

SOCIAL MEDIA SUCCESS

TYSON EVENTS CENTER



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Gateway Arch



ECONOMIC DEVELOPMENT LEADER



BLUE ZONES LIFESTYLE

CITY OF SIOUX CITY
PROGRESS

A SEMIANNUAL PUBLICATION FOR CITIZENS OF SIOUX CITY, IOWA

EXPANDING SHOVEL-READY SITES

The recent completion of Southbridge Drive will put Sioux City's newest business park on a fast track to success. This new major north/south entry road to Southbridge Business Park improves interstate access and facilitates traffic flow for large trucks coming in and out of Southbridge.

A partnership between the City of Sioux City, Col. Brian Miller and the Iowa 185th Air National Guard, and the Iowa Department of Transportation, the road provides improved security for the 185th—which demolished a building to accommodate Southbridge Drive and donated \$750,000 to the project.

"The new entrance improves accessibility to Southbridge Business Park, which will help attract potential business," says Councilmember John Fitch. "We appreciate assistance from the 185th Air National Guard and the Iowa DOT RISE program."

Southbridge Drive is the latest project completed within the city's new Southbridge Business Park, which offers large, shovel-ready sites with excellent transportation access and infrastructure.

ACES EARNS HONORS

Less than a year after opening, ACES—Aviation Consultant Expert Solutions, LLC—has earned a "Growing Sioux City Award" for its significant growth and investment in Sioux City.

Certified by the Federal Aviation Administration, ACES supports aircraft maintenance, flight operations, and safety management for airline operators in the U.S., Caribbean, Mexico, and Africa.

"It's really exciting to see a local company serving international customers," says Mayor Bob Scott. "ACES is a fantastic example of a small business start-up that is achieving success in Sioux City."

ACES employs 20 full-time mechanics and plans further expansion in Sioux City. Headquartered at the Sioux Gateway Airport, the company has a 20-year lease in Hangar 802, which is the space previously held by Northwest Air Link.



City officials recognized ACES leaders for the company's tremendous growth.

Sabre Industries



Iowa Gov. Branstad and Lt. Gov. Reynolds joined Sabre Industries executives at the ribbon cutting earlier this year. Sabre is one of many new business projects contributing to Sioux City's economic development success.

SIOUX CITY RATES FIRST

Sioux City, along with the surrounding metro area, recently emerged as the top economic development community in its population category according to Site Selection magazine. This is the third time in the last six years the Sioux City metro area has been recognized in this way.

"The significant number of business expansions that took place in this market is a clear indication of the confidence business executives and key decision makers have in this community," says Ron Starner, Site Selection executive vice president.

In its evaluations, the magazine considered 23 qualified economic development projects in the Sioux City Metropolitan Statistical Area—including the new 150-acre Sabre Industries complex, which is the first tenant in Sioux City's Southbridge Business Park. Other key projects include a \$26 million medical campus extending the services of Unity Point Health—St. Luke's (pictured on front cover), State Steel Supply's renovation of the Linseed Oil Building at 3rd & Court Streets, and a \$1.7 billion project to add a state-of-the-art ammonia and granular urea production facility by CF Industries.

"It's impressive that so many companies and organizations are investing in our community in such a major way," says Mayor Bob Scott. "It's particularly exciting that they've demonstrated their commitment to growing our local economy by creating new jobs."

HOUSING CONSTRUCTION UP

Sioux City's housing market is expanding! With more than 80 new homes built in 2012, this record breaking housing construction is the highest Sioux City has seen in the past decade.

The increase comes on the heels of major economic development projects that will require housing for construction workers now and permanent employees down the road.

"Amidst the growth, there's been a shift from single-family homes to townhouses and condos," says City Planner Chris Madsen. "That type of housing is skyrocketing!"

Residential growth should mean overall growth for Sioux City. "With last year's strong numbers, and with this year's outcome projected to be even stronger, we anticipate increased confidence in the local economy," says Mayor Pro Tem John Fitch. "This should lead to more economic development projects and expansions."

HARD ROCK SIOUX CITY? YOU BET!



Hard Rock is on its way to downtown Sioux City. The Iowa Racing and Gaming Commission recently deliberated among several strong proposals—ultimately awarding a state gaming license to the developer of a Hard Rock-branded casino that will incorporate the historic Battery Building.

Valued at \$118.5 million, the project will include an 800-seat entertainment venue, several restaurants, a 54-room hotel, a casino with 800 slot machines and over 20 gambling tables, and a park-like setting for concerts and outdoor events. Construction is set to begin in July and should be finished by next summer.

The commission reviewed information, met with developers, and toured proposed sites for four land-based casino proposals to replace the Argosy Sioux City riverboat casino. State regulators decided in 2012 to replace the Argosy with a land-based casino.

While the Iowa Racing and Gaming Commission felt all proposals were strong, the majority believed Hard Rock's plan offered the best option to grow tourism and economic activity, along with casino revenues, for the state and local economies.

LAKEPORT COMMONS ADDS EATERIES

Area residents are feasting on new dining options in the Lakeport Commons outdoor mall, where there are now three more national restaurant chains: Chipotle, Qdoba, and Panera Bread, which has another Sioux City location on Hamilton Boulevard.

"This area feels so much different than it did a couple years ago," says Mayor Pro Tem John Fitch. "It's great to have those spaces filling up."

According to Economic Development Director Marty Dougherty, Lakeport Commons' developers are realizing interest from more than just restaurants.

"They're seeing an increase in clothing stores for both adults and children, as well as other retail," Dougherty explains. "The level of interest in that area of Sioux City has really peaked over the last year."

He notes there's also a bigger benefit: sales tax dollars. A strong retail sector is also indicative of a vibrant and growing community.

"The climate for new development, for growth in Sioux City is very positive," says Fitch. "It will be exciting to see what happens next."

As Lakeport Commons fills up, nearby areas like Sunnybrook Drive are realizing growth, as well.



Thanks to contributions from the City of Sioux City and Downtown Partners, Innovation Market added a cash prize for second place this year. Pictured above, Mayor Bob Scott presents a check to second place winner Sara Gotch.

INNOVATORS AWARDED

Sioux City is a community that rewards innovation and new ideas. In fact, the city recently contributed to Entrepalooza, a four-day celebration of the entrepreneurial spirit in Siouland, as well as local competitions awarding \$16,000+ in prizes to area entrepreneurs.

Originated by the Sioux City Growth Organization, Innovation Market teamed up with the City of Sioux City and Downtown Partners to amp up this year's incentives and add a second-place prize. A \$5,000 first-place prize went to Chelsea Schulz and Nathan Schultz, whose Eat Sioux City project incorporates an online Siouland restaurant directory and delivery service. Valued at \$2,500, second prize went to Sara Gotch for her Digital Scrapbooking business.

Briar Cliff University's "Swimming with the Sharks" business competition awarded \$8,700 in prizes to finalists collegiate and general public categories.

"When you're just starting out and capitalizing your business idea into a venture, any funding you can get your hands on is helpful," by Councilmember Rhonda Capron, who was a judge for the SWTS general public category.

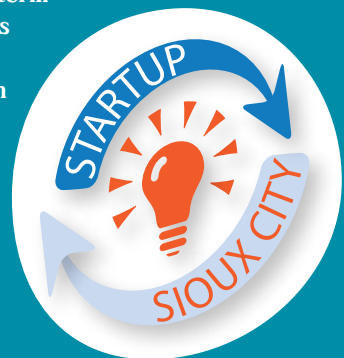
SMALL BUSINESSES: START HERE!

A coalition of creative thinkers devoted to the metro's startup culture, Startup Sioux City is teaming up to grow entrepreneurial efforts, offer resources to aspiring small businesses, and brainstorm new possibilities for our community. The effort is connecting local leaders, small business owners, and service providers, plus reps from Downtown Partners, Sioux City GO, area colleges and universities, and more.

"We really want this to happen at a grass roots level, because that will foster the greatest ownership," says Anne Westra, economic development specialist. While the City of Sioux City is playing an active role, the biggest initiative will come from area entrepreneurs.

The group is getting the word out through social media (Facebook and Twitter) and a well-designed website (www.startupsiouxcity.com), and it recently hosted "Biz Brew"—the first of its regular meetings to encourage brainstorming within an informal setting.

Turnout at the first event was excellent, but it's just the beginning. "There are vast possibilities for this group," says City Manager Paul Eckert. "Right now its greatest goal is to build a culture for people to develop businesses that will create jobs and rent office space. I can't think of a better place to start."



SIoux CITY'S BLUE ZONES PROJECT

CITY SHOWS PERSISTENCE

Local leaders and health-minded volunteers took the first steps to learn about becoming a Blue Zones community back in October 2011 with a bus trip to Harlan, Iowa. Roughly 18 months (and countless meetings!) later, they've reached the first goal: Sioux City was named a Blue Zones Project demonstration site this past March!



BLUE ZONES TIMELINE

- October 2011: City Leaders and health-minded volunteers learn about the Blue Zones Project.
- January 2012: Sioux City applies to be considered as a Blue Zones demonstration site.
- February 2012: Sioux City chosen as one of 11 Blue Zones finalists.
- March 2012: Blue Zones team visits Sioux City.
- May 2012: Sioux City misses out on Wave 1 of Blue Zones site selection.
- August 2012: Sioux City applies for consideration in Wave 2 of Blue Zones site selection.
- February 2013: Sioux City chosen as a Blue Zones demonstration site!
- March 2013: Blue Zones names team leaders.
- May 2013: Leaders draft plans, recruit volunteers, and increase awareness for the Blue Zones Project.
- September 2013: Blue Zones Project kick-off event planned.



SIoux CITY BENEFITS FROM BEING BLUE

Recently chosen as a Blue Zones Project demonstration site, Sioux City is realizing the benefits of being blue.

"Sioux City was selected as a Blue Zones site because it demonstrated the civic leadership, citizen motivation, and community readiness to carry out this large-scale, community-wide initiative," explains Susan Brown, community program manager for the Blue Zones Project. "We have many strengths, but challenges like stress and obesity could impact the health and well-being of local residents."

For that reason, the City of Sioux City has partnered with local healthcare providers, schools, grocery stores and restaurants to lead the community's Blue Zones efforts. And even before being recognized as a demonstration site, the City committed to increasing bike path signage throughout town, creating hiking/biking paths in Prairie Park (see page 8), and adding a new bike trail in Bacon Creek Park.

"Certainly this project will help lower healthcare costs and improve productivity, but the bottom line is that we're helping our residents live healthier and hopefully happier lives," says Councilmember Tom Padgett, who serves on one of the many Blue Zones committees.

Teaming up to get healthy

Brown is part of a team responsible for developing and implementing a blueprint that will ultimately improve our community's health. Hired by Healthways, a well-being improvement company based in Tennessee, these local hires are working with area employers, health care professionals, restaurants, grocery stores, and individuals to gather suggestions about making changes that promote healthy lifestyles.

Centerplate, the City's catering company, is featuring healthier concession choices at Tyson Events Center/Gateway Area. Likewise, local HyVee grocery stores are highlighting healthy foods and labeling "Blue Zones" parking spots farthest from the store entrances.

Palmer Candy Company has implemented many changes since the first Blue Zones campaign—offering health screenings, swapping out vending options, leading employees in break-time stretches, and providing fruit in break rooms. Palmer Candy

President Marty Palmer credits developments to the Blue Zones campaign.

"The Blue Zones Project has helped us focus," he says. "Now we've had time to think about health in our organization—and we're taking steps in the right direction."

Seeing the big picture

Sunrise Retirement is also making great strides in promoting health and well-being on its campus. "Today's seniors are choosing to remain active within their homes and living communities," says Bev Zenor, executive director at Sunrise. "We're giving them plenty of ways to do that."

This past year Sunrise launched EnerG, a full-time program fostering six dimensions of wellness: physical, social, occupational, spiritual, intellectual, and emotional. The campus hosts walking groups and fitness classes (stretching, tone zone, yoga, brain wellness, and more) to keep residents healthy in mind, body, and spirit.

Wellness efforts also extend to staff, Zenor notes. "We're seeing more team members taking it upon themselves to walk during breaks and use the exercise rooms on campus. They're simple things, but they add up to moving more each day."

Going all out

For businesses and organizations that commit to Blue Zones practices, project leaders cite important rewards like improved productivity, reduced absenteeism, and increased morale. As area schools follow suit, they can also expect happier and healthier students with better attendance and higher test scores. And as individuals sign on, they will realize advantages to eating healthy foods, being more active, and getting involved within the community.

Ultimately, there are benefits for everyone involved. "We want to help people realize their purpose, to live longer, and to be healthier and happier," says Brown. "That's what this is really all about."

Notes Councilmember Keith Radig: "In all areas of life, the Blue Zones Project should make Sioux City an even more attractive destination for businesses, as well as for individuals and families."

COMMUNITY EFFORT TAKES SHAPE

"We want to make the healthy choice the easy choice," explains Kimberly Gordon, Blue Zones Project engagement lead. "That starts with permanent changes in environment, policy, and social networks."

How will that happen? Gordon and her team site helpful examples:

- Partnering with local grocery stores to promote healthy foods
- Creating biking and walking paths to promote human-powered transportation
- Expanding community gardens to allow for affordable fresh fruits and vegetables
- Forming walking groups that connect people to exercise and each other
- Featuring healthier choices prominently on restaurant menus
- Reducing snack times and increasing physical activity in schools
- Minimizing accessibility of junk foods in the workplace
- Adding bike racks to area businesses and organizations
- Offering cooking classes that teach healthy habits
- Giving students a mile of walking each day with "walking school busses" (pictured below)

Blue Zones organizers will involve the entire community in their efforts. Residents will participate in activities like purpose workshops, cooking classes, and walking "moai" groups, while civic leaders will oversee the initiative and encourage public participation. Restaurants, employers, schools, and other groups can also pledge to create healthier environments for customers, employees, students, and community members.



WANT TO KNOW MORE?

To find out more about the Blue Zones project, visit www.bluezonesproject.com "Like" Blue Zones on Facebook (Sioux City Blue Zones Project), or follow on Twitter @BZP_SIOUXCITY for real-time updates on what's happening with the Blue Zones Project effort in Sioux City.





VISITSIOUXCITY.ORG

SO MUCH TO DO

ORPHEUM THEATRE

For tickets, call 800-745-3000

- The Addams Family • May 21
- Spank! The Fifty Shades Parody • June 12
- Barry Manilow • June 21

- Sioux City Symphony Orchestra: Opening Night with Joshua Bell • Sept. 28
- Sioux City Symphony Orchestra: A Symphonic Night in Havana • Oct. 19
- Straight No Chaser • Oct. 20

TYSON EVENTS CENTER

- Sioux City Bandits Arena Football May 25 & June 8
- WWE Monday Night Raw • July 1
- Big Time Rush with Victoria Justice • Aug 9
- Rascal Flatts with The Band Perry • Aug 18

DOWNTOWN

- Farmers Market • May 8–Oct. 26, Wednesdays & Saturdays, 8 a.m.–1 p.m.
- Art Walk • May 24
- Fridays on the Promenade • May 24 & 31, June 7, 21 & 28, July 5 & 12, 6–8 p.m.
- Greek Fest at Holy Trinity Greek Orthodox Church • May 31 & June 1
- June Jam • June 7
- Awesome Biker Nights on Historic Fourth Street June 13–15
- Mardi Gras Festive at Sioux City Convention Center • July 5
- Big Parade • July 5
- River-Cade • July 17–21
- RockN Rods • July 19–21
- iGran Fondo Bike Ride from Sioux City to Council Bluffs • July 20
- All-American Concert Band Ice Cream Band Jam • Sept. 4
- Chili & Salsa Cook-Off • Sept. 14
- Riverssance • Oct. 5–6



GRANDVIEW PARK

- Saturday in the Park Music Festival July 6, Noon–10:30 p.m.
- Saturday Movies in the Park July 13, 20, 27 & Aug. 3, 9 p.m.
- Free Municipal Band Concerts Sundays, June 9–July 28, 7:30 p.m.

SIOUX CITY PUBLIC LIBRARY

siouxcitylibrary.org • 255-2933, ext. 231

- Summer Reading Program • June 1–July 31
- Dig into Reading: Preschool–Grade 5
- Beneath the Surface: Grades 6–9
- Groundbreaking Reads: Older Teens & Adults

This free initiative includes movies, activities, special guests, and more. Registration details and event calendars available online and at all library locations.

PARKS & RECREATION

sioux-city.org/parks • 279-6126

- Youth Teeball (Ages 4–7) • June 1–July 6
- Parent/Child Flag Football (Ages 5–10) Sept. 7–Oct. 12
- Bam Bam Baseball (Ages 3–6) • Oct. 19–Nov. 23
- Tennis Lessons (Ages 4–13) at Leif Erikson (T/Th) & Lewis (M/W) • Session I: June 3–28, Session II: July 8–Aug. 2
- Golf Lessons (Ages 4–12) at Green Valley Golf Course Session I: June 17–20, Session II: July 8–11, Session III: July 22–25
- Pooch Paddle at Riverside Pool Sept. 3–4, 5–7 p.m.
- 5-on-5 Adult Flag Football (6 Games) Sept. 8–Oct. 20

PARKS & RECREATION (CON'T)

- Co-Ed Volleyball (12 Games) Sundays, Sept. 8–Dec. 1
- Women's Volleyball (12 Games) Wednesdays, Sept. 8–Dec. 1
- Swimming Lessons (Ages 6 mos.–14 yrs.) at Leeds, Lewis & Leif Erikson Pools • Session I: June 17–28, Session II: July 8–19

SIOUX CITY ART CENTER

siouxcityartcenter.org • 279-6272

- Camera Club Exhibition • Now–July 14
- Briar Cliff Review Exhibition • Now–June 30
- ARTcetera '13 Exhibition • Now–July 28
- West Middle & High School Student Exhibition • June 1–July 21
- Michael Dunbar Sculptures Exhibition July 13–Oct. 13
- Susan White Exhibition • Aug. 10–Oct. 27
- ArtSplash • Aug. 31 (10 a.m.–6 p.m.) & Sept. 1 (10 a.m.–5 p.m.), Riverside Park

SIOUX CITY MUSEUM

siouxcitymuseum.org • 279-6174

- Children's Programs at Sioux City Public Museum June 4–July 30 (Reservations required for most summer programs; call for details)
- Bill Diamond Antique & Classic Car Show at Sgt. Floyd River Museum/Welcome Center • July 14, Noon–4 p.m.
- Sgt. Floyd Memorial Encampment at Sgt. Floyd River Museum/Welcome Center • Aug. 17–18
- Sgt. Floyd Burial Ceremony at Sgt. Floyd Monument Aug. 17, 6 p.m.
- History at High Noon (Various Topics) at Sioux City Public Museum • June 20, July 18 & Aug. 15, 12:05–12:45 p.m.

Luke Bryan recently performed to a sell-out crowd at the Tyson Events Center, which has become one of the nation's top social media powers.

TYSON: SOCIAL MEDIA PHENOMENON

Sioux City's very own Tyson Events Center has moved to #5 on the Social Media Power Index published by Venues Today magazine, an industry-wide venue management publication. Immediately following venues like Red Rocks Amphitheatre in Denver, Millennium Park in Chicago, Radio City Music Hall in New York City, and Nokia Theatre in Los Angeles, the Tyson Events Center is the only Iowa venue on the list.

Fueling this social media success is the Tyson Events Center's Facebook page, which hit 50,000 "likes" only a few months ago. According to Erika Newton, interim events facilities department director, efforts will now shift to Twitter and Instagram campaigns. "The entertainment industry has shifted over the past decade, and today people want to be able to share live entertainment experiences with their friends and family via social media," Newton says. "We want to provide ways for our fans to give us feedback, as well as offer a conduit for people to connect with each other in as many ways as possible."

IPADS TO THE RESCUE

Sioux City Fire Rescue is replacing pens and paper with iPad tablets—a move that will increase efficiency and safety for rescue personnel. Fire engines are wireless hotspots, so crew members can obtain map details by tapping on the screen instead of searching through extensive map books. To get the most from these new tools, the department intends to create a system showing a floor plan of each commercial building in the city. Firefighters will use the information when making annual inspections, as the system would highlight the location of hazardous materials, sprinklers, elevator shafts, and potential dangers.



The department also intends to expand its database to also include training manuals and other information for quick access to details like chemical hazards, location and pressure of area fire hydrants, and more. "The iPads will fundamentally change the way we work," says Fire Chief Tom Everett. "Certainly the savings in printing costs will be significant, but we are most excited about providing enhanced efficiency and safety for our crew." Eleven iPads were funded through Sioux City's Capital Improvement Budget; eight more will be purchased in July.

TRACTORS TREK INTO TOWN

Can you imagine 500+ tractors at the Sioux City Explorers' Lewis & Clark Park? It's happening this summer, as WHO Radio's Great Iowa Tractor Ride comes to Sioux City on June 23–26. For the first time in the ride's 17-year history, Sioux City will host this annual summer event. Organizers expect 750 participants and over 400 family members to join the festivities.

Each day, the tractors will travel to surrounding communities and back again, always returning to Sioux City's Lewis & Clark Park as "home base" each afternoon between 4–7 p.m. The public is encouraged to view the tractors and meet the drivers on Sunday and each evening. Festivities kick off June 23 with a tailgate dinner and Explorer's baseball game for tractor ride participants. Drivers and their families will have remaining nights to shop, eat, visit, and explore Sioux City.

When choosing host cities, planners seek ample accommodations for 1,200 people and strive to select places they've never been before. "Sioux City has so much to offer, so we're excited to be here this year," says Janine Van Vark, event coordinator. "People have made us feel completely at home."

KIDS DIG INTO LEARNING

This summer, the Sioux City Public Museum is proud to feature "The Big Dig," a free exhibit that provides children with hands-on opportunities to make prehistoric discoveries. "Kids of all ages love digging in and discovering fossils; everyone from toddlers to middle school students get into the action," says Theresa Weaver-Basye, curator of education. "They are excited by the chance to feel like an actual paleontologist."

The dig box was created and designed by Triebold Paleontology Inc.—a company that has designed exhibits for world-class museums such as the Field Museum in Chicago and the American Museum of Natural History in New York City. Skeleton material in the box is cast from authentic fossils, while the backdrop panorama highlights actual dig sites in Montana and Kansas. For details, call 712-279-6174 or visit www.siouxcitymuseum.org.





NEW PARK OFFERS PERKS

The Sioux City Loess Hills Prairie Corridor, the community's newest park location, does more than increase available green space within Sioux City's city limits. It also allows residents to explore Sioux City history and learn about natural prairies.

"It's a park that adds value to Sioux City because it preserves our unique native ecosystem in the Loess Hills and offers a glimpse into the heritage of this region," says Derek Carmona, city environmental services analyst.

Covering approximately 250 acres at the crossroads of Interstate 29 and Highways 20 and 75, the Sioux City Loess Hills Corridor provides a wealth of open space for exercise and recreation. Walkers and bikers can pass through at their leisure while enjoying the natural scenery.

"We're replanting lowland areas of this beautiful space with native species and taking advantage of existing remnant prairies on the hills," Carmona explains. "There will also be large ponds for waterfowl."

The Sioux City Loess Hills Prairie Corridor should be open within the next year.



ARTSPLASH MOVES TO RIVERSIDE

When flooding forced ArtSplash from its Missouri riverfront location in 2011, Grandview Park offered higher ground. As the Sioux City Art Center gears up for the 20th anniversary of this Labor Day weekend tradition, ArtSplash will again have a new home: Riverside Park.

"Grandview Park is truly a gem in Sioux City," says Councilmember Keith Radig, "but Riverside Park features several things that are central to Artsplash and its future." Among them: a flat terrain, ample parking, accessibility for those with mobility issues, and plenty of summertime shade.

Organizers say Riverside Park is ideally suited for growing the annual festival. With additional space, they'll invite more artists, expand children's activities, and increase food vendor options.

"We could never have imagined something this size if we were still along the riverfront," says Erin Webber-Dreeszen, ArtSplash development coordinator. "This new location opens up a world of opportunities that celebrate Sioux City's unique cultural community."

SIGNS OF SUMMER

As Interstate 29 construction is again underway, Sioux City is at a key point in its progress.

"Our efforts in 2013 will prepare for reconstruction of I-29 through the downtown, which is scheduled over the next five years," says Dakin Schultz from the Iowa Department of Transportation.

Visit www.iowadot.gov/i29/index.htm to learn more.

What's in the works for this summer? Here's a quick look:

- I-29's northbound lanes will be expanded to three lanes from south of the Singing Hills Boulevard interchange north to one-quarter mile south of the BNSF bridge.
- Crews will replace northbound ramps at the Singing Hills Boulevard interchange, the I-29 to U.S. Hwy. 20 eastbound ramp, and northbound loops in the I-29, I-I29, and U.S. Hwy. 20 interchange.
- Reconstruction continues on the Wesley Parkway interchange, as crews replace I-29's on/off ramps on the east and construct 3rd street from Wesley Parkway to Water Street.
- Utility relocation along Gordon Drive is underway through 2013.

SIoux CITY COUNCIL



Keith Radig • Tom Padgett • Bob Scott • Rhonda Capron • John Fitch

To contact a Council Member
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