CITY ADMINISTRATOR'S OFFICE MEMO
cityadmin@hiawatha-iowa.com
319-393-1515 ext.523

To: City Council and Mayor Bennett

From: City Administrator, Kim Downs

Date: October 5, 2019

RE: Cedar Rapids Metro Economic Development FY-21 Partnership Funding Request

---

Earlier in my August Administrator Report I had mentioned Council Member Dick Olson and I met with Mr. Neuman Cedar Rapids Metro Economic Development (CRMEA) Executive Director to continue our discussions regarding future legislative issues. During that discussion we also spoke of the need for the City of Hiawatha to participate at the Policy Board level verses the innovation level that I participate in today. Strategically, it is time that Hiawatha be at the Policy Board table. With that said our financial participation would need to be at the $15,000 level vs. $10,000. Hiawatha's activity both in commercial and residential development supports that. A seat at the Policy Board level will be more worth my time then an innovation committee at this point. It is a visionary board positioning itself regionally.

In addition, I would ask for council's consideration to participate in FY-20 as a policy board member. To begin participating at the first of the new year would require an additional payment to CRMEA in the amount of $2,500. Funding is available through our operating budget.

Thank you for your consideration,

Kim

CEDAR RAPIDS METRO ECONOMIC ALLIANCE

STRENGTHENING THE REGIONAL ECONOMY

VISIONARY $15,000

ANNUAL INVESTMENT

Your Visionary investment offers exclusive positioning while supporting our work to strengthen the regional economy.

POSITIONING IN OUR REGION

- ☐ Executive Concierge that includes the family and trailing spouse of your key recruits
- ☐ Gift a membership to a non-member charity or startup of your choice ($500 Value) with a public presentation
- ☐ Opportunity to meet 1-on-1 annually with executive staff for an economic-focused discussion
- ☐ Seat on Large Investor Council for exclusive updates
- ☐ Eligible for invitation to Benefactor level*

MARKETING

- ☐ Featured full-year sponsor of CedarRapids.org
- ☐ Impact Profile written about your company's economic/community footprint
- ☐ Additional businesses or branches, up to 10 total ($5,000 Value)

PLUS all of the services and benefits of lower level memberships on the back of this sheet.

LARGE INVESTORS

ADM-Corn Processing Division
Alliant Energy - Interstate Power and Light Co.
Amana Society
Bankers Trust Company
Bradley & Riley PC
Casey's General Store #2767
Cedar Rapids Bank & Trust
City of Cedar Rapids
City of Marion
Collins Aerospace
Collins Community Credit Union
CRST International, Inc.
Dakota Red Corporation
Diamond V / Cargill
Farmers State Bank - Marion
General Mills Operations, Inc.
GreenState Credit Union
Ingredion
KCRG-TV9 / Gray Television
Kirkwood Community College
Lil' Drug Store Products, Inc.
Linn County Board of Supervisors
Mercy Medical Center
MidAmerican Energy Company
Nordstrom
Physicians' Clinic of Iowa, P.C.
Quaker Foods & Snacks a Division of Pepsico Inc.
RCI Imaging Center
Shive Hattery
Shuttleworth & Ingersoll, P.L.C.
Simmons Perrine Moyer Bergman PLC
Skogman Realty
The Eastern Iowa Airport
The Gazette
Transamerica Companies
TrueNorth Companies LLC
U.S. Bank NA - Downtown Office
UFG Insurance
UnityPoint Health - St. Luke's Hospital
Van Meter Inc.
Wellmark Blue Cross and Blue Shield of Iowa
Wells Fargo Bank - Main
Whirlpool Corporation - Amana Operations

STRENGTHENING THE REGIONAL ECONOMY

ADDITIONAL BENEFITS

COMBINED LEADER, INVESTOR, COMMERCE, AND CLASSIC LEVEL BENEFITS

ACCESS

- ☐ Policy in the Round Exclusive!
- ☐ Wingman Concierge Service
- ☐ Buy Here Benefactor
- ☐ Good Morning Cedar Rapids tickets for 2 ($75 Value)
- ☐ Annual Meeting tickets for 2 ($100 Value)
- ☐ Annual Investor Breakfast with the Economic Alliance's Board of Directors
- ☐ Cedar Rapids industry tour

MARKETING

- ☐ Additional businesses or branches, up to 3 ($1,500 Value)
- ☐ Commerce Builder spotlight in our blog ($400 Value)
- ☐ Marketing Resource Consultation ($200 Value)
- ☐ Premium Ribbon Cutting Services
- ☐ Access to Talent Hub
- ☐ Membership directory listing
- ☐ Member events promotion on events calendar
- ☐ Referrals program
- ☐ Sponsorship opportunities
- ☐ Ribbon cutting and ground-breaking service
- ☐ Complimentary membership list
- ☐ Business profile (for members using e-commerce platform)
- ☐ New Members: recognized in e-communication, Economic Alliance Report, and Economic Alliance social media

NETWORKING

- ☐ Forums – Executive, Marketing, Food & Beverage
- ☐ Speed Networking
- ☐ Hiawatha Business Summit
- ☐ Leadership for Five Seasons Program
- ☐ BizMix
- ☐ ImpactCR young professionals group

RESOURCES

- ☐ Wingman Newcomer Service
- ☐ Discounted and free monthly educational opportunities
- ☐ Subscription to monthly reports and e-communication
- ☐ Discounts on conference room rental
- ☐ Discounts on International Certificates of Origin
- ☐ Discounts on Shop Where I Live e-commerce platform
- ☐ Media contact list
- ☐ Pro-Business and pro-growth local, state & federal policy agenda
- ☐ Local and state financial assistance expertise
- ☐ Laborshed, Demographics and Economic reports
- ☐ Relocation packets
- ☐ New Members: orientation session

501 First Street SE, Cedar Rapids, IA 52401 • www.cedarrapids.org

CEDAR RAPIDS METRO ECONOMIC ALLIANCE

CEDAR RAPIDS METRO
ECONOMIC ALLIANCE

STRATEGIC PLAN 2019

Our Mission
To drive economic, workforce and population growth strategies, and to help businesses succeed.

Our Vision
To be the top economic growth region in the country.

Key Indicators: GDP Growth - Workforce Growth - Member Satisfaction

Aug 2019 Progress Report

» Tactic on track for success this year

◊ Tactic cautionary for this year

× Tactic will not reach completion this year

Community Development

The Economic Alliance works to strengthen core districts, and to promote their growth and success.

- **Create and support perpetual workday and nightlife vibrancy**
  - » Establish and maintain interactive core district maps (existing housing map and new restaurant/amenity map)
  - » Identify district connection solution for 3rd Street and 8th Avenue and consequently champion its implementation
  - ◊ Facilitate at least three volunteer clean up days in 2019
- **Champion completion of flood protection systems using local labor to the extent possible**
  - » Execute "Historic Build" program of trainings and informational forums to prepare local contractors to compete on project
  - » Advocate to City/Feds on contract structure that helps local contractors compete, and to general public on efficacy of property tax funding proposal
  - » Engage Innovation Council members in educating their networks with project updates and reinforcement of importance
- **Collaborate with district leaders to execute on long-term strategic plans and day-to-day tactical priorities**
  - » Continue advocacy and education on core district housing to support momentum measured by announcement of at least 300 new units annually
  - » Survey core district residents to get baseline of demographics that might inform future policy initiatives regarding growth of core
  - » Identify a signature initiative that can be launched in 2020 that all districts and stakeholders support and would help promote

Economic Development & Workforce

The Economic Alliance partners and supports efforts to retain and expand commerce and growth-oriented businesses and the regional workforce.

- **Lead efforts to secure financial incentives and promote initiatives related to economic growth**
  - » Exceed 3-year average for jobs and capital investment for existing industry expansion and retention projects
  - » Track, compile and publicize at least $300M of annual new capital investment to maintain rolling average of $1.5B in projects during every five year period.
  - » Increase by 10% the number of businesses we refer to 260E, 260F, Brownfields, HQJ and other economic incentive programs
- **Partner with ICAD, via ICR IOWA, to attract businesses and grow workforce in our seven-county region**
  - » In addition to supporting ICR IOWA goals, extend workforce retention initiatives and provide company-specific services that add to workforce
  - » Host student tours with industry-specific focus for junior and senior college students
  - » Communicate progress on ICR IOWA goals and metrics to all relevant stakeholders; establish baselines for communications engagements on ICR information
- **Provide expert resources, and connect members to additional resources, as needed, from local governments, economic and community development organizations.**
  - » Complete 410 substantive, in-person meetings w/ corporate decisionsmakers: 110 interstate company surveys (Synchronist), 300 business relationship calls and 80 headquarter visits.
  - » Conduct at least quarterly programs on emerging issues/strategies of value and interest to growth-oriented interstate commerce companies
  - » Adopt and create aggressive workplan around at least one new initiative that has demonstrable impacts on economic, population or workforce growth

Public Policy

The Economic Alliance advocates for economic growth policies on the local, state and federal levels.

- **Align and partner with like-minded organizations to advocate as one voice**
  - » Work with others in multiple efforts to advocate and educate on TIF, tax credit programs and other economic development incentives
  - » Initiate at least one additional partnership effort with any of the Iowa City business groups
  - » With others, develop and expand strategies to gain more funding from local, state & federal programs including workforce housing, brownfield/grayfield, RISE and others
- **Adopt and strategically push for major initiatives that drive transformational improvement to the region and state**
  - » Demonstrate progress in re-entry workers, childcare cliff solutions and returning veteran engagement -- all efforts to grow our workforce
  - » Gain agreement among broad stakeholders on policy positions that would have substantive impacts on population growth through immigration.
  - » Support the $20 million Connect CR quality of life amenity project
- **Connect and engage our members and stakeholders to leverage their influence**
  - » Encourage members to communicate our message at all levels of government about tone, bipartisanship and the governing middle (including in-person Washington DC and pre-caucus visits)
  - » Build and strengthen relationships with and among legislators in the region, particularly working on shared interests between urban and rural
  - » Garner appointments of community leaders in alignment with the Economic Alliance to boards, commissions or task forces

Business Support

The Economic Alliance engages with small and locally-owned businesses to help them succeed.

- **Deliver tangible benefits that provide clear value**
  - » Substantively engage at least 80% of Economic Alliance members and maintain 100% outreach
  - × Test relevance of new member benefits and meet goals established within Membership Benefits program
  - » Deliver at least 150 direct and unique "thank you" or "congratulations" notes, calls and emails
- **Implement buy local strategies to emphasize the value of local commerce**
  - × Conduct "connect the dots" research on impact of local spending and what it does specifically in this regional economy
  - » Convert *Buy Here, Give Here, Grow Here* into a sustainable program with demonstrable impacts on featured businesses
  - » Execute "Shop Local" campaign in conjunction with Small Business Saturday promotions
- **Provide convenient access to business resources that connect, develop and educate**
  - » Grow awareness and use of robust lineup of business reports produced by the Economic Alliance: Wage & Labor comparisons, Retail Overview, Demographic Report, Existing Industry Report, Quarterly Economic Indicators Scorecard, Increase combined distribution by 25%
  - » Run awareness campaign on the Business Resources Toolkit through the Business Support Innovation Council to grow usage by at least 10%
  - » Conduct monthly business support programs and grow average attendance by at least 10%

DRAFT

RESOLUTION NO. 19-
City Council

RESOLUTION PLEDGING FINANCIAL SUPPORT FOR SERVICES PROVIDED BY CEDAR RAPIDS METRO ECONOMIC ALLIANCE FY2020-2021

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HIAWATHA, IOWA, to pledge an amount not to exceed $15,000.00 from Tax Increment Financing (TIF) Funds for a fiscal period of one year (FY2020-2021) to Cedar Rapids Metro Economic Alliance for services provided in attracting businesses to the metro area and assisting existing companies with expansion projects, job placement and recruitment, and promoting Iowa's Creative Corridor.

In addition, council pledges an additional $2,500 from the operating budget for FY2020 for participation as a policy board member to begin in January 2020.

AYES:
NAYS:
ABSENT:

PASSED AND APPROVED this 16th day of October, 2019.

Bill Bennett, Mayor

ATTEST:

Kari Graber, City Clerk