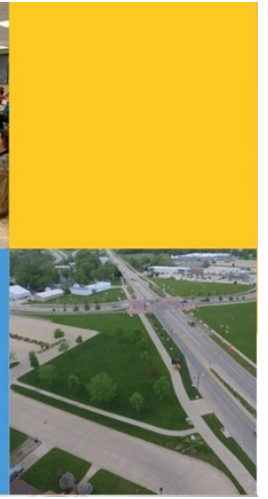
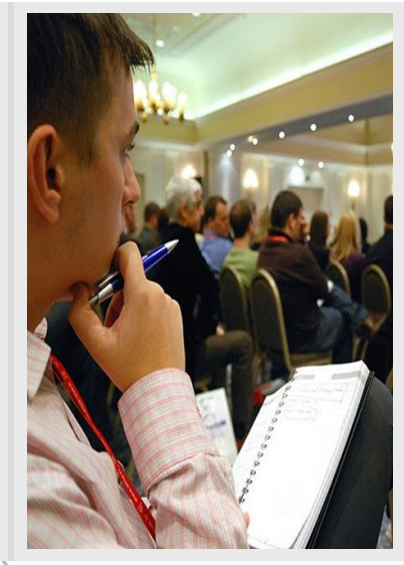


# Hiawatha State of the City Livestream



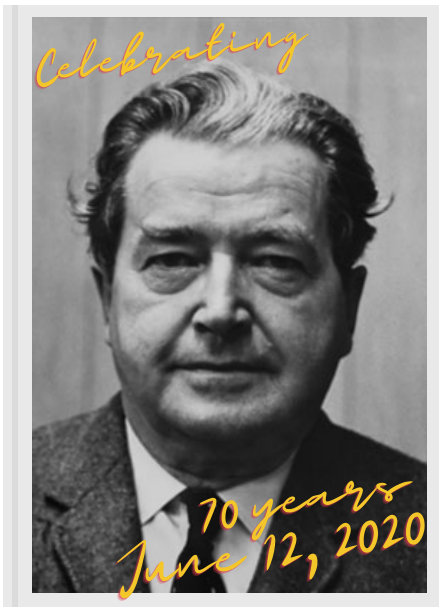
Despite the novel coronavirus and the Derecho, I wanted to take a few minutes of your time to share our 2019 successes. HEDCO and the City of Hiawatha prides itself in hitting the streets and really getting to know our local businesses. The data polled reflects our local businesses continued market share growth and their desire to expand.

HIAWATHA INSIGHTS



- Completed 30 existing business visits
- Supported Hiawatha and the Metro Community in their Tower Terrace BUILD Grant
- Held 6 in-person and virtual networking sessions
- Celebrated Hiawatha Hustle and promoted "Shop Where I Live"
- Working to partner with Kirkwood Community College to create a Co-Space

- Supported projects that resulted in \$9M of new capital investment
- Celebrated and promoted 13 new/expanded business
- Five new investors with a 98% investor retention rate
- More than 16,000 unique users visited hedco.org
- Invested nearly \$37,000 marketing local businesses



## Synchronist Survey

**Business Growth**

- 100%** have introduced new products in the last 5 years
- 78%** state their company sales are increasing
- 78%** plan to expand in the next 3 years
- 67%** state their market share of their key product/service is increasing.

**33%** indicate that they are experiencing recruitment problems

Of the companies interviewed, respondents said that the number of unfilled positions are:

- 11%** increasing
- 78%** stable
- 11%** decreasing

On July 12, 2020, the City of Hiawatha celebrated 70-years with the past decade going in the record books as a WIN. This year for the first time we HIT \$1Billion in taxable evaluation with a 9.8% growth. From 2010-2020 we estimated a 6% growth in population. Statics to support those numbers look like this:

- Ambulance Service calls increased by 45%; 949-1,374.
- Added 235 Units of single-family dwellings.
- Added 1 Million square feet of commercial property.
- Community continues to double in size through the day. 7,400 people live in Hiawatha with 14,000 people coming into our community daily.
- 20,000 cars navigate Boyson Road interchange.
- City levy rate reduced by .62 cents in the last 3-years.
- Library serves more than 126,000 patrons with a 25% increase in programming.
- 74% increase in use of our park system.
- Formed Hiawatha Economic Development Corporation who spends \$37K annually supporting and marketing over 400 Hiawatha businesses.

# SUPPORTING ECONOMIC GROWTH.

NOVEMBER 2020

**ECONOMIC DEVELOPMENT**

- OAKBROOK VILLAGE CENTER REDEVELOPMENT
  - Five (5) Phases
    - Multifamily Units
    - Mixed Use
    - Phase 1 & Phase 2 \$20M
    - Phase 3 & 4 \$6.4M
    - Phase 5
- ROBINS ROAD REDEVELOPMENT to follow

**ECONOMIC DEVELOPMENT**

- MERCY FREE-STANDING Emergency Department
  - First in Iowa
  - Open 24/7
  - 15,000 patients a year or 41 patients a day
  - 7 surgery rooms
  - Adding specialty practices
  - Grand Opening August 3, 2020

**HOUSING DEVELOPMENT EXPANSIONS**

<p><b>DELL RIDGE-4<sup>th</sup> ADDITION-34 LOTS</b></p>	<p><b>ROLLING PRAIRIE ADDITIONS - 75 LOTS</b></p>	<p><b>TODD HILLS ESTATES-70 LOTS</b></p>
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**ECONOMIC DEVELOPMENT**

Hunter Commerce Park Development-North Center Point Road and Ketelsen Drive

- The first of three buildings
- Flexible business and office space
- 52,000 square feet
- Estimated commercial value-\$2.8M
- Second building commercial value-\$1.9M
- Buildings to be occupied upon completion

**HOUSING STUDY**

- Identified existing and future housing stock with 2019 estimated population growth of 8,362
- Growth trend continues
- Large daytime population
- The study represented 521 Housing Unit Shortage
- 2024 projected housing needs-387 units
- 2029 project housing needs-437 units
- Focus on gap housing single & multifamily

Housing development continues to be speared and will continue as the next economic growth initiatives due to urban sprawl.

The city's next initiatives will consist of engaging with hotel developers, multi-family housing and expanding on our Fire Station Study.

**Fire Station Study**

Service Demand Projections

Key Recommendations:

- Relocate the existing station to a more optimal location
- Construct a second location using predetermined criteria
- Begin the process of establishing demand zones





# HOTEL MARKET & FEASIBILITY STUDY RECOMMENDATIONS

- Upper Midscale hotel
- 60-80 Guestrooms
- Amenities-
  - Complimentary breakfast
  - WiFi
  - Fitness Center
  - Business Center
  - Meeting Room
  - Pool
  - Bar/Dining
  - Create 15-25 Full Time Jobs

With new initiatives in our line of sight we continue to finish our 2020 priority projects such as our expanded library project with a completion date of December 2020 along with our public safety facility and training center south of city hall. Roadway projects will always be top of mind with the final overlay of Center Point Road and its lighted intersection at Willman Street which is loved by many. Tower Terrace Road interchange and expansion is on course with a bid letting set for the end of the year. Metro communities are partnering to raise infrastructure funds to bridge I-380 to Highway 13. Total project \$60M; Hiawatha's portion \$2.9M.

I do not want to lose sight of the issues 2020 has brought us; COVID and the Derecho. This will influence our course but will not stop us in our tracks. The city shares valuable COVID businesses resources provided by the federal CARES act and any local resources that may assist those in need. Derecho will have our attention for a long time as it has changed our city's landscape significantly, replanting our canopy will come with significant time and cost. The city is engaging with its utility companies, Trees Forever and capital improvement dollars to replace trees in our city rights-of-way.

*Mayor Bill Bennett*

## Good Neighbor Policy

We are now entering the snow and ice season for northeast Iowa. This is a reminder our City believes in maintaining a safe environment for our citizens and visitors through a good neighbor policy of sidewalk maintenance. City Ordinance 136 deals with the construction and maintenance of all sidewalks in Hiawatha. This section of the code describes who is responsible for maintaining sidewalks, the standards for maintenance and the process for assuring the sidewalks are maintained.

A property owner is responsible for maintaining the sidewalk adjacent to their property (Sect. 136.04). This responsibility includes the removal of snow and ice. The City allows the owner 24 hours following a snow or ice event to clear the sidewalk. If not completed, the City has authority to clear the sidewalk at the expense of the property owner.

## LETTERS FROM SANTA

Add a little magic this season and register your child to receive a Letter from Santa. The jolly man himself will write a letter to your child in an easy to read format with references of your child's name, age, Elf on the Shelf, accomplishments and desired present!

Registration fee \$3

Register online at [www.hiawatha-iowa.com](http://www.hiawatha-iowa.com)

Deadline is December 15.

## LEAF CLEAN UP DATES

**NOVEMBER 9TH & 23RD**  
 Have leaves in paper bags and on the curb by 7 AM.

# SNOW ORDINANCE NOTICE

Our snow ordinance is in effect when the National Weather Service (NWS) predicts a snowfall in which three (3) or more inches of snow are expected. While the Snow Ordinance is in effect, there is no parking on any city street. Vehicles found parked in violation of this ordinance will receive a \$25 parking ticket and/or be impounded. During overnight snow removal operations, vehicles found in violation on City streets will be towed. The notice of declaration will be sent to all the local media including but not limited to: KGAN (Channel 2), KCRG (Channel 9) and KWVL (Channel 7). The declaration will also be posted on the City website, [www.hiawatha-iowa.com](http://www.hiawatha-iowa.com). Sign up at <https://hiawatha-iowa.com/alert-signup/> to receive notifications for snow ordinance declarations to your cell phone or email. Your cooperation is appreciated.

REMEMBER - Don't park in the street when:

- The 24 hour (or less) prediction by the NWS is for three (3) or more inches of snow.
- Three (3) or more inches of snow has fallen and/or your street has not been cleared.

When in doubt about parking, move your vehicle off the street. The City will NOT conduct snowfall clearing operations on all streets for a snowfall of less than two (2) inches. Sidewalks must be shoveled within 24 hours of the cessation of snowfall, clear snow from around fire hydrants that are near your property, check with your neighbors regarding snow removal and direct sump pumps and downspouts away from hard surfaces so that water doesn't build up and freeze, creating slippery conditions on driveways, sidewalks or streets.

## WATER METER CHANGE OUTS

The Hiawatha Water Department would like to continue on with the water meter change out program starting November 2020. Per AWWA standards, our current water meters keep accurate water usage for at least 10 years. We completed our last change out program in 2002 so the time has come to update. The new meters come with a 20 year life cycle and look a bit different than the old style. Our old water meters are a brass body style that uses a chamber system to measure the water used. The new water meters are made of thermal plastic and water flow is measured by electromagnetic flow sensors. This change out program also comes at a time when lead laws are changing per the Safe Drinking Water Act. As of January 4, 2014 the amount of allowable lead that can be in any pipe, plumbing fitting or fixture, any solder or flux or anything used in the repair or installation of public or private water systems must meet the new lowered amounts. Even though the deadline for the new lead laws are several months away, the Water Department needs to look ahead and make changes now as we will be required to follow the new laws when they become effective.

### November Calendar

- 04 City Council Meeting 5:30 PM
- 10 Parks Commission Meeting 6:00 PM
- 10 Library Board Meeting 7:00 PM
- 09 Leaves Only Pick Up
- 11 Council meeting airs 6:00 - 7:30 PM  
Ch 4 (IMON) 7:00 PM Ch 18 (Mediacom)
- 17 Water Board Meeting 5:30 PM
- 18 City Council Meeting 5:30 PM
- 23 Leaves Only Pick Up
- 23 P & Z Meeting 5:30 PM
- 25 Council meeting airs 6:00 - 7:30 PM  
Ch 4 (IMON) 7:00 PM Ch 18 (Mediacom)
- 26 & 27 City offices closed

### December Calendar

- 05 City Council meeting 5:30 PM
- 08 Parks Commission Meeting 6:00 PM
- 08 Library Board Meeting 7:00 PM
- 09 Council meeting airs 6:00 - 7:30 PM  
Ch 4 (IMON) 7:00 PM Ch 18 (Mediacom)
- 15 Water Board Meeting 5:30 PM
- 16 City Council Meeting 5:30 PM
- 23 Council meeting airs 6:00 - 7:30 PM  
Ch 4 (IMON) 7:00 PM Ch 18 (Mediacom)
- 28 P & Z Meeting 5:30 PM
- 24 & 25 City offices closed
- 31 City offices closed



**FALL THEMED CRAFT KIT**

- Color Your Own Scarecrow
- I Am Thankful Wheel
- Cool Turkey Magnet
- Fall Tree Jar
- Mini Markers

Delivered directly to your door the week of November 16th!  
\$8 per kit

[www.hiawatha-iowa.com](http://www.hiawatha-iowa.com)



4th Annual **REINDEER RUN**

Find all the details at Friends of Hiawatha Parks and Recreation Facebook page.





# Coaching for life & Leadership:

## EXPANSION AT PANDA MARIE LLC

Angie Chaplin believes that Leadership is everyone's business. So much that she's created an entire business of it. She's partnered with Panda Marie at 1200 N Center Point Road to bring behavior and leadership workshops to the public, as well as teach Masterclasses in leadership. If you're looking for coaching related to life or leadership, schedule a free consultation, where Angie will listen and learn to determine what you're really looking for, and how she can help to making that change. Visit [www.angiechaplin.com](http://www.angiechaplin.com) for more information

# WATER MAIN BREAK INFORMATION

The Water Department knows the importance of having water available when you open the tap or flush a toilet. They also understand the frustration you experience when the water is not present. It's that time of year for water main breaks to occur. The Water Department wants to make sure our residents know what to do if or when this happens.

When a water main break occurs it requires the Water Department employees to close down several water main valves to isolate the main and control the leak.

We do our best to inform our customers when a water main break occurs. But many times, these main breaks are emergencies or they occur after hours and our customers aren't aware of the leak until water is not available.

Rest assured the Water Department employees will be working diligently to find the source of the leak and correct the issue to reestablish water to your property in a timely manner. We appreciate your patience when a situation like this arises.

If you should see or suspect a water leak please report it to the Water Department at 319-393-5556.

Or if it is after business hours please contact the non-emergency Police Department number 319-393-1212. We will promptly investigate your concern.

## Hiawatha BUSINESS Summit **THE CRYSTAL BALL** LOOKING BACK ON 2020 & **BOLD** WHAT THE FUTURE MAY HOLD

Come listen to experts in their industry on what challenges and opportunities held for them in 2020 and what do they see coming in 2021? Learn about the top 3 things they feel business owners and executives should be paying attention to for 2021.

- Director Debi Durham, Iowa Economic Development Authority, and Director of Iowa Finance Authority
- Brent Cobb, President of World Class Industries
- Joe Ahmann, President of Ahmann Companies
- Mike Graf, Owner of Graf Home Selling Team and Associates (GHST)

**Tuesday, December 1st at 8:00 AM via Zoom.**

**Register at <https://tinyurl.com/y4l67mcx>**



**DELIVER BY  
SATURDAY,  
11/07/2020**

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**ECRWSS**

## Public Works Director Awarded Iowa Parks and Recreation Association Claude Ahrns Community Service Award



Rod Jasa works for for the City of Hiawatha by day and continues to serve Hiawatha by night. He serves as the President of the Friends of Hiawatha Parks and Recreation Foundation, which he has been a part of for nine years. He's lead the charge in raising over \$3,000 annually to support Hiawatha's Adventure Camp program and \$13,000 towards new playground equipment at Tucker Park. He also serves as the Secretary of the HiCREW Kiwanis Club which he has been a member for 18 years. He helps raise money for Kiwanis to donate over 1,000 dictionaries to area third graders. Together he volunteers at over 15+ events including Hiawatha Fun Fest, Reindeer Run, HiBRAI, Pancake Breakfast, Music in the Park and Kiwanis Miracle League at Prospect Park, to name a few. Although Rod never expects praise or acknowledgement for his hard work and countless volunteer hours, his dedication to Hiawatha is invaluable and deserves to be recognized. Congratulations, Rod!

### CITY DIRECTORY

TITLE	NAME	PHONE	EMAIL ADDRESS
City Administrator	Kim Downs	319-393-1515 x523	kdowns@hiawatha-iowa.com
City Clerk	Kari Graber	319-393-1515 x526	kgraberehiawatha-iowa.com
Finance Director	Cindy Kudrna	319-393-1515 x522	ckudrna@hiawatha-iowa.com
Parks & Recreation Director	Kelly Willadsen	319-393-1515 x251	kwilladsenehiawatha-iowa.com
Community Development Director	Patrick Parsley	319-393-1515 x229	pparsley@hiawatha-iowa.com
City Engineer	Jon Fitch	319-393-1515 x528	jfitch@hiawatha-iowa.com
Public Works Superintendent	Rod Jasa	319-393-6601	rjasa@hiawatha-iowa.com
Water Superintendent	Marty Recker	319-393-1515 x232	mrecker@hiawatha-iowa.com
Police Chief	Dennis Marks	319-393-1212	chief@hiawathapolice.com
Fire Chief	Mike Nesslage	319-393-4180	mnesslage@hiawatha-iowa.com
Library Director	Jeaneal Weeks	319-393-1414	weeks@hiawatha-iowa.com

For more information about City of Hiawatha and its services, call 319-393-1515 or visit [www.hiawatha-iowa.com](http://www.hiawatha-iowa.com)

**CITY COUNCIL** | City of Hiawatha Regular Council Meetings are the first and third Wednesday of each month.



**MAYOR  
BILL BENNETT**  
mayor@hiawatha-iowa.com



**COUNCIL MEMBER  
JERRY MOHWINKLE**  
jmohwinkle@hiawatha-iowa.com



**COUNCIL MEMBER  
DICK OLSON**  
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**COUNCIL MEMBER  
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**COUNCIL MEMBER  
ROB ARCHIBALD**  
rarchibald@hiawatha-iowa.com



**COUNCIL MEMBER  
STEVE DODSON**  
sdodson@hiawatha-iowa.com

Sign up for  
Hiawatha  
alerts by  
scanning  
this code!



### Hiawatha Council Action

The Hiawatha City Council meeting minutes may be obtained online at [www.hiawathaiowa.com/government/city-council-documents/](http://www.hiawathaiowa.com/government/city-council-documents/) or by request to the City Clerk's Office at City Hall at 319-393-1515 ext. 526

**Hiawatha!**  
Say hello to a great place to live, work and play