

Waterlooisa COMMUNITY OF OPPORTUNITY

where everyone can prosper























** Presentations

- **★** Joint Funders Quarterly (BHGA, McElroy, Otto Schoitz)
- ★ State of the City
- **★** Waterloo Exchange Club
- ★ Waterloo Rotary Club
- **★** INRCOG
- **★** Metro Funders
- ★ Grow Cedar Valley **Executive Board**
- ★ Main Street Waterloo Board ★ NAACP Executive Board

- ★ Grow Cedar Valley Community Development **Board**
- ★ Cedar Valley Leadership Institute
- ★ United Way Board
- **★** Waterloo Community Schools
 - School Board
- * Waterloo Development Corp.

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FLY THE







Community of Opportunity



FLY the W~Underway

- Launch Plan-executed @ State of the city
- On-line apparel store



FLY the W~NEXT STEPS

- Develop Fly the W flag program- Spring 2023
- Park signs, vehicles, and office supplies replaced as needed





ELEV8 HOUSING ~ Committees

Elev8 Housing Working Group - Habitat, Otto Schoitz, Black Hawk County, local banks, City Staff

- Goal is to create an organization focused on investing into middle- at risk neighborhoods with home improvement loans and mortgages.
- Patterning after 2 DSM agencies Neighborhood Finance Corp. and Invest DSM
- Business model & budget
- Analyzing data to select target neighborhoods
- Will require public and private funding to launch with the goal of becoming self sustaining.



ELEV8 HOUSING~

- Internal Housing Policy
 Taskforce Priorities Code
 Changes/ New Rental Property Loan
 Program WCD / Enforcement
- GROW Committee CLURA



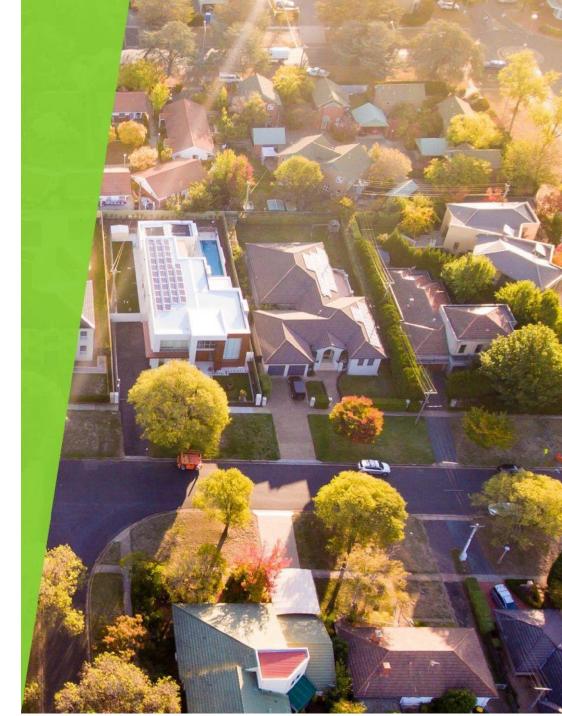
ELEV8 HOUSING~ New Development & Infill

Edison School Site Williston Field Paradise Estates(Orange) North Crossing-affordable apartments Church Row Historic Walnut



CELEBRATE & CONNECT

NEIGHBORHOODS



Celebrate & Connect Neighborhoods ~ Underway



Stephanie Shavers
New Neighborhood
Services Coordinator



Celebrate & Connect Neighborhoods ~ Underway

- City Central Initiative Vandewalle & Associates
- Community Gardens
- Summer Concerts with Waterloo Cedar Falls Symphony & Gallagher Bluedorn
- P&Z Monthly meetings with Walnut & Church Row associations





every homebuyer

deserves a celebration

You are invited to Ashley Day's home dedication & open house!

Tuesday, November 15 433 Pine Street Waterloo, IA 50703 4:00 p.m.



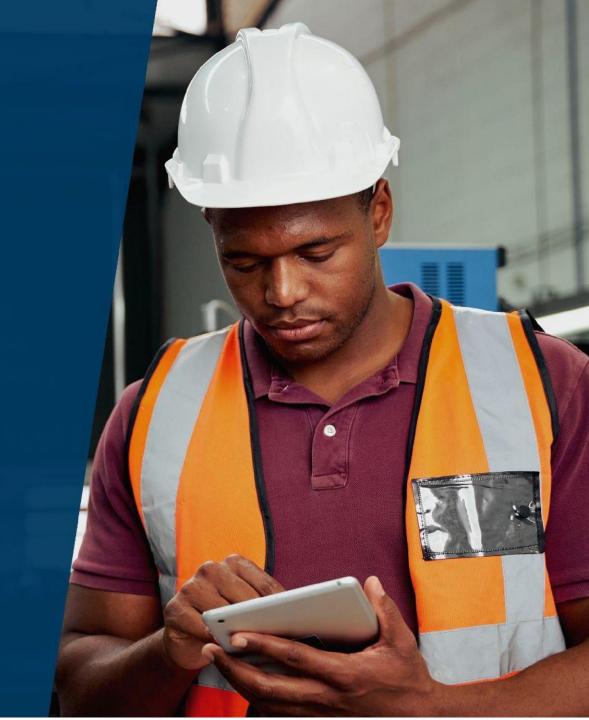


Congratulations, Ashley!

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WATERLOO WORKS





WATERLOO WORKS ~ Underway

- Childcare Center incentives-CLURA & CURA
- New Talent Attraction Specialist

 Grow Cedar Valley

 Stephanie Detwiler
- Waterloo Community Schools Career Center



WATERLOO WORKS ~ TRANSPORTATION

- Transportation Working Group Met Transit, INRCOG, philanthropy, and non-profits
- Goal: to address both short-term and long term transportation needs
- Immigration taskforce to make sure the community is ready with housing & other support services



WATERLOO WORKS ~ Childcare

- North Crossing Childcare Center
- Incentives for conversion or reconstruction of buildings for childcare added to CLURA and clarified in CURA language (tax abatement on added value)







CROSSROADS DOUBLEDOWN ~ PHASE ONE – IMPROVE INFRUSTRUCTURE

LaPorte Road - \$30 Million project

- \$20.5 Million Federal RAISE Grant
- Additional \$8.5 Million Federal Road Dollars







CROSSROADS DOUBLEDOWN ~ PHASE ONE – IMPROVE INFRUSTRUCTURE

- More attractive Commercial Corridor
- Improvement for all modes of transportation
- More intentional connection to tourist attractions
- Increases usability and access to buildable lots



CROSSROADS DOUBLEDOWN ~ PHASE ONE - IMPROVE INFRUSTRUCTURE Shaulis Road

\$9.4 Million RISE Grant

CROSSROADS DOUBLEDOWN ~ NEW DEVELOPMENT

- Lost Island Amusement Open
- Jethro's Opening Spring '23
- Western Home Communities-Island West Break ground Spring '23





CROSSROADS DOUBLEDOWN ~

NEXT STEPS

- Increase communication with mall ownership as conditions continue to deteriorate.
- Consultant to create strategic vision
- Seeking 'champion' developer to take on a project





POWER UP DOWNTOWN ~ Underway

- Veterans Way Projects
 - · Cedar River Lighting
 - Expo Plaza Lighting IBEW Volunteer Installation
 - · Veterans Banners with Exchange Club & Main Street Waterloo
- Park Ave. & 11th St. Bridges
- Downtown Lighting Study

(Waterloo Main Street & WDC)









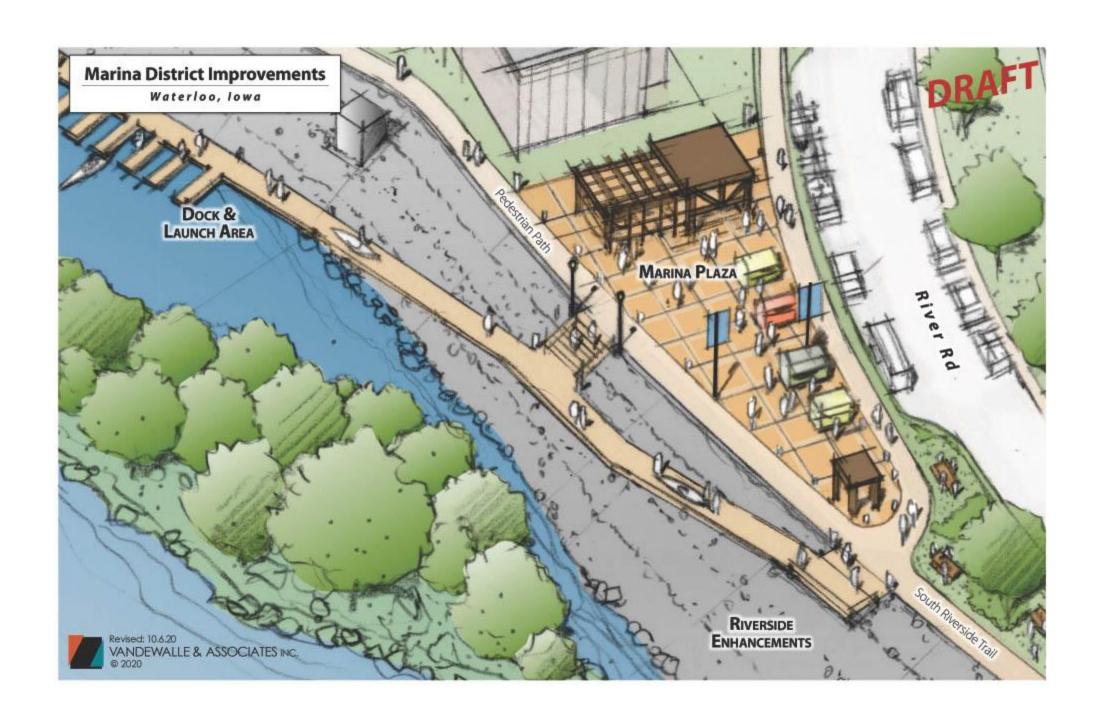


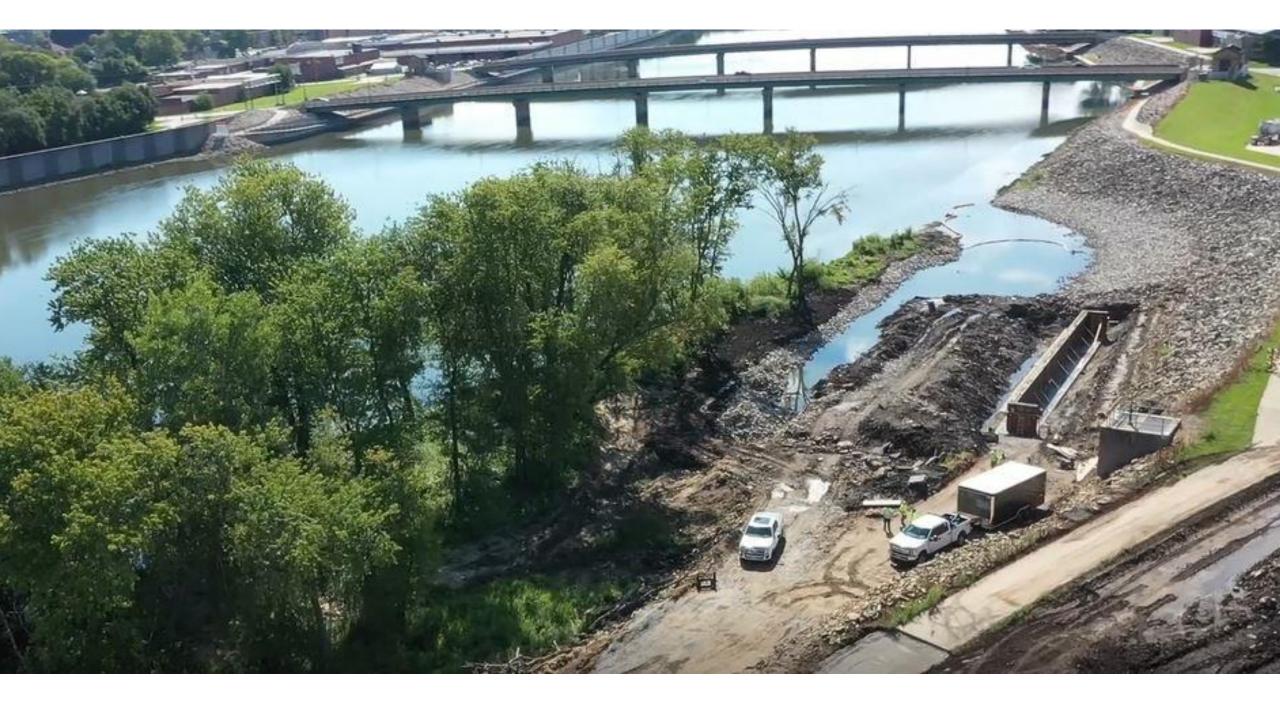


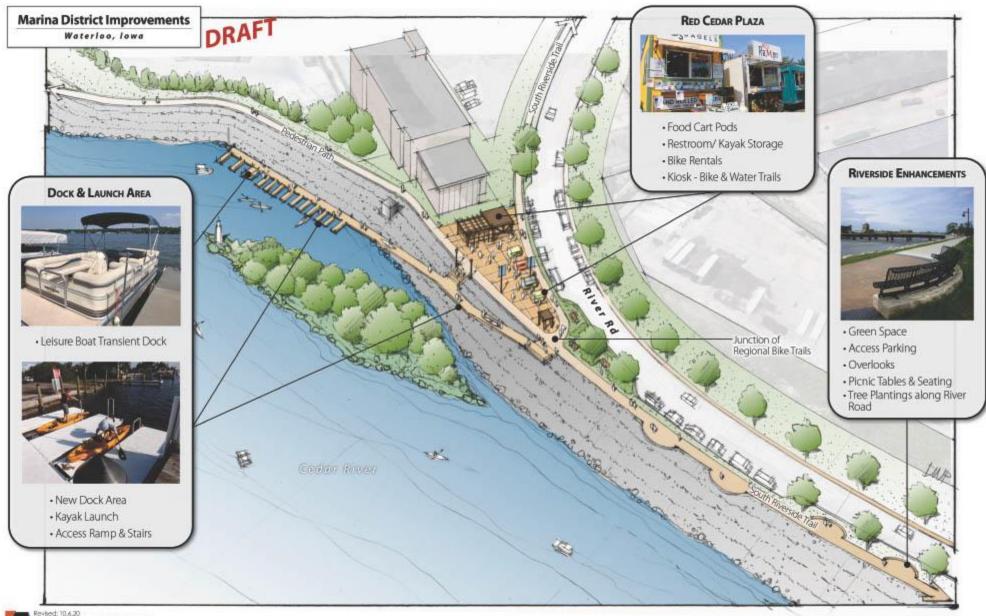












POWER UP DOWNTOWN ~ Underway

- State Place making funding for River Recreation Projects -White Water
- Marina
- Franklin St. overlay Complete
- Park Ave & 11th Street Bridges



POWER UP DOWNTOWN ~ On Deck

- One way conversions
- Courier Superblock redevelopment
- Charging Stations Federal Infrastructure Bill





SPORTSTOWN USA~ Underway

- City is took ownership of outlots at TechWorks
- Potential Indoor Courts Facility- In collaboration with WDC
- Gates Basket Ball & Soccer Complex
- Battle of Waterloo States largest meet
- Waterloo Hawks Iowa's only NBA Team







transforming Gates & Byrnes parks



COMMUNITY OF OPPORTUNITY~ FIRST STEPS

- Broadband!
- Incentives for building daycares or converting an existing building. (proposed CLURA/currently in CURA)
- Transportation- MET & INRCOG
- Bloomberg Harvard Leadership school



COMMUNITY OF OPPORTUNITY~ FIRST STEPS

Honeywell SmartCity Plan

- Input from 30 Community Stakeholders
- 100+ residents in 2 community engagement events
- Community Survey 300 responses (Closed Dec. 15)
- Recommendations End of January
- Prepare 2 grant applications
- Team: Mayor, Randy Bennett, Chris Youngblut, Wendy Bowman





PROJECT OVERVIEW

- Waterloo Smart City Strategic Plan
- Plan-informed Grant Application Development









