Council Bluffs Region participated with IDEED as an exhibitor at the trade show.

With wind installations reaching 8,500 MW in 2008, the wind energy capacity in the U.S. grew 50% in one year, and has grown by an average of 32% annually for the past four years. The aggressive growth and future needs of the wind industry have opened new and exciting opportunities for our region.



## Institute of Food Technologists Expo

The Institute of Food Technologist (IFT) held their Annual Meeting and Food Expo on June 6-10, 2009, in Anaheim, California. More than 14,500 food professionals came to the annual meeting and expo to hear about the latest food science and technology developments, learn about the newest products and trends, and build stronger professional relationships. The Greater Council Bluffs Region also participated with IDEED as an exhibitor at this trade show.

The IFT Food Expo brings together buyers and sellers from all corners of the food science and technology world. With more than 1000 exhibitors and 500 ingredient companies, the potential for great ideas, professional connections, new opportunities, and profitable relationships is nearly endless.

The Best of Food Thinking 2009



ANNUAL MEETING + FOOD EXPO®

## Changing Face of Broadway 100 Block

During the past few years, the community has seen several storefronts on the historic 100 block of West Broadway receive much needed renovations. Currently, the redevelopment efforts of Pottawattamie County Development Corporation (PCDC) are focused on the south side of the street.

In July, the demolition of the former Christian Worship Center building began. A new retaining wall will be built adjacent to Pierce Street in anticipation of future redevelopment. The new site will be host to new office space, retail space, and residential apartments.



In addition, the building with the former O'Malley's Appliance store will be restored to its original condition dating back to the early 1900's. Totalling \$6.8 million, the comprehensive rehabilitation will include 14,000 square feet of commercial space on the first floor and 19 indoor parking spaces to accommodate the 17 loft-style apartments on the second floor.



To date, 11 different sources of financing have been committed. The use of New Market Tax Credits, Historic Tax Credits, and Tax Increment Financing are just a few sources that are making this project possible.

During this same time, the city of Council Bluffs is in the process of completing a 2-year streetscape project on West Broadway. This project includes decorative brick sidewalks, landscaping, and benches, in addition to new utilities and paving.



## Professional Developers of Iowa Conference

The Professional Developers of Iowa (PDI) is a group of economic development professionals affiliated for the purpose of development of the economic base of the state of Iowa. The PDI Spring Conference was held in Sioux City on May 27-29, 2009. Terry Bailey and Lori Shields attended the conference as representatives for the Pottawattamie County Growth Alliance.



## Chamber Conducts Search for Economic Development Vice President

Following the departure of Mark Norman as Vice President of Economic Development for the Council Bluffs Chamber and the Growth Alliance, the Chamber has hired the services of the Management Resources Group, an executive search firm, to conduct a search for the new Vice President.

"This is an extremely important position given the great strides our community has taken the past several years" said Bob Mundt, President of the Chamber. "MRG will assist us in the initial qualifying and screening of potential candidates from across the Midwest so we get a highly qualified economic development professional who can take us to the next level."

As of this writing, the process has narrowed the field to four potential candidates and the final interview process has begun. Representatives from the Growth Alliance, the Chamber Board, and many of our partners will have input into the process with the goal of hiring in early September.

"Our process should be completed by the first week in September with our new Vice President on Board by early October," according to Mundt. "We are excited to move forward into a new era of growth and development."





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**Q2 INDICATORS**

EMPLOYMENT	April 2009	May 2009	% Change	May 2008	% Change
<b>City of Council Bluffs</b>					
Labor Force	30,860	31,210	1.13%	31,490	-0.89%
Employment	29,690	29,920	0.77%	30,250	-1.10%
Unemployment	1170	1290	10.26%	1,240	4.03%
Unemployment Rate	3.8%	4.1%	7.89%	3.9%	5.13%
<b>Pottawattamie County</b>					
Total Nonagricultural	37,880	38,110	0.61%	38,860	-1.93%
Goods-Producing	6,900	6,990	1.30%	7,010	-0.29%
Service-Providing	30,980	31,120	0.45%	31,860	-2.32%
Government	5,180	5,280	1.93%	5,360	-1.49%

CONSTRUCTION	Q2 2008	Q2 2009	% Change	YTD 2008	YTD 2009
<b>Number of Units</b>					
Single-Family	46	32	-30.43%	70	-54.29%
Two-Family	1	1	-	1	-
Multi-Family	0	0	-	0	-
Total	47	33	-29.79%	71	-54.29%
New Commercial/Industrial	9	6	-33.33%	15	-60.00%
<b>Valuation (x 1,000)</b>					
Single-Family	\$5,380	\$9,540	77.32%	\$8,360	14.11%
Two-Family	\$160	\$140	-12.50%	\$160	-12.50%
Multi-Family	\$0	\$0	-	\$0	-
Total Valuation	\$5,540	\$9,680	74.73%	\$8,520	13.62%
New Commercial/Industrial	\$28,810	\$10,960	-60.96%	\$43,260	-74.66%