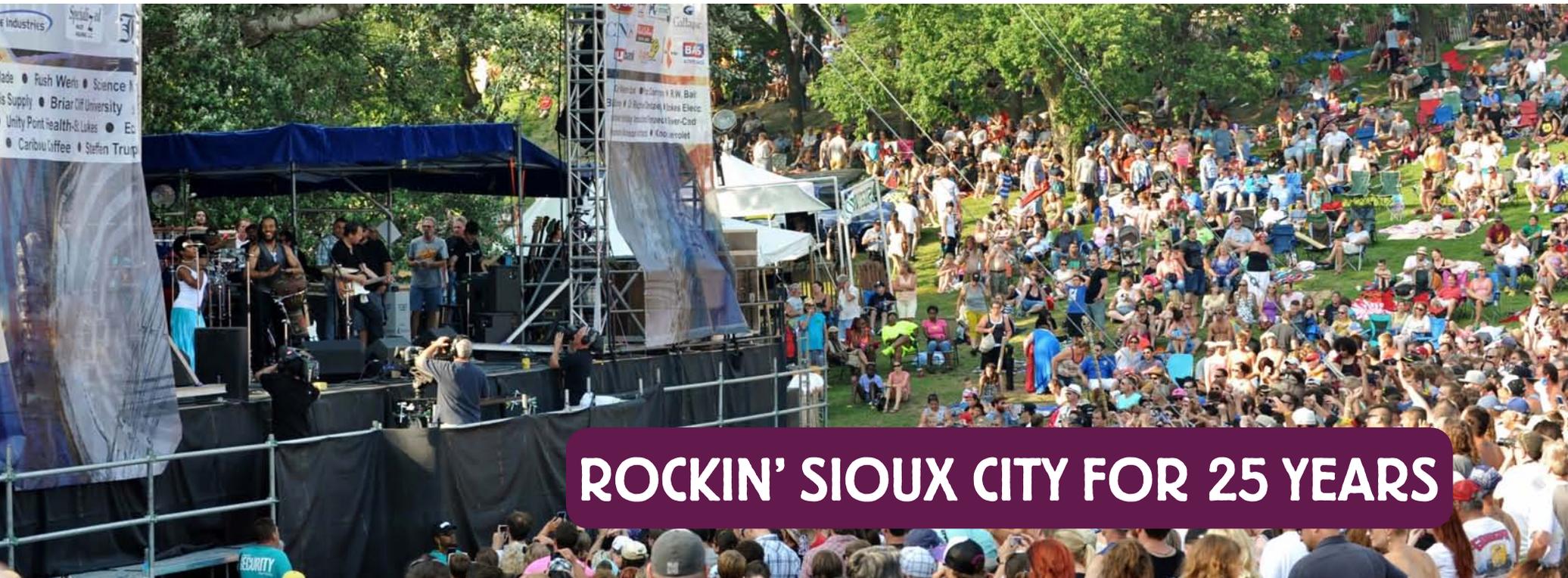


SIoux CITY PROGRESS



ROCKIN' SIOUX CITY FOR 25 YEARS



WELCOME, RAGBRAI



GET HEALTHY



PLAY BALL

SPRING / SUMMER 2015

CITY BECOMES HOME BASE IOWA COMMUNITY

Military veterans looking for civilian work have even more reasons to choose Sioux City, as it's now an official Home Base Iowa Community.

Championed by Iowa Gov. Terry Branstad, this statewide initiative aims to attract thousands of job-seeking veterans as they are discharged from active duty in the coming years. So far, Sioux City is one of only two cities statewide to earn the Home Base Iowa Community designation.

Per program qualifications, at least 10 percent of local employers have pledged to hire one or more veterans by the end of 2018.

"Area businesses have great respect for those who have served in our Armed Forces, and the strong response of our business community reflects the value they see in hiring America's veterans," explains Anne Westra, the economic development specialist who coordinated the application for Sioux City.

"Participating in Home Base Iowa is another way for Sioux City to address its workforce shortage," says Councilmember Dan Moore. "We have a significant need for talented workers, and we realize our nation's service men and women have strong skill sets to share."

As a Home Base Iowa Community, Sioux City offers many incentives for veterans and their families. Visit locatesiouxcity.com/workforce for a complete listing.



In late April, Iowa Gov. Terry Branstad honored Sioux City as a Home Base Iowa Community and recognized its initiatives to attract job-seeking veterans.



The community's increased housing demand has led to a variety of new developments throughout Sioux City.

MORE JOBS SPUR RETAIL & HOUSING

Local job growth continues in several sectors, including healthcare and manufacturing.

"Overall, new job growth creates a need for housing," says Sioux City's Director of Economic & Community Development Marty Dougherty. "In turn, it creates opportunities for additional retail and restaurants. It initiates a ripple effect that's very positive for the community."

As the nation's economy improves, the National Retail Federation expects growth of U.S. retail and restaurant realms to hit a four-year high in 2015.

"We're definitely seeing national trends ring true in our region," says Councilmember Keith Radig. "Retailers and restaurants are among the greatest growth areas in Sioux City."

In fact, the NRF predicts continued success for retailers like Marshalls and Bed, Bath & Beyond—two of Sioux City's newest retail tenants. These companies and others like them will spur growth, produce significant sales tax, create more jobs, and boost housing demand.

A recent study confirmed a strong and growing need for the construction of new housing in Sioux City, prompting several projects in our community. With housing demands on the rise, area residents will see additional developments, including some that benefit from Iowa's new Workforce Housing Program designed to encourage new construction and housing rehabs with certain tax incentives.

Adds Dougherty: "The new state program and other efforts by the city—including economic development grants and tax credits—will help meet the growing demand for housing in Sioux City. There are already several projects in the works."

LAKEPORT VIEW CONDOS

Construction efforts are underway for Lakeport View, a new 14-unit condominium project near Lakeport Commons. With an estimated cost of \$3.5 million, the condos will be located at the site of a former nursing home at 3420 Old Lakeport Road.

SUNNYBROOK APARTMENTS

A \$20 million apartment development is planned on the northeast corner of Sunnybrook Drive and Christy Road. The Summit at Sunnybrook Village will span 13+ acres and feature 225 market-rate apartment homes along with a resort-style swimming pool, clubhouse, and fitness center. Construction is planned to begin in late summer.

HOUSING PROJECTS

Construction of Eagle Ridge, one of the largest subdivisions in Sioux City history, is underway. The 229-acre development will bring nearly 300 new homes along with opportunities for commercial growth. Across town, an additional 14 residential lots are planned in the Welte subdivision, a seven-acre site located near 41st Street and Indian Hills Drive.

HOT NEWS FOR SCFR

Sioux City Fire Rescue now has three new fire engines located at stations in Leeds, West 19th Street, and Hamilton Boulevard. As part of SCFR's "Flex Fleet" project, these multipurpose engines replace five older vehicles: three fire engines from 1990, a tanker made from a refurbished city street flusher, and a hazardous materials truck made from a refurbished 1991 city dump truck.

"We've combined functions to reduce the size of our overall fleet, but we have maintained—and even improved—our response capabilities," says Fire Chief Tom Everett. "We now have a highly efficient fleet to serve residents for the next 25 years."

Along with new equipment, SCFR has also become fully accredited by the Commission on Fire Accreditation International, an honor earned by less than one percent of fire departments worldwide. The accreditation process included a 253-point self-assessment, a review by the CFAI, and more.

"We're working to evaluate ourselves and improve," Everett notes. "As this recognition shows, we have a strong department, great people, and exceptional support...some of the best in the country."

HONORING LOCAL HEROES



Sioux City Police Chief Douglas Young played a key role in the Hero's Walk project.

New this summer, the Hero's Walk is a memorial path along the riverfront walkway in Chris Larsen Park to honor those who died while performing their duties for the City of Sioux City or Woodbury County.

Prompted by discussion among city leaders, the walk includes about two dozen plaques in memory of city and county personnel as far back as the late 1800s.

"These men and women have contributed greatly to the quality of life for everyone in this area," says Police Chief Douglas Young. "We felt they should be honored in a significant way." Hero's Walk plaques are placed on stands one-tenth of a mile apart, also serving as distance markers.

The path recognizes employees from the Woodbury County Attorney's Office and Sheriff's Department, along with the Sioux City Police Department, Sioux City Fire Rescue, and Sioux City Public Works.

"The Hero's Walk complements an existing memorial downtown naming those who died in the line of public safety, but we wanted this memorial to be visible and all-encompassing," Young notes. "We hope it will prompt conversation and help people understand the importance of public service in our community."

CITY PARTNERS WITH UI

Through the Iowa Initiative for Sustainable Communities, University of Iowa professors and students are working side by side with Sioux City leaders to ensure the brightest future for our community. Teams have partnered on projects involving transportation planning, downtown growth and development, historic preservation, public arts, and more. Along the way, they've encouraged input from local residents to gain additional insight.

"Many projects involve only reports and planning now," says Charlie Cowell, city planner, "but you'll soon see evidence of this partnership all over town."

An active transportation plan will influence design of future trails and bike routes, for example, and efforts with the Siouxland Interstate Metropolitan Planning Council will enhance the livability of downtown Sioux City and the sustainability of the metro area.

Connecting with UI students and professors, Cowell notes, involves more than receiving assistance on various projects. "As Sioux City is evolving, we want to keep pace with trends in all fields of study," he explains. "This partnership is helping assess growth areas and helping us attract and retain younger populations."

One of only three Iowa communities chosen and the second-largest city ever selected, Sioux City will partner with the IISC into 2016.



FEEDING INTO THE FUTURE

Steadily increasing sales over the past several years have prompted Smithfield Foods to consider expanding its Sioux City production facility. Branded under the Curly's Foods name, the company produces a wide variety of cooked meats for many national restaurants and grocery stores.

The project will add approximately 30 new employees and invest a total of \$9 million to its existing facility located in the Yards I-29 Business Park. Expansion plans will add new production space on the south side of the facility along with new processing equipment and machinery.

"Sioux City continues to offer a number of assets necessary for growth in the food processing industry. We're happy to see plans for future investments from industry leaders like Curly's Foods," says Mayor Pro Tem Rhonda Capron. "They play a vital role in our region's economy."

The City of Sioux City is working with the company to provide assistance for the proposed project.



SUMMER TOURISM EVENTS DRAW THOUSANDS

MARDI GRAS MAGIC

Saturday in the Park has grown to encompass an entire weekend that includes the Big Parade and Mardi Gras Festive on Thursday night.

Julie Peterson, who works in Sioux City's tourism office, says the events had simple beginnings. "A chance meeting over coffee and golf connected people from Sioux City with residents of Lake Charles, La.," Peterson shares. "Before we knew it, plans were made for Sioux City locals to visit Lake Charles during Mardi Gras and for Lake Charles residents to visit Sioux City during Saturday in the Park."

Officially formed in 1995, the Krewe de Charlie Sioux has grown to 50 members. In Sioux City, most of the Krewe's work happens at the Mardi Gras Festive, which showcases elaborate costumes and Cajun food.

"It's a great chance for people here to explore something new," explains Peterson, a charter member of Krewe de Charlie Sioux and this year's ball captain for the Sioux City delegation.

Each year the Mardi Gras celebration has a different theme presented in a style show fashion with music and bead-throwing. People in the community can catch the Big Parade in downtown Sioux City and then enjoy Cajun cuisine at a sit-down meal before the gala.

Sponsored by the Sioux City Tourism Bureau, the parade brings the fun and festive atmosphere of Mardi Gras to Sioux City with music, brightly decorated floats, and bead-throwing.

"Lake Charles and Sioux City are similar in size, and each is close to water—as we have a river and they have a lake. We're also both trying to improve our communities and attract new businesses," says Peterson. "We have more in common than people may realize."



The large costumes and feathers at the Mardi Gras gala are designed and made by Krewe members from Lake Charles, La.



Saturday in the Park draws 30,000 fans to its annual festival, which brings in top-notch bands like The Avett Brothers (left) and Counting Crows (center). Aretha Franklin (right) headlines this summer's event.



POPULAR MUSIC FESTIVAL NOTES 25 YEARS

Time flies when you're having fun.

It's been 25 years since Sioux City hosted its first Saturday in the Park, which involved only a handful of bands and an unlit stage. The festival has grown exponentially since 1991—annually attracting up to 30,000 people to Sioux City from the Midwest and beyond.

Co-founded by Dave Bernstein, Adam Feiges, and Tom Grueskin, SITP is now recognized as one of the region's premier summer events and is perhaps best known for its eclectic mix of musical traditions.

"It was a goal we never articulated, but we all wanted: to present great bands—maybe some that had never been to Sioux City before—for free," says Bernstein, who still helps book many of the artists.

As the friends brainstormed possibilities for a music festival at Grandview Park's historic bandshell, they formed a team and secured sponsors Cy Chesterman and a young Gateway 2000. They also enlisted help from the City of Sioux City.

"Joanne Grueskin and Judy Nicolls really cleared the deck for us," notes Bernstein. Grueskin served on the City Council and Nicolls was the field services director.

"Honestly, our vision was doing it one time and making it work," he recalls. "Seeing greater numbers than we expected—probably 5,000 for the first one—was incredible... gratifying... addictive. We knew we had to do it again."

The next year, Gateway 2000 founder Ted Waitt became personally involved.

"I wanted to get the Neville Brothers, and he made it happen," Bernstein says. "That was a major turning point because it forced us to step up our game."



Adam Feiges and Dave Bernstein (right)

"As a not-for-profit, our purpose is to put on a free music festival—but we need to pay the bands," reminds Bernstein. "Our community is extremely lucky to have such great corporate and individual supporters of events like this. Not many places can say that."

"Public and private partnerships have been key to making Saturday in the Park work," explains Mayor Bob Scott. "It's been gratifying to see how our community has supported this event over the years."

"It's also one of our main goals to create an event that adds to the cultural landscape and helps to create a really nice quality of life here," adds Bernstein.

Scott believes it does. "Saturday in the Park brings people into our community, and it also keeps people in town for the holiday weekend when they might otherwise go somewhere else. It's an event that has put Sioux City on the map, and we're glad to do whatever we can to make the festival successful."

"The city has always been a great partner," says Bernstein. Civic staffers play key roles marketing the weekend's events, managing security, helping with emergencies, coordinating logistics, providing snow fence, and more.

SITP also relies annually on hundreds of volunteers who give thousands of hours.

"It's great to see everything come together and know there are so many people who are a part of it," Bernstein shares. "Marking 25 years is a milestone, and I'd love to see Saturday in the Park continue...but it also has to evolve."

The event has already grown to include the 2nd Stage along with the Kid's Zone, Arts Alley, and an impressive fireworks display. But the first Saturday in the Park was all about music on the main stage—and for Bernstein, that remains the festival's focal point.

"Above all, we're looking for artists that are great live performers," he says.

Among Bernstein's favorites from the 25-year span? "The Neville Brothers for sure. Ziggy Marley. B.B. King. Buddy Guy. Santana. Ben Harper. Brian Setzer. The Avett Brothers last year. There have been amazing shows from one year to the next."

This year, Aretha Franklin, Foster the People, and a full slate of other great bands will continue the tradition.

Web: www.saturdayinthepark.com

App: www.saturdayinthepark.com/Frontpage/mobile-app/



WELCOME, RAGBRAI!

Sioux City hosts the start of RAGBRAI—the [Des Moines] Register's Great Bike Ride Across Iowa—in July, bringing up to 30,000 visitors into town for the event.

As they arrive, they'll discover an array of new and interesting experiences, which is exactly why RAGBRAI planners chose Sioux City as the starting point.

"With the addition of the Hard Rock Casino and updates to Pearl Street, downtown Sioux City has been changing dramatically," says Erika Newton, executive director of the Events Facilities Department.

Notes Councilmember Pete Groetken: "Hosting RAGBRAI provides a great opportunity for Sioux City to extend hospitality to people from throughout the nation and even the world. It also involves tremendous community effort."

"RAGBRAI planners have a formal committee structure that's really well organized," explains Newton. "One of the main goals is to get the community involved." Efforts involve law enforcement, public works, Sioux City Fire Rescue, food vendors, campground teams, sanitation, and more.

This marks the 7th year Sioux City has been the starting point for the statewide trek. The last time was in 2010; the first year was in 1973 when RAGBRAI began. Appropriately, "Party Like It's 1973" is the theme for Sioux City's leg of the 43rd annual ride.

RAGBRAI officially begins July 19, but there will be a weekend of activities.

"There's a cycling expo on July 18, along with entertainment, food vendors, and a concert that night featuring Huey Lewis & The News," adds Newton. "Plus RAGBRAI attracts people from so many different places...it makes for a great time."

At the start of their trek across Iowa, RAGBRAI cyclists will dip their tires in the Missouri River near Chris Larsen Park.



Web: www.ragbrai.com

App: RAGBRAI (iTunes)



CHECK OUT THE SUMMER SCENE!



WHERE THERE'S ALWAYS SOMETHING GOING ON

Learn More VISITSIouxCITY.ORG  

GRANDVIEW PARK

sioux-city.org/parks • 279.6126

Saturday in the Park • July 4 • 12-10:30 p.m.

Free Movies in the Park • Saturdays • 9 p.m. • June 20 & 27 • July 11 & 25 • Aug. 1 & 8

Free Municipal Band Concerts • Sundays • June 7-July 26 • 7:30 p.m.

DOWNTOWN

downtownsiouxcity.com • 252.0014

Farmers Market • farmersmarketsiouxcity.com • Wednesdays & Saturdays • May 6-Oct. 31 • 8 a.m.-1 p.m.

First Friday Coffee • startupsioxcity.com • Springboard Coworking • June 5 • Aug. 7 • Sept. 4 • Oct. 2

Historic Preservation Week Events • May 2-9

Race for the Cure • May 10 • 7 a.m.-12 p.m.

Trolley Service Begins • May 29 [FREE on Fridays & Saturdays]

Fridays on the Promenade • June 5, 12 & 26 • July 10, 17, 24 & 31

Color Me Rad Run • June 7

GreekFest • June 12-14

Awesome Biker Nights • June 18-20

The Big Parade & Mardi Gras Festivals • July 2

RiverCade Parade • July 15

Chili & Salsa Cook-Off • Sept. 19

CONVENTION CENTER

visitsiouxcity.org/convention-center • 279.4800

Kraus Gun Show • May 15-17 & Aug. 15-17

Iowa State University Tailgate Tour • May 19 • 12 p.m.

HyVee Health Fair • May 30

Discover the Dinosaur • Aug. 30

Dorothy Peacaut Nature Center "Nature Calls" • Sept. 12 • 5 p.m.

IN THE AREA

visitsiouxcity.org • 279.4800

NAIA Softball World Series • May 22-28 •

Jensen Softball Complex at Morningside College

ORPHEUM THEATRE

orpheumlive.com • 800.514.3849

Jerry Seinfeld • June 10 • 7 p.m.

Shinedown • Aug. 5 • 7:30 p.m.

TYSON EVENTS CENTER

tysoncenter.com • 800.593.2228

SC Bandits Arena Football • scbandits.com

Shrine Circus • May 6-10

Steve Miller Band/Matthew Curry • May 21 • 7:30 p.m.

Volbeat/Anthrax • May 22 • 7 p.m.

Huey Lewis & The News • July 18 • 7:30 p.m.

RAGBRAI Events • July 18-19

SIoux CITY PUBLIC LIBRARY

siouxcitylibrary.org • 255.2933, ext. 231

Library Storytimes • Weekly Programs

Open Book Club • Monthly Program

Summer Reading Programs • Preschool-Grade 5

& Grades 6-9: June 1-July 31 • Older Teens & Adults: June 1-Aug. 15

SIoux CITY MUSEUM

siouxcitymuseum.org • 279.6174

Native American Artwork • Through May 31

The Brick Industry in Sioux City • May 7 • 12 p.m.

Northwest Iowa Architects Scavenger Hunt • May 9

History Projects Farewell Reception • May 17 • 1-3 p.m.

History at High Noon • Various Topics • 12:05-12:45 p.m.

• May 21 • June 18 • July 16 • Aug. 20 • Sept. 17

Children's Summer Programs* • June 2-July 23

Saturday in the Park: Rockin' for 25 Years Exhibit •

Opens June 13

Bill Diamond Antique & Classic Car Show • Sgt. Floyd River Museum & Welcome Center • July 12 • 12-4 p.m.

Sgt. Floyd Memorial Encampment • Sgt. Floyd River Museum & Welcome Center • Aug. 15-16

Sgt. Floyd Burial Ceremony • Sgt. Floyd Monument • Aug. 15 • 6 p.m.

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.

The Briar Cliff Review Exhibition • Through June 28

Sculpt Siouxland Celebration • June 4

Epilogue Exhibition • May 16-Aug. 2

Summer Art Classes • Start June 9

Summer Art Camps* • Ages 7-14 • June 2-11 •

June 16-25 • June 30-July 9 • July 14-23 • July 28-Aug. 6

Bill Welu Exhibition • Opens July 11

John Bowitz Exhibition • Opens July 11

Art Center's ArtSplash • Riverside Park • Sept. 5-6

PARKS & RECREATION

sioux-city.org/parks • 279.6126

Open Skate • IBP Ice Center • Fridays & Saturdays • 7-9 p.m.

Youth Teeball* • Ages 4-7 • May 30-July 11

Free Friday Swims • June 12-Aug. 14 • Various Locations

Riverside Pool Open • May 23-25 & 30-31 •

June 6-Aug. 12 • Aug. 15-16, 22-23 & 29-30 • Sept. 5-7

Cook, Leeds, Leif & Lewis Pools Open • June 8-Aug. 2

Pooch Paddles • Riverside Pool • 5-7 p.m. •

Sept. 8 [Small Breeds] • Sept. 9 [Large Breeds]

Tennis* • Session 1: June 1-26 • Session 2: July 6-31

Golf* • Green Valley • Session 1: June 22-25 •

Session 2: July 6-9 • Session 3: July 20-23

Adult Bean Bag League* • June 17-July 22

Summer Broom Ball League* • June 11-July 2

Bam Bam Baseball* • Ages 3-5 • Oct. 17-Nov. 21

Youth Floor Hockey* • Ages 6-8 • Oct. 17-Nov. 21

*Registration required
Contact hosting venue for additional information

Students at several Sioux City schools have participated in Blue Zones garden projects.

BLUE ZONES SUCCESS

Sioux City is making strides to become a certified Blue Zones community this summer!

In 2013, Sioux City was one of seven Iowa cities named a Blue Zones demonstration site, and 15 cities are now involved. It's all part of Iowa Gov. Terry Branstad's Healthiest State Initiative, which seeks to make Iowa the healthiest state in America by 2016.

Sioux City's Blue Zones team has diligently educated the public on health and wellness, as they needed to draw about 13,000 residents to join the Blue Zones Project, plus 13 of the city's top worksites, 14 restaurants, six grocery stores, and seven schools. Now in the home stretch of the certification process, Sioux City has successfully fulfilled each requirement.

In the last 18 months, it's been easy to see Blue Zones efforts in action: walking school buses, community gardens, healthier restaurant options, more walkers and cyclists on city trails, and countless volunteers and participants sporting bright blue t-shirts. Though less tangible, the project has also prompted residents to pursue their passions and connect with others as well as the community.

"Full-time Blue Zones staff will leave as the city earns certification, but we can see changes in the environment throughout Sioux City," says Sarah Davy, Blue Zones Project engagement lead. "It's exciting to see our work make a difference in the city's health and well-being."

"There were a lot of strong organizations, committees, and groups already headed in the right direction before we arrived," adds Susan Brown, Blue Zones Project community program manager. "That structure will keep things moving forward."

COOL NEW PARK

As things are warming up this summer, Parks & Recreation Director Matt Salvatore is planning Sioux City's coolest new park. Located in Morningside near Lewis & Clark Stadium and the IBP Ice Center, Cone Park could include an outdoor ice skating rink, sledding and tubing hills with tow ropes, cross country ski trails, and professional snowmaking equipment.

The park may also feature recreational trails and green space for use during the non-winter months, along with a chalet to be used year-round for special events.

"The Cone Park Trust specified funding for a new park within the city, and a recent needs assessment identified winter activities as the number one activity desired by the community. This city-owned property offers a great terrain for tubing, so it seems to be an ideal solution," notes Salvatore.

He adds: "The city is now having a feasibility/market analysis study done to determine if the park concept and market conditions are right for this location. If so, the project will move into the design stage with construction starting next spring."

SAFER STREETS

Construction crews are out in full force this season; here's where you'll see them working over the summer. Visit siouxcitystreets.org for details and updates.

- I-29 Southbound Floyd River Bridge and Southbound from Singing Hills Boulevard to Sergeant Bluff
- I-29 Northbound Frontage Road from Wesley Parkway North to Hamilton Boulevard
- Larsen Park Road
- Cunningham Drive
- Macomb Street East of Rustin Street
- Resurfacing on Broken Kettle Road, Casselman Street, Cheyenne Boulevard, Indian Hills Drive, Olive Street & Villa Street



"We realize the inconvenience of these projects on motorists and property owners, but long-term benefits include safer roads, reduced maintenance costs, and reduced infrastructure damages," notes City Engineer Glenn Ellis.

Adds Dakin Schultz, transportation planner with the Iowa DOT: "Efforts to create safe and efficient roadways will complement the positive transformation Sioux City is experiencing and should serve the community for decades to come."

BUY FRESH, BUY LOCAL!

The Sioux City Farmers Market brings people together to enjoy fresh produce, live music, and more, as up to 56 area vendors sell home-grown produce, baked goods, and handcrafted items. Located downtown on the corner of Tri-View Avenue and Pearl Street, the Farmers Market runs Wednesdays and Saturdays from 8 a.m. to 1 p.m. For details and the latest updates, visit the Sioux City Farmers Market website or Facebook page.



Web: www.farmersmarketsiouxcity.com 

BUSES & METERS & RAMPS: OH MY!

Sioux City Transit has taken major steps to simplify life for its customers.

City buses are now equipped with Global Positioning System capability, allowing riders to see where each bus is located along its route in real time. With this new technology, the dispatcher can see where all the buses are at any given point in time and be instantly aware of complications due to traffic, trains, or other factors.

Since maps are located online and refresh every 60 seconds, GPS tracking benefits bus riders, too. "People won't need to wait unnecessarily," says Mike Collett, assistant city manager. "They'll also know if a bus is delayed or if it's passed them by and they need to make other arrangements. We wanted to make things easier for our customers."

Similar steps are being taken in the city's ramps and parking meters. Downtown ramps now accept credit card payments, and city meters will accept credit card payments by July 1.

"The last thing we want is for people to be frustrated with the city's buses, ramps, and meters," Collett notes. "Now they can keep track of where the buses are in real-time... and they should never have to hunt for spare change again!"

Adds Councilmember Pete Groetken: "Across the board, we've tried to look at things from the customer service perspective. We want to make it easy to do business in Sioux City."

LIVING HISTORY

As Sioux City embraces the history of public spaces like the Woodbury County Courthouse and Orpheum Theatre, more residents are choosing private homes in historic structures.

"We've seen so much progress with renovating and repurposing historic buildings downtown in recent years," says Jim Jung, Sioux City Historic Preservation Commission chair. "We're hoping those transitions will continue to spill over into residential communities."

Sioux City presently has four National Historic Districts, including Historic 4th Street, Morningside College, Rose Hill Historic District, and St. Boniface Catholic Church and parish. Historic 4th and Rose Hill both offer residential homes and apartments.

Though not yet officially designated, the Historic Pearl District spans 10 city blocks of downtown Sioux City and also includes a growing number of residential options.

"Sioux City has a rich heritage and a history worth highlighting," adds Councilmember Dan Moore. "We want to do whatever we can to help keep every part our past alive."

Each year in May, Sioux City celebrates Historic Preservation Week with talks, tours, and other events. Visit siouxcityhp.org to learn more about the community's efforts to preserve history.

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

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CITY PROGRESS IS A SEMI-ANNUAL PUBLICATION OF SIOUX CITY ECONOMIC DEVELOPMENT

Generous sponsors allow the NAIA Softball World Series to be a free event. Games will be played at Jensen Softball Complex on the Morningside College campus.



NAIA SOFTBALL IN SIOUX CITY

The National Association of Intercollegiate Athletics Softball World Series has a new home! The City of Sioux City and Morningside College welcome the annual championship on May 22-28. Sioux City is now the only city in the country with three NAIA national championships, having hosted basketball since 1998 and volleyball since 2008. Why does the NAIA keep choosing Sioux City? Organizers indicate several reasons:

STRONG PARTNERSHIP

"This new tournament showcases our great relationship with the NAIA," says Erika Newton, executive director of the Events Facilities Department. "The NAIA knows if they bring a championship to Sioux City, we'll make it a first-class event. They trust us to handle things correctly with media coverage, volunteers, hospitality, and ensuring a positive experience for the athletes."

HISTORY WITH SOFTBALL

"We're a community with longstanding ties to softball," notes Mayor Pro Tem Rhonda Capron, who has played softball for most of her life and sponsored major softball tournaments in Sioux City for 30 years. She also helped with the International Softball Congress World Tournament hosted by Sioux City at Penn Corp Park in the 1980s.

GREAT COMMUNITY

"Sioux City embraces NAIA events, and there are so many people who want to be involved in terms of volunteers, sponsors, and spectators. That makes all the difference," adds Great Plains Athletic Conference Commissioner Corey Westra. "What's more, our community is just the right size. We're large enough that teams feel like they're going to a place of significance, but we're small enough that the tournament is a big deal—not just one more thing lost in the mix."

PERFECT VENUE

"Since the NAIA Softball World Series is a 10-team double-elimination format, played on one stadium field, Morningside College provides the perfect backdrop," says Jessica Jones-Sitzmann, softball coach at Morningside College. "Nestled in the center of campus, the Jensen Softball Complex will offer a 'homey' feel for teams."

"Tournaments like this one have a huge impact on the community, because you're not just bringing in players. You're bringing in families and friends, too... all needing places to stay and things to do," says Capron. "Visitors have a great time in Sioux City and talk about it at home. It creates a positive ripple effect."

PHOTO CREDITS: Page 1, Saturday in the Park: Blane Bourgeois. Page 1, RAGBRAI: G.R. Lindblade & Co. Page 1, NAIA: Nick Buth. Page 4, Mardi Gras: Roger Caudron. Page 4, Feiges & Bernstein: G.R. Lindblade & Co. Pages 4-5, The Avett Brothers & Counting Crows: Blane Bourgeois. Page 8, NAIA: Steve Paulson.