GREEN GROWTH



SIQUX CITY





PLAY AND DISCOVERY



SMALL BUSINESS BOOST

SPRING-SUMMER 2016

RIGHT ON TRACK

Marking the first use of the city's new \$7 million "drop and pull" rail yard, a shipment of steel beams bound for the Interstate 29 project in downtown Sioux City arrived at the new Southbridge Rail Yard earlier this year.

Connected to Union Pacific's main line, the new three-track rail yard allows cargo from unit trains with 100+ cars to be separated, transferred, and shipped internationally. It also puts the city's Southbridge Business Park on track for further economic development.

"Across the country, rail yards serving heavy industry with larger available sites like this are not very common," says Mayor Pro Tem Dan Moore. "And since I-29 is easily accessible, we provide an ideal site for large-scale industrial development such as manufacturing, warehousing, and distribution."

Funded extensively by federal and state grants, the new rail access is the latest infrastructure improvement the city has made to Southbridge Business Park. Its impact will also extend into the community, since enhanced rail access will cut shipping costs for local industries through future transload operations.



L to R: Economic and Community Development Director Marty Dougherty, Mayor Pro Tem Dan Moore, and new Public Works Director Dave Carney helped facilitate new rail efforts in Southbridge.



City street improvements will accommodate increased traffic flow from the Seaboard Triumph Foods project.

BRIDGEPORT IMPROVEMENTS

Construction of the new \$264 million Seaboard Triumph Foods pork processing facility is underway, and the city is planning for the impact this plant and future Bridgeport growth will have on area roads. This is key, since resulting traffic will access Sioux City's I-29 interchanges at Singing Hills and Sioux Gateway Airport.

Following a traffic study and meetings with local businesses, the city is working on a number of projects to enhance street flow and traffic capacity in the area. Improvements come with a \$6 million investment and are planned for the upcoming year.

"Bridgeport Industrial Park is one of Sioux City's fastest growing industrial areas," says Councilmember Pete Groetken, "and this new infrastructure will benefit all of its businesses with better streets and intersections, along with traffic and rail signals."

An Iowa Department of Transportation RISE grant will fund 80 percent of the updates; Seaboard Triumph Foods and the city will each pay 10 percent of the costs. Construction improvements will begin this year and be completed in 2017.

STEADY GROWTH CONTINUES

Once again this year, the Sioux City metro area ranks first in the nation for economic development in communities with 50,000 to 200,000 people. Recognized by Site Selection magazine, this is the fifth time in 10 years the Sioux City metropolitan region has earned top honors in the publication's annual assessment.

The fact that Sioux City has had such consistent rankings, notes Adam Bruns, Site Selection's managing editor, "speaks to a long-term vision and continuity that gives confidence to company decision makers."

ELECTRIC INVESTMENT

The City of Sioux City recently presented a Growing Sioux City Award to Echo Electric Supply to recognize its investment in the community. The Sioux City-based wholesale electric supply company recently built a 45,000-sq. ft. warehouse and distribution facility in the Yards I-29 Business Park.

Spanning 4.8 acres, the project is valued at nearly \$3 million and enhances Echo Electric's services for existing customers. It also fosters expansion of automation and control, lighting design, electrical distribution, and fastener products and services throughout Iowa, Nebraska, South Dakota, and Minnesota.

"It's great that Echo Electric is growing, and it's especially rewarding to see the company investing in continued redevelopment of the former stockyards area," says Councilmember Rhonda Capron.

Sioux City is drawing big attention for attracting small business! This spring, the city received the state's Small Business Community of the Year Award. Given by the Iowa District Office of the U.S. Small Business Administration, the award recognized the city for creating initiatives that promote small business success.

"This recognition highlights the efforts of so many to grow Sioux City's For example, three Sioux City-based businesses recently competed against

entrepreneurial culture," says Mayor Bob Scott. "Working diligently with many partners, the city has cultivated a climate that enables small businesses to thrive." 80+ entrepreneurs at the statewide level of Dream Big Grow Here, an annual program that helps start-up owners launch or grow their businesses:

With help from the state of Iowa, Sioux City's efforts to enhance its "Reinvestment District" are moving forward. The city has received preliminary approval on its plans for the highly visible 1.5-mile corridor from the Yards I-29 Business Park to Historic 4th Street and now seeks a total of \$13.9 million from the Iowa Economic Development Authority to bolster these projects:

- Sioux City Convention Center.

Work is underway on the \$24 million Virginia Square, which should be finished in late 2017. Located in a former warehouse district, the project will be funded mostly by Ho-Chunk, Inc., the Winnebago Tribe's economic development corporation. Along with spurring tourism and economic development, these efforts will create an inviting entrance into downtown once I-29 reconstruction is complete.



BOOST FOR SMALL BUSINESS

IOWA'S WEST COAST COMMUNITY BUSINESSES

• Ryan Allen and Meghan Nelson with Lumin Therapy

• Jim Braunschweig with Flickboards

Britt Holst with Vintage Lane Design

Five finalists were chosen in six industry categories. Holst won the retail/restaurant category and \$5,000 with her business, which creates unique customized bracelets.

PLAYING UP OUR DOWNTOWN

• An upscale 150+ room hotel and parking ramp connected to the

• A 3,000-seat, multi-purpose Ag Expo and Learning Center for equestrian and livestock shows, other events, and educational programs through Western Iowa Tech Community College.

 Virginia Square, a collection of high-end lofts, offices, restaurants, and shops in renovated historic buildings on Virginia Street.

GROWING GREEN

Striving to make Sioux City even more vibrant, grad students from the University of Iowa are partnering with city planners to "green up" the downtown.

"Adding more greenspace promotes downtown as a livable, walkable, and economically viable location for businesses," says Charlie Cowell, community coordinator with the UI partnership. "Beyond making Sioux City a more beautiful, sustainable, and recreational community, greenspace also reduces pollution, lessens flood risk, and increases the quality of life."

As part of the Iowa Initiative for Sustainable Communities, the UI team has worked diligently to develop a plan that will enhance Sioux City's greenspace.

"The fresh perspectives they have, and the unique ideas they bring, are exactly what we need to envision for our city," Cowell shares.

Notes Councilmember Keith Radig: "We need greenspace initiatives to compete for young professionals and new businesses. Downtowns are among the first things many people consider when deciding to move to a community."

Area residents shared thoughts on greenspace possibilities at a public open house this spring. "Based on our response, people care about downtown," says Cowell, "and they seem to be open to everything from having green roofs to growing native plants along sidewalks." Popular open house ideas will be incorporated into final recommendations.



Sioux City residents weighed in on greenspace possibilities at a public open house this spring. University of Iowa students will weave popular ideas into final recommendations.

SIOUX CITY IS GAINING MOMENTUM

READY, SET, PLAY!

Located at 623 Pearl St., the LaunchPAD Children's Museum opened its doors earlier this year and is drawing thousands of children and their parents to Sioux City. This \$7 million project was nearly 10 years in the making!

"LaunchPAD stands for 'Play And Discover,'" says Bob Fitch, executive director. "We wanted to emphasize that this isn't a museum in a traditional sense. From the moment you walk through the door at LaunchPAD, you won't be looking at exhibits. Instead, you'll be connecting with them! All exhibits are hands-on and interactive, allowing kids to learn about science, technology, engineering and math in a fun way."

The 15,000 sq. ft. facility provides engaging experiences for children between the ages of 6 months and 10 years.

Along with being a great addition to the Historic Pearl District, LaunchPAD will help attract young families to Sioux City. Supporters estimate up to 50,000 visitors to the children's museum within its first year of operation, creating an economic impact of \$2 million for downtown.



Children learn through hands-on exhibits at LaunchPAD.





Jordan Brummond asked the Parks & Rec board to create a new disc course. It's now a reality in Grandview Park.

PARKS & REC: FUN FOR ALL!

If you're looking for something to do outside this summer, Sioux City has much to offer. Looking forward, even more parks & rec opportunities are in the works!

Plans are in place to boost the city's parks and recreation options to an all-time high. First-rate facilities and intentional programming promise a wide variety of choices with something for everyone.

"Everything we're doing is designed to make Sioux City a better place to live," says Matt Salvatore, Sioux City's parks and recreation director. "Our efforts create a quality of life that separates us from other cities."

CITY-OWNED CAMPGROUND

Sioux City's first city-managed campground is becoming a reality. Designed for overnight campers and recreational vehicles, the campsite will provide an ideal retreat for out-of-town visitors and locals who want a "staycation." Planners expect the new campground to be north of the Milwaukee Railroad Shops and near lowa Highway 12.

"Having a campground in Sioux City has been a community goal for several years," says Mayor Bob Scott. "It's exciting to give residents and guests that option."

CONE PARK

Work is underway on Cone Park, Sioux City's newest recreation area. Located to the east of the IBP Ice Center on Singing Hills Boulevard, Cone Park was funded by an estate gift. The \$4 million park will feature sledding and tubing hills, an outdoor ice skating rink, and a warming chalet for colder months, plus a splash pad and other features for warmer months. The city hopes to open Cone Park in December 2017.

AQUATIC ATTRACTIONS

After taking a long look at current aquatic offerings, Sioux City has a new plan to "replace quantity with quality," Salvatore says. In the short term, the city is closing two pools after this summer. In 2017, the city will welcome new splash pads in the Cook Pool and Leeds Pool areas. And by 2021, Sioux City plans to build a new regional aquatic center with multiple slides, a lazy river, and much more!

TONS OF TRAILS

Sioux City's riverfront trail project is moving forward, promises Salvatore. Over 10 miles of continuous trials now extend along the Big Sioux River and the Missouri River, and there are plans for additional connecting trails to Sergeant Bluff and more.

For cycling enthusiasts, the city boasts a new mountain bike trail at Bacon Creek Park with switchbacks, short climbs, and plenty of scenery.

RIVERFRONT RECREATION

outdoor gardens.

Enhancements to the riverfront likely will not occur until after 2020, following the extensive reconstruction of Interstate 29.







The city is considering a range of exciting possibilities for about 10 acres of riverfront property vacated by the former Argosy riverboat casino in 2014.

At a series of public meetings, local residents were asked what types of amenities they would most like to see developed at the site. Several ideas are being considered, such as a boardwalk, special event space, a pedestrian bridge to Nebraska, and a Ferris wheel. Salvatore says he's excited about what he has heard and seen so far. While plans and budgets are still being finalized, he assures an active space that engages Sioux City residents and visitors. The new space could include a splash pad, a yoga lawn, basketball and volleyball courts, bag toss, a fishing pier, shade pavilions, picnic spaces, trails, and



A CITY ON THE MOVE

Earlier this spring, one of the nation's top destination marketing experts traveled to Sioux City to do a little "secret shopping" at local businesses and venues.

Sponsored by the City of Sioux City, Downtown Partners, Siouxland Chamber of Commerce, Siouxland Initiative, and Woodbury County, Roger Brooks came into town armed with a list of 60 categories to consider. Brooks arrived as a first-time visitor who spent several days evaluating everything from crosswalks and curb appeal to outdoor dining and hours of business operation.

The consultant's take-aways will help improve the experiences of future quests:

- Provide clearer signage to key attractions.
- Extend hours for downtown merchants.
- Add shrubs, flowers, and other plants around storefronts.
- Market historical places more proactively.
- Offer a broader mix of retail options downtown.
- Improve parking opportunities.

Overall, Brooks offered a positive assessment. "Sioux City is definitely on the move," he says. His "best of Sioux City" list included the Lewis &

Clark Interpretive Center, Palmer's Old Tyme Candy Shoppe, Hard Rock's Main + Abbey, and the Sioux City Art Center.

Sioux City can benefit from Brooks' perspective, notes Marty Dougherty, economic and community development director. "We are becoming a great community, and we have a lot to build on."







WHERE THERE'S ALWAYS SOMETHING GOING ON

VISITSIOUXCITY.ORG

GRANDVIEW PARK

www.sioux-city.org/parks • 279.6126

Free Band Concerts • Sun. • June 5–July 24 • 7:30 p.m. Saturday Movies in the Park • June 18 & 25, July 16 & 23, Aug. 6 & 13 • 9 p.m.

Saturday in the Park • July 2 • Noon-10:30 p.m.

DOWNTOWN downtownsiouxcity.com • 252.0014

Farmers Market • May-Oct. • Wed. & Sat. • 8 a.m.-1 p.m. FREE Trolley Service • Fri. & Sat. • May 31-Dec. 31 9/11 Exhibit • Battery Park • May 5–11 Historic Preservation Week • May 7-14 Bike to Work Day • May 20 Fridays on the Promenade • June 3, 10 & 24; July 8, 15, 22 & 29; Aug. 5 • 6 p.m. Awesome Biker Nights • Battery Park • June 16–18 Ribfest • Battery Park • June 25-26 The Big Parade & Mardi Gras Festivale • July 1 River Cade Parade • July 20 Greekfest • July 29-31 Chili & Salsa Cookoff • Battery Park • Sept. 17 Baconfest • Battery Park • Oct. 8

SIOUX CITY ART CENTER siouxcityartcenter.org • 279.6272

The Art Lesson • Every Sat. • 10:30 a.m.-12 noon Family Fun Day Workshop • Every Sun. • 1:30-2:30 p.m. ARTcetera Exhibit • May 18-August 7 River, Wings and Sky Exhibit • April 23–July 10 Sculpt Siouxland Exhibit Begins • Downtown • June 2 Summer Art Classes Begin* • June 7 ARTCamp Sessions* • Tues.-Thurs. • June 14-23, June 28–July 7, July 12–21, July 26–Aug. 4, Aug. 9–18

The Briar Cliff Review Exhibit Ends • July 3 John Himmelfarb: Trucks Exhibit • July 16–Oct. 23 Sioux City Art Center Selects Exhibit Begins • Aug. 19 ArtSplash • Riverside Park • Sept. 3–4

SIOUX CITY MUSEUM siouxcitymuseum.org • 279.6174

Sioux City History Projects Reception • May 15 • 1-3 p.m. History at High Noon • May 12, June 16, July 21, Aug. 18 • 12:05 p.m.

Museum Bingo • May 28, June 25, July 23, Aug. 27 Children's Summer Programs* • June 7–July 28

Antique & Classic Car Show • Sgt. Floyd River Museum • July 10 • 12 noon-4 p.m.

Sgt. Floyd Memorial Encampment • Sgt. Floyd River Museum • Aug. 20-21

Sgt. Floyd Burial • Sgt. Floyd Monument • Aug. 20 • 6 p.m.

SIOUX CITY PUBLIC LIBRARY siouxcitylibrary.org • 255.2933, ext. 231

Storytime • Perry Creek • Tues. • 11-11:30 a.m.

Storytime • Morningside • Wed. • 10:30-11 a.m.

Adventures (ages 6-10) • Wilbur Aalfs • June 6–July 25 • Mon. • 11 a.m.

Read-To-Me Dogs (K-5) • Wilbur Aalfs • June 7–July 26 • Tues. • 2-3 p.m.

Summer Reading Program Kick-Off • Morningside • June 1 • 10 a.m.-12 noon

Keith West & Miss Kitty* • June 15 • Morningside at 1:30 p.m. • Wilbur Aalfs at 6 p.m.

Teens: Amazing Race* • Wilbur Aalfs • June 24 • 6:30 p.m. Cook Pool Hours • June 6-Aug. 7 • 1-7 p.m.

Toddler Games* • Wilbur Aalfs • July 8 • 10–11 a.m. ZooMobile* • Morningside • July 20 • 1:30 & 3 p.m Legos at the Library (K-5) • Wilbur Aalfs • July 28 • 2 p.m.

CONVENTION CENTER siouxcityconventioncenter.com • 279.4800

Kraus Gun Show • May 13–15 • Aug. 12–14 Nature Calls • Sept. 9 • 6–11 p.m. Discover the Dinos • Sept. 15–18 • 11 a.m.–9 p.m. Convoy of Hope • Oct. 1 March of Dimes Chef Auction • Oct. 6 Diabetic Health Fair • Oct. 15

TYSON EVENTS CENTER tysoncenter.com • 800.514.ETIX

SC Bandits Arena Football • scbandits.com SC Musketeers • musketeershockey.com Dierks Bentley with Randy Houser & Tucker Beathard • June 24 • 7 p.m. KISS with Caleb Johnson • July 27 • 7:30 p.m. Keith Urban with Brett Eldredge & Maren Morris • Oct. 7 • 7:30 p.m.

*Registration required Contact hosting venue for additional information

ORPHEUM THEATRE

orpheumlive.com • 800.514.ETIX SC Symphony Orchestra: Collide • May 14 • 7:30 p.m. Disney: Music from the Movies • May 19 • 7:30 p.m. Chris Cornell • July 14 • 8 p.m.

PARKS & RECREATION sioux-city.org/parks • 279.6126

Open Skate • IBP Ice Center • Fri. & Sat. • 7-9 p.m.

\$4 Student Nights • Long Lines Climbing Wall • Wed. \$4 Hero Nights • Long Lines Climbing Wall • Fri. Kids to Parks Day • IBP Ice Center • May 21 • 11:30 a.m.-2:30 p.m.

Lap Swim • Leif • June 2-Aug. 5 • Mon.-Fri., 12 noon • Mon.–Thurs., 6 p.m.

Hanson Juggling* • Morningside • June 6 • 1:30 & 3 p.m. Riverside Pool Hours • May 28-30 & June 4-Aug. 21 • 1–7 p.m.

Leeds, Leif & Lewis Pool Hours • June 6-Aug. 7 • 1-6 p.m.

Forces of Flight (K-6) • Morningside • July 7 • 1:30 & 3 p.m. Free Friday Night Swims • June 10 (Leif), June 17 (Cook), June 24 (Leeds), July 1 (Lewis), July 8 (Leif), July 15 (Leeds), July 22 (Cook), July 29 (Leif), Aug. 5 (Riverside)

Swim Lessons* • June 13–24 or July 11–22

Yoga in the Park • Green Space near Boat Ramp • Sat. • June 4–Oct. 1 • 9 a.m.

Youth Golf* • Green Valley • June 20-23, July 11-14, July 25–28

Judo* • Ongoing • Tues. & Thurs. • 6-7:30 p.m. Youth Tee Ball* • Ages 4-7 • Sat. • June 4–July 16

Summer Park Program* • Ages 7-11 • June 14–30 or July 12–28 • 9 a.m.–12 noon

Adult Kickball* • Miracle Field • June–July

Summer Bean Bag Leagues* • Jolly Rogers • June-Sept.

Special Olympics Expo • July 23 Adult Wiffle Ball League* • Aug.-Oct.

Pooch Paddle • Riverside • Aug. 22-23 • 5-7 p.m. Adult 5-on-5 Flag Football League* • Sept. 11-Oct. 23

Women's & Co-Ed Volleyball League* • Sept.-Nov.

Halloween Spooktacular • Long Lines Family Rec Center • Oct. 29 • 2–4 p.m.

IN THE AREA visitsiouxcity.org • 279.4800

NAIA Softball World Series • Morningside College • May 27–June 2

Tourist in Your Own Town • June 1–July 31 • Locations Vary Green Valley & Floyd Park City Golf Courses • greenvalleyfloyd.com • 252-2025



FALL FEST FUN

friends and family.

Events Center on Oct. 7. Nature Center, and more.

"There will be opportunities for family fun throughout the city," says Anne Westra, Fall Fest coordinator. For a list of events and activities, check out www.visitsiouxcity.org.

pavement over the next two years. South Dakota border.

"These improvements will create a safe, modern, and efficient interstate that complements the positive transformation Sioux City is experiencing," says Dakin Schultz, Iowa Department of Transportation planner. "What we're doing now will serve the city well for decades to come."

Schultz suggests allowing extra time for summer excursions. For the latest updates, visit 511ia.org or www.iowadot.gov/i29.



FALL FEST October 7-8

VISITSI PUXCITY.ORG

Summer always goes too fast, but autumn also brings flavors of fun! Fall Fest features a full slate of events and activities that invite residents and visitors to enjoy cooler days and explore Sioux City attractions with

This year's Fall Fest has been extended to two days and will be held Oct. 7-8. Fall Fest 2016 kicks off with the Keith Urban concert at the Tyson

The next day, people of all ages can explore special activities at 20+ venues, including the Farmers Market, Lakeport Commons, Sioux City Public Museum, Sioux City Art Center, Sioux City Public Library, Dorothy Pecaut

I-29 PROGRESS

As construction continues on Interstate 29, efforts will focus on the northbound lanes of I-29 through downtown for the rest of this year and into 2017. Crews will complete nine bridges on northbound I-29 and replace

The work is part of a \$400 million undertaking that widens I-29 to three lanes in each direction from the Sioux Gateway Airport exit to the

Northbound motorists will see detours at the Floyd Boulevard interchange this summer and fall. Southbound drivers will face the permanent closure of the Nebraska Street off-ramp by early summer.

WINNING SEASON

Last summer, the Sioux City Explorers hit it out of the park with their best season to date! The team claimed the Central Division Championship with a record of 75-25. This .750 winning percentage marked a new high in the American Association League. Overall, the X's broke nine league records amidst a remarkable and memorable year.

"It was a tremendous season for our organization and our fans," notes Shane Tritz, X's vice president and general manager. Besides posting an exceptional record, the Explorers saw average ticket sales jump over 600 per game to 1,647, a seven-year high.

Since the team arrived in Sioux City in 1993, Tritz says, "The Explorers continue to add to the quality of life by offering affordable family entertainment, spurring economic growth and development, boosting a sense of identity and pride, and giving back to the community."

As one example, players and coaches will host four free youth clinics this summer at Lewis & Clark Stadium.

"We realize kids look up to our players and view them as role models," shares Tritz. "The clinics allow kids to meet their favorite X's players, get an autograph, have pictures taken, and receive instruction from professional athletes!"



Pictured above, Ryan Court. The X's enrich the quality of life in Sioux City with professional baseball action. Photo by Tim Tushla.

Sioux City Explorers Baseball • May 19–Sept. 5 • xsbaseball.com • 277.9467 Free Baseball Clinics • Lewis & Clark Park • May 28, June 18, July 16, Aug. 20 • 12 noon-2 p.m.

DESTINATION: DALLAS

Sioux City now has a direct connection to the Lone Star State. On May 5, American Airlines added service from Sioux Gateway Airport to Dallas/Ft. Worth International Airport. Flights to and from Dallas are offered once daily on 50-seat jets operated by regional partner American Eagle. Dallas/Fort Worth is American's largest hub, with access to 200+ markets.

Serving Sioux Gateway since 2012, American currently provides 20 flights each week seven to Dallas and 13 to Chicago O'Hare International Airport.

Mike Collett, Sioux Gateway Airport director, believes service to both cities is needed. "Our flights to Chicago are about 80 percent full," he says. "So far the numbers for Dallas have been right in line with those to Chicago."

MAKING TYSON EVEN BETTER

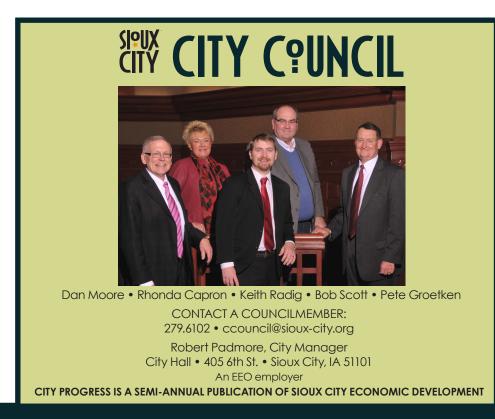
Since the Tyson Events Center opened in 2003, it's had an exponential impact—spurring economic development and making Sioux City's downtown more vibrant.

"There's no question that Tyson has been among the most important additions to Sioux City, especially in recent years," says Councilmember Rhonda Capron.

To ensure Tyson Events Center remains competitive, the city is working with Venue Solutions Group from Tennessee to evaluate the facility and provide recommendations for improvement. The group is also looking at the best practices from around the country and examining efforts of competing arenas.

"There are nearby venues that weren't here in 2003, so the landscape is very different," reminds Erika Newton, events facilities executive director.

If changes are needed, she says they'll be carefully considered. "We want to maintain the facility's viability so we can continue to bring in top artists and keep their promoters and agents happy. We also want to enhance the experience for people attending events, and we absolutely want to spend taxpayer dollars in the right way."





Thanks to a female member of Sioux City Fire Rescue, Girls Inc. participants have learned the skills and qualities needed to be a firefighter.

FIREFIGHTER SHARES GIRL POWER

A group of young women at Girls Inc. recently learned firsthand what could be involved with a career in fire service.

Sarah Orwig, a firefighter with Sioux City Fire Rescue, told the girls she wanted a career that challenged her mentally and physically, took her beyond the confines of a typical desk job, and allowed her to give back to the community. Firefighting fit the bill!

In addition to explaining the educational and physical requirements involved with being a firefighter, Orwig created an obstacle course designed to mimic a scaled-down version of a SCFR physical entrance exam. Ranging from 12 to 16 years of age, the girls geared up, pulled hoses, hit a tire with a sledgehammer, drug a dummy, low crawled, and carried equipment a set distance.

"These young ladies really embodied the determination and drive to complete the course, and they displayed the teamwork necessary to motivate and encourage one another to achieve the common goal," says Orwig. "I hope they'll consider careers outside of their comfort zones, as they are capable of achieving great things!"

Sioux City Fire Rescue currently has two female firefighters. According to the Bureau of Labor Statistics, women comprise only about four percent of the firefighters nationwide.