

MARSHALLTOWN

— I O W A —

Joel Greer, Mayor
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TO: Mayor Greer and City Council
FROM: Jessica Kinser, City Administrator
DATE: September 7, 2022
RE: Destination Iowa Application

Policy Issue: A resolution supporting the application is required

<input type="checkbox"/> Goal 1: Expand and improve development	<input checked="" type="checkbox"/> Goal 3: Continually improve the City's organization & services
<input checked="" type="checkbox"/> Goal 2: Enhance Marshalltown's public image	<input checked="" type="checkbox"/> Goal 4: Partner with others to improve quality of life

Specific Objective/Action: Goal 2, Objective 2: Design & construct capital projects which enhance quality of life;
Goal 3, Objective 5: Maintain a financially healthy organization- Pursue grant funding for City projects;
Goal 4, Objective 3: Work with other entities on partnerships which benefit the community

Recommendation: To move forward with the recommended borrowing for the projects

Budget Impact: \$1,760,00 in proposed GO Borrowing for FY23

Description/Background: The State of Iowa is using \$100 million in American Rescue Plan funds for Destination Iowa, a program funding attractions and tourism projects. \$20 million of this money has been set aside for a Creative Placemaking designation, which will fund 2-3 communities with projects impacting a concentrated area. This is to include both public (signature project) and private (supporting project) development. While there is no funding for the private projects, the grant funds can support up to 40% of the project costs. For the public projects, 50% of the funding has to be committed at the time of application.

In Marshalltown, this concentrated area of recreation and cultural projects is the Linn Creek District (map attached). In addition to the public projects listed below, there are two very big private developments happening in this area to support the City's application. Creekside Estates will be a single-family/duplex and town-home development in the heart of the district, bringing a residential use not currently existing in the area. Earlier this year, Members 1st Credit Union announced they would be building in the heart of the Linn Creek District. Their facility is meant to be part of the community, providing spaces for meeting and gathering.

The public projects are ones that should be familiar to the City Council. Below is a brief description and financial breakdown. The packet includes any concepts or cost estimates we currently have.

-Linn Creek Trail Bridge- City: \$700,000; Destination Iowa: \$456,288

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This project is just for the bridge, which will be a pre-fabricated truss pedestrian bridge, but with additional items added on to create a dynamic piece of infrastructure that residents and visitors want to see. Specifically, this will include lighting and custom railing panels that create an eye-catching site day or night. The trail to connect to this bridge is NOT part of the Destination Iowa application, as specific guidance has been given that trail paving will not be funded. We are requesting the City's commitment be at the 60% level to get this project out to bid immediately with no fundraising needed.

-Iowa River's Edge Trailhead- City: \$560,000 ; Destination Iowa: \$502,000 Trails Inc.: \$200,000
The Linn Creek Trail Bridge will connect users to the Iowa River's Edge Trailhead, which will be the beginning or the end of the 34 miles of the River's Edge Trail. The design and location comes from the Iowa River's Edge Trail Placemaking Plan (2019), providing a bathroom, benches, shelter area and more for those journeying by bike or foot through Marshalltown. The City and Trails Inc. amounts total 60%, meaning the Destination Iowa funding would immediately move this project forward without any additional fundraising.

-Interactive Community Water Plaza- City: \$500,000; Destination Iowa: \$400,000; Donations/Grants: \$100,000
Based on the City's current borrowing amount of \$500,000, we are calling this a \$1 million project. We will not have a final cost estimate until later in 2022, so this is the easiest scenario to back into at this point. This would still require some level of fundraising, with staff already planning to submit grant applications to various sources in late 2022/early 2023.

While not City-owned, the Martha-Ellen Tye Playhouse is the fourth public project, and the Fisher Governor Foundation will be a co-applicant. The Martha-Ellen Tye Playhouse is not part of the current renovation at the MACC and has two proposed phases. The Destination Iowa request is for funding phase 2A, which seeks to address the user experience in the building. The bathrooms will be renovated along with a lift installed for individuals with mobility challenges to access the theater and restrooms. The sound system is also antiquated and requires updating.

The City Council has planned to fund the City projects above in the next two fiscal years, though it is clear that our cost estimates from the FY23 budget process are not likely close to what a true project cost would be. We are recommending borrowing \$1,760,000 as part of the FY23 GO Borrowing for the Destination Iowa application. If the City is not selected, a discussion would be held with Council to determine what gets funded and when with the funds that were borrowed.

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