

SI^oUXTM
CITY

PROGRESS



FOURTH STREET RESURGENCE



CREATIVE SPACE



CHANGE OF VENUE



HISTORIC RESTORATIONS

Restoration continues on Sioux City's Warrior Hotel and adjacent Davidson Building. Both listed on the National Register of Historical Places, they have been largely vacant for decades.

"We are essentially breathing new life into the heart of the city," shares Alex Cherubin, assistant vice president of Restoration Iowa. "Our commitment is not only to creating a uniquely individual destination in Sioux City, but also to revitalizing downtown with new businesses and more residents."

With an estimated price tag of \$73 million, the Warrior and Davidson renovations are part of a new entertainment and cultural district that will boost economic growth and enhance the local quality of life. City leaders say the project is already attracting attention from developers looking to invest in downtown.

TYSON & HARD ROCK RAMP UP

Sioux City's newest parking ramp is a bit of a hybrid. Crossing over Third Street, it joins the Hard Rock Hotel & Casino Sioux City on the north and offers easy access to the Tyson Events Center on the south. The four-story ramp also merges 535 parking spaces with 15,000 sq. ft. of retail space at the corner of Third and Pearl Streets.

The City of Sioux City and Hard Rock jointly built the \$11 million facility, which is intended to serve both Hard Rock Hotel & Casino and Tyson Events Center ticket holders. The ramp will meet a growing need for parking downtown, particularly for covered spaces that provide protection from inclement weather.



important services like clean drinking water, street improvements, and police and fire protection.

"We are humbled to be included as a top employer in the state of Iowa," states Janelle Bertrand, human resources director. "The City of Sioux City strives to provide a positive work environment, and this national recognition reflects how employees feel about the City of Sioux City as an employer."

Visit www.forbes.com/best-employers-by-state for the full list of "America's Best Employers by State," which ranks a total of 1,430 employers nationwide.

WINNING WORKPLACE

Forbes recently included the City of Sioux City on its list of "America's Best-in-State Employers." The city is one of the region's largest employers and has more than 700 workers who provide



NEW LOOK FOR WEST 7TH

West 7th Street, one of Sioux City's most historic commercial corridors, has a brand new look!

The West 7th Street corridor was platted in the 1860s as a primary point of entry into downtown Sioux City. Now the stretch from Wesley Parkway to Hamilton Boulevard features not only new utilities and street and sidewalk reconstruction, but also updated lighting, colored concrete, fresh landscaping, and new storefronts. Project costs total \$8+ million.

"Portions of the water main dated back to the late 1800s and had to be replaced," shares Jill Wanderscheid, neighborhood services manager, "but the aesthetic changes have also created a stronger connection to downtown Sioux City, and more than two dozen businesses benefited from the city's façade improvement program."

Adds Councilmember Pete Groetken: "West 7th is an important corridor with regard to history and within the present day transportation network. We hope this will attract even more people to the diverse businesses on West 7th."

BETTER THAN EVER

Sioux City knows how to make a good thing even better!

The City of Sioux City was one of the first three communities to be named an "Iowa Great Place" by the Iowa Department of Cultural Affairs in 2005. That designation earned grant funding to bolster efforts downtown and along the Missouri River.

Our community was recently redesignated an Iowa Great Place—this time recognizing Sioux City for its visionary efforts with development of the former stockyards area, new riverfront access and amenities, and continued downtown revitalization.

"It is great to be recognized once again for all our efforts and progress," notes Mayor Pro Tem Dan Moore. "This will definitely help bring future visions to reality."

Because the city has been redesignated as an Iowa Great Place, it can request grant funding for downtown wayfinding markers. Uniquely designed directional signage will guide pedestrians and vehicles in a simple and effective way to provide a positive experience and promote future visits.



SUNNYBROOK GROWTH

Development continues in Sunnybrook! Here are the latest updates:

- A lifestyle shopping center will house several businesses alongside Hobby Lobby and Fleet Farm. Developed by Anthony Properties of Dallas, this is the latest retail project in one of the city's strongest growth markets.
- An extended stay hotel is under construction.
- A new CNOS clinic affirms Sunnybrook as a vibrant market for the medical community.
- Work is progressing on duplexes in the Overlook and another 75-unit apartment building at the Summit at Sunnybrook.
- A multi-family housing complex is planned on the east side of Sunnybrook Drive near the Highway 20 bypass.

"Sunnybrook's consistent growth shows how Sioux City is continuing to attract development interest. The area is filling in fast, and there's significant construction in different sectors—commercial, retail, healthcare, and housing," says Economic & Community Development Director Marty Dougherty. "It's great news for Sioux City."



GAME CHANGER

The Arena is taking Siouxland's youth sports to a whole new level! The \$3.5 million youth sports complex has moved into a 60,000-sq. ft. space in Morningside's former Hobby Lobby and features multiple basketball and volleyball courts along with weight-training space, a dance studio, a wrestling room, locker rooms, classrooms, concessions, and a full-service restaurant.

Project organizers plan to provide a comprehensive sports experience for youth in Sioux City and beyond. In fact, The Arena's team has already worked with 2,500+ young athletes by hosting various tournaments and academies in borrowed space.

"This will be extremely convenient for Siouxland families," explains Dustin Cooper, executive director. "More than that, our location and our people truly set us apart and have allowed us to grow our sports programs and secure regional and national events."

Offering unprecedented opportunities for year-round activity, the new venue will provide excellent, affordable opportunities for area youth and meet increasing demand for court space.

"Along with having a positive impact on young people in our community, this project ensures an important quality of life amenity for Sioux City," notes Mayor Bob Scott. "The Arena will also inject new spending into the local economy through tourism dollars, job creation, and tax revenues."



FOURTH STREET: CREATING PLACE VALUE

PROMENADE PLAZA

Sioux City's Promenade Plaza is seeing changes inside as well as outside.

INSIDE, Promenade Cinema 14 recently made more than \$1 million worth of upgrades, including new paint and flooring, luxury recliner seating and upgraded concessions with alcoholic beverages available.

"It's time for the building that houses the Promenade to finally become the downtown destination it was planned to be," says Bill Barstow, president of Omaha-based Main Street Theatres and owner of the Promenade Cinema 14. "You're going to see an explosion, and it's going to be impressive."

OUTSIDE, Promenade Plaza improvements offer downtown Sioux City an attractive urban green space with informal seating, added lighting, and other functional features.

These changes are good for the environment and educational, too! Providing practical and sustainable solutions to water drainage, the grant-funded project captures storm runoff in bioretention cells that filter pollutants and facilitate drainage. What's more, informative signs explain the process and identify native plants in the space.



BUSINESS IS BREWING

Marto Brewing Company is an entrepreneurial success story that has been years in the making.

"Erik Martin, Marto's founder, spent several years developing his business idea and utilizing various entrepreneurial resources available in the community—programs like Innovation Market and services offered through the Small Business Development Center," says Renae Billings, business development coordinator. "His determination and strong business team, combined with assistance he received from those resources, helped him get to where he is today."

Marto Brewing Company houses brewing operations, a taproom, and restaurant in a 7,300 sq. ft. space within the Promenade complex—Martin's preferred location right from the start. "This was always the ultimate spot for us," he says. "It just screamed it should be a brewery."

With visions of driving by on Fourth and Virginia and seeing tanks in the window, Martin opened Marto in June and has received strong community support.

"We're all about creating experiences for people," Martin said. "You can come in and watch your food being made right there in front of you."

The ultimate value is in creating lasting connections.

"Our goal is to connect entrepreneurs with events, programs, and services to help their ventures succeed and grow in our community," says Billings. "These resources have helped start Marto, Jackson Street Brewery, Lumin Therapy, and so many other businesses in our region."



One of Sioux City's most historic districts is in the midst of exciting new changes!

What's happening? Extensive renovations to the Sioux City Convention Center and a \$21 million Courtyard by Marriott hotel, for starters...with even more in store!

"Historic Fourth Street is seeing exceptional revitalization that will spur growth and enrich our quality of life," says Councilmember Alex Watters, who also serves on the Events Facilities & Tourism Advisory Board. "These improvements strengthen the appeal of downtown Sioux City as a regional destination because they enhance the visitors' experiences to Historic Fourth Street and the Promenade Plaza area."

CONVENTIONAL WISDOM

The Sioux City Convention Center is playing it smart.

The facility is in the midst of its most extensive renovation since it opened in 1988—upgrades that make the space increasingly competitive. Work will conclude this winter.

Its \$3 million redesign includes a new entrance, flexible pre-function and ballroom spaces, superior technology, and impressive amenities that accommodate a wider variety of community, business, and social events.

These changes, along with a wealth of nearby attractions, will improve the experiences of those attending conferences and events at the Sioux City Convention Center. They're also more in line with what people would find at other (and often newer) facilities.

NEW MARRIOTT HOTEL

Adjoining the Sioux City Convention Center is a five-story, \$21 million Courtyard by Marriott expected to open in January. Along with 153 guest rooms and suites, this full-service hotel features outdoor patios with fire pits, a business center, state of the art exercise space, an indoor pool, breakfast space, and a full bar.

"The city has needed a quality convention center hotel to attract conferences and larger meetings," notes Bruce Kinseth, executive vice president of Kinseth Hospitality Companies, which manages the Sioux City Convention Center and the new hotel. "Courtyard by Marriott will fill this void and play a crucial part in bringing more business to the city. Its position in the Historic Fourth Street District will be an asset to travelers, as well."

PLENTY OF PARKING

Anticipating growth, planners carefully considered parking implications. The Sioux City Convention Center's former parking spaces were replaced with a two-level, 140-space parking deck to open this fall. Parking is also readily available on the street and in nearby ramps and lots. The city now has nearly 1,000 public parking spaces within a two-block radius, and many are often free!

LOCAL AMENITIES

Civic leaders originally saw the Sioux City Convention Center as a catalyst to redevelop the Historic Fourth Street District, and that's just what happened. Interestingly, that revitalized historic corridor is now drawing visitors to the convention center area by providing attractions and amenities that enhance their experience.

"Our convention center is in the heart of such a vibrant part of our community," says Watters. "It's an integral part of Historic Fourth Street, it's connected to a first-rate hotel, and it's minutes away from great bars and restaurants, cultural attractions, and green space. What more could you want? It's a total package."

It's also a win-win. The very amenities that draw visitors to the convention center and hotel will also reap profits that result from more business. In fact, as this project boosts activity to the Historic Fourth Street District, it's estimated to generate \$219 million in new spending and \$69 million in new earnings in the first 20 years.

BIGGER BENEFITS

Economic impact is important, but the true value of this undertaking must be measured by more than dollar signs.

"Urban spaces that are multi-faceted, take advantage of historic and unique community assets, include green space and cultural amenities, and create positive visitor experiences not only benefit tourism but also attract future residents," shares Economic & Community Development Director Marty Dougherty. "That's a true measure of civic growth."

Conventional wisdom says this project definitely fits the bill.

SNOW MUCH FUN!

Recently named "Best New Tourist Attraction in Iowa" by MSN, Cone Park is back for its third season! You can enjoy snow tubing and outdoor ice skating and then warm up by the fire or enjoy a snack in the lodge. Check it out...there's SNOW much fun to be had! Visit sioux-city.org/conepark for hours and info.



WHERE THERE'S ALWAYS SOMETHING TO DO! VISIT SIouxCITY.ORG



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ARTS FOR EVERYONE

There's never been a better time to check out the Sioux City Art Center! Following months of renovations, this beautiful public space now features two new galleries along with a fresh home for the Junior League Hands On! gallery.

"People can now see three times more art than they could before," says Al Harris-Fernandez, who directs the Sioux City Art Center. "We've increased the percentage of the permanent collection we have on view, including art work we've been actively collecting in recent years and several new pieces to share."

And thanks to an \$80,000 gift from Sioux City Junior League, an updated Hands On! gallery allows children of all ages to explore in a brand new location with natural light and a wealth of interactive tools ranging from a super-sized color wheel to a giant magnetic wall.

"We moved this from a gallery space to a garden space with big windows," Harris-Fernandez explains. "Kids can create new things with each visit, so it's different every time!"

Adds Councilmember Rhonda Capron: "These changes make the Sioux City Art Center an even greater treasure. Few communities of our size offer such an incredible resource that is available to everyone for free and draws visitors from across the country."



TYSON SCORES UPGRADES

The Tyson Events Center has taken on nearly \$1 million in improvements in recent months for one reason: The fans.

"It's about maximizing the fan experience," says Tim Savona, general manager. "We applaud the city for investing in the facility and having the vision to stay current with other regional venues."

What's new at the Tyson? Brilliant LED lighting, exciting ribbon panels, a marquee and concourse TVs, and a super-size 26- by 44-ft. customizable digital video board, along with concessions upgrades and an ADA-compliant ramp on the building's southwest corner.

"Behind the scenes" changes include a more efficient heating, ventilation, and air conditioning system to save money in years to come.

Ultimately, Savona explains, it's about giving Tyson fans what they really want—even more great shows! "Our goal is to have programming 365 days a year."

SPECIAL RESPONSE STICKERS

The Sioux City Police Department is partnering with Sioux City Fire Rescue to give residents a tool that shares life-saving information in an instant. New special response stickers can be placed in windows of homes or vehicles to identify people with hearing impairments, diabetes, Alzheimer's/dementia, autism, and other special needs.

SCPD Officer Donette Sassman got the idea from another police department and wanted to try it in Sioux City. Police Chief Rex Mueller gave the green light, and she made it happen. Within a week, 5,000 stickers were designed and ordered.

The free stickers are mutually beneficial, Sassman notes. "They are a resource for the public, but they also share valuable information. For example, if we are on an accident scene or at a home with a sticker, we'll know there could be a reason someone inside isn't responding and we can approach the person in a different way."

Visit siouxcitypolice.com/news for sticker locations.





LIBRARY GETS NEW LOOK

Sioux City Public Library's Morningside branch is back in business following a \$1.4 million overhaul that's wowing visitors.

"More people than I can count have commented on the renovations," states Jenn Delperdang, Morningside branch manager. "They appreciate the open feel of the space, the lighting, and the angled bookshelves. And kids are saying, 'I love the library.' That's the best."

The new library features an interactive children's area, one- and two-person computer stations, group study spaces, a large meeting room with kitchenette, and full ADA accessibility. Energy efficiency was improved with a new roof and windows, more insulation, LED lighting, and updated electrical, plumbing, heating, ventilation, and air conditioning systems.

The renovation was a collaborative effort of the City of Sioux City, the Sioux City Public Library, the Sioux City Public Library Foundation, and Friends of the Sioux City Public Library. The library also secured \$125,000 in grants from Missouri River Historical Development and the Roy J. Carver Trust, and a gift from Security National Bank for a new study room.

SIoux CITY COUNCIL



Pete Groetken • Rhonda Capron • Alex Watters • Bob Scott • Dan Moore

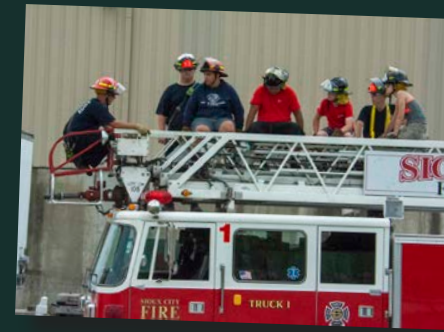
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JUNIOR FIRE ACADEMY

Sioux City Fire Rescue recently wrapped up its first annual Junior Fire Academy for high school students—a 10-week program that saw great success in its first year. Partnering with the Boys and Girls Club, SCFR welcomed 10 students who were eager to learn what's involved with the fire and rescue profession.



"We wanted to teach students about things we do on a daily basis," says Fire Chief Tom Everett. "That included search and rescue drills, thermal imaging cameras, fire prevention training, how EMT services work, and more."

"Programs like this are essential to our community, as they inspire the next generation of first responders," shares Deputy Fire Marshal Joe Rodriguez. And for additional motivation, one student—Ernesto Hernandez—also earned a scholarship to complete EMT certification.

TIME TRAVELS

This winter the Sioux City Public Museum features two exhibits that will take patrons back in time.

The Art of Frank Howell: The Early Years showcases more than 30 works by the Sioux City-born artist who was one of the few artists of his era recognized as both an important painter and a master lithographer. The collection spans from 1966 to 1994, with an emphasis on his career-defining art of the 1970s and 1980s.

The exhibit runs through February 2.

Remnants of the West: Photography by Edward S. Curtis & Mark James is a traveling exhibition of 40 photographs that highlights images by early 20th century photographer Edward S. Curtis alongside images from contemporary landscape photographer Mark James. This is a collaborative effort of the Dubuque Museum of Art and the Studio of the American West Photography.

This exhibit runs November 23—February 23.