

FYE2022 BUDGET ACTIVITY NARRATIVE

FUND: 010 General	DEPARTMENT: 08 Planning & Zoning	ACTIVITY: 6100 Economic Development
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DEPARTMENT/ACTIVITY DESCRIPTION:
 The City of Waterloo is working to place a greater emphasis on economic development within its corporate boundaries. The mission is to actively promote the development and redevelopment of the City of Waterloo through proactive measures such as: web site development, informational mailings, dialogue with existing and potential businesses, the acquisition and development of industrial and commercial sites within the City boundaries, and the extension of infrastructure for business needs and expansion. Staff has recently been reorganized to work to provide a more proactive approach to economic development within the corporate limits of Waterloo, which includes working with newly developed areas as well as Brownfield, Greyfield and redevelopment sites throughout the City of Waterloo.

DEPARTMENT/ACTIVITY OBJECTIVES:
 Create a proactive approach and methodology through an adopted Economic Development Plan for the City of Waterloo to attract and promote existing business growth and retention as well as the attraction of new industries and commercial ventures to appropriate areas of the community. Utilize and implement the economic development web site, as well as work with appropriate departments, agencies, and consultants on updating the City of Waterloo web site, including hot links to the GCVA sites, as well as adding pertinent information on city incentives, industrial parks information and updating for news and developments within the City of Waterloo community.
 Develop and implement a program to contact existing businesses, potential prospect businesses in the mode of expansion, etc., about the merits of the Waterloo community and our abilities to help them expand in our community.
 Continue to proactively acquire land, when appropriate and timely, for the continued expansion of the industrial and business parks within the City of Waterloo.
 Continue to keep an open dialogue with the active developers within the community about public-private partnerships and how we can work with them to bring development to the community.

Continued on page 2.

PERSONNEL SUMMARY:

FULL-TIME EQUIVALENT POSITIONS:	CERTIFIED FYE2019	CERTIFIED FYE2020	CERTIFIED FYE2021	PROPOSED FYE2022 *	PUBLISHED FYE2022	CERTIFIED FYE2022
CPD Director	0.45	0.45	0.45	0.45	0.45	
Planner II-Econ Development Specialist	0.7	0.7	0.7	0.7	0.7	
TOTAL FULL-TIME EQUIVALENT POSITIONS	1.15	1.15	1.15	1.15	1.15	0

* AT CURRENT FYE21 STAFFING LEVEL

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Continue to work with other municipalities for the overall regional approach to marketing of the Cedar Valley, as well as the options of shared infrastructure and resources, and the needs to work together for the success of projects.

Promote and educate citizens and businesses on the merits and feasibility of various city incentives including but not limited to, Workforce Housing Program, Renew Waterloo, the Consolidated Urban Revitalization Area, City Limits Urban Revitalization Area, New Market Tax Credits, State and Federal Historic Tax Credit programs, Main Street Challenge Grant program and general Smart Growth, mixed-use and infill development methods.

Continue to work with businesses and the Greater Cedar Valley Alliance for State incentive programs under the Iowa Values program and applicable others (RISE, RED, CEBA, Workforce Housing Program, High Quality Job Creation Program, Data Center bill and investment tax credit programs).

Plan and implement the development and redevelopment of the various Tax Increment Finance Districts, including Rath, Downtown, Martin Road, Northeast Industrial area, Crossroads, Midport Business and Industrial Park, Logan Plaza and Hwy 63 Corridor, and San Marnan Corridor.

Continue the business and industry retention and expansion call program with a goal of 100 calls per year.

Provide appropriate assistance to existing industries in resolving problems with municipal regulations, services, etc.

Assist in compiling, studying, and analyzing of Census data and other sources of information to assist in business development as a whole, including the areas to be targeted, qualified census tract areas, etc.

Continued on page 3.

PERSONNEL SUMMARY:						
FULL-TIME EQUIVALENT POSITIONS:	CERTIFIED FYE2019	CERTIFIED FYE2020	CERTIFIED FYE2021	PROPOSED FYE2022 *	PUBLISHED FYE2022	CERTIFIED FYE2022
See page 1.						
TOTAL FULL-TIME EQUIVALENT POSITIONS	0	0	0	0	0	0

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Actively administer, monitor and promote the Central Business District through recruitment of businesses, generating additional annual rent, and increasing the tax base.

Continue to work with the Waterloo Development Corporation and Waterloo Main Street towards the necessary steps for the development and success of the Tech Works site: RISE funded Commercial Street extension, Iowa Values funded \$3.2 million 1st phase, Iowa Reinvestment District funding and obligations, as well as overall Downtown development and redevelopment.

Continue to find and implement Brownfield projects for areas in the community in need of redevelopment such as the Rath Targeted Area including the CMC site, the Iowa Brownfield redevelopment site, the Chamberlain Manufacturing site, the Schultz Manufacturing area, the coal gasification site, as well as other sites throughout the community.

Work with a developer to redevelop the Rath Administration building.

Continue to promote the Crossroads, Lost Island/Isle of Capri sites for businesses as a regional shopping center and destination travel site.

With the development of a new Theme, this will become a larger positive epicenter for tourism.

Continue to market and provide staff support to the Airport Commission for the development and Design Review of the MidPort America Industrial Park.

Provide support services to the Historic Preservation Commission for the development and redevelopment of historic structures, sites, and districts. This will also include the design of new development and its impact upon existing historical structures, sites, and districts.

Continue to work with the Cedar Valley Housing Coalition and G.R.O.W. committee for the attraction of large and small housing developers to the Waterloo area.

Continued on page 4.

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See page 1.						
TOTAL FULL-TIME EQUIVALENT POSITIONS	0	0	0	0	0	0

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Continue to work with several local entities towards an overall housing strategy to address the need for additional housing, land banking of appropriate vacant lots, and good design for housing standards.

Develop an internal marketing program to create a positive attitude among our local citizens.

Continue to work with appropriate consultants and groups for the Highway 63 redevelopments project. This project will work to reshape Logan Plaza and surrounding areas, as well as work towards improved accessibility, traffic movements, and development from the downtown interchange. It will furthermore work to improve environmental justice, and the adjacent residential neighborhoods, which could bring forth new commercial development.

Continue to acquire land as part of the South Waterloo Business Park for development of a business park in south Waterloo.

Continue to acquire land and build out infrastructure publicly, or in partnership with private developers, to open up additional industrial, commercial, and mixed-use lots.

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See page 1.						
TOTAL FULL-TIME EQUIVALENT POSITIONS	0	0	0	0	0	0

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