

SPRING - SUMMER '10



Sioux City Gears Up For RAGBRAI®



HISTORIC BUILDING RENEWED P 2

SANTANA HEADLINES P 6

NEW ANIMAL SHELTER P 8

CITY OF SIOUX CITY

PROGRESS

A SEMIANNUAL PUBLICATION FOR CITIZENS OF SIOUX CITY, IOWA

CITY MAINTAINS AA BOND RATINGS

The City of Sioux City has maintained its favorable AA bond rating as reported by two national rating agencies.

Standard & Poor's and Moody's Investment Service noted Sioux City's location as a regional and economic employment center and said the City is in a strong financial position.

"The City's good rating saves taxpayers' money and supports our bond sales to pay for future capital improvement projects," says Mayor Mike Hobart.

YARDS WELCOMES NEW BUSINESS

The Yards is now home to Van Meter Industrial. A wholesale distributor of electrical supplies which built a new \$2 million warehouse and office building on Cunningham Drive.

The City recently recognized the firm with a Growing Sioux City award honoring its commitment and expansion in Sioux City. Van Meter sits on about a third of the former "Hog Hotel" site and uses a new road the City built, "Stockyards Place," to support businesses in the Yards.

"The investment made by Van Meter is a prime example of how the Yards is being transformed into an ideal location for new business," says Mayor Pro Tem Tom Padgett. "New infrastructure and land opportunities, combined with interstate and rail access, is providing an excellent atmosphere for growth," adds Marty Dougherty, economic development director.

The new building offers an indoor drive-through for customers and gives Van Meter triple the inventory space from its former location on Northbrook Drive. The company schedules daily truck deliveries to Sioux City to fill customer orders.

Funding through the Targeted Jobs Withholding Tax Credits Program was also a critical factor in the company's decision to expand its facility in Sioux City. The firm, which employs 12 people locally, has committed to adding up to seven new jobs.



Van Meter Industrial, now in the Yards, was recently recognized with a Growing Sioux City Award.

HISTORIC WAREHOUSE HAS NEW LIFE

With strong financial support from the City, a local developer has saved an historic, 100-year old downtown warehouse and transformed the aging, unused building into six floors of upscale office space and residential condos.

The United Center at 302 Jones St., is now home to the architectural firm Cannon Moss Brygger and Associates on the second and third floors. United Real Estate Solutions will soon move into the first floor.

Additional business space and upper floor residential lofts are for sale or lease. Several spots are already sold.

Known to most as the Pierce Moving and Storage Building, the structure was built in 1906 by wholesale grocer Warfield-Pratt-Howell Co. It was one of several warehouses along Third Street in a part of town that became known as "warehouse row."

The once dark and empty historic structure now gleams with a contemporary, wide-open feel, showcasing revitalized 100-year-old lumber, an airy atrium, windows and an impressive new entrance. It features convenient underground parking as well as surface parking.

"Cities and businesses across the nation are discovering new uses for historic buildings," says Councilman Aaron Rochester. "Renovating these structures is now seen as important for heritage, tourism and economic growth. We are proud of the City's role in saving this building and deeply pleased with its progress."

The City took steps to save the historic structure and then worked with Connelly Tiehen & Sons, a local development firm that has completed several successful historic redevelopment projects. A two-level parking structure was also built to help meet the growing need for parking in this popular area.



The 100-year-old United Center building now showcases an impressive new entrance and revitalized interior.

DELTA EXPANDS DOWNTOWN

Downtown Sioux City is gaining 50 more workers with the recent job expansion of Delta Air Lines at its offices at 607 4th St.

"We are fortunate to have an employer of Delta's caliber continuing to create jobs in the heart of our downtown," says Sioux City Councilman Keith Radig. With 50 new workers on board, Delta's local call center employs about 275. The airline serves more than 160 million passengers a year. City leaders recruited the company to open in downtown Sioux City in 2007.

"Those who invest in our community quickly realize that our citizens represent the quality and commitment that major employers seek," adds Marty Dougherty, economic development director.

The first floor of the building with Delta's call reservation center will remain under construction for the next seven months to become the new home of the Sioux City Public Museum.

IN ANOTHER POSITIVE MOVE FOR SIOUX CITY, Delta recently upgraded to using jets in its three daily departures out of Sioux Gateway Airport. Passengers now can fly in more comfortable space on a 50-seat regional jet aircraft.



Economic growth is expected to get a boost in the Floyd Blvd/Outer Drive area and the north side with the new Outer Drive Bridge opening.

OUTER DRIVE BRIDGE OPENS OPPORTUNITIES

The opening of the Outer Drive Bridge in January marked the culmination of one of the City's long term strategic planning goals of making it easier and faster to travel across Sioux City.

This link connects Floyd Boulevard with Highway 75/Lewis Boulevard, decreasing driving time for those traveling east and west in Sioux City.

"Sioux City now has a complete loop around the City from Hamilton Blvd to Singing Hills," says Mayor Mike Hobart. "It cuts travel time for citizens and for emergency personnel."

The Outer Drive project is the most complex road building project in Sioux City's history, according to Public Works Director Chris Payer. A four-lane facility had to be built over the Floyd River and its dikes and recreation trail, and under one set of railroad tracks and bridging over another.

The \$35.1 million, five-year construction project was funded by federal and state dollars, City tax increment financing and GO bonds.

The new Outer Drive extension should spur economic growth on the north side of Sioux City, according to Mayor Mike Hobart. "Much of the growth in Morningside can be attributed to the construction of the bypass and Singing Hills Boulevard, and in order to see similar growth on the north side, the City had to eliminate as many of the railroad/vehicle conflicts as possible," he says. "We will see additional commercial opportunities open in this Floyd Blvd/Outer Drive area and we've already had some interest expressed in that area."

Hobart says the City is grateful for the support of Senators Chuck Grassley and Tom Harkin, Congressman Steve King, former Council members, City staff and community leaders for their vision and belief in this project.

"We also appreciate the cooperation of the Canadian National, Union Pacific and Burlington Northern Santa Fe Railroads."

I-29 PROGRESS

Over the next eight months the IDOT will work on the I-29 section that runs from the southern edge of the new Riverside interchange to the Hamilton Boulevard interchange. The work is adding longer ramps and six lanes, rather than four in some places to improve driving and safety. Work should be completed by the end of 2010 if all goes as planned.

The next phase, in 2011, will focus on the southern segment of I-29 from around Sergeant Bluff to just south of the railroad bridge and include the Singing Hills and U.S. 20 interchanges. Sioux City's I-29 is undergoing a complete transformation over the next several years.



Improvements continue this summer on I-29.

PLANT A TREE THIS SPRING!

City and community leaders are encouraging homeowners to plant more trees and plant different varieties.

Ash trees, which abound in city neighborhoods, may eventually become infested with the emerald ash borer, a beetle destroying trees in Michigan and spreading to states around Iowa.

Fifteen years ago 34 percent of all street trees were green ash and 27 percent were silver maple, according to Kelly Bach, city parks field supervisor.

"As the threat from the emerald ash borer continues we need to be watchful and diversify our tree population so when the ash borer arrives we won't see the damage to our tree population that we did with Dutch Elm disease in the 1960s," Bach says.

During the '60s Sioux City lost thousands of trees, giving neighborhoods and yards an empty, sterile look.

"A community the size of Sioux City should have a much higher number of trees on residential properties. Over the years, we've lost trees to diseases, storms, redevelopment and new commercial developments," Bach says. "We're asking residents to plant more trees. And we have a website and education to help them."

A committee of City and Siouxland Chamber of Commerce volunteers has worked with Bach to wage a campaign for more trees. The Sioux City Journal developed a website at no charge, and local businesses agreed to offer a 25 percent discount on new trees.

"Trees benefit City residents because they clean the air, conserve energy and increase property values," says City Councilman John Fitch. "Estimates say trees can save a homeowner up to 15 percent on heating costs and up to 40 percent on cooling costs."

The City of Sioux City has been working to balance the tree species in the parks and city maintained areas by planting oaks, lindens and crabapples.

The city lists recommended tree types for planting, such as maples, ash, oak and linden on the new website. Visit www.treesforsiouxland.net.



City neighborhoods need more trees like this street.



ROCK, RIDE & GO FROM THE MIGHTY MO



Photo courtesy of The Des Moines Register

SIoux CITY READIES FOR RAGBRAI

Sioux City will roll out the red carpet for 20,000 visitors Saturday, July 24 to welcome RAGBRAI® cyclists and team members from across the world and all 50 states.

More than 9,000 registered riders will head east to Dubuque the following morning.

"RAGBRAI started in Sioux City 38 years ago," says Mayor Mike Hobart. "We are thrilled to once again be named as the starting city for the largest and oldest bike touring event in the country."

City officials lead two major committees. Terry Hoffman – parks and recreation manager and an experienced RAGBRAI rider – will handle needs for housing, campgrounds, showers, sanitation, recycling and volunteers.

Police Captain Doug Young is charged with public safety, law enforcement, medical, ride right and shuttles.

"We will recruit volunteers from high school age on up all the way up to the event in July," Hoffman says. "Volunteers will be drafted for 17 committees such as campgrounds, the beverage garden and information. They'll hand out maps, set up place signage, pick up litter, help with food and much more."

Campgrounds will be set up on the riverfront

in Larsen Park. Outdoor concerts and vendors will entertain both guests and citizens in the Historic Fourth Street area.

The City expects dozens of Sioux City residents to welcome cyclists as their guests in their homes and backyards to fill 350 requests for housing, Hoffman says.

"We know a lot of local residents have enjoyed hosting in the past, and we welcome newcomers to have some fun with it."

Hoffman's message to Sioux City?

"Come to a concert. Get involved. Enjoy the opportunity to meet or host riders and let them know what Iowa is all about. A trademark of RAGBRAI is feeling the friendly warmth of Iowa."

WAVING GOODBYE

"We can't greet people when they come to town, but we can give them a great send-off!" says Hoffman.

"We encourage citizens to sit along Hamilton Blvd. or Outerbelt Drive early Sunday morning and wish people well. There will be a solid stream of bikers leaving from 6 to 10 a.m. They wave back and ring the bells on their bikes. It's a colorful sight."



LISTEN TO THE MUSIC

Smash Mouth will be the featured concert act to entertain RAGBRAI® guests and Sioux City Saturday, July 24 at 7 p.m. on Historic 4th Street.

Sioux City's Rockestra, a popular 40-piece rock and roll orchestra, will open the concert.

Tickets are on sale at the Tyson Events Center box office and ticketmaster.com. Paid RAGBRAI riders are free.



RAGBRAI FUN FACTS

High Activity Dates in Sioux City

Dates of Ride

Concerts

Festivity Focal Point

Official Start/End Point

Foreign countries

Riders

Youngest child to finish '09 ride

Oldest cyclists to finish '09 ride

RAGBRAI route average

Involved Iowa towns since 1972

Overnight Towns

Pass-through Hosts

Support

Total Guests

Fundraising Potential

Economic Impact

Hotel Rooms Booked

Homes Needed

Volunteers Needed

July 22-24

July 25-31, 2010 Sunday-Saturday

Saturday, July 24

Smash Mouth, Rockestra

Historic Fourth Street

Public Boat Ramp Missouri Riverfront

Dubuque, Iowa Mississippi Riverfront

70 riders came from 21 countries

9,000

6 years old

85 years old

472 miles from Iowa's western Missouri river border to eastern border on the Mississippi

1,000

8 overnight communities

40 communities

State and local police, fire, emergency,

Department of Transportation are all involved

20,000

\$20,000 has been cleared by some churches

\$2.5 -3 million restaurants, gas stations, grocery stores, shops, movie theatres, hotels and pubs

3,000

To house 350 in homes or backyards

800



Melissa Lanzourakis is now training for RAGBRAI with her husband, Al Joens, and his son Philip.

LOCALS GEAR UP FOR BIG RIDE

City employee Melissa Lanzourakis will leave her office in the Tyson Events Center box office where she handles group sales to go on her fifth RAGBRAI® this July.

She rides a tandem bike with her husband, Al Joens, and his son, Philip, 17, and enjoys the joint effort.

"Tandem riding is great for couples. You have a friend with you the whole time," she says. "Al has the controls for brakes and steering, and we've never crashed yet. Going downhill, we usually fly by everyone because our bike is heavier with two people."

The two can easily visit, Al laughs, but sometimes he asks for "less talk and more pedal." They average about 75 miles a day through the Iowa countryside.

The Joens men are true veterans. Al has ridden in nearly every RAGBRAI since 1976, and Philip has ridden eight times. Al, KTIV morning and noon news anchor, also files live TV news reports on the ride.

Melissa learned a lesson on her first ride when she had only trained for six miles ahead of time. With more than 450 miles ahead of her on July 25, "I'm already training!"



Learn more or volunteer at <http://siouxcityragbrai2010.com>

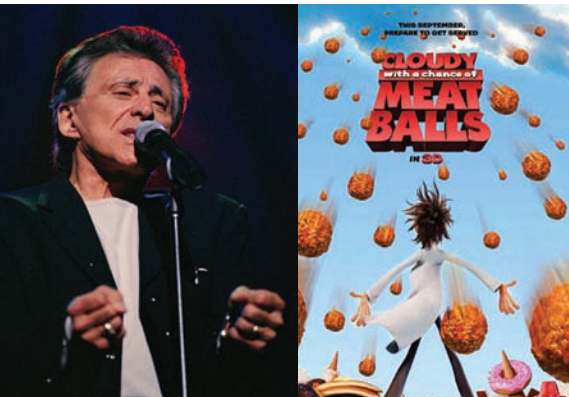
HAPPY TRAILS

Get healthier and have fun on Sioux City's many outstanding trails throughout the year. A new trail along Transit Ave. in Morningside will soon be developed. A trail link will also be created between Outer Drive and Floyd Boulevard to the Floyd Channel on railroad right of way paths. To view current trails visit www.siouxlandtrails.org.

Bacon Creek Trail	2.8 miles	encircles the lake at Bacon Creek Park, 5015 Correctionville Rd
Singing Hills Trail	4.7 miles	runs from Sertoma Park, 4225 Lancelot Lane to Singing Hills Blvd. & Lewis Blvd
Chautauqua Park Trail	2.7 miles	Chautauqua Park, 2500 Harbor Dr.
Floyd Trail	4.2 miles	runs adjacent to the Floyd River from Leeds to Downtown
Perry Creek Trail*	3.1 miles	runs from West Clifton at base of Briar Cliff and also from Valley Drive or Stone Park Blvd. & Hamilton to Downtown and can connect with riverfront
Riverfront Trail*	1.8 miles	runs along the riverfront from Floyd Blvd. & Larsen Park Rd. to Hamilton Blvd. & Larsen Park Rd
Gateway Rivers Edge Trail*	3 miles	runs along rivers from Hamilton Blvd. & Larsen Park Rd. to Riverside Park

*watch for construction

SO MUCH TO DO!



TYSON EVENTS CENTER

For tickets call 800-745-3000
For Sioux City Bandits schedule, visit scbandits.com

Susan G. Komen Race for the Cure
May 9, 9 a.m.

Celtic Women
Aug 8

Creed
Aug 9, 7:30 p.m.

ORPHEUM THEATRE

For tickets call 800-745-3000

CATS - Broadway at the Orpheum
May 13, 7:30 p.m.

Frankie Valli and the Four Seasons
May 19, 7:30 p.m.

Daniel O'Donnell
June 9, 7 p.m.

Jackson Browne
August 7, 8 p.m.

ANNUAL EVENTS

Sioux City Farmers Market
Wednesdays and Saturdays 8 a.m. to 1 p.m., thru Oct. 30
TriView Ave. and Pearl St.

Awesome Biker Nights
June 17-19, Historic Fourth Street

Mardi Gras Festive
July 1

The Big Parade
July 2, 7 p.m.

Saturday in the Park Festival
July 3, Grandview Park
Santana, Steve Winwood

Freedom Fest
August 7, Grandview Park

River-Cade
July 21-25

Art Splash
September 3-5 on the Riverfront

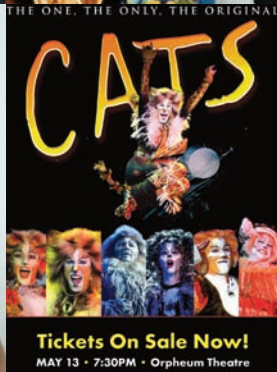
MOVIES IN THE PARK

Grandview Park, dusk

June 5	The Blind Side
June 12	Monsters vs Aliens
June 19	Fame
June 26	Charlotte's Web
July 10	Cloudy with a Chance of Meatballs
July 17	Goonies
July 24	Band Slam
July 31	Planet 51

FRIDAYS ON THE PROMENADE

June 11 & 25 • July 9 & 23 • Aug 6 & 20 • Sept. 3 & 17



HISTORIC 4th & VIRGINIA
LIVE MUSIC

FRIDAYS
ON THE PROMENADE

MUNICIPAL BAND CONCERTS

Grandview Park Bandshell
Sundays, 7:30 p.m. • June 13- August 1

POOLS FANTASTIC FRIDAYS

June 4	RFAC	July 16	Leif
June 11	Leif	July 23	Lewis
June 18	Lewis	July 30	Leeds
June 25	Leeds	August 6	RFAC
July 9	Cook		

Parks and Recreation Other Activities
Call 279-6126
Brochure at city racks and www.sioux-city.org

SIoux CITY PUBLIC LIBRARY

Call 255-2933 ext. 231

AT MORNINGSIDE BRANCH
Family Storytime Wednesdays, Fridays in June, 10:30 a.m.

Guest Appearances
Fishing for Laughs with Curt Strutz "The Bassmeister"
June 2, 2 p.m.

Reading Road Trip Dan Wardell, IPTV Kid's Clubhouse
June 21, 1:30 and 2:30 p.m.

Mimes, Masks and Magic with Fax Gilbert
June 23, 2 p.m.

Cat in the Hat Storytime
June 25, 10:30 a.m.

ZooMobile
June 30, 1:30 p.m.

AT WILBUR AALFS LIBRARY
Adventures Stories and Activities
Mondays, June 7-July 26, 11 a.m.

Read to Me Story Dogs
Tuesdays, June 8-29, 2 p.m.

AT PERRY CREEK BRANCH
Family Storytime
Tuesdays, 11:15 a.m.

SIoux CITY MUSEUM

Call 279-6174

Sioux City Public Museum's summer exhibit:
"The 38th Parallel Revisited: The Korean War"

Sergeant Floyd Memorial Encampment
Sat-Sun., August 21 & 22, Begins at 10 a.m.

Ages 3-5, Thursdays, June 10 & July 8
Thurs., Aug. 12, 10 a.m.

KIDS' CLUES
Ages 8+, Wed., June 16 & 23, 10 a.m.
ROCKETS!

Ages 6+, Wed., July 14, 10 a.m.
LET'S FLY A KITE

Ages 8+, Thurs., Aug 5, 10 a.m. or 1 p.m.
ADVENTURES OF LAURA INGALLS WILDER

Bill Diamond Antique and Classic Car Show
Sept 4, 12 noon-4 p.m.

FIREFIGHTERS EXPAND EMERGENCY SKILLS



Firefighters Dan Davis, left, Adam Wright and Garret Soldati practice their paramedic skills in class at Western Iowa Tech Community College.

This July the Sioux City Fire and Rescue Department will move its expertise in rescuing up a notch by sending out paramedics with advanced equipment on many emergency medical calls.

That's when new state certification will allow the department's 18 certified paramedics to use their advanced life support skills on a patient in need before Siouxland Paramedics arrive at the scene. Siouxland Paramedics (SPI) is Sioux City's only 911 ambulance service.

With the City's seven fire stations strategically placed throughout Sioux City, firefighters often respond faster to emergency medical calls than SPI, so it made sense to advance their skills, says Tom Leonard, master firefighter who oversees the paramedic progress team.

In 2009, the average response time for the fire and rescue department was two minutes and 45 seconds, he says, compared to four minutes and 51 seconds for SPI.

"We've enjoyed a strong and lengthy working relationship with SPI," Leonard says. "We work together. If we arrive at a scene before they do, we can provide advanced care to persons sooner. Treating some people quickly within the first minutes of a heart attack or other medical crises can save lives."

The fire and rescue department recorded 4,587 emergency medical service calls in 2009, Leonard says. "Since some 77 percent of our responses are medical in nature, we looked at how we could advance our skills further to benefit Sioux City residents."

Paramedics will also carry new equipment for severe trauma calls so they can provide defibrillation and cardiac monitoring, start intraosseous drug infusions (through bone marrow) as well as intravenous infusions, insert advanced airways into patients, use nebulizers to infuse drugs into patients with asthma and use other advanced measures.

"This is an exciting time for the Fire and Rescue Department," says Fire Chief Tom Everett. "We feel advancing to a paramedic level service represents an excellent value-added service to the public with no increase in taxes."

In 2009, SCFR responded to 4,587 emergency medical service calls and 6,458 emergency calls.

The major categories are:

Cardiac Related	144
Chest Pain	262
CVA (stroke)	49
Diabetic	221
Respiratory	465
Seizures	238
Trauma Calls	277
Unconscious	150
Fainting/Dizziness	377



Joyce Barnes reviews a piece by local artist, Jan Zelfer-Redmond, with Todd Behrens, art center curator, in a new gallery at the art center.

SHOWCASING LOCAL TALENT

Local artists are displaying and selling their work in new galleries at the Sioux City Art Center.

Thirty percent of a sale will benefit the Art Association which raises funds for exhibitions and educational programs at the center. The local artist receives the other 70 percent.

SIoux CITY ART CENTER

Call 279-6272, ext. 200
www.siouxcityartcenter.org

Summer Art Camps ages 6 to 12
Tuesdays, Wednesdays and
Thursdays, 9 a.m. or 1 p.m.
June 8-17, June 22-July 1,
July 6-15, July 20-29, Aug. 3-12

GO GREEN

A new website link for the City's Green Energy Program is offering loans and rebates to help local businesses buy energy efficient equipment.

The website explains the program which will fund loans up to \$25,000 and rebates of up to \$2,500. The City is using



the loan program with \$201,000 in federal stimulus funds. The companies also will be eligible for MidAmerican Energy rebates.

"Businesses using energy efficient equipment lower their utility bills, and ultimately reduce energy expenses," says Sam Wagner, economic development specialist. Since last fall, energy audits have been conducted on 15 City buildings, including fire stations, through MidAmerican. Some \$483,000 in potential savings were identified with average cost paybacks in less than four years.

NEW ANIMAL ADOPTION CENTER TO OPEN

After kennels and cages are installed and finishing touches have been added, the new Animal Adoption and Rescue Center will open to the area's homeless cats, dogs and other animals.

Construction on the \$1.5 million facility at 2400 Hawkeye Drive is complete. The shelter is equipped with kennels and areas for horses or other large animals. It also includes an examination room, disease isolation room, visitation room and multi-purpose room that can be used for education and training for the public.

The new shelter is significantly larger than the current facility with state-of-the-art equipment.

"Our shelter desperately needed the extra space," says City Councilman Tom Padgett. "We now have a facility that demonstrates the City's compassion for lost and abandoned animals. We hope the more appealing setting will attract more people to adopt more animals."

2009 RECORD OF SERVICE

Animals Impounded: 2,412
Requests for Service: 23,100
Daily Calls/Police or Animal Control: 96
Brought to Shelter: 1,256
Average Census of Animals: 75
Average Stay in Shelter: 7 Days
Animals Euthanized: 1,608, down 600 from '08
Animals Adopted: 1,224, nearly double from '08

City officials expect pet adoptions to increase when the new Sioux City Animal Rescue and Adoption Center opens in May.



EVERY CITIZEN COUNTS

City planners urge Sioux City residents to fill out their 2010 Census forms and mail them in this May, if they haven't done so already. Census takers will visit households that do not return questionnaires to take a count in person.

"The Census provides data that decides how more than \$400 billion per year is allocated for projects and services such as schools, hospitals, job training centers and new roads and utilities, which are important for creating new business parks and new jobs," says Marty Dougherty, City economic development director. "The Census determines seats in the U.S. House of Representatives, which is critical to Sioux City's representation in the federal government."

Just 100 uncounted people can mean the loss of millions of dollars for a community like Sioux City between 2010 and 2020, Dougherty adds. Businesses and site selection consultants use census data to research markets, analyze trends, understand consumer needs, locate pools of workers and plan marketing strategies.

"Accurate census information can be used in the future to help Sioux City attract new shopping centers, offices, factories and directly impact the creation of new jobs," he says.

United States
Census
2010

TYSON EVENTS CENTER HITS 10,000 FACEBOOK FANS

The Tyson Events Center Facebook® page continues to grow and hit 10,000 Facebook fans in February to keep users updated on upcoming shows and events.

The Tyson Events Center markets its Facebook page by promoting it through various e-mails and social media applications. The venue's Facebook page is also linked to a Twitter account, so users can receive updates from that application as well. To become a fan of the Tyson Events Center visit tysoncenter.com.

Stay Connected With City Facilities



Art Center
Orpheum Theatre
Tyson Events Center
Human Rights Commission
Police Department



twitter.com/locatesiouxcity
HumanRightsSC
SiouxCityPolice
SiouxCityLive
SCArtCenter
BwayAtOrpheum

YOUR CITY COUNCIL



John Fitch • Keith Radig • Michael Hobart
Aaron Rochester • Tom Padgett

To contact a Council Member
Call: 279-6102 • Email: ccouncil@sioux-city.org

Paul Eckert, City Manager
City Hall • 405 6th St. • Sioux City, Iowa 51101
712-279-6102 • www.sioux-city.org
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