

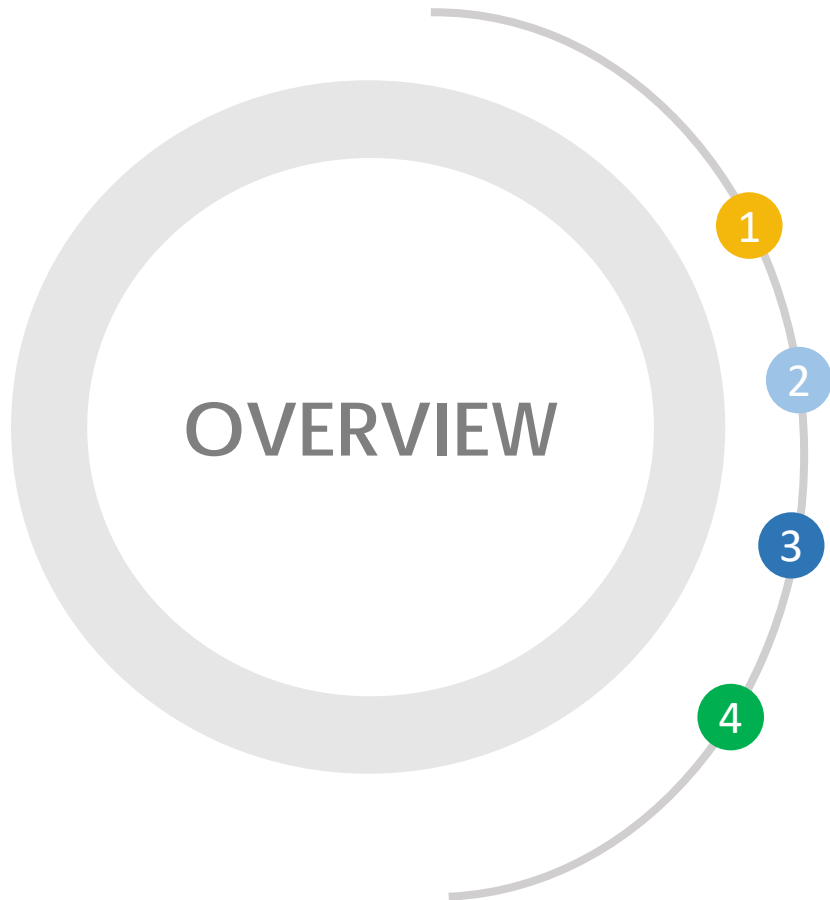


Strategic Economic Development Plan Clinton, Iowa Micropolitan Area

Elizabeth Darnall | Munkhshur Erdenebat | Michael Farley | Luke McClanahan

May 8, 2018





Purpose of Plan

Goals

Recommendations

Conclusion

PURPOSE OF THE PLAN

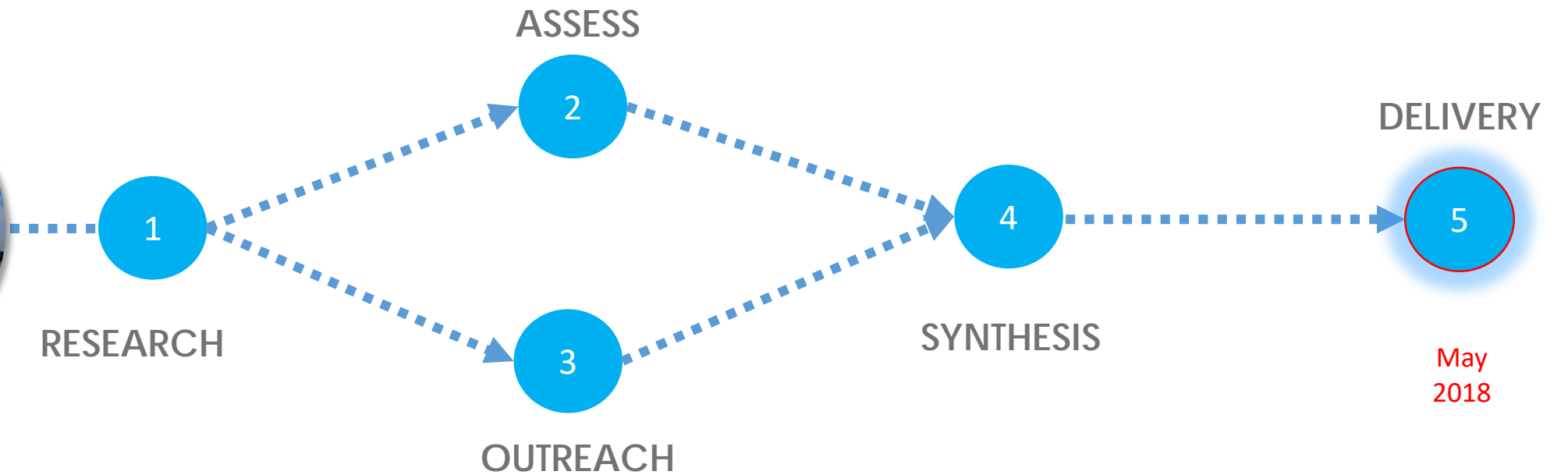
- Strategic
- Focused
- Prioritized



PLANNING PROCESS



August
2017



OUTREACH



COMMUNITY ASSETS



GOALS



Support Businesses



Support Quality of Life



Support Workers



Support Capacity



Recommendations

GOAL 1: SUPPORT INSTITUTIONAL CAPACITY TO
INCREASE ECONOMIC DEVELOPMENT FUNCTIONS.





Strategy 1:

Increase staffing capacity to guide strategic growth and development.

Action Item 1.1.1. Hire planning and development personnel to address new and immediate planning needs.

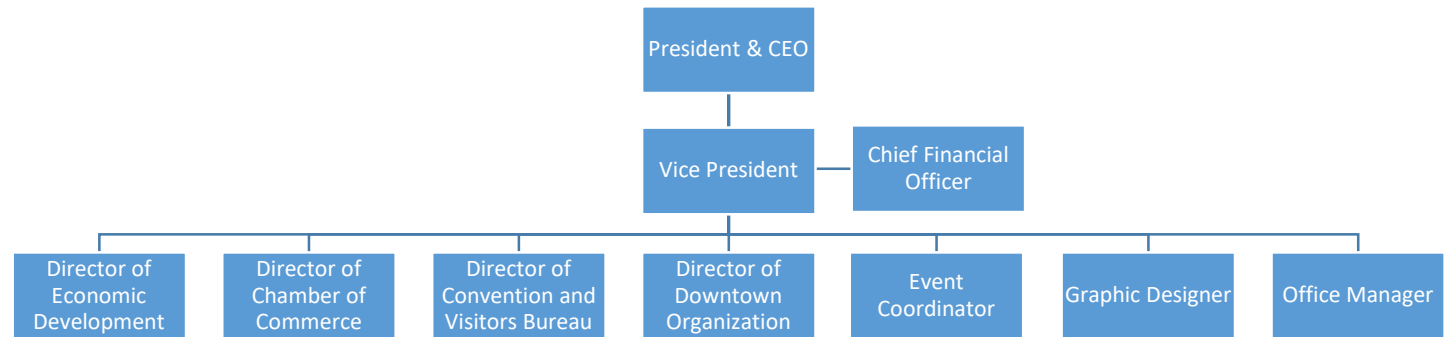
	Clinton	Muscatine	Ft. Dodge	Burlington	Marshall-town	Mason City
Development directors & assistants	0	1	1	1	1	2
Planners, zoning administrators	0	2	2	1	0	1
Economic development specialists	0	0	1	0	0	0
Inspectors, code enforcement	4	6	3	4	5	5
Office support	2	1	3	1	1	3
Other (e.g., GIS specialists)	0	0	6	0	2	0
Total	6	10	16	7	9	11

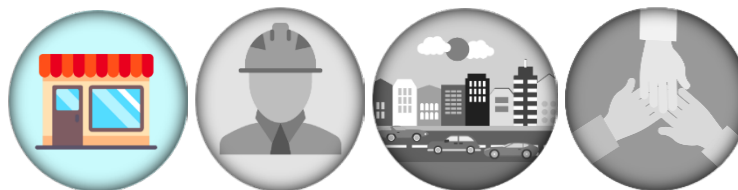


Strategy 2:

Strengthen the coordination of economic development efforts.

Action Item 1.2.1. Create an umbrella organization for DCA, CRDC, and the Chamber to better communicate with the city, developers, and potential or current business owners.





Recommendations

**GOAL 2: SUPPORT BUSINESS THROUGH STRATEGIC
FUNDING AND FOSTERING A MORE ACCESSIBLE
AND ACCOMMODATING ENVIRONMENT.**

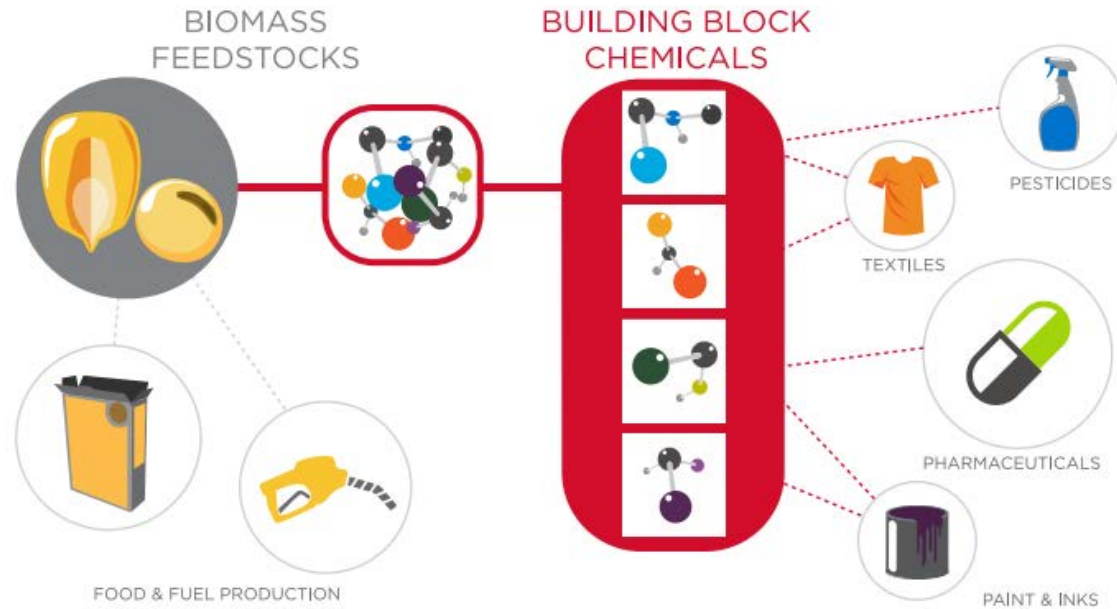




Action Item 2.1.1. Leverage the Renewable Chemical Tax Credit and target biochemical production firms.

Strategy 1:

Strategically attract, retain, & expand key industries in the area.





Strategy 1:

Strategically attract, retain, & expand key industries in the area.

Action Item 2.1.2. Facilitate the availability of "white box" spaces in downtown through loans for construction to building owners for building rehabilitation.





Action Item 2.1.3. Create and utilize a revolving loan fund (RLF) for gap financing towards targeted businesses.

Strategy 1:

Strategically attract, retain, & expand key industries in the area.

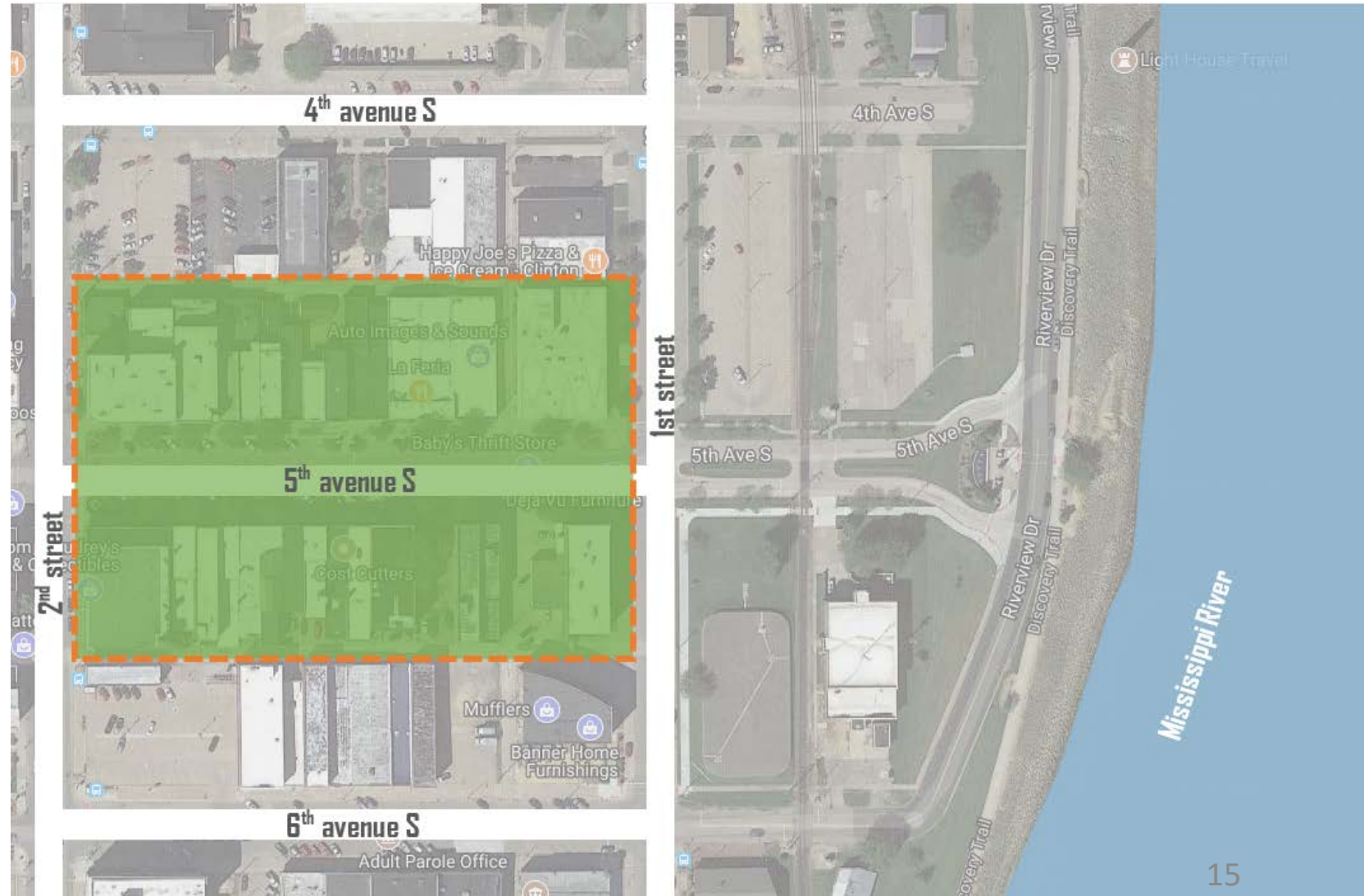




Action Item 2.1.4. Adopt a city resolution to concentrate initial redevelopment of a core block within the downtown neighborhood.

Strategy 1:

Strategically attract, retain, & expand key industries in the area.

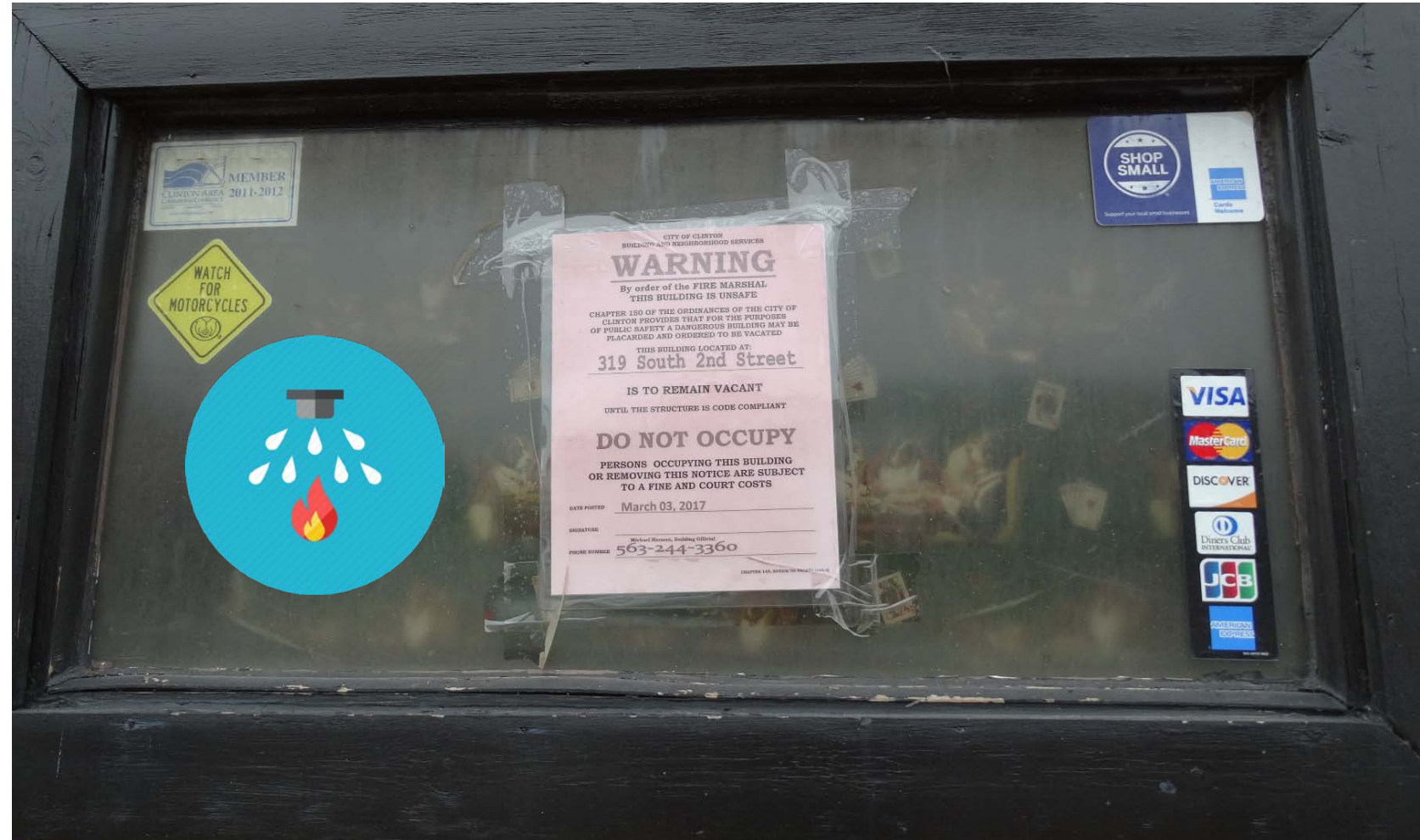


Strategy 2:



Make the local business environment more accommodating to manufacturers in the area and small businesses in the downtown.

Action Item 2.2.1. Provide alternative options to address high renovation and sprinkler installation costs.



Strategy 2:



Make the local business environment more accommodating to manufacturers in the area and small businesses in the downtown.

Action Item 2.2.2. Pass business license city ordinance, complete with a processing, renewal, and enforcement structure.



CITY OF WESTMINSTER
8200 Westminster Boulevard, Westminster, CA 92683
(714) 548-3258

Hours: M-TH 7:30 am - 5:30 pm F 7:30 am - 4:30 pm Closed Alternate Fridays

BUSINESS LICENSE APPLICATION

Business:

Planning Approval _____	Date _____	Conditions of Approval _____
Building Approval _____	Date _____	Conditions of Approval _____
Police Application _____	Date _____	Conditions of Approval _____

Business Name _____
Corporate Name (if applicable) _____
Business Location _____
(Cannot be P.O. Box per State of California Business & Professions Code)
Mailing Address _____
Phone No. _____ Fax No. _____
Description of Business _____




Strategy 2:



Make the local business environment more accommodating to manufacturers in the area and small businesses in the downtown.

Action Item 2.2.3. Advertise business resources and create an inventory of grant and funding sources.



Deborah V. Durham, Director
Iowa Economic Development Authority

PLEASE NOTE: Complete hard copy applications must be signed and received by the Iowa Economic Development Authority no later than 4:30pm CST on March 16, 2015. Applications received after that point in time will NOT be considered for the program, without exception.

FY2015 Brownfield/Grayfield Redevelopment Tax Credit Application

Business Development Division
Iowa Economic Development Authority

Completed and signed original application with attachments should be sent to:

Mail: Iowa Economic Development Authority
ATTN: Matt Rasmussen
200 East Grand Avenue
Des Moines, Iowa 50309

Questions? Need assistance? Contact Matt Rasmussen, Program Manager at 515.725.3126 or matt.rasmussen@iowa.gov

V.02.26.2015



2017
IOWA GREEN STREETS CRITERIA
For Projects Funded 2018 and After



COMMUNITY CATALYST
BUILDING REMEDIATION PROGRAM



HIGH QUALITY JOBS PROGRAM



RENEWABLE CHEMICAL
PRODUCTION TAX CREDIT PROGRAM

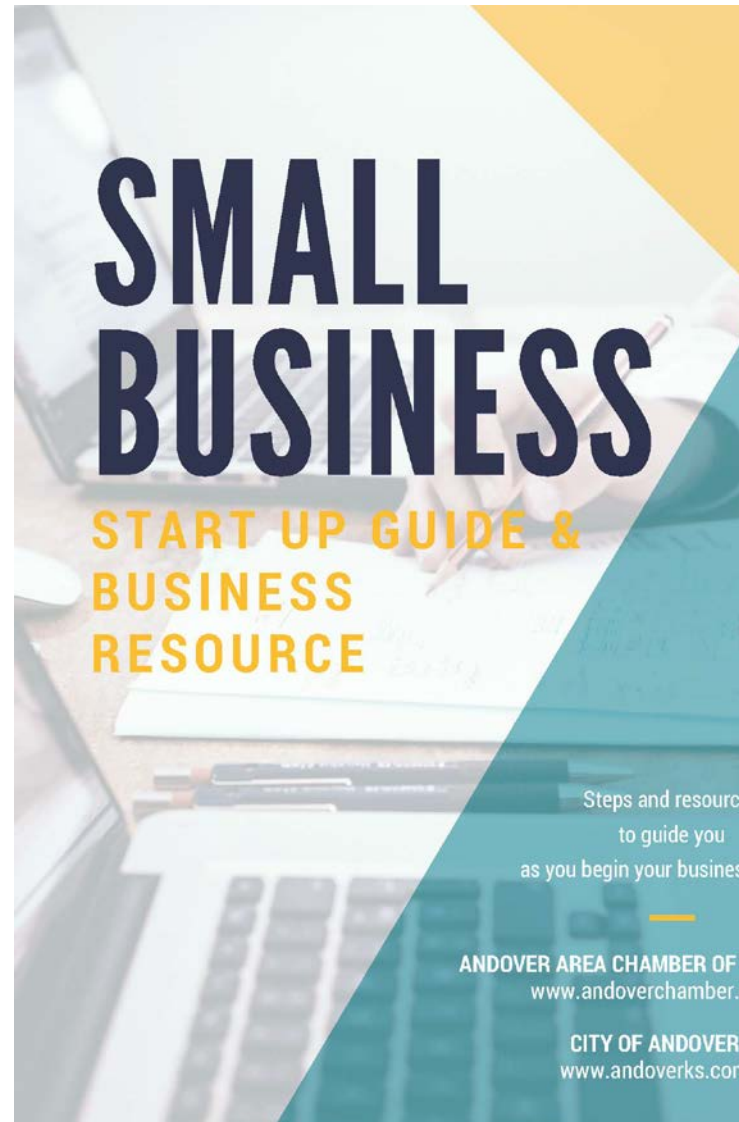




Strategy 2:

Make the local business environment more accommodating to manufacturers in the area and small businesses in the downtown.

Action Item 2.2.4. Develop a start-up guide for businesses.



Starting a Business



Where do I start?

	Tasks to be Undertaken	Resources	<input checked="" type="checkbox"/>
1.	Determine Business Viability <i>Research the industry, market, customer and competitors and the model for your business.</i>	Reference the Iowa Western SBDC Small Business Start-up Guide's Market Research Section.	<input type="checkbox"/>
2.	Develop a Business Plan <i>A written document that describes in detail how a new business will achieve its goals. Financial institutions and investors will require a business plan.</i>	Reference The Business Plan Template/Guide in your IWCC SBDC binder.	<input type="checkbox"/>
3.	Determine Start-up and Working Capital Needs <i>Oftentimes, working capital is one of the most difficult financial aspects for a small business owner to comprehend. It is also one of the most important since it directly impacts a company's cash flow.</i>	Reference The Business Plan Template in your IWCC SBDC binder.	<input type="checkbox"/>
4.	Choose Your Business Legal Structure <i>Sole proprietorship, partnership, limited liability company, or a corporation.</i>	Reference the Iowa Western SBDC Small Business Guide's Legal Section.	<input type="checkbox"/>
5.	Choose Your Business Name <i>After deciding on an adequate name for your company, check state and federal databases to see if any other businesses in Iowa already registered with that name. Keep an eye out for trademarks and names that are close to the one you decided on.</i>	The Iowa Secretary of State's website will help you with this task. http://sos.iowa.gov/	<input type="checkbox"/>

Strategy 2:



Make the local business environment more accommodating to manufacturers in the area and small businesses in the downtown.

Action Item 2.2.5. Convert city owned one-way streets near downtown to two-way





Recommendations

GOAL 3: SUPPORT WORKERS BY PROVIDING APPROPRIATE TRAINING AND EDUCATION OPPORTUNITIES.



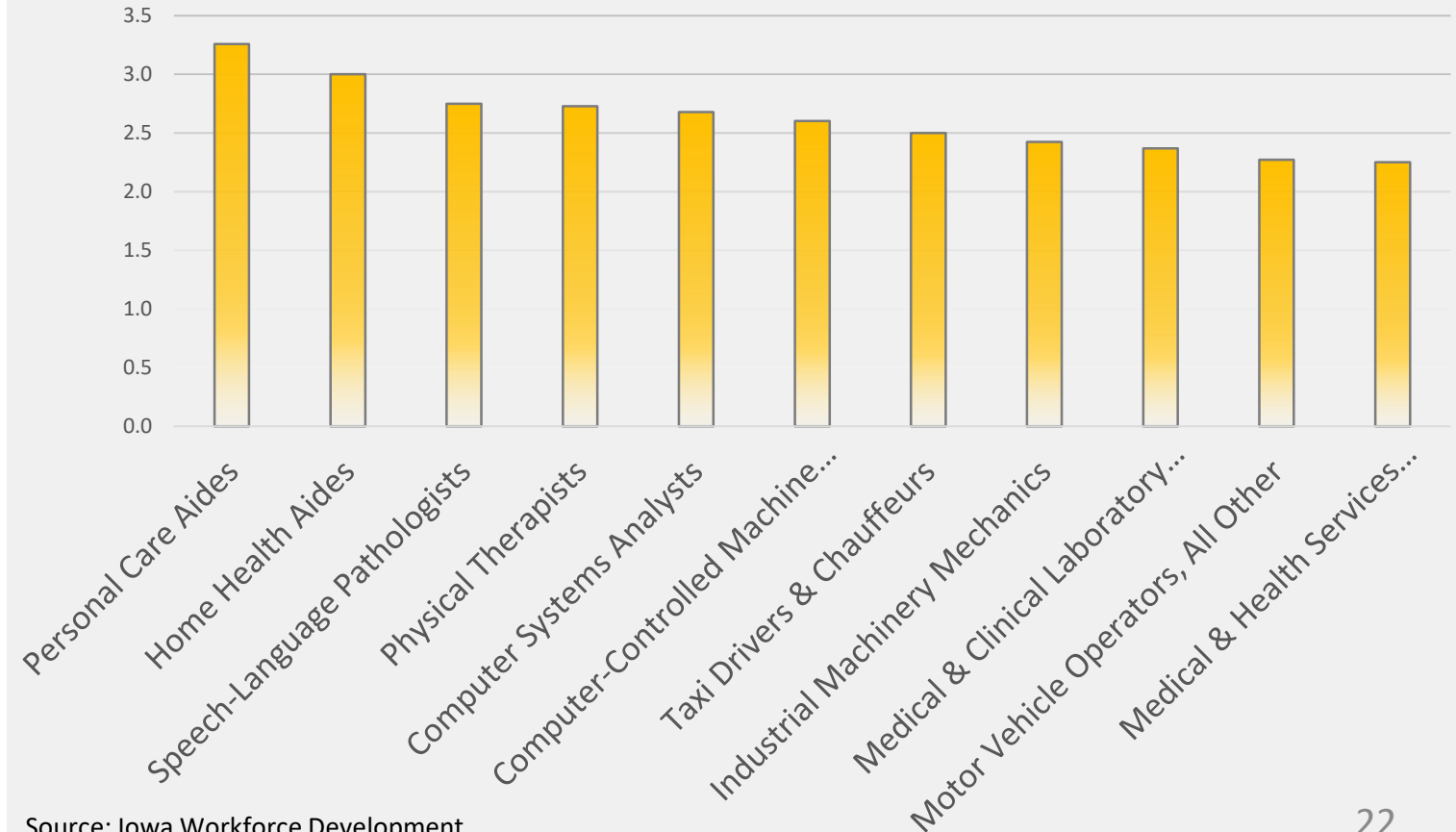


Strategy 1:

Align workforce skills as industry needs evolve through local education training programs.

Action Item 3.1.1. Increase the number of courses for relevant and immediately useful skills and degrees at the Clinton Community College.

OCCUPATIONAL GROWTH RATE (%) PROJECTIONS IN CLINTON AREA, 2014 - 2024



Source: Iowa Workforce Development



Action Item 3.1.2. Use internship and externship programs to link high school and Clinton Community College students with businesses.

Strategy 1:

Align workforce skills as industry needs evolve through local education training programs.





Recommendations

GOAL 4: INCREASE THE QUALITY OF LIFE FOR RESIDENTS OF CLINTON BY IDENTIFYING HOUSING NEEDS AND ENHANCING THE DOWNTOWN.



Strategy 1:



Analyze housing needs and promote infill housing to reduce sprawl and minimize future infrastructure costs.

Action Item 4.1.1. Complete a comprehensive housing needs assessment.



Strategy 1:



Analyze housing needs and promote infill housing to reduce sprawl and minimize future infrastructure costs.

Action Item 4.1.2. Rezone neighborhoods immediately adjacent to downtown to allow for higher density housing development.



Strategy 1:



Analyze housing needs and promote infill housing to reduce sprawl and minimize future infrastructure costs.

Action Item 4.1.3. Incentivize and encourage upper story residential properties in the downtown.





Action Item 4.2.1. Establish an art mural program in downtown Clinton.

Strategy 2:

Pursue new programs to improve the image of the downtown.

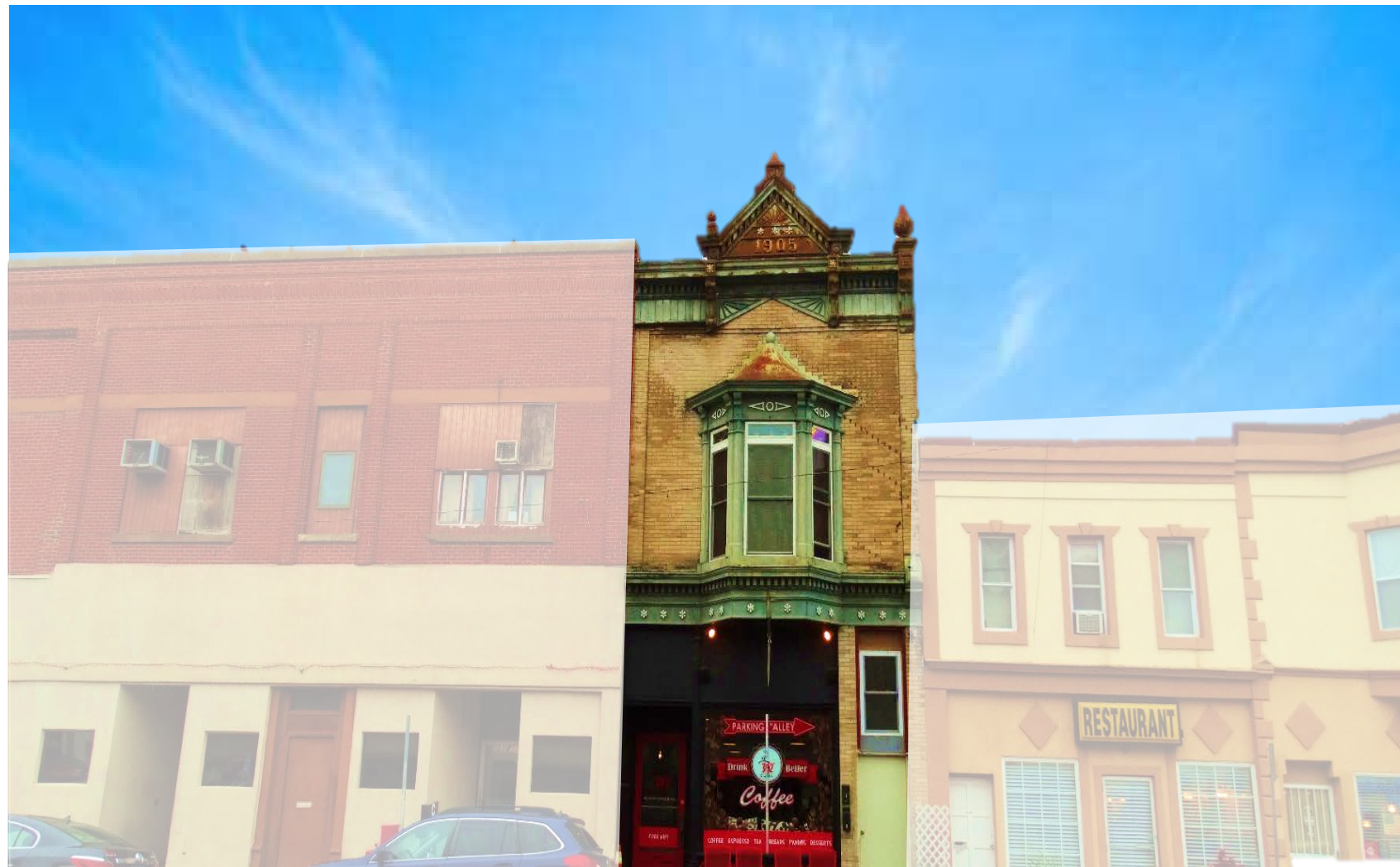




Action Item 4.2.2. Leverage the Historic Preservation and Cultural & Entertainment District Tax Credit.

Strategy 2:

Pursue new programs to improve the image of the downtown.





Action Item 4.2.3. Update design guidelines for downtown signage.

Strategy 2:

Pursue new programs to improve the image of the downtown.





Action Item 4.2.4. Establish a façade improvement program to upgrade the facades of downtown commercial businesses.

Strategy 2:

Pursue new programs to improve the image of the downtown.

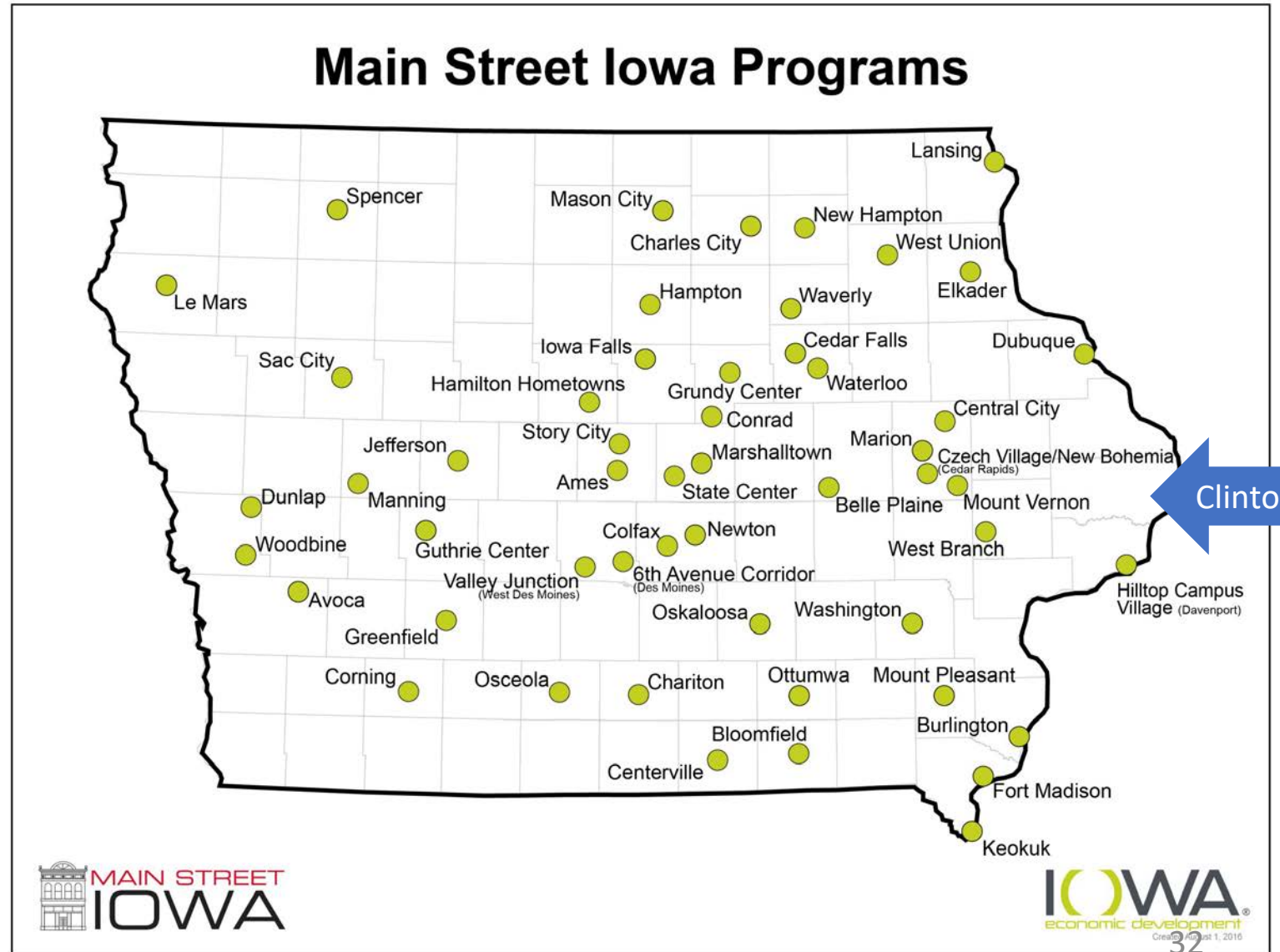




Action Item 4.2.5. Apply to become a member of Main Street Iowa.

Strategy 2:

Pursue new programs to improve the image of the downtown.



Clinton



Recommendations

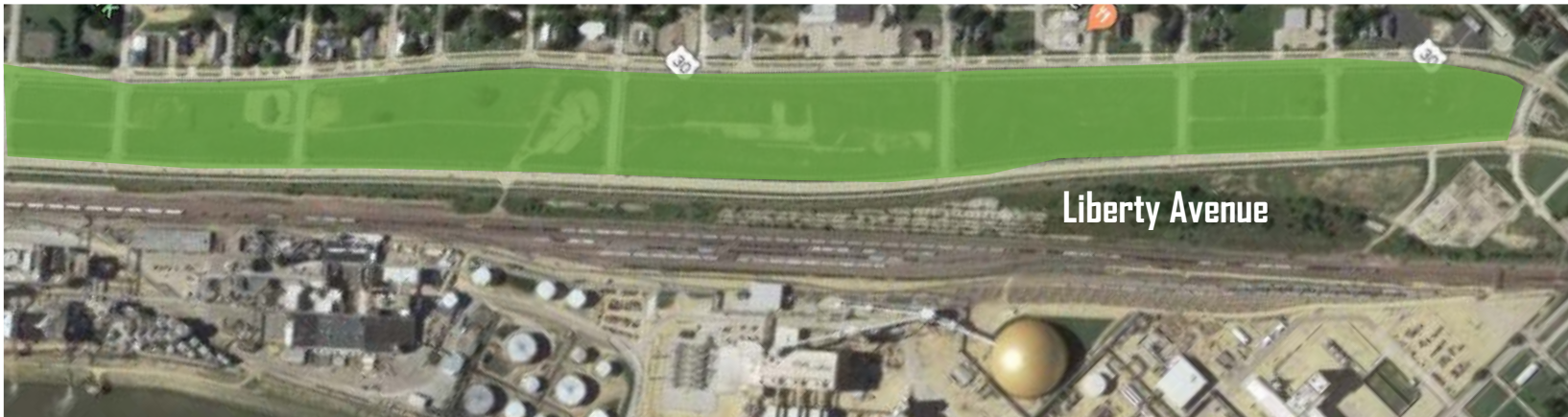
LONG-TERM ACTION ITEMS



Long-term action items

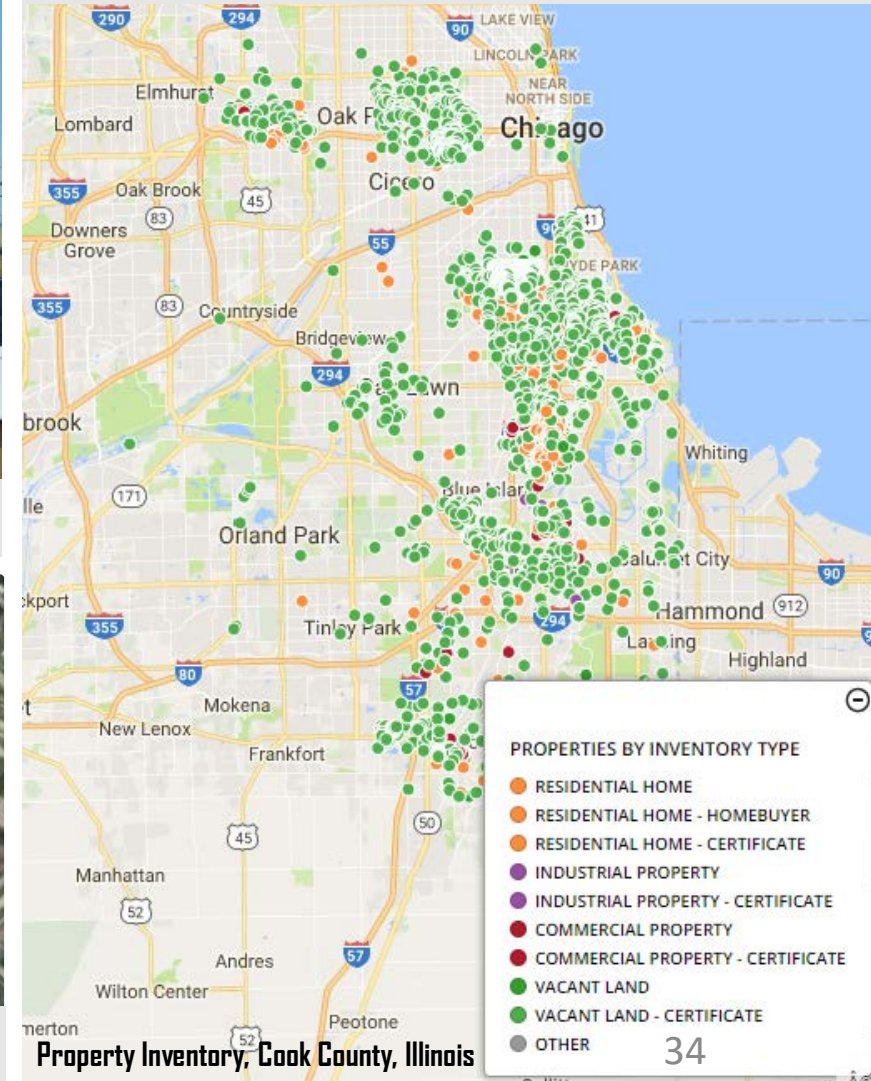


Manufacturing retention/expansion/attraction



Convert vacant lots in the Liberty Square district into restored prairie

Develop an inventory of properties in which commercial business can locate



Long-term action items



Build a community center in downtown



Coordinate business hours in downtown



Establish a coworking space in downtown

Long-term action items



Riverfront boardwalk and pop-up retail/food trucks



CONCLUSION





THANK YOU!

Elizabeth Darnall | Munkhshur Erdenebat | Michael Farley | Luke McClanahan



APPENDIX



Action item		Indicator	Source
Goal 1: Support institutional capacity to increase economic development functions.			
Increase staffing capacity to guide strategic growth and development.			
1.1.1	Hire planning and development personnel to address new and immediate planning needs.	Number of planning, development staff in city.	City of Clinton Human Resources
Strengthen the coordination of economic development efforts.			
1.2.1	Create an umbrella organization for DCA, CRDC, and the Clinton Area Chamber of Commerce in order to better communicate with the city and developers and potential or current business owners.	Existence of charter with mission statement, vision and organizational structure chart.	New organization
Goal 2: Support business through strategic funding and fostering a more accessible and accommodating environment.			
Strategically attract, retain, & expand key industries in the area.			
2.1.1	Leverage the Renewable Chemical Tax Credit and target biochemical production firms.	Number of biochemical production firms.	CRDC
2.1.2	Facilitate the availability of "white box" spaces in downtown through loans for construction to building owners for building rehabilitation.	Number of business-ready spaces within DCA boundary.	DCA
2.1.3	Create and utilize a revolving loan fund (RLF) for gap financing towards targeted businesses.	Number of businesses utilizing RFL in DCA boundary.	DCA
2.1.4	Adopt a city resolution to concentrate initial redevelopment of a core block within the downtown neighborhood.	Approval of resolution.	City council
Make the local business environment more accommodating to manufacturers in the area and small businesses in the downtown.			
2.2.1	Provide alternative options to address high renovation and sprinkler installation costs.	Number of businesses utilizing fire safety renovation funds.	City planning department
2.2.2	Pass business license city ordinance, complete with a processing, renewal, and enforcement structure.	Business licenses ordinance adopted and enforced.	City
2.2.3	Advertise business resources and create an inventory of grant and funding sources.	Information added to all organizations websites.	City, CRDC, CACC, DCA
2.2.4	Develop a start-up guide for businesses.	Existence of start-up guide (hard copy and online).	CACC

Goal 3: Support workers by providing appropriate training and education opportunities.

Align workforce skills as industry needs evolve through local education training programs.

3.1.1	Increase the number of courses for relevant and immediately useful skills and degrees at the Clinton community college.	Increase of programs at CCC campus matching jobs needed by area employers.	CCC, CRDC
3.1.2	Use internship and externship programs to link high school and Clinton Community College students with businesses.	Number of participants in internship/externship programs.	CDRC, CCC, area high schools

Goal 4: Increase the quality of life for residents of Clinton by identifying housing needs and enhancing the downtown.

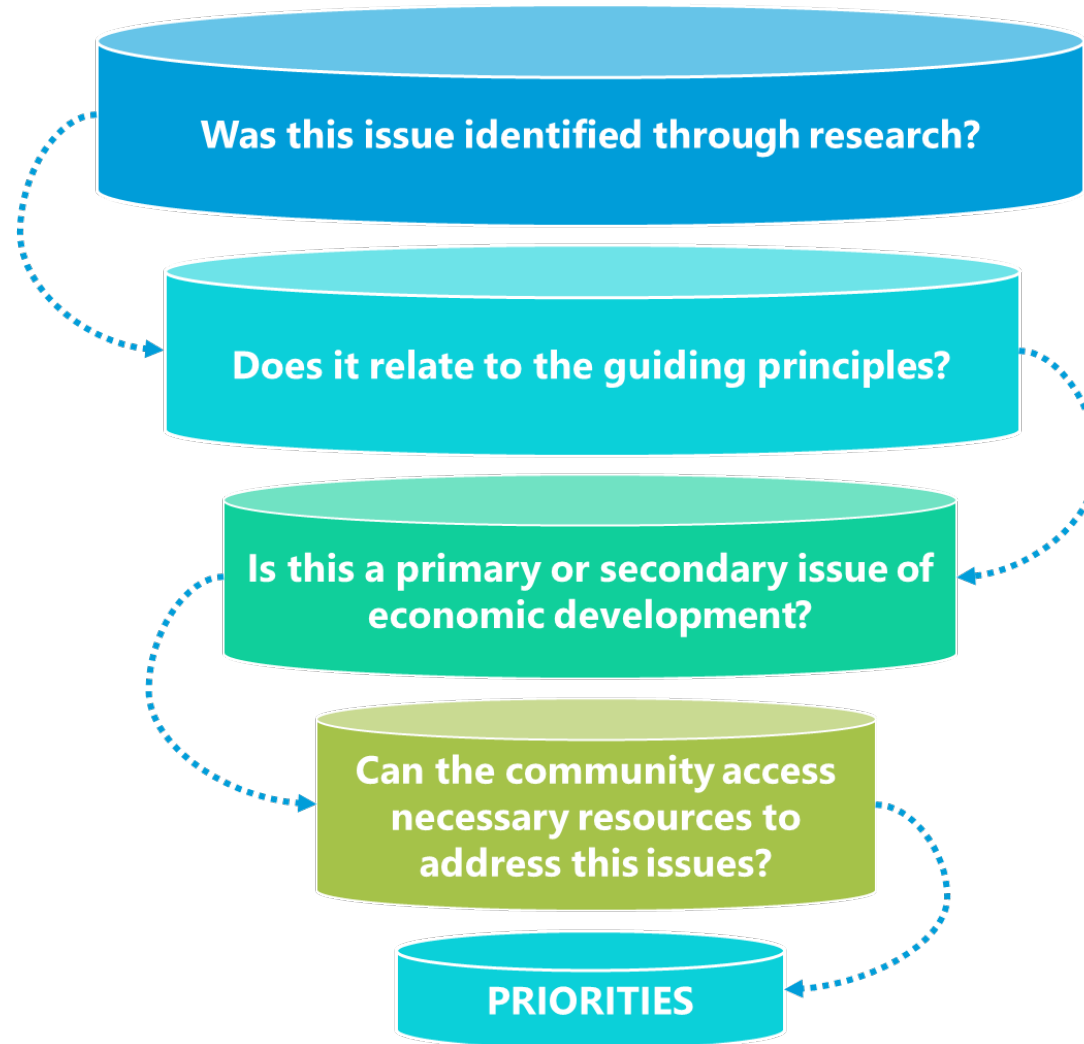
Analyze housing needs and promote infill housing to reduce sprawl and minimize future infrastructure costs.

4.1.1	Complete a comprehensive housing needs assessment.	Completion of housing needs assessment.	City planning office
4.1.2	Rezone neighborhoods immediately adjacent to downtown to allow for higher density housing development.	Changes in zoning map for more dense residential development.	City zoning map
4.1.3	Incentivize and encourage upper story residential properties in the downtown.	Number of properties with fees reduced.	City planning office

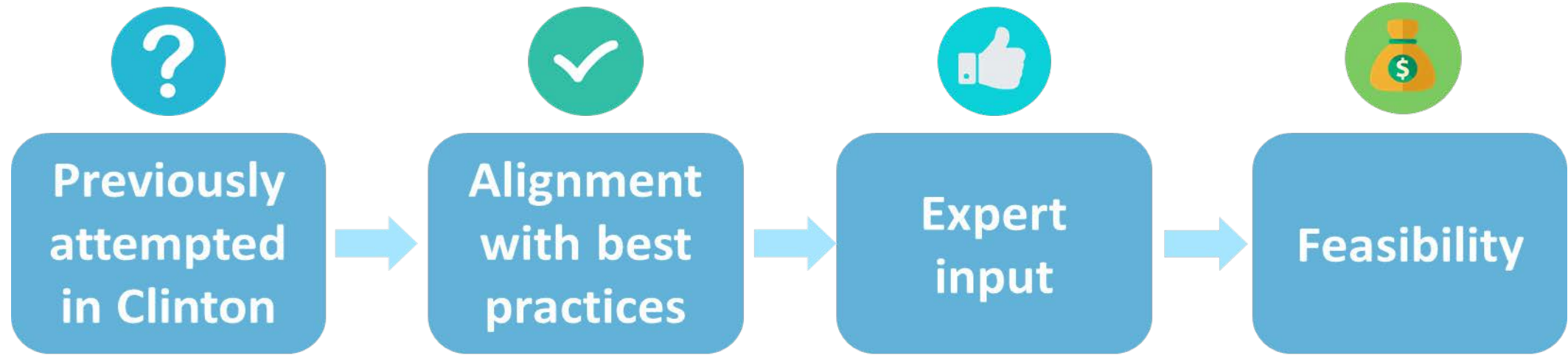
Pursue new programs to improve the image of the downtown.

4.2.1	Establish an art mural program in downtown Clinton.	Number of murals located within DCA boundary.	DCA
4.2.2	Leverage the Historic Preservation and Cultural & Entertainment District Tax Credit.	Number of square feet of space created by utilizing the credit for rehabilitation expenses.	DCA
4.2.3	Update design guidelines for downtown signage.	Number of new signs that meet new established criteria.	DCA
4.2.4	Establish a façade improvement program to upgrade the facades of downtown commercial businesses.	Number of storefronts improved by this program.	DCA
4.2.5	Apply to become a member of Main Street Iowa.	Acceptance of community into Main Street Iowa program.	DCA

Prioritization process



Feasibility process



If an action has been done before, it is not immediately disregarded. Rather, a different approach may be considered to improve the success of the action

Alignment with best practices, toolkits, or other resources

Input gathered from economic development experts in Clinton, as well as other advisors

Identify potential funding sources