



Communications Advisory Commission

Dec. 5, 2022, 6 p.m.

Regular Session

City Council Chambers, 1 Quail Creek Circle, North Liberty, Iowa

This meeting may be accessed live by the public in person or on the internet at northlibertyiowa.org/live, on Facebook at facebook.com/northliberty or on YouTube at youtube.com/northliberty. Meetings are rebroadcast on cable and available on-demand on northlibertyiowa.org.

1. Call to Order
2. Roll Call
3. Approval of the Agenda
4. Public Comment
5. Staff Report
6. Old Business
7. New Business
8. Adjournment



To **Mayor, City Council, Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **Dec. 2, 2022**
Re **Communications Staff Report**

City Slate

November offered Embody | Embrace (Nov. 14) and, for a bit of a change, the Golden Turkey Hunt (each Tuesday) which offered a clue and challenged residents to find a hidden medallion for prizes. We'll look at changes we can make in 2023. Meanwhile, staff prepared for December City Slate events: Breakfast with Santa (Dec. 3), Holiday Vendor Fair (Dec. 3) and Noon Year's Eve (Dec. 28), as well as for 2023.

Youth Council

On Nov. 17, we hosted our second official meeting of the Youth Council. Attendance was good despite the particularly slick roads that kept several at home. The group continues to lay a strong foundation for the rest of the year and future groups. They will finalize their charter and elect officers in December.

Mental Health Liaison and Virtual Reality

We worked with Police Department to roll out two initiatives: the new Mental Health Liaison, a CommUnity Crisis Services employee who will be stationed in North Liberty, and the department's virtual reality training system. We hosted a joint press event with Coralville and Johnson County to introduce Kieonna Pope on Nov. 7. We invited the public to have hands on demos with the VR system during the month for dates in December.

Staffing

Micah went on parental leave and is expected to return in the new year. Micah, her husband and their son are well, though parents are reportedly tired. We are looking to fill the Communications Assistant role with interviews scheduled for early December. We will accept applications until the position is filled.

Community Activity Guide

The guide of recreation and library programs and special events was assembled, designed and published in November, covering January, February, March and April. We had reformatted the guide when publication recommenced its regular schedule to slim it down and push patrons to the web for more information. This cycle, we tweaked that

format to help make it clearer where patrons could locate additional information and how the class sessions were structured.

Beat the Bitter

Planning for Beat the Bitter, beginning in late January, is mostly complete and registration and schedule of events is available at beatthebitter.com. Fire & Ice presented by GreenState Credit Union, the Snuggie Crawl presented by McGrath Toyota of Iowa City, North Liberty Lights and 5K-ish Glow Run presented by Tryon Investments, KICK Winter in the SnowBALL and the Scheels Ice Rink all return, with additional affiliated events planned such as a pedicab rides around the lights, a sip and stroll and North Liberty night with the Heartlanders.

Blues & BBQ

Work with the Englert to program the stage has begun for the 15th year of the festival, planned for July 8. We've worked with the Englert's team for the pass few events, and are taking an opportunity to lean further into their experience with live performance and expanding the partnership. Announcements are expected in May.

Other Items

We produced City Council and MPOJC meetings and submitted them to the Iowa City government channel.

We produced several podcasts for the library in addition to 52317 episodes.

We continue to monitor changes and upheaval at Twitter.

Staff represented the City of North Liberty at the Better Together 2030 kickoff event and on the United Way's Community Impact Council.

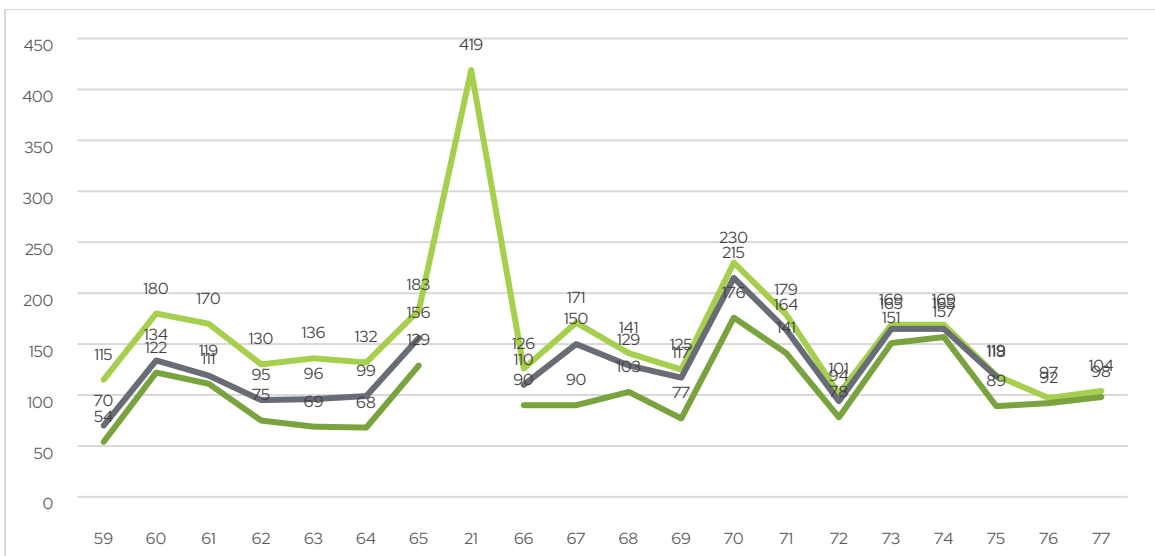
We posted news releases about leaf collection, December events, holiday hours, snow tips and more.

Completed Videos

Title	Requested By	Completed	Duration
Planning & Zoning	Administration	Nov. 1	0:23
Eye on: NLFD	Communications	Nov. 2	0:07
Parks & Recreation	Administration	Nov. 3	0:41
Leaf Pickup Tips & Tricks	Communications	Nov. 7	0:03
City Council	Administration	Nov. 7	1:09
BtB Promo: 5K-ish	Communications	Nov. 16	0:01
BtB Promo: Snuggie Crawl	Communications	Nov. 16	0:01
BtB Promo: Kickball	Communications	Nov. 16	0:01
BtB Promo	Communications	Nov. 16	0:01
MPOJC	Administration	Nov. 16	1:10
Library Board of Trustees	Administration	Nov. 21	0:37
City Council	Administration	Nov. 22	1:10
Eye on: Mental Health Liaison	Communications	Nov. 28	0:09
Total completed productions: 13	Duration of new video: 6.5 hours		

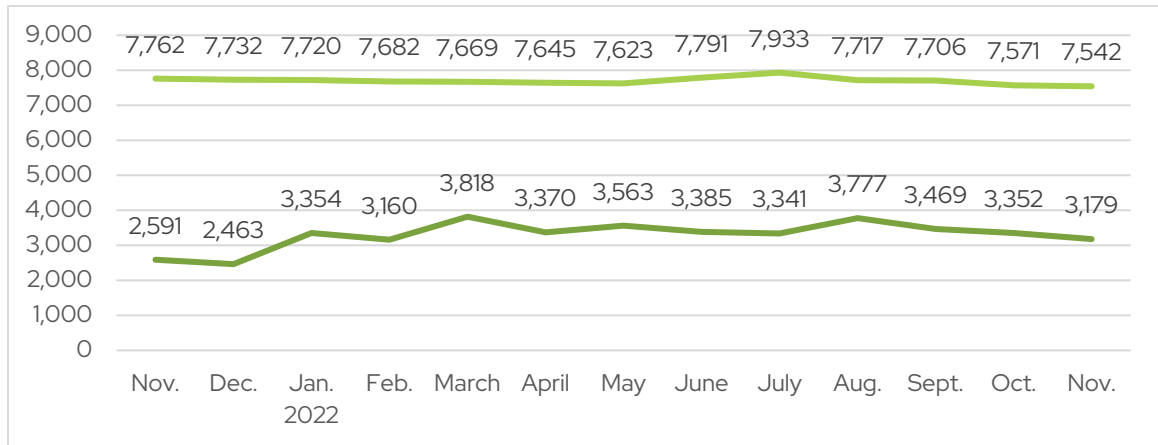
52317 Podcast

Episodes release every three weeks and can be found at northlibertyiowa.org/52317.



Downloads is the number times the podcast file was downloaded to a player, including a podcast client, webpage-embedded player or other device in its first 30 days, 90 day and since its publication. Numbers are as reported by service provider LibSyn as of the date of this report. **Episodes** 77: North Liberty coLab76: Kimberlee Rocca; 75: United Action for Youth; 74: Triple Oak Power; 73: Friends of Coralville Lake; 72: Maryam Thompson Photography; 71: Spotix; 70: Johnsy's Liquor; 69: Vertronic Aerospace; 68: North Liberty Coralville Softball Baseball; 67: Soiree; 66: Illuminate; 21: Heyn's; 65: LaLa Boutique; 64: Kirkwood Workplace Learning Connection; 63: Leash on Life; 62: Chomp Delivery; 61: Speedy Mike's Carwash; 60: Flip Salon & Spa; 59: Rock Valley Physical Therapy; 58: NASA

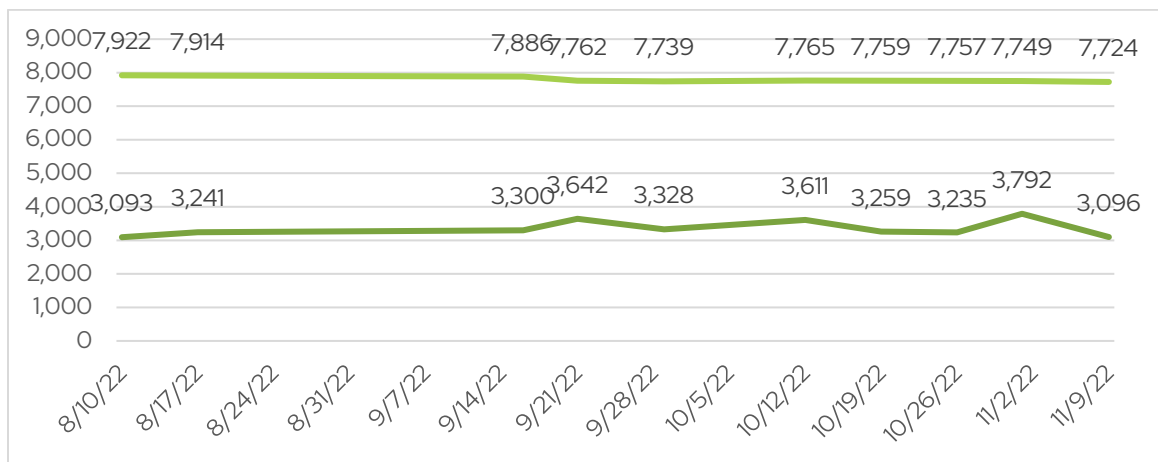
North Liberty Bulletin Email Newsletters



Recipients is the number of email addresses to which an issue of the Bulletin was sent and is represented by the top line. **Opens** is the number of unique recipients who opened the Bulletin and is represented by the bottom line; the standard open rate for government is 25.4%. Numbers are as reported by service provider Mailchimp. **Subject lines** Nov: Sharp-witten, keen-eyed, can't lose; Oct: The future is awkward and passionate; Sept: No one likes construction cones so here's a puppy; Aug: OK to the last drop; July: Years in the making; June: A full slate; May: Taking time for two wheels; April: Mud, trash and poop season; March: The Thaw; Feb: Save the dates; Jan: Tomorrowland; Dec: Conspiring, to eat cookies, by the fire; Nov: Not sure you know how psychologically healthy that actually is;

Know Before You Go Emails

These emails focus on free, large-scale community and leverage the city's email list. It is a key marketing channel for City Slate events.



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Website Statistics

Month	Sessions	Users	Pageviews
Nov 2022	29,888	22,127	58,381
Oct 2022	34,361	24,315	60,653
Sept 2022	23,690	17,833	44,903
Aug 2022	28,712	21,863	52,942
July 2022	26,101	19,342	50,030
June 2022	27,985	20,537	55,721
May 2022	25,781	19,174	48,930
April 2022	27,396	20,578	52,648
March 2022	25,815	19,113	49,629
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Jan 2022	26,218	20,351	47,444
Dec 2021	17,011	13,056	33,502
Nov 2021	20,196	15,122	39,415

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Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
Nov	64	35,617	-64	18,400	2,862	5,807
Oct	91	25,561	-2	13,200	2,840	5,789
Sept	50	23,333	-2	26,000	2,828	5,741
Aug	93	36,131	6	18,700	2,815	5,713
July	121	83,190	7	13,100	2,764	5,645
June	114	31,235	-3	14,900	2,738	5,617
May	122	33,811	23	17,700	2,712	5,585
April	57	37,226	-11	17,500	2,667	5,531
March	62	47,317	22	19,500	2,648	5,497
Feb	47	47,939	17	18,100	2,620	5,448
Jan 2022	139	209,293	7	40,500	2,600	5,411
Dec	32	19,971	11	23,500	2,575	5,383
Nov	14	20,182	9	30,400	2,570	5,361

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To **Mayor, City Council, Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **Oct. 3, 2022**
Re **Communications Staff Report**

City Slate

October offered five different City Slate events, many Halloween-related: Star Party with TAKO (Oct. 1), Halloween Moonlight Walk (Oct. 14), Floating Pumpkin Patch (Oct. 23), Haunted Happenings (Oct. 27 and 28) and Community Pumpkin Display (Oct. 30 and 31). Total attendance was above 3,000 for the month and more than 42,000 for the year.

Staff prepared for November events the Golden Turkey Hunt (each Tuesday) and Embody | Embrace (Nov. 14).

Staff also started planning for 2023, with the Community Center staff review ideas for the coming year and Jillian developing a proposed calendar of about 40 events, much like this year, with a goal of balancing new offerings and tried-and-true favorites, an array of target audiences, opportunities for collaboration, feedback and other resources required.

Youth Council

On Oct. 20, we hosted the the first official meeting of the Youth Council. Over the course of the two-hour meeting, the selected students worked to set expectations for how they would conduct themselves and make decisions, which will eventually comprise the group's charter. Nick, Micah and facilitator Marlen Mendoza continued to meet regularly to adjust plans as the group develops, and make plans for the group while Micah is on leave starting in November. The group will continue developing its charger when it meets on Nov. 17, and elect officers during its December meeting.

Centennial Park

Nick completed the Destination Iowa grant, which was submitted in early October. A copy of the submission is attached. Meanwhile, Jillian has been presenting naming rights opportunities to businesses with Ryan and Josh Schamberger of Think Iowa City. We'll develop a landing page on our website to explain the project and accept gifts from the wider public in the coming weeks.

Fire Station No. 2

Following on a promise made to community members at an August city council meeting, Nick worked with fire, admin and planning staff to meet with the public at an open house hosted at the Fire Department in October to hear the neighborhood's concerns, explain the what we were trying to balance. Staff is having internal discussions about the feedback and options.

City Hall Groundbreaking

We organized and hosted a groundbreaking ceremony for the new City Hall at 360 Main St., attracting local press from The Gazette, Corridor Business Journal, KCRG, KWVL and Iowa News Now.

Ranshaw House

Micah and Nick continued to work on furnishing the house, seeking to make it as flexible as possible while also meeting the needs of our social service partners. We expect to order blinds, which will help reduce some utility costs, and stackable chairs and foldable tables in November. Additionally, Fresh Starts, a cleaning service operated by Shelter House, started cleaning monthly; we'll assess the frequency as use increases.

Event Sponsorships

Event sponsorship meetings continued in October, renewing current sponsors and seeking new relationship. Some opportunities are still available, but Jillian has secured nearly \$200K in commitments for our 2023 programming under Blues & BBQ, Beat the Bitter and City Slate.

Other Items

We produced City Council meetings and submitted them to the Iowa City government channel.

At the Mayor's request, we ceased streaming or recording council work sessions.

Micah will go on leave in early November. Thorn is leaving their position in early November.

We produced several podcasts for the library in addition to 52317 episodes.

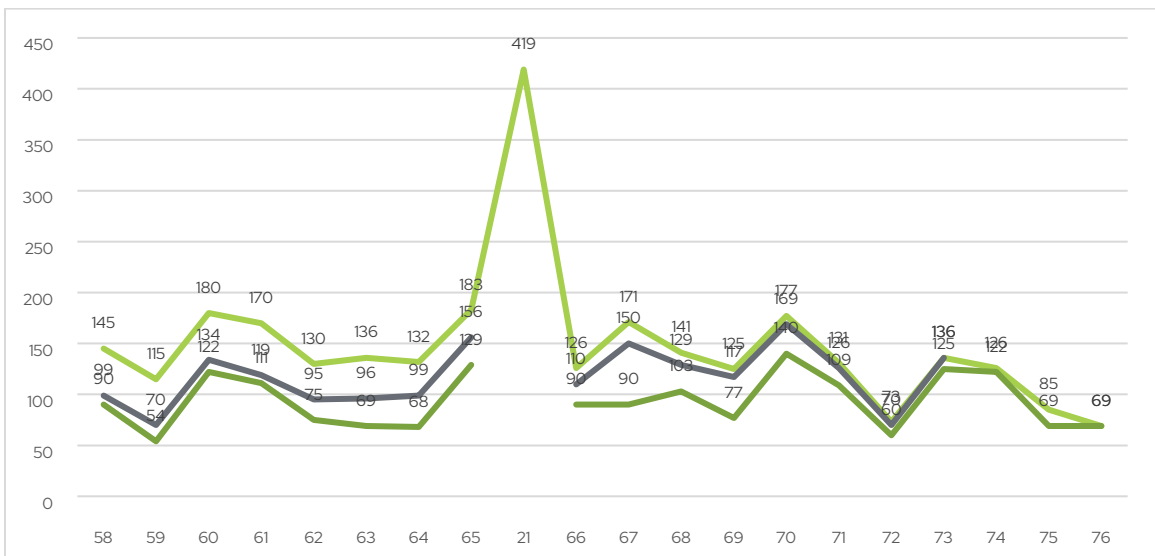
We posted news releases about fire responses, WIC clinics in North Liberty, elections, Connected to Tomorrow open houses, good neighbor meetings and more.

Completed Videos

Title	Requested By	Completed	Duration
Communications	Administration	Oct. 3	0:20
Planning & Zoning	Administration	Oct. 4	0:52
Parks & Recreation	Administration	Oct. 6	1:14
City Council	Administration	Oct. 11	1:31
Tree and Storm Water	Administration	Oct. 12	0:18
House District 85 forum	LWVJC	Oct. 13	0:45
GNM: Kansas and Landon	Planning	Oct. 19	0:12
GNM: Kansas and West Lake	Planning	Oct. 19	0:07
City Council	Administration	Sept. 27	1:12
Total completed productions: 9	Duration of new video: 6.5 hours		

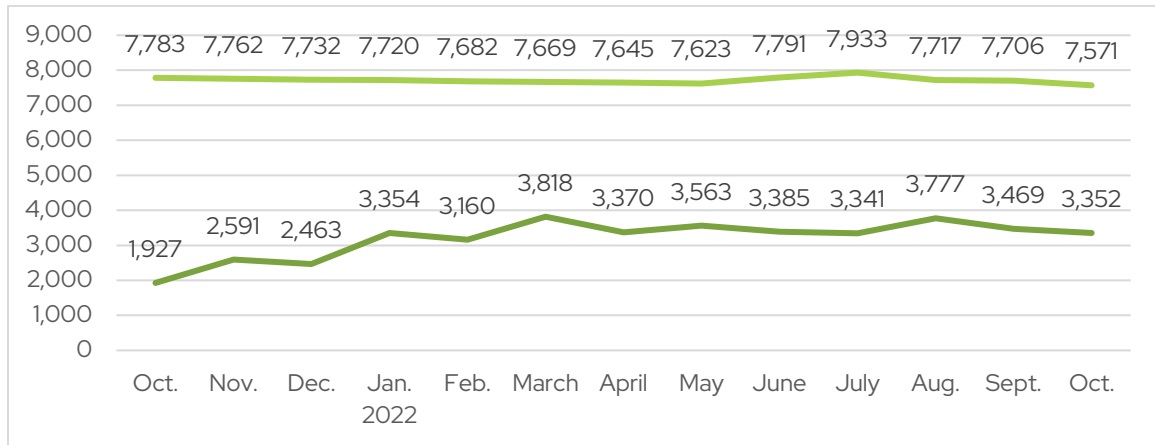
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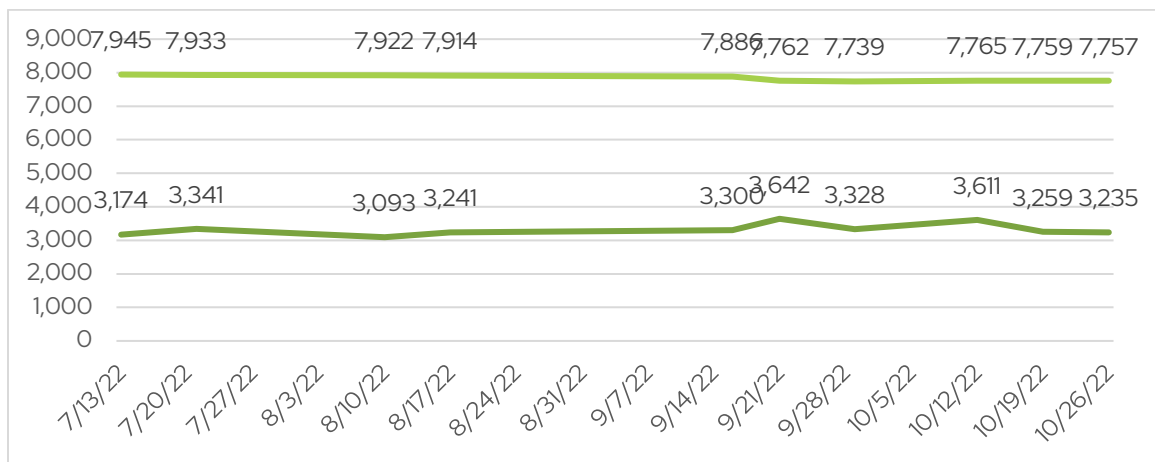
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CENTENNIAL PARK *NEXT STAGE*



North Liberty's gathering place in the heart of Eastern Iowa.



SECTION 1 | PROJECT INFORMATION & ELIGIBILITY

Economically Significant Development Fund

- Project will be a draw to the community
- At least 60% of the necessary funding to complete the project is secured
- Applicant is a city, county, or not-for-profit organization
- Project is primary vertical

Name of Project..... **Centennial Park Next Stage**

Date Submitted..... **Oct. 6, 2022**

Applicant Organization..... **City of North Liberty**

Organization Type..... **Municipal Government**

Address **P.O. Box 77, North Liberty, Iowa 52317**

Contact Person..... **Ryan Heiar, City Administrator**

Telephone..... **(319) 626-5711**

Email..... **rheiar@northlibertyiowa.org**

Federal Identification Number **42-099682**

County..... **Johnson**

City Population **21,889**

Anticipated start date **November 2023**

Anticipated completion..... **May 2025**

Anticipated opening date **May 2025**

Grant Request..... **\$3,575,750**

Total Budget..... **\$14,303,000**

Project Address..... **1565 Saint Andrews Drive**

Co-applicant..... **None**





As the sun set on a perfect July evening, an 8-piece gospel-and-blues band, coming off dates in Paris and Munich and on its way to Kansas City, played for a crowd of 15,000, drawn from across North Liberty, Eastern Iowa and the Midwest into the heart of the Iowa City/Cedar Rapids corridor and Centennial Park.

The venue was a far cry from the band's show the night before in Milwaukee, where Paul McCartney headlined; the stage was temporary, power provided by humming diesel generators. When the tour bus had arrived earlier in the day, the driver refused to pull up to the stage before he was assured that someone else would pay to tow him out if it was necessary.

North Liberty's Centennial Park, then served by an aging asphalt road and surrounded on three sides by cornfields, was little more than a 40-acre grass lawn, an 83-stall parking strip and a vision for regional destination.

BUILDING A VISION ON A FOUNDATION OF EXPERIENCE

The City of North Liberty has continued to intentionally develop Centennial Park, adding a rock climbing playground, two traditional play structures, driveway and walking trail.

Just as critically, North Liberty has invested in developing the park's programming, which has included acrobat and circus performances, kite festivals with three-story-tall kites and the growing, signature festival Blues & BBQ that drew 20,000 guests in 2022, with a third coming from outside of the county.





***Experience has laid the foundation for the final phase's plan, and the regional destination is within reach:
Centennial Park Next Stage***

After years of experience executing events and using our public spaces to draw visitors to our community, our team worked with Shive-Hattery's engineers and architects to refine the master plan for Centennial Park delivering one that would increase access to public spaces, enhance the attractive events already in our community, and open additional opportunities for visitors.

Design and aesthetics, carefully developed through an iterative process, maintain the foundational themes of water quality and nature (Centennial Park is home to the state's largest bioswale). This final phase includes:

- The Centennial Center: an indoor gathering and event space with an outdoor stage serving as the heart of the park
- An open-air pavilion with the flexibility to accommodate a wide variety of programming
- Premier 5,000-square-foot splash pad, expanding on traditional and accessible play structures, for kids of all ages
- Expansive plaza spaces and pathways to accommodate expanded programming, connect amenities and offer physical accessibility
- An honor garden, recognizing the service men and women from our community, with an open-air shelter overlooking the park's pond
- Restrooms, shelters and additional parking to accommodate expanded programming and events

***CONNECTED TO WHAT MATTERS
AND IN THE CENTER OF IT ALL***

North Liberty has long been attractive because of its location in the heart of Eastern Iowa and connection to neighboring towns for employment, entertainment and shopping. And now, our location between the population centers of Iowa City and Cedar Rapids makes North Liberty and



Centennial Park perfectly situated for regional events. Thanks to Interstates 80 and 380, the Avenue of the Saints and significant investments in the infrastructure at the state and local level, our community and this park is easily accessible from Chicago, the Quad Cities, Des Moines, Omaha, St. Louis, Waterloo, Minneapolis and St. Paul.

While our place on a map puts us in the middle of it all, North Liberty's identity comes from the people who call our town home. With an average age of 30.6 years, our town is young. Many of our residents bought their first home here because it was affordable and convenient then fell in love with the town and the things to do and stayed for kids and careers.

Centennial Park, when Next Stage is complete, will be perfect for RAGBRAI overnights, premier concerts with partners like the Englert Theatre, weddings and

family reunions, business gatherings and focused conferences with partners like the Corridor Business Journal in the Centennial Center, outdoor movies with live scores by Orchestra Iowa on the great lawn and a farmers' market and ice-skating rink under the pavilion. And, of course, our signature festivals Blues & BBQ and Beat the Bitter, all staples for the community and drawing attendance from the region.

The completed infrastructure makes year-round programming possible, empowers more people to physically access the amenities and programs, and allows for expanded partnerships.

QUALITY OF LIFE IS ECONOMIC DEVELOPMENT

While Centennial Park will serve as a regional attraction, it will also serve as a community amenity. That,

too, serves a critical economic development role: improved quality of life attracts and retains a diverse workforce to North Liberty and the region.

Two new healthcare campuses, University of Iowa Healthcare and Steindler Orthopedic, are under construction in North Liberty and both will need hundreds of additional employees including surgeons, nurses, technicians and orderlies, which in turn support private sector goods and services.

Further, companies headquartered here continue to grow. Heartland Express is now the country's third largest trucking company; GreenState Credit Union is one of the largest credit unions in the Midwest with nearly \$10 billion in assets; and South Slope Cooperative Communications has grown from its roots as a rural telephone co-op to a pioneering high-speed internet provider; their continued growth requires growing

skilled workforce.

WE HAVEN'T WAITED FOR THE PERFECT VENUE

Shared outdoor spaces are the lifeblood of a city. Those spaces became critical during the pandemic, and we know how they will shape our community and our region after, serving as destinations for festivals and fun, critical connections and quality of life.

For a decade, we've experimented, executed and refined attractive programs in North Liberty and in Centennial Park, turning that 40 acres of grass into an attraction for the community and the region. Now we bring that experience to bear on this opportunity: a showpiece gathering place in the heart of Eastern Iowa's rapidly growing community.

SECTION 1 | PROJECT INFORMATION & ELIGIBILITY



The project proposes completing primary components of the refined Centennial Park Master Plan, pictured above, to make the 40-acre park a significant, regional tourism amenity.

City staff members worked with a professional design team and outlined the following goals to assist with planning efforts:

- Build out Centennial Park as a regional amenity, which would be the cultural heart of North Liberty.
- Utilize elevated architectural design and materials, which would align Centennial Park as a regional amenity.
- Design vertical and horizontal infrastructure that facilitates accessibility and mobility for all users.
- Provide interior and exterior event space with the ability to program year-round.
- Support and enhance existing programming and provide opportunities for new programming.
- Reinforce the natural themes throughout Centennial Park in the design.



Every year, North Liberty Blues & BBQ attracts thousands – including 20,000 in 2022 – to Centennial Park, using temporary infrastructure. Centennial Park Next Stage will build much of this infrastructure, enabling additional events of this scale.



SECTION 1 | PROJECT INFORMATION & ELIGIBILITY



ABOVE | The original 2012 Centennial Park Master Plan, which Centennial Park Next Stage refines after a decade of experience programming at the park.

BELOW | An aerial of Centennial Park in 2021 showing improvements in and around the park, and adjacent development. Additional development, both public and private, is expected.



Centennial Park is located in the southwest part of North Liberty. The property was acquired by the City in 2010 and planned as a community park. The Centennial Park Master Plan was created in 2012.

Improvements, both inside and outside of Centennial Park, have been completed since 2012.

Existing park improvements include a playground and rock climbing areas, a dedicated loop trail with connections into the surrounding neighborhoods, a loop drive and off-street parking areas, many with pervious pavement, and stormwater detention features.

The refined master plan, Centennial Park Next Stage, includes more than \$16 million in improvements including, as shown at right and detailed in the following pages:

- The Centennial Center: an indoor gathering and event space with an outdoor stage serving as the heart of the park.
- An open-air pavilion with the flexibility to accommodate a wide variety of programming.
- An honor garden, honoring the service men and women from our community, with an open-air shelter overlooking the park's pond.
- A premier, 5,000-square-foot splash pad, expanding on traditional and accessible play structures, for which no Destination Iowa funding is requested.

The plan also includes expansive plaza spaces and pathways to accommodate expanded programming, connect amenities and offer physical accessibility, as well as restrooms, shelters and additional parking to accommodate expanded programming and events.



North Liberty is home to events, drawing from across Eastern Iowa and further afield, year round. Centennial Park Next Stage will increase those opportunities.



THE CENTENNIAL CENTER

The 13,000-square-foot event center and outdoor stage would be at the heart of Centennial Park, setting the tone for the park's architectural design theme.

The basis of design includes a limestone veneer around the front entry curve and burnished masonry veneer around the rest of the building. The north-west-facing clerestory will be double thermally broken aluminum curtain walls and wall glazing providing dramatic views from Saint Andrews Drive and from within the park. The use of colored LED lighting would be incorporated for dramatic effect.

The structural system will be composed of steel beams, columns, and custom trusses. Interior and exterior trusses will be clad in wood, thus reinforcing the natural theme of the park.





OUTDOOR STAGE

The architectural design theme would be carried into the 2,700-square-foot event stage. The high, arched roof over the stage anchors the south end of the building, and the scale is appropriate to the large size of Centennial Park.

The stage would face south toward the great lawn. Its central location would ensure that it could be part of any event at the park.

In addition to concerts with audiences from 500 to 5,000 and other live performances, the stage would host movies in the park projected from the lawn



SECTION 1 | PROJECT INFORMATION & ELIGIBILITY



INDOOR EVENT SPACE

The interior of the facility is designed to accommodate a 300-person event.

The space will host indoor concerts including the winter Igloo Jam, panel discussions and workshops, markets and craft fairs, active events in winter and more. Private opportunities include weddings and family reunions, business gatherings and focused conferences.



Panels, indoor “snowball” fights and concerts are popular North Liberty events, but adequate indoor space is hard to come by. The home of Beat the Bitter’s Igloo Jam, a local conference space, is no longer available for night and weekend events.



OPEN-AIR PAVILION

Southwest of the event center would be the 5,000 square foot open-air pavilion.

Using the same design palette as the events center, this versatile space would host a variety of programming such as farmers markets, special events and celebrations. The space would also be the new home to North Liberty's outdoor ice skating rink - installed seasonally on top of tennis courts for the past five years. The high, arched roof would have 18 feet of clearance to accommodate aerial performances and sporting events, such as 3-on-3 basketball tournaments.



SECTION 1 | PROJECT INFORMATION & ELIGIBILITY



The project's outdoor space sets the stage for social interaction and other activities, including culture, entertainment, dining, relaxation, and community activities. Accessibility and mobility to, from and within Centennial Park was a primary consideration during the project design. The extensive outdoor space includes a 40' wide thoroughfare, highlighted by striped paving patterns and small seating areas along the west side of the events center.





HONOR GARDEN

The honor garden will be located at the northwest portion of Centennial Park.

Central to the honor garden is a gazebo using the same architectural vocabulary as the event center, stage and open-air pavilion. Beneath the shelter will be curved limestone seat walls. The garden will be home to tasteful ceremonies, small events, art displays and remembrances.

The honor garden is also a space for visitors to recognize and reflect on all of Iowa's veterans and fallen military. A flagpole sits at the center of the colorful garden.





Storm sewer, sanitary sewer, water, and electrical service are required to support the project. The existing bioswales would receive the majority of the stormwater to be conveyed to Centennial Park's pond. Curb intakes along the expanded parking, area intakes near the event center and stage as well as roof drains will have stormwater piped to new headwalls in the existing bioswales. Sanitary sewer service will come from an existing 8-inch stub at the northeast corner of Centennial Park. Water service will connect to an existing 8-inch main on the east side of the park.

Existing power to Centennial Park is provided by Linn County REC. A new 3-phase service would be installed with this project. Site lighting will be installed between the existing loop drive and trail around the park. At-grade receptacles will be installed throughout Centennial Park to accommodate site programming such as Blues & BBQ, food trucks, and other events.

High-speed internet will be provided by a planned public fiber optic run.



SECTION 1 | PROJECT INFORMATION & ELIGIBILITY



PREMIER SPLASH PAD

Although not included in the funding request, a primary component of the master plan is the splash pad and shelter. Located at the northeast portion of Centennial Park, the 5,000-square-foot splash pad would provide a play space for children.

The splash pad would have an organic shape with rings of colored concrete to create a dynamic ground plane pattern and defined zones of play. The splash pad would include a variety of water features, a shade sail, three shade structures, benches and playful colored LED lighting.

A restroom and picnic shelter would create separation between the existing playground and splash pad. A 20-foot-wide path would connect the splash pad to the other sections of Centennial Park for increased accessibility.

This new feature adds to the three existing playgrounds at Centennial Park.



Budget Items	Cost
Real estate Acquisition	\$ 0
Site Preparation	\$ 638,200
Construction	\$ 7,240,400
Remodeling/Renovation	\$ 0
Fixtures/Furniture/Equipment	\$ 648,000
Public Art & Landscaping	\$ 368,400
Architectural/Engineering Design	\$ 1,866,000
Construction Administration/Permits	\$ 814,000
Contingency/Inflation	\$ 2,969,000
Total Project Costs	\$ 14,303,000

Sources of Financing	Cost
Destination Iowa Grant Request	\$ 3,575,750
Public Funding (city/county)	\$ 6,997,250
Private Fundraising (anticipated)	\$ 3,000,000
Grants	\$ 0
American Rescue Plan (ARP) Funds	\$ 730,000
Total Financing	\$ 14,303,000

We're pleased to partner with the Community Foundation of Johnson County on our Next Stage campaign and have their shared enthusiasm for the park's future. A non-endowed, designated charitable giving fund has been established to accept grants and donated gifts for supporting Centennial Park improvements to offset committed city public funding. We expect our

collaboration with such a revered steward of funds will aid our fundraising campaign. The foundation's staff will see that distributions from the fund comply with the CFJC's strict policies and procedures, send thank-you letters and tax documentation to donors, provide reports to North Liberty city council and house a landing page to receive online gifts.



SECTION 3 | PROJECT PLANNING & TIMELINE

Timeline	Task
October – November 2022	Grant application process
November – December 2022	Develop funding plan, initiate design contract
January – February 2023	Schematic design, costing and review
March – June 2023	Design development, costing and review
July – September 2023	Construction documents and review
October – November 2023	Bidding and award of bid
December 2023 – May 2025	Construction



Is any of the work on the project already underway?

No.

Is this project located in a Qualified Census Tract?

No.

Is the project located in a community with an average median income below 185% of the federal poverty level?

No.

Is the project located in a community that was disproportionately impacted by the COVID-19 pandemic?

No.

Does the strategic planning for this project include handicapped accessibility?

Yes. All spaces are designed to meet or exceed accessibility requirements. Accessibility to all spaces in the proposed project was part of every design conversation.

Has the planning for this project incorporated any other state priorities such as water quality, rural broadband access, or rural development?

Yes. Centennial Park currently uses bioswales as part of its stormwater management facility. Water would be piped to new headwalls in the existing bioswales.





How will this project be a draw for your community?

The initial Centennial Park master plan is the result of North Liberty community input. The master plan was refined in accordance with a 2020 Branding and Visioning project that included community input through a survey and a town hall event called “Spark”. Most of the big ideas centered around building more community gathering spaces, which provide the stage for social interaction and other activities, including culture, entertainment, dining, relaxation and community activities.

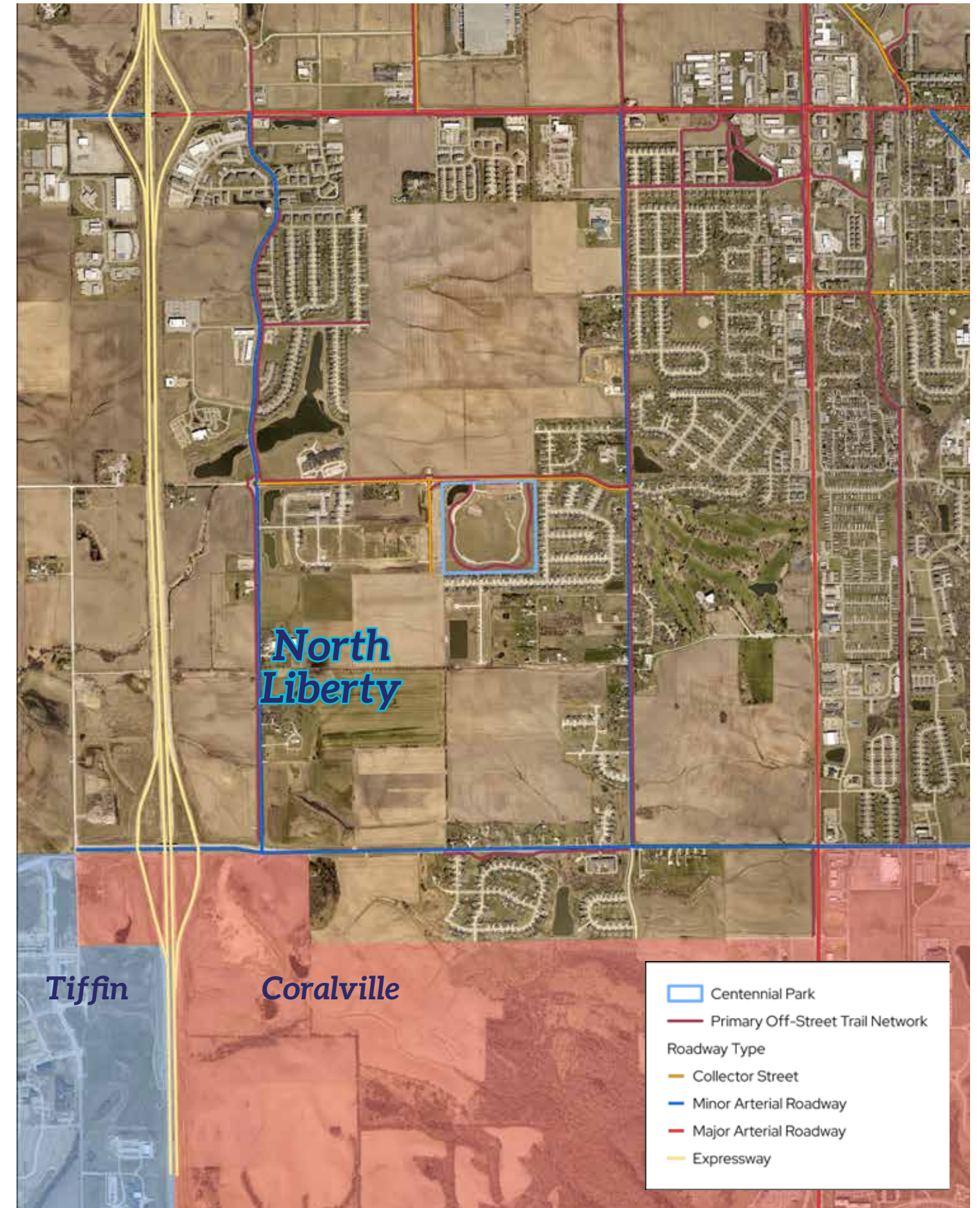
Off-site improvements facilitate easy access from both inside and outside of the community. First, Saint Andrews Drive fronting Centennial Park was fully reconstructed and includes off-street trails and a roundabout. Next, Kansas Avenue, Jones Boulevard and Forevergreen Road have all been reconstructed and include off-street trails. The I-380, Forevergreen Road interchange was completed in 2019, which added a second limited highway access into North Liberty. Last, the I-80, I-380 interchange continues to progress towards completion.

The City of North Liberty knows how to produce high-quality programming that draws attendance from throughout Eastern Iowa and out of state. Blues & BBQ, a festival that began in 2007 and attracted 20,000 guests this year, draws about a third of its attendance from outside Johnson County. Beat the Bitter, a winter festival that began in 2016, regularly attracts about 40 percent or more of its audience from outside of North Liberty. Even our smaller-scale events, such as the Summer Slate events held during 2021’s pandemic summer, about 10 percent of attendees traveled to North Liberty from outside our community.

The completed Centennial Park will be the primary home of the exciting, family-friendly events North Liberty is known for.

The outdoor infrastructure of this project will allow our team and partners to save time and financial resources to further enhance events, focusing on fun and entertainment rather than, for example, logistics for electric and tents. The additional paths will connect the park and enable access for those whose mobility issues currently prevent easy access to the park’s great lawn.

The indoor space is critical to offering programming year-round, as the space in our Community Center is in high demand and at its peak capacity with indoor youth sports through the fall and winter months when Iowans are looking for other opportunities for entertainment.





North Liberty's team knows how to have a good time, but spaces, like the conference center that has played host to concerts in the past, are no longer available for that purpose.

The pavilion will offer respite during other events, but stand on its own as space for active participation in outdoor events, such as farmers' markets and ice skating, as well as additional outdoor engagement with aerial acrobatics, craft, basketball and theater-in-the-round performances.

We're committed to leveraging existing partners to produce cultural programming at the Centennial Center drawing from the Iowa City/Cedar Rapids corridor, including space for author visits with partners such as the Iowa City UNESCO City of Literature, as well as small indoor and large live music events with partners such as The Englert Theater.

Additionally, North Liberty's central location in the Cedar Rapids/Iowa City corridor makes it well placed for business functions, weddings, family reunions and other events that naturally draw from the wider region and can be hosted in the centrally located Centennial Center.

While this project will draw short-term visitors to our community, our goal is to, ultimately, convert those visitors to long-term residents who become critical to our economic wellbeing not just as users of local goods and services, but as employees in jobs of all skill levels.

Who is the target audience for this project? Please be specific about the targeted group demographics and location.

The events at a completed Centennial Park will cut across demographics.

Our largest festivals currently attract families with children ages 2 to 12 who are looking for family-friendly fun and find free events allow them to stretch their dollars while still spending time and money in our community. Meanwhile it's typical for events such as summer's Blues & BBQ and winter's Beat the Bitter to have audiences of ages 21 to 44 for the music and cultural portions. Most additional programming will draw families with children ages 2 to 12.

Outside events, including economic and business-focused functions hosted by organizations such as the North Liberty-based Corridor Business Journal or our local economic development partners, will attract regional business leaders, mid-career professionals and upwardly mobile members of the workforce. Weddings and family reunions will attract a multi-generational audience.



Beat the Bitter, our 7-year-old winter tradition, brings indoor and outdoor events to North Liberty during winter's coldest days and draws 40 percent of its audience from outside our community.



Please describe the economic impact of these visitors.

Domestic travel to Johnson County in 2019 generated 3,900 jobs, \$70.8 million in payroll and \$446 million in expenditures.

Visitors to Centennial Park's year-round programming will add \$11,687,045 in total economic impact, according to modeling by our local tourism partner, Think Iowa City, with conservative estimates of 80,000 people attending events at the enhanced park.

Since much of the City-produced programming is expected to be admission free, these impacts will be with local bars and restaurants, stays in local hotels and with other local shops and attractions.

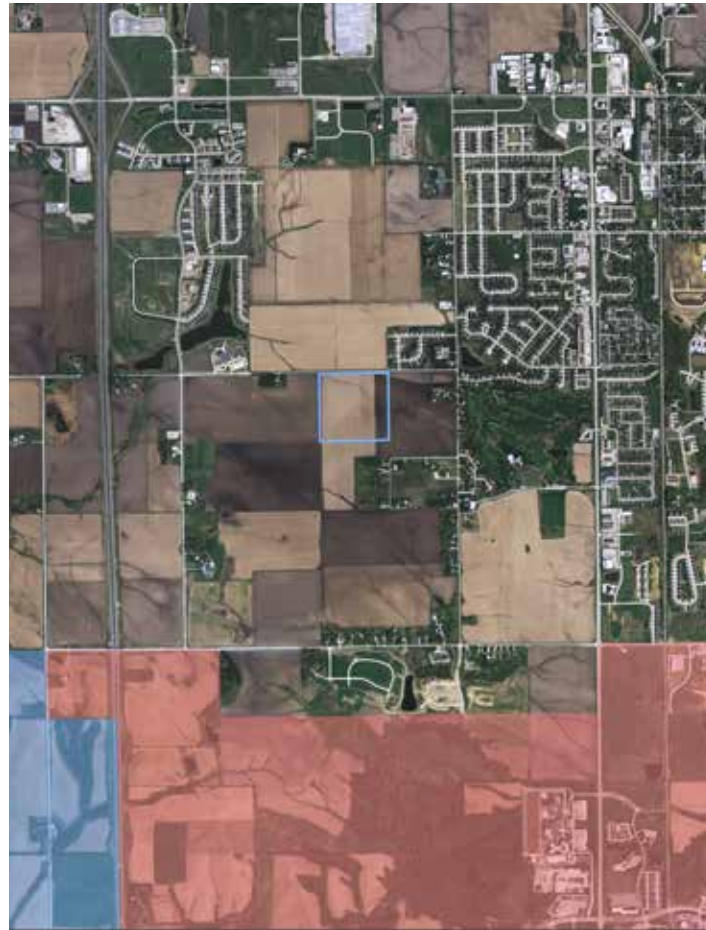
Please describe additional development (private or public) that will occur as a result of this project.

The city acquired Centennial Park in 2010 recognizing the surrounding area would be developed. Since then, the city has invested millions of dollars in the area to support development, including water, sanitary and storm sewer, reconstructed roads with roundabouts, trails and Centennial Park improvements.

Large areas of undeveloped land surround the park, which the city expects to be developed.

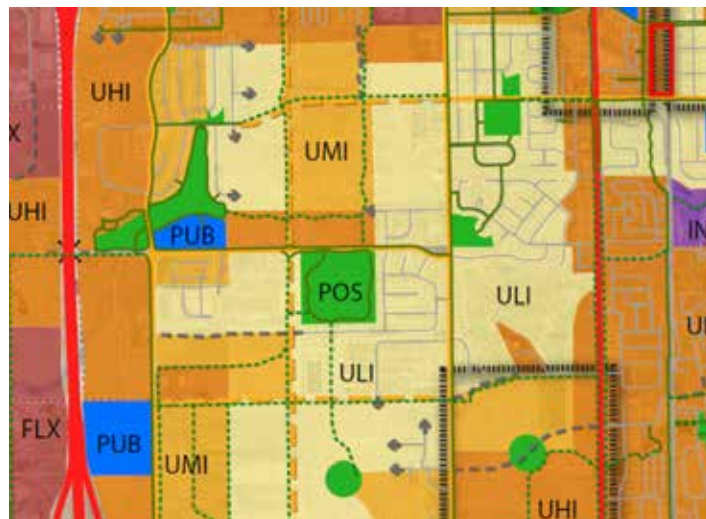
The city is nearing completion of a consultant-led rewrite of our comprehensive plan. The draft plan provides for connections to Centennial Park and higher-intensity development due to the park.

The quality of life provided by Centennial Park Next Stage is critical to attracting and retaining the long-term residential population necessary for our local



ABOVE | An aerial image showing the area in 2010 when the City of North Liberty purchased the land that would become Centennial Park.

BELOW | A subsection of the North Liberty Comprehensive Plan Future Land Use Map, currently in draft and expected to be approved by the end of 2022, showing current and expected future development around the park.



employers, including two growing healthcare campuses, innovative biotech firms, the nation's third-largest trucking company and one of the Midwest's largest credit unions.

Quality of life is economic development, and Centennial Park's Next Stage will add residential growth in North Liberty and offer employers large and small access to the workforce they require to compete nationally and internationally.

Centennial Park Next Stage will also drive development of hotels in North Liberty and the nearby area as well as additional amenities for those visitors.

Does this project have a regional or statewide impact? Please explain.

North Liberty is a natural gathering place in the heart of Eastern Iowa, and Centennial Park Next Stage offers a well-connected, centrally located space for festivals, events and functions of all scales, helping to attract and bridge the ends of the region that is home to nearly half a million Iowans.

Despite the cultural amenities in Johnson County and the proximity to Iowa City and the University of Iowa, there is no venue like Centennial Center in the region. The versatility it provides allows for endless possibilities for programming and audiences. Crowds can be expected from Des Moines to Chicago, the Twin Cities to St. Louis, as well as being the perfect location as the hub of activity for all Eastern Iowa. Regionally, hotels will be needed from nearby Cedar Rapids and Iowa City/Coralville as North Liberty does not have capacity to accommodate 100% of the visitors expected. Caterers, food trucks, suppliers, and distributors will also be utilized from throughout the region to serve the needs of the facility. It is the perfect venue for the perfect location, not just for North Liberty but for all of Eastern Iowa.

The project is also part of the critical work needed to retain younger Iowans as they complete their college education, start their careers, buy homes and begin families, and to attract the work force needed to staff our healthcare campuses and fill jobs at all skill levels.

The community building that happens at this amenity will help our region and our state win converts from visitors who come to our city and fall in love with our community.

How will the amenity be marketed or promoted once operational? How do the proposed marketing efforts reach your target audience?

Primarily, we will market the energy and activity rather than the amenity. Our events each include within their budgets marketing that allows us to place digital, print, radio and television advertising in markets throughout Iowa. With the completion of Centennial Park Next Stage, we will allocate additional marketing spend dollars for outreach into markets further from the Iowa City/Cedar Rapids corridor.

We will continue to work with our local tourism partner, Think Iowa City, to attract visitors for our year-round events as well as to connect with visitors looking to host weddings, family reunions and other private events in Centennial Park.

Critically, this project will give our local community additional amenities to proselytize, driving word-of-mouth marketing as locals invite friends to the area for events.

Will the project positively project the state's image on a national scale?

While Iowa is proud of its agricultural heritage, it's much more than that. Centennial Park will host vibrant events in a park highlighting our state's natural beauty and the arts and culture that currently runs through Iowa.

Centennial Park Next Stage will contribute to our community's renown as a home to the arts by offering a venue for live performance, music, writers and other artists to present work to new audiences.

As a cultural asset, Centennial Park will showcase Iowa's human cultural assets alongside rising national artists. Blues & BBQ, for example, highlights Iowa artists alongside Grammy-winning musicians without admission fees to crowds of 15,000. The indoor space at Centennial Center will play host to authors as part of the Iowa City Book Festival. The pavilion will offer space for a variety of live performance.

North Liberty's team will continue to work with its economic development partners, including Think Iowa City, and strengthen its connection with Travel Iowa to help highlight the exciting culture of our communities



SECTION 5 | OPERATION & MAINTENANCE

Who will be responsible for the operation and maintenance of the project following construction? Are formal agreements in place?

City of North Liberty staff will be responsible for operating and maintaining Centennial Park, including the Centennial Center and its stage, pavilion, landscaping and other areas. City staff will coordinate and execute programming at the park as well, some with current and future partners.

Expected Income	Year 1	Year 2	Year 3	Year 4	Year 5
Rental Income					
Centennial Center	\$ 85,000	\$ 89,250	\$ 98,175	\$ 107,993	\$ 118,792
Pavilion	\$ 10,000	\$ 10,500	\$ 11,550	\$ 12,705	\$ 13,976
Stage	\$ 15,000	\$ 15,750	\$ 17,325	\$ 19,058	\$ 20,963
City Subsidy	\$ 47,260	\$ 49,623	\$ 87,002	\$ 85,000	\$ 82,262
Total	\$ 157,260	\$ 165,123	\$ 214,052	\$ 224,755	\$ 235,993

Assumptions: Expected income reflects a 5 percent year-over-year increase, with a subsidy from the City of North Liberty's general fund.

Expected Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
Staffing	\$ 70,271	\$ 73,785	\$ 116,211	\$ 122,021	\$ 128,122
Cleaning	\$ 12,000	\$ 12,600	\$ 13,230	\$ 13,892	\$ 14,586
Utilities	\$ 40,000	\$ 42,000	\$ 44,100	\$ 46,305	\$ 48,620
Maintenance	\$ 10,000	\$ 10,500	\$ 11,025	\$ 11,576	\$ 12,155
Equipment & Supplies	\$ 7,500	\$ 7,875	\$ 8,269	\$ 8,682	\$ 9,116
Insurance	\$ 7,500	\$ 7,875	\$ 8,269	\$ 8,682	\$ 9,116
Marketing	\$ 2,500	\$ 2,625	\$ 2,756	\$ 2,894	\$ 3,039
Miscellaneous	\$ 7,489	\$ 7,863	\$ 10,193	\$ 10,703	\$ 11,238
Total	\$ 157,260	\$ 165,123	\$ 214,052	\$ 224,755	\$ 235,993

Assumptions: Expected expenses reflects a 5 percent year-over-year increase, with a subsidy from the City of North Liberty's general fund.

Describe the research or studies that were completed to generate the revenue and expense projections.

Projected revenues are forecasted based on research of similar venues, staff experience and balancing accessibility. Our team compared the pricing structure of 300-person capacity venues in Eastern Iowa and sought additional information from a few facilities. We learned from the City of Iowa City that so far in 2022, 27 weddings, a combination of 48 reunions, meetings and graduation parties and 33 other special reservations have been made at the 170-person capacity Terry Trueblood Lodge. Staff also reached out to North Liberty business South Slope Cooperative Communications. The cooperative has selected to no longer rent their 250-person capacity event space, but the venue was the site of 25 to 42 events each year from 2016 to 2018.

The number of expected events is based on the quantity of events City of North Liberty staff currently executes and foresees hosting in Centennial Park, conversations with area partners and bookings seen at Terry Trueblood and South Slope.

We calculated the estimated rental income by determining reasonable rates balanced by the need to cover operation of the facility. Partial-day, full-day, weekday and weekend options for the facilities offer flexibility for a lessee to find a fit for their budget. When comparing with other Johnson and Linn County venues, a full day weekend rental of Centennial Center for \$2,500 is on par with some of the more affordable rental options and less than half the price of others renting for \$6,000 a day. A venue operated by local government should also be accessible. The City will charge a lesser nonprofit rate or full donation of the spaces throughout the year.

It is also important to note that although it is not included in estimated rental revenue, the City anticipates producing a number of ticketed concerts on the outdoor stage. These performances will clear revenue after expenses and will be put towards Centennial Center's operation budget or reinvested in park programming.

Expenses are based on our current city pay scale, recently contracted cleaning services, utility costs from North Liberty's police station built in 2020 and the cost of other city facilities.



SECTION 6 | REQUIRED ATTACHMENTS

Documentation substantiating project funding.

The attached Resolution 2022-89 directs the City Administrator of North Liberty to execute an agreement, including committing to fund the project and recoup costs through a variety of means, including private fundraising.

Detailed cost estimates from an engineer or architect.

The attached Centennial Park Events Complex Opinion of Probable Cost includes cost estimates prepared by Shive-Hattery.

Applicable maps or project renderings not already included in the application

The attached Master Plan Update and Design Concept includes renderings and maps prepared by Shive-Hattery for this project.

W-9

The City of North Liberty's W9 is attached.

Minority Impact Statement

The Minority Impact Statement below finds a positive impact by providing increased access to events for people with disabilities and by providing admission-free events for low-income families.

The proposed grant project programs or policies could have a disproportionate or unique positive impact on minority persons.

Describe the positive impact expected from this project:

This project will make Centennial Park, which is already home to public events, accessible for people with disabilities, particularly with limited mobility. The project would build paths and plazas, allowing attendees to move more easily through events and festivals that are now held on uneven grass. Increased hard-surface parking increases the park's capacity for accessible parking, especially during events when it is at a premium.

Additionally, the completed Centennial Park Next Stage project will increase the number of free-admission events possible, offering an additional amenity to all families, regardless of means.

Groups impacted: persons with a disability, other (low-income)

I hereby certify that the information on this form is complete and accurate, to the best of my knowledge:

Ryan Heiar, City Administrator



SECTION 7 | CERTIFICATIONS & ACKNOWLEDGMENTS

In the last five years, have there been any judgments or court actions completed or are any judgments or court actions currently pending against the applicant entity?

No

In the last five years, has any current director or principal officer(s) been accused or convicted of any wrongdoing or crime in their capacity as director/principal officer?

No

Have there been any current or past bankruptcies on the part of the applicant entity?

No

In the last five years, have there been, or are there currently any investigations of potential violations of public health, safety or environmental laws by the applicant entity?

No

I acknowledge that I have read and understand the application materials including the provisions relating to security, contracts and reporting as noted above. I understand that awarded funds must be obligated by recipient organization no later than December 31, 2024 and all construction must be complete by June 30, 2026. I understand failure to meet these dates could result in partial or full repayment of any awarded dollars. Further, I give permission to the Iowa Economic Development Authority (IEDA) to perform due diligence, perform credit checks, contact the organization's financial institutions, and perform other related activities necessary for reasonable evaluation of this proposal. Moreover, I understand that provisions of the Uniform Guidance (2 CFR Part 200) apply to the use of funds for the approved project, including Cost Principles and Single Audit Requirements. I understand that all information submitted relating to this application is a public record. I certify that all representations, warranties, or statements made or furnished in connection with this application are true and correct in all material respects. I understand that it is a criminal violation under Iowa law to engage in deception and knowingly make, or cause to be made, directly or indirectly, a false statement in writing for procuring economic development assistance from a state agency or subdivision.

Signature of applicant certifying officer or individual:



Date: October 6, 2022

