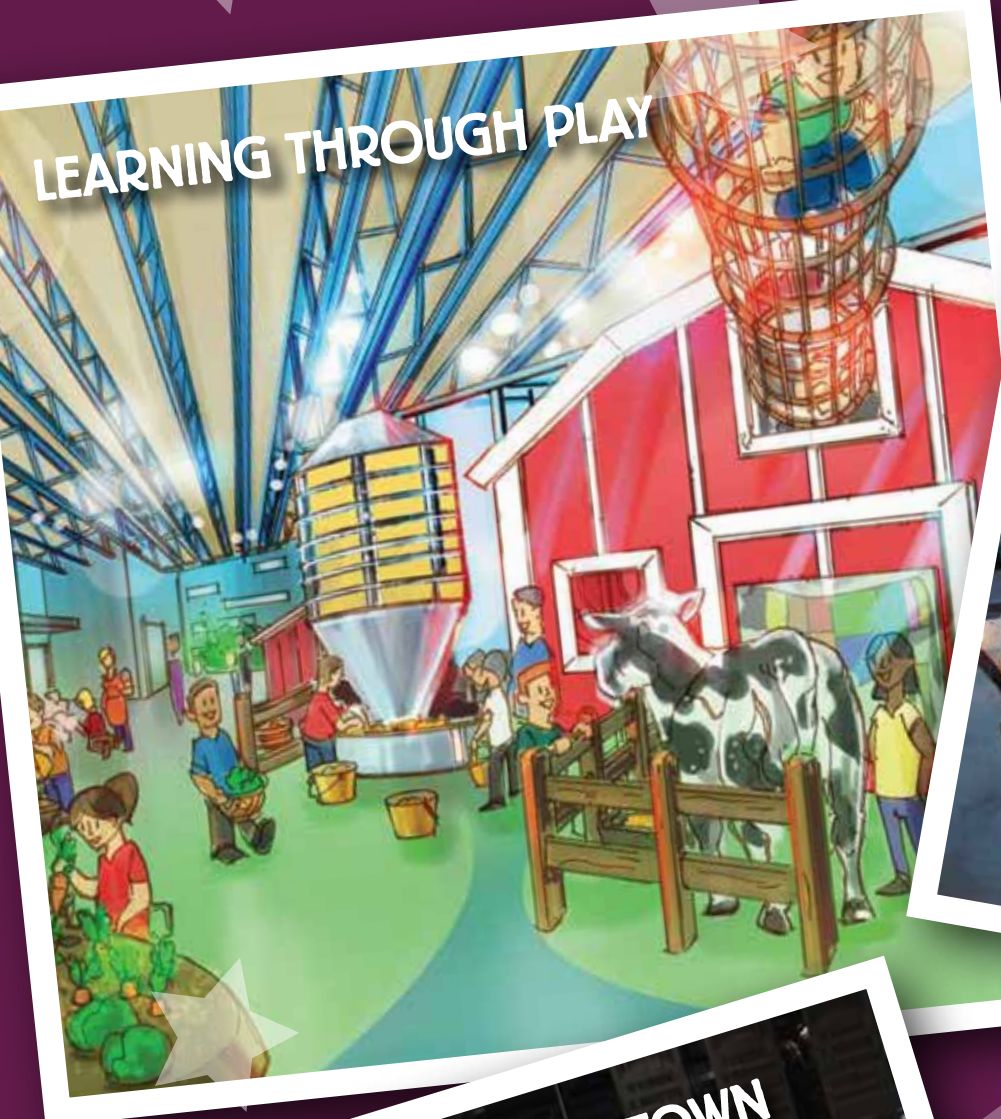


LEARNING THROUGH PLAY



ROCKING THE CITY



BRINGING TOURNEYS TO TOWN



CITY OF SIOUX CITY PROGRESS

A SEMIANNUAL PUBLICATION FOR CITIZENS OF SIOUX CITY, IOWA



Ryan Martinez, center, was named Student Entrepreneur of the Year by Silicon Prairie News.

STARTUP HOT SPOT

Quickly becoming a hot spot for entrepreneurs and startups, Sioux City celebrates and supports innovation through a host of special events.

LAUNCH WEEK

Sioux City welcomed a record crowd to this fall's Launch Week, which featured impressive speakers and programs to motivate entrepreneurs. Kicking things off? Startup Weekend—a two-day experience for aspiring business owners to test the waters with their ideas.

MONTHLY EFFORTS

The City of Sioux City and its partners offer various opportunities for collaboration and networking, including First Friday Coffee and Biz Brew.

Notes Councilmember Dan Moore: "In Sioux City, we encourage and invest in innovation because we know entrepreneurs start companies that create jobs, invest in the community, and generate economic growth."

Go to www.startupsiouxcity.com for events listing.

PARTNERSHIP WITH UNI

The University of Northern Iowa is fostering regional partnerships in western Iowa's Monona, Plymouth, and Woodbury counties. UNI will work with local economic development groups seeking to add start-up businesses by providing a supportive culture, business and technical assistance, networking, and funding options.

"We're eager to work with area partners to expand outreach and build on established resources to support local entrepreneurs," says Mayor Bob Scott.

SILICON PRAIRIE AWARDS

Silicon Prairie News, a digital media company highlighting Midwest entrepreneurs, has recognized three Sioux City entrepreneurs from among 350+ nominees.

Startup Sioux City Board Member Ryan Martinez was named Student Entrepreneur of the Year. Marketing and event coordinator for Base 3, he is also co-founder of Clockwork, a timecard management mobile app.

Blake Anderson and Sean Richardson were finalists for New Startup of the Year for Pushlee, their mobile app for gas station discounts.



Sioux City soon hopes to employ qualified veterans in area businesses through the Home Base Iowa program.

HOME BASE FOR HEROES

As the U.S. Armed Services downsizes by 350,000 troops over the next five years, the state of Iowa wants to give these qualified veterans a new home base...and Sioux City wants to help.

The City of Sioux City is partnering with the State of Iowa, Iowa Workforce Development, and the Siouxland Chamber of Commerce to attract veterans to town through the Home Base Iowa program. In fact, Sioux City is working to become one of the state's first communities designated as a "Home Base" for veterans.

Reaching this goal requires sign-on by local employers, which are expected to set a goal for the number of veterans they will hire by 2018, post job notices on the HBI website, and make sure they're members in the Skilled Iowa Program.

"Building our workforce is certainly a top priority, and Home Base Iowa is a tremendous resource," says Mayor Bob Scott. "Veterans can bring valuable skills like leadership, integrity, and loyalty to area companies."

Statewide, 200+ businesses have pledged support to the Home Base Iowa initiative—including area employers like Hy-Vee, Mercy Health Network, MidAmerican Energy, Security National Bank, Unity Point Health, and Wells Fargo.

Visit www.homebaseiowa.org to learn more.

RAIL PROJECT BOOSTS SOUTHBRIDGE

There's a new \$6.7 million rail yard in the works that will provide an extra boost for Southbridge Business Park—a premier development with excellent access to Interstate 29, Sioux Gateway Airport, and soon... enhanced freight rail.

The City of Sioux City is working with Union Pacific Railroad to create the yard, which features an industrial lead track and "drop & pull" yard. The project is 92% grant-funded, thanks to assistance from the U.S. Economic Development Administration, Federal Railroad Administration, and the Iowa DOT's Rail Port Program.

"Additional grant funding helps us attract new business development while reducing costs to Sioux City taxpayers," says Councilmember Keith Radig. "That's the best possible scenario."

With expected completion by April, the project is already attracting interest from major rail-served industries. TrinityRail Maintenance Services Inc. has selected a 120-acre site in Southbridge for a new facility that will conduct railcar maintenance and services—bringing a \$30 million capital investment and 250 new competitive-wage jobs to the community.



HOUSING IN HIGH DEMAND



Eagle Ridge, one of several new housing developments in Sioux City, will bring 250+ homes to the community's east side.

With new residential developments in high demand throughout town, Sioux City's housing options are growing.

The Eagle Ridge development, a 229-acre subdivision near Whispering Creek Golf Course off Old Highway 141, will bring more than 250 homes to the city's east side. "If you were going to wave your magic wand and ask for whatever you wanted, you would ask for a site just like this," says developer Brian Peterson, of Lawton, Iowa. "It's next to existing residential and close to a golf course, plus it offers great access to restaurants and retail in one of the fastest-growing parts of Sioux City."

Across town, Robert's Addition and Grant's Addition are bringing new housing to the northeast side. "There is a clear need for new, clean, and market-based affordable housing in Sioux City," adds developer Rick Bertrand.

Residential development also continues on the northside with Country Club View, Moos Creek in Leeds, downtown with market-rate lofts, and the new Village Cooperative for adults age 55 and over.

"We have strong economic development in the works, and we need more homes, too," says Councilmember Rhonda Capron. "It's great to see Sioux City thriving in so many areas."

SUNNYBROOK: BRIGHT FORECAST

Sunnybrook continues to be one of the fastest-growing areas in Sioux City, with three new retailers due by Spring 2015.

Grading at the Sunnybrook Village site began last year, and the first of two buildings is under construction. Bed Bath & Beyond, a popular retailer providing items for the kitchen, dining area, bath, and bedroom, will be the first tenant for this 5.6-acre development along Sunnybrook Drive. Additional key retailers are also in the works.

"One of the best things about Sunnybrook is that it has such vast potential," says Councilmember Pete Groetken. "Along with everything happening now, there's a sizable amount of land nearby that will be developed in years to come."

Started in 2002, Sunnybrook Plaza is a thriving commercial and retail development at the intersection of Sunnybrook Drive and Sergeant Road, just off U.S. Highway 20. Anchored by Target and Lowe's, the development welcomed UnityPoint-St. Luke's Sunnybrook Medical Plaza—an 86,000 sq. ft. facility—in September 2013.



JOLLY TIME TURNS 100!

Sioux City's own Jolly Time® Pop Corn, America's original brand name popcorn, celebrated its 100th birthday in October.

Jolly Time was founded by Cloyd Smith in 1914. An entrepreneur at heart, Smith pioneered the U.S. popcorn industry, hand-shelling the popcorn with his son, Howard, and personally selling his product to small grocers and street cart popcorn vendors.

Over time, Jolly Time's product line has evolved to thrive in an ever-changing snack food market. This Sioux City-based business has sold almost three billion pounds of popcorn and markets its products to nearly 40 countries around the globe.

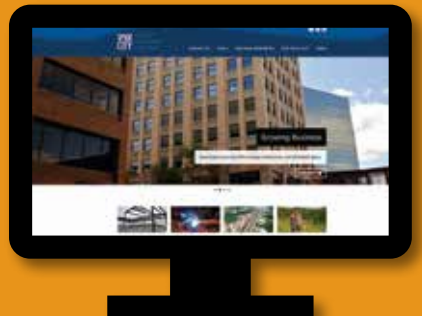
"My great-grandfather, grandfather, and father would all be proud we are still a family-owned company," says President Garry Smith, who is the fourth generation of the Smith family to lead Jolly Time Pop Corn. "Beyond that, they'd be proud of our continued commitment to our community."

A TOOL FOR THE TIMES

Sioux City's Office of Economic Development has a new website—www.locatesiouxcity.com—to help businesses discover and appreciate what Sioux City can offer.

"When people need to make a decision about relocating or launching their company in Sioux City, technology plays a huge part in the process," explains Economic & Community Development Director Marty Dougherty. "We wanted to highlight available properties and feature various incentives, plus showcase all the amenities our community offers to attract new business, young professionals, entrepreneurs, and families to Sioux City."

Dougherty says this new state-of-the-art site fits the bill. Offering a high-touch, high-tech option for businesses to see (and hear—with the increased use of video) about Sioux City's most exceptional qualities, the website also features tools that help companies to explore workforce options, training opportunities, financial resources, and more.



DOWNTOWN SIOUX CITY: A ROCK-SOLID INVESTMENT

MERCY BUILDS ON EXCELLENT CARE

As part of an extensive longterm investment in Sioux City, Mercy Medical Center—Sioux City is completing a \$14 million renovation to its Intensive Care Unit.

With expected completion by next summer, the project increases patient room size by 40–70%, enlarges family waiting space, and fosters caregiver collaboration.

“Currently there may be eight or nine nurses—but they’re in two separate units,” explains Abbie Fahrendholz, R.N., B.S.N. “Going forward we can communicate more effectively—and that will further benefit our patients.”

“We’re the region’s premier healthcare provider, so certainly we want to see continued investment to those facilities,” says Councilmember Keith Radig. “Mercy is doing just that.”

Mercy’s efforts reflect what’s happening elsewhere in Sioux City, says its Vice President for Communications and Community Development Dave Smetter.

“If we have a vibrant downtown, that impacts everyone,” he notes. “As new residents and visitors come into our community, we want them to know Mercy offers state-of-the-art care. Our ICU renovation is a great example of that.”

“This expansion is really all about improving our services to the community,” adds Mercy’s Facilities Director Frank Forneris. “But along with that, it will meld nicely with the existing building, the Heart Center built in 2003, and the downtown skyline.”

President and CEO Jim FitzPatrick says the ICU investment is part of several upgrades planned for Mercy, which is the only Level II Trauma Center between Sioux Falls and Omaha.



Mercy Medical Center—Sioux City is expanding its Intensive Care Unit, which serves over 1,700 patients each year.



HARD ROCK COMES TO TOWN

A \$128 million project that went from groundbreaking to guitar-smashing in less than one year, the Hard Rock Hotel and Casino opened in Sioux City this past August.

And while Sioux City may be one of the smallest cities to have a Hard Rock, General Manager Todd Moyer says key factors were carefully considered.

“This isn’t a Hard Rock that was just plopped in the middle of nowhere,” he explains. “This was an intentional decision.”

Interstate access and local amenities were key factors...and with good reason.

“As people are looking for places to go and things to do, downtown Sioux City has much to offer,” notes Councilmember Dan Moore. “We have a vibrant community with a beautiful riverfront and a healthy mix of restaurants and retail.”

“We wanted to be part of that,” shares Moyer. “We especially appreciated the retail opportunities that Historic Fourth Street and Historic Pearl District could bring to the mix, because retail enhancements encourage visitors to make an overnight stay. We wanted to work with the community to make this more of a destination.”

SIOUX CITY’S COMMITMENT

The City of Sioux City was a key partner—rerouting traffic, transferring property parcels, reconfiguring utilities, and making nearby improvements that had been planned for the Historic Pearl District as early as 2006.

“There were several vacant and undervalued buildings, so the plan called for street reconstructions, a facade program, and more,” notes Neighborhood Services Supervisor Jill Wanderscheid. “We’re now in the fourth round of improvements. We’ve added bike racks and benches, reconstructed alleys, and given facelifts to several buildings. Next summer will bring further beautification and redevelopment.”

ENTERTAINMENT OPTIONS

Since the Hard Rock opened, there’s been a renewed sense of energy for many businesses downtown.

“People are talking about how much they enjoy being in the area and on the property, watching the shows, and seeing the rock memorabilia,” says Moyer.

Hard Rock will annually host 200 dates of live entertainment. Moyer’s team works closely with Sioux City Events Facilities Director Erika Newton to avoid direct competition

with shows at the Tyson Events Center and Orpheum Theatre. The ultimate goal? A diverse mix of shows across every genre.

“We know people have limited budgets, and no one can go to every show,” Newton explains. “Hopefully we have something for everyone.”

NEW LIFE FOR HISTORIC BUILDING

Featuring 54 loft-style rooms, the Hard Rock Hotel is housed in the historic Battery Building. Built in 1906, it’s listed on the National Register of Historic Places.

“This building wasn’t created for public use,” Moyer says. “It didn’t have to be that beautiful, but it was. It didn’t have to incorporate arched windows or solid wood columns and beams, but it did. The craftsmanship is tremendous.”

Used as a hardware warehouse until 1932, it sat empty for many years. In 1944, Sioux City Battery Company began using it as a factory for Rayovac batteries for only 12 years—yet its name stuck.

“The Battery Building has defined the city skyline for so long,” Moyer says, “but few people know its story.”

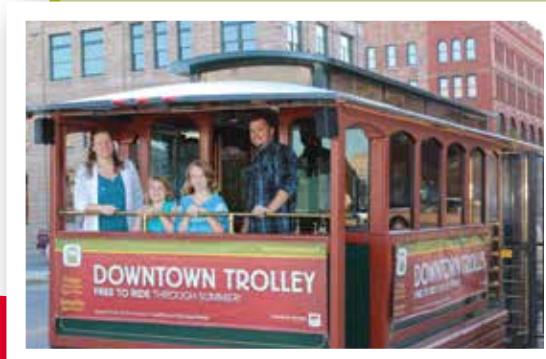
Now with its distinctive tower alongside Hard Rock’s iconic guitar, that story begins a new chapter.

“In so many ways, Hard Rock is helping to bring downtown together,” Moyer says. “With the façade improvements in the Historic Pearl District, the continuing success of the Historic 4th Street District, and everything that is happening here, there’s a definite synergy in downtown Sioux City...and Hard Rock is glad to be part of it.”

FREE TROLLEY SERVICE

After a successful summer, Sioux City’s free downtown trolley will continue Saturday evening service through the holiday season and resume Friday and Saturday evening hours next summer. The trolley visits key downtown venues:

- Historic 4th Street District
- Promenade Cinema
- Convention Center
- Orpheum Theatre
- Historic Pearl District
- Tyson Events Center
- Hard Rock Hotel & Casino



THE POWER OF PLAY

Located in Sioux City’s Historic Pearl District, the Children’s Museum of Siouxland recently broke ground for its new \$7 million project that should be completed by Fall 2015.

This state-of-the-art 15,000 sq. ft. facility will encourage learning through play. Designed for children up to age 10, interactive exhibits will focus on local attributes, including agriculture, air, water, and wind.

The Children’s Museum of Siouxland began with four moms (Debbie Bernstein La Croix, Lily Higman, Brandy TenHulzen, and Jenny Uhl) who formed a committee within the Junior League of Sioux City in 2004.

Separating from Junior League and generating a great deal of momentum within the last two years, a larger team of committed supporters now includes local leaders, schools, families, businesses, and city officials.

The group has worked tirelessly to raise money and awareness for its cause. Backers have raised \$6.3 million in donations—including a \$900,000 grant from Vision Iowa Community Attraction & Tourism.

“This is a strong investment in the future of Sioux City,” says Economic Development Specialist Anne Westra, who serves on the children’s museum board. “It will have such a positive impact on our youth, as hands-on exhibits focus on STEM (science, technology, engineering, and math) education in fun and creative ways.”

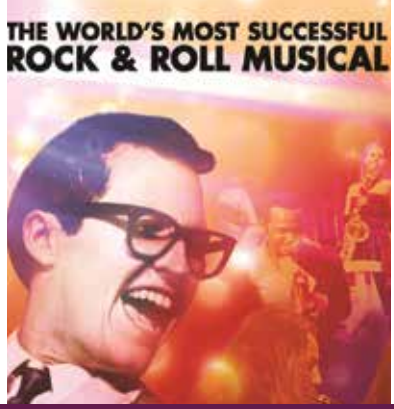
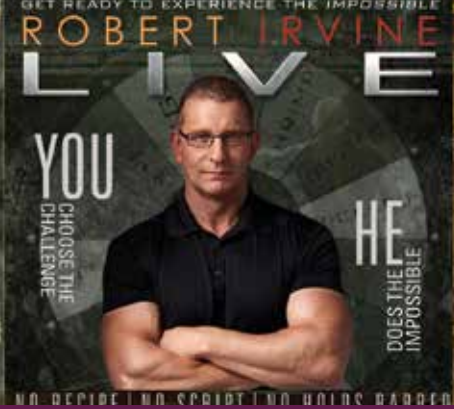
Adds Westra: “It’s also another great cultural attraction that draws people to our community.”

Supporters believe nearly 50,000 annual visitors to the Children’s Museum of Siouxland will create an economic impact of \$2 million for downtown Sioux City within the first year of operation.

“Along with being a great addition to the Historic Pearl District, this unique project will help us bring more young families to Sioux City,” says Mayor Bob Scott.

The Children’s Museum of Siouxland, which will feature fun and interactive learning experiences, celebrated its groundbreaking in late October.





VISITSIOUXCITY.ORG

SO MUCH TO DO

TYSON EVENTS CENTER

- tysoncenter.com • 800.593.2228
- SC Bandits Arena Football • scbandits.com
- SC Musketeers Hockey • musketeershockey.com
- 2014 NAIA Volleyball Championship • Dec. 2-6
- B.o.B • Dec. 20 • 8 p.m.
- WWE SmackDown • Dec. 21 • 7 p.m.
- Monster Truck Nationals • Jan. 16-17
- Professional Bull Riding • Jan. 23-24
- Florida Georgia Line • Feb. 12
- 2015 NAIA Basketball Championship • March 11-17
- Harlem Globetrotters • April 15 • 7 p.m.
- Alan Jackson • May 1 • 7 p.m.
- Volbeat & Anthrax • May 22 • 7 p.m.

DOWNTOWN

- downtownsiouxcity.com • 252.0014
- Downtown for the Holidays Lighted Parade Nov. 24 • 6:15 p.m.
- Festival of Trees • Nov. 24 Kick-Off • 6:30 p.m. Ho-Chunk Centre Atrium
- Santa's House • Nov. 24 Kick-Off • 7 p.m.
- Shop Small Business Saturday • Nov. 29
- St. Patrick's Day Parade • March 17

CONVENTION CENTER

- visitsiouxcity.org/convention-center • 279.4800
- Antique Spectacular Show • Nov. 14-16
- Holiday Collections Craft Fair • Nov. 22-23
- Siouxland Home Show • Feb. 26-March 1
- Spring Collections Craft Fair • March 21-22
- Siouxland Garden Show • March 26-29
- Women's Night Out • April 8-9
- United Way Luncheon • April 22 • 11:30 a.m.-1 p.m.

SIOUX CITY PUBLIC LIBRARY

- siouxcitylibrary.org • 255.2933, ext. 231
- Book discussions, tech talks, and storytime events.
- Contact for details.



ORPHEUM THEATRE

- orpheumlive.com • 800.745.3000
- SC Conservatory of Music: Cello Fury Nov. 8 • 6 p.m.
- SC Symphony: "New World" Experience Nov. 15 • 7:30 p.m.
- Mannheim Steamroller • Nov. 22 • 8 p.m.
- Disney Junior Live On Tour! Pirate & Princess Adventure • Nov. 23 • 1, 4 & 7 p.m.
- Moscow Ballet's Great Russian Nutcracker Nov. 26 • 7 p.m.
- Christmas Memories: Jill Miller with Kelsey Klingensmith • Nov. 29 • 7 p.m.
- The Browns Christmas Joy • Nov. 30 • 4 p.m.
- Rockestra: Christmas Show V • Dec. 6 • 7:30 p.m.
- MythBusters: Behind the Myths • Dec. 10 • 7 p.m.
- SC Symphony: Christmas Spectacular Dec. 13 • 7:30 p.m.
- Tonic Sol-fa • Dec. 21 • 7:30 p.m.
- Dancing Pros: LIVE! • Jan. 14 • 7:30 p.m.
- STOMP • Jan. 31 • 7:30 p.m.
- SC Symphony: A Broadway Romance with Ashley Brown • Feb. 14 • 7:30 p.m.
- The Australian Bee Gees • Feb. 21 • 7:30 p.m.
- Flashdance: The Musical • Feb. 22 • 7 p.m.
- Memphis • March 2 • 7:30 p.m.
- Chef Robert Irvine Live! • March 7 • 7:30 p.m.
- SC Symphony: Iowa Piano Competition • March 9
- The Buddy Holly Story • March 25 • 7:30 p.m.
- Rodney Carrington • March 28 • 7 p.m.
- Rockestra: Idol III • April 11 • 7:30 p.m.
- SC Symphony: Purpose & Triumph April 18 • 7:30 p.m.

SIOUX CITY MUSEUM

- siouxcitymuseum.org • 279.6174
- SC Journal: 150 Years Exhibition • Through Jan. 4
- Kansas City Monarchs in Sioux City • Nov. 13 • 6 p.m.
- Iowa in 21st Century Films • Nov. 16 • 2 p.m.
- History at High Noon (Topics Vary) • Nov. 20, Dec. 18, Jan. 15, Feb. 19, March 19, April 16 • 12:05 p.m.
- 24th Annual Sioux City History Projects April 4-May 17

SIOUX CITY ART CENTER

- siouxcityartcenter.org • 279.6272
- Saturdays: The Art Lesson • 10:30 a.m.-12 p.m.
- Sundays: Family Fun Day Workshop • 1:30-2:30 p.m.
- Mid-Century Mix: Art from the 1950s • Through Feb. 1
- Jackson Pollock: Mural • Through April 1
- Ongoing events highlighting Jackson Pollock. Contact for details.
- Holiday Workshop* • Dec. 6 • 10:30 & 11:45 a.m., 1:30 & 2:45 p.m.
- Youth Art Exhibition • Feb. 15-April 4
- Spring Fling Workshop* March 21 • 10:30 & 11:45 a.m., 1:30 & 2:45 p.m.

PARKS & RECREATION

- www.sioux-city.org/parks • 279.6126
- Open Skate • IBP Ice Center • Fridays & Saturdays (Except Nov. 7 & Jan. 23) • 7-9 p.m.
- Breakfast with Santa* • Long Lines Family Rec Center Nov. 29 • 9-11 a.m.
- Learn to Skate* • IBP Ice Center • Sundays Jan. 11-Feb. 22 & March 8-April 19
- Daddy Daughter Date Night • Feb. 12
- Mother Son Date Night • March 10

*Registration required. Please contact the hosting venue for additional information.

BLUE ZONES GAINS MOMENTUM

All over town, schools, worksites, and restaurants are turning blue—striving to meet rigorous Blue Zones standards that promote living healthier lifestyles. Over 10,000 residents have pledged their commitment, too.

As a Blue Zones demonstration site, Sioux City has had nearly two years to learn about walking moias (small groups), purpose workshops, healthy cooking classes, walking school busses, community gardens, and the importance of volunteering.

Many area employers have become designated Blue Zones worksites—most recently the City of Sioux City. "We have workplaces with 15 employees and 1,500 employees," notes Organization Lead Chris Liberto. "No employer is too big or small."

By June, Sioux City will complete its goals to become a certified Blue Zones Community. Until then? "Things are changing weekly...sometimes daily," says Community Program Manager Susan Brown. "People are turning out in great numbers at all kinds of Blue Zones events."

Adds Project Manager Joni Kellen: "Certification definitely shows we've made progress, but all our goals will continue even after we become certified."

For Blue Zones updates and a list of designated worksites, restaurants, and schools, visit www.bluezonesproject.com/communities/sioux-city/.

LET THE GAMES BEGIN

Sioux City has received two major grants—\$20,000 from the State of Iowa and \$50,000 from Iowa's Regional Sports Authority District—that will bring dynamic nonprofessional sports action to town and spur the local economy, too.

Events include everything from local softball and basketball tournaments to the Midwest Pool and Dart Championships and NAIA championships. Economic impact is estimated at more than \$16 million.

"Not only do these events bring large amounts of direct spending into Sioux City," says Sioux City Events Facilities Director Erika Newton, "but they are also great for area businesses and fun for our community."

Again this year, Tyson Events Center hosts the J&L Staffing & Recruiting, Inc. 2014 NAIA Volleyball National Championship in December and the 2015 NAIA Division II Women's Basketball National Championship, presented by State Farm, in March.

The City of Sioux City and Morningside College will also host the 2015 and 2016 NAIA Softball World Series, a 10-team double-elimination format, played on one stadium field.

Says City Manager Bob Padmore: "These events provide a wonderful opportunity to show Sioux City's hospitality to the athletes and fans of teams from all over the country."



PARK POTENTIAL

As Sioux City's new Parks & Recreation Director, Matt Salvatore is full of ideas. Salvatore, who formerly served as recreation manager for Des Moines, has northwest Iowa ties and extended family in Sioux City.

"It's a great place to live, work, play, and raise my family," he says. "Plus there's so much potential here."

With Salvatore's appointment, Sioux City Parks & Recreation has become a department for the first time in 10 years. "This decision reinforces that the City of Sioux City wants Parks & Recreation to be a primary focus area," explains Councilmember Rhonda Capron.

Where to start? There's a new \$2.3 million park—Cone Park—coming, but its location has not been finalized. "We've surveyed to determine the needs and desires of the community," Salvatore says, "so we'll base our priorities off those results."

The new director's plans also include adding splash pads (right now Sioux City has one in Dale Street Park), expanding day camp offerings, bringing additional tournaments into town, enhancing the Long Lines facility, and connecting the community's trail system.

PARKS & REC

BY THE NUMBERS

- 53 parks
- 20 miles of paved trails
- 1 ice center
- 5 pools
- 2 18-hole golf courses
- 3 indoor basketball/volleyball courts
- 52-ft. rock climbing wall



Read all about it! The Sioux City Journal merged with longtime rival, The Tribune, in 1941. It was acquired by The Hagadone Corp. in 1971 and purchased by Lee Enterprises in 2002.

EXHIBIT MARKS MILESTONE

As the Sioux City Journal marks its 150th anniversary, the Sioux City Public Museum is featuring a special exhibit: "Sioux City Journal: 150 Years in Siouxland" that features artifacts, photos, and even pieces of the Journal's old Douglas Street building.

Publishing its first issue in 1864, the Journal began as a weekly paper but soon expanded to daily publication. By 1890 it was the first paper in Iowa to publish seven days a week, and in 1900 it became a charter member of The Associated Press.

"The newspaper chronicled so much of Sioux City's early years," says Sioux City Journal Editor Chris Coates, "and the museum's exhibit looks at people and events that shaped our city and its history."

Changing with the times, the Journal launched www.siouxcityjournal.com in 1997 and has been a leader in the digital communication age.

"Having a strong news organization that asks tough questions and advocates for readers is vital to our community's success," Coates shares. "We're proud of the Journal's 150-year tradition...and we're excited about our future, too."

SIoux CITY COUNCIL



Dan Moore • Rhonda Capron • Keith Radig • Bob Scott • Pete Groetken

To contact a Council Member
CALL 279.6102 • CCOUNCIL@SIOUX-CITY.ORG

Robert Padmore, City Manager
City Hall • 405 6th St. • Sioux City, IA 51101
An EO employer



Sioux City features several new investments in education, including a new fine arts building at Bishop Heelan High School (above) and Loess Hills Elementary School (below).

BUILDING BETTER EDUCATION

Bishop Heelan High School recently opened a new \$15 million fine arts building across from its current high school campus at 11th and Grandview.

The new structure features high-tech classrooms, a student commons, and a 634-seat auditorium.

"We haven't had a construction project on campus since the late 1950s," says Principal Chris Bork, "so walking into a state-of-the-art learning facility has some people truly amazed."

Looking to the future, Heelan hopes to expand even further with a \$10 million addition to the building that will fully accommodate academic, athletic, and performing arts programs.

Coupled with the city's new tree-lined Wesley Parkway corridor, construction efforts at Heelan have transformed an aging neighborhood just blocks from downtown Sioux City.

"It's rewarding to see such strong investments in our community's future," notes Councilmember Pete Groetken.

To that end, Heelan's new building is just one example of ongoing construction efforts involving Sioux City educational institutions.

- ★ The new **Loess Hills Elementary School** opened in August on the city's west side. At a cost of \$16.2 million, Loess Hills holds 650 students and features energy efficient lighting and a convertible gym.
- ★ The **Sioux City Community School District** plans to add three more new elementary schools over the next six years.
- ★ In October, **Morningside College** unveiled its \$13 million "academic village" project: a new classroom building and academic advising center, along with extensive updates to its library.
- ★ **Western Iowa Tech** has built new housing for up to 180 students. The complex features 49 suites, many with exterior decks overlooking an arboretum, with convenient access to communal kitchens and a campus store.
- ★ Across town, **Briar Cliff University** recently completed a three-story addition to its academic center—part of a nearly \$11 million transformation of Heelan Hall, Briar Cliff's flagship building that originally opened in 1930.

PHOTO CREDITS: Page 3, Jolly Time: American Pop Corn Company. Page 5, Hard Rock Hotel: Matt Downing Photography. Page 8, Milestone Exhibit: Sioux City Journal. Page 8, Heelan Fine Arts Building: Bruce Meyer Productions.