

**RESOLUTION 1735**

**IN SUPPORT OF THE CEDAR COUNTY GREAT PLACES DESIGNATION AND PROCEEDING WITH THE IOWA DEPARTMENT OF CULTURAL AFFAIRS, FY 2019 GREAT PLACES GRANT APPLICATION FOR THE CEDAR COUNTY - PRIDE OF PLACE AND PEOPLE PROJECT**

**WHEREAS**, Cedar County, with the help of Cedar County Economic Development Commission (CCEDCO), East Central Intergovernmental Association (ECIA), the University of Iowa, and other partners, received Iowa Great Places Designation from the Iowa Department of Cultural Affairs; and

**WHEREAS**, the Iowa Great Places Program provides for the opportunity for funding of supported vertical infrastructure projects and project endorsement from other agencies to designated communities; and

**WHEREAS**, the ECIA and CCEDCO submitted a Letter of Intent (LOI) on behalf of Cedar County to the Iowa Great Places Grant Program and Cedar County Development Foundation was invited to submit a full grant application for Cedar County due November 1, 2018; and

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of West Branch, Iowa:

Section 1. That the City of West Branch, Iowa supports the Cedar County five-year Great Places Designation and participating in the Great Places 2018 grant application.

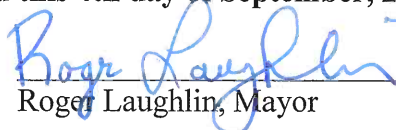
Section 2. That the City of West Brach, Iowa supports CCEDCO in the oversight, facilitation, and grant administration of the Cedar County Great Places Designation.

Section 3. That the City of West Branch, Iowa supports CCEDCO and ECIA preparing and submitting the 2018 Cedar County Great Places – Pride of Place and People grant application through a contract between ECIA and CCEDCO through current CCEDCO member dues and nonmember cities reimbursing CCEDCO at the rate of \$417 for grant writing fees.

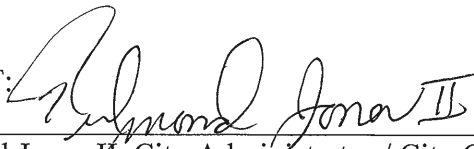
Section 4. That the City of West Branch, Iowa supports CCEDCO in managing the grant, as the legal applicant through the Cedar County Development Foundation, and recognizing CCEDCO's leadership in managing the Great Places designation and grant, the City of West Branch, Iowa will pay its annual dues and remain a member of CCEDCO for the 2020 fiscal year.

Section 5. That the City of West Branch, Iowa supports the Cedar County Great Places grant application requesting up to \$400,000 for the Cedar County – Pride of Place and People project, which will go towards mural and park projects.

**Passed, approved, and adopted this 4th day of September, 2018**

  
\_\_\_\_\_  
Roger Laughlin, Mayor

ATTEST:

  
\_\_\_\_\_  
Redmond Jones II, City Administrator / City Clerk



## **BACKGROUND**

The success of the Great Places Designation and the opportunity to receive grant funds began in partnership with CCEDCO and ECIA over a year and a half ago. It is a result of a long-term investment in Cedar County by both organizations of significant time, money and resources.

What started as a general discussion between these two organization regarding the challenges Cedar County was facing quickly moved into a plan of action. After countless meetings, this partnership reached out to the Cedar County Board of Supervisors and the University of Iowa Sustainable Communities to create a county-wide vision plan for the future of Cedar County. With public input and involvement, the vision plan provides a roadmap for future community development, cultural development and economic development across Cedar County.

The Vision Plan formed the foundation of a successful Great Places Designation application, in which CCEDCO and ECIA lead those efforts, in writing content, working with communities in gathering attachment information like support letters and pictures, working with the Great Places program officer, and submitting the application. The Vision Plan, along with input from the steering committee, defined the project scope outlined in the Letter of Intent (LOI). After LOI submission, our project “Cedar County - Pride of Place and People”, was quickly invited to make full application. This project offers the Cedar County community through public art and enhanced parks, additional assets providing a sense of pride and cohesiveness and aligns with the goals of the Great Places Program and Vision Plan objectives. The Cedar County Development Foundation, the non-profit 501c3 through CCEDCO, was the legal applicant.

## **DISCUSSION**

The Great Places success up to this point has been the effort driven by CCEDCO and ECIA. For the next step of successful Great Places grant award, the partnership needs to be expanded to illustrate a full collaborative effort with the Cedar County communities. It now requires both local community effort and commitment that shows county-wide solidarity. Both ECIA and CCEDCO have committed time and resources in getting Cedar County designated as an Iowa Great Place and will continue to be committed in helping lay the groundwork in making the community more attractive in creating economic development. We are asking the communities to be formally committed too. There needs to be local level support; the public has spoken and the time is now to implement the Vision Plan.

## **RECOMMENDATION/ACTION STEP**

To date, CCEDCO and ECIA has unilaterally invested over \$15,000 in hours, resources and personal to get us to this point at no cost to our communities. This work has included assisting with vision plan development, coordinating/attending meetings, writing the successful désignation application, writing the LOI, and grant application groundwork. To be successful with our grant application, it is important to show the State the commitment to the five-year Great Places Designation and the 2018 grant application extends to all benefiting partners. This in large part is why we respectfully request your community, as detailed in the attached resolution, to support the Designation and the grant application, the fee for the grant writing service, CCEDCO’s administration of the Designation, CCEDCO membership, the grant application requesting up to \$400,000 for the Cedar County – Pride of Place and People project, which will go towards mural and park projects.

*“Turning Vision Into Reality is our Business”*

Cedar County - Pride of Place and People - Iowa Great Places Grant Budget

Park Improvements Description	Mural Description	City	Population	Population Percentage	Base Award Amount (2% of Total Amount) Based On Maximum Award	Additional Available Award Per Population Based On Maximum Award	Total Possible Award Amount (Must have equal match) Base On Maximum Award	Total Possible Project Amount Base On Maximum Award	Initial Project Amount Request	Difference Total Possible & Initial Request	Revised Request
New play equipment	Mural project - post card theme	Bennett	405	3.56%	\$8,000.00	\$11,965.48	\$19,965	\$39,930	\$46,250.00	-\$6,319.64	
Park lighting, farmers market enhancements, downtown park enhancements	Mural project - post card theme	Clarence	974	8.56%	\$8,000.00	\$28,775.52	\$36,776	\$73,551	\$14,300.00	\$59,251.04	
Community center park pergola	Mural project - post card theme	Durant	1832	16.11%	\$8,000.00	\$54,423.98	\$62,124	\$124,248	\$33,000.00	\$91,247.96	
New play equipment	Mural project - post card theme	Lowden	789	6.94%	\$8,000.00	\$23,309.94	\$31,310	\$62,620	\$63,000.00	-\$380.11	
1) Remove sand and replace with packed gravel/cement and rubber playground pads in the 3 main play areas (2 by open pavilion and 1 by the cannon). Update fall zones with playground mat/pads. 2) Pavilion/Open shelter type at ballpark north of concession stand or playground shade structure for shade 30 x 30.	Mural project - post card theme	Mechanicsville	1146	10.08%	\$8,000.00	\$33,857.03	\$41,857	\$83,714	\$79,610.00	\$4,104.06	
Rubberize play equipment flooring Benches, Canopy, Grill Recreation Board set	Mural project - post card theme	Stanwood	684	6.01%	\$8,000.00	\$20,207.86	\$28,208	\$56,416	\$42,900.00	\$13,515.72	
Soccer Field Walkway Improvements Splash Pad and Site Work Play Structure with Rubberize flooring	Mural project - post card theme	Tipton	3221	28.32%	\$8,000.00	\$95,160.42	\$103,160	\$206,320	\$170,000.00	\$36,320.23	
Cubby Park developments - Splash Pad	Mural project - post card theme	West Branch	2322	20.42%	\$8,000.00	\$68,600.37	\$76,600	\$153,201	\$310,000.00	\$241,399.63	
		Total	11,373	100%		\$400,000.00	\$400,000	\$800,000	\$759,060.00	\$359,060.00	
Maximum request is \$400,000. Cash match must equal total requested amount.											
1. If total project costs identified are less than \$800,000, communities requesting over their population percentage can receive additional dollars. For example: currently, we have \$379,530. If no community requests more funding, then \$20,470 would be distributed proportionately to those communities who have identified projects over their population cap.											
2. If Total Amount Requested is NOT funded completely, then each City's award will be reduced proportionately. For example: If \$400,000 is requested and \$350,000 is granted, a total of \$50,000 will be reduced proportionately from each community's request.											

# Great Places Pre-Application Summary

## 1. Project 1 Integration

*Describe how the vertical infrastructure project for which Great Places funding is sought directly relates to the community vision plan that informed your designation as a Great Place. (3,000 characters)*

“What do you love about your community?” In 2017, University of Iowa - Iowa Initiative for Sustainable Communities students, Cedar County, East Central Intergovernmental Association, and Cedar County Economic Development Commission, set out to answer that question. Community engagement collected input from new and longtime residents, families, retirees, etc., about Cedar County’s future in group settings, one-on-one interviews, online surveys, and general public input, and created a roadmap to transform Cedar County’s future. “*Cedar County: Envisioning a New Horizon*” highlights existing great places in the county, and maps out goals, objectives, and implementation strategies.

Now, the people of this great community want to begin implementing their vision, through a project that showcases cultural heritage and community identity, enhancing physical sense of place through Cedar County - Pride of Place and People. The project directly supports the vision plan: Goal 1 – Increase entertainment opportunities through art and cultural programs in the county, and Goal 2 – Enhance recreation and outdoor amenities to increase quality of life outcomes. Creating hometown murals offers all of the communities’ visual expression of their values and identity. Developing our hometown parks keeps these ideas alive, as central gathering spots for special events and recreation, creating a sense of community. The project is an example of working in tandem with the overall intent of community betterment.

During the visioning process, many communities identified outdoor murals as an opportunity in their towns, site potential for community murals, and additional mural opportunities for communities who already have this popular art concept. In addition, all communities expressed their appreciation for Cedar County’s natural features and want to see more recreation opportunities in the county, specifically, increasing parks, recreation, and open space opportunities. All of the communities in Cedar County have parks for general recreation purposes and more importantly, for community events that celebrate their heritage (farmer’s markets, festivals, family reunions) and future (family recreation, planned enhancements). City parks are central to these small towns and celebrating them and sustaining them is critical.

Pride of Place and People will connect communities by providing each of them the opportunity to design an iconic realistic image in a “Vintage Postcard” style

that gives representation to the city's identity, culture and future, while unifying their relationships. The murals provide a visual manifestation and the parks provide the literal manifestation. The murals reflect the activities and interaction that takes place in the parks. This project offers the community of Cedar County through public art and enhanced parks, additional assets providing a sense of pride and cohesiveness.

## **2. Project 1 Timeline**

*Identify the anticipated start and end date of the major project activities. (3,000 characters)*

In the "Cedar County: Envisioning a New Horizon" vision plan, the steering committee estimated a timeframe of 1-2 years to develop and implement a mural program and 3-4 years to implement park improvements.

The Cedar County Great Places Steering Committee believes it is important to augment this proposal with integral components outside of the grant scope to complete the vision. The first, is to again partner with the University of Iowa through a fellowship program where the U of I would provide instruction and theory for UI students, and they would work through a community-based process resulting in the completion of the murals. Possible timeline would be a one-week seminar/workshop that would take place during the UI winter break or spring break. During the week, students would learn from a variety of experts and instructors and begin work on the community project (public engagement process, early designs, etc.). The murals would be installed during the summer of 2019.

Another component is to develop and adopt mural guidelines for the communities to utilize that will serve the municipalities for this grant cycle and well into the future.

The final element the Committee realizes is important in bringing the project to life is project promotion, with a website, brochures, social media, etc. A capstone to the project would be an oral and/or visual history archive where Cedar County youth interview others of the community to tell their stories of community identity as it relates to the murals and the parks; history of the town and hopes for the future. Future app development for the murals and parks has also been discussed.

The tentative timeline looks like this for Cedar County - Pride of Place and People:

- January/February, 2019, develop and adopt mural guidelines
- January/February, 2019, develop painting schedule

- January/February, 2019, secure bids for park enhancements
- Winter Break or Spring Break, 2019, one-week seminar/workshop/begin work on community project
- March/April, 2019, develop promotional plan
- June/July/August, 2019, murals installed

A more concrete project timeline will be included in the full application.

### **3. Project 1 Budget Summary**

*Briefly summarize the project budget using the most accurate estimate currently available, including:*

- *Total anticipated project cost including the grant request, cash match needed and additional project expenses*
- *Eligible vertical infrastructure expenses for which you are seeking grant funding*
- *Eligible cash match expenses and the sources of the cash match*
- *Additional project expenses for each project will be required of applicants invited to submit an application (3,000 characters)*

The total project cost for Cedar County - Pride of Place and People is roughly \$626,060, which includes vertical infrastructure costs, along with developing mural guidelines, the week-long seminar/workshop, and project promotion. Total eligible vertical infrastructure cost is \$609,060. Cash match for vertical infrastructure costs equals \$304,530. The Cedar County Great Places Steering Committee is requesting \$304,530. Cash match for these vertical infrastructure costs is anticipated from the individual communities and other sources.

The Cedar County communities plan to pursue the following vertical infrastructure components for the project: mural installation, new playground equipment, park lighting, pergola, playground sand replacement, pavilions, rubberized play equipment flooring, benches, canopies, walkways, splash pads, ball field construction, and pickleball court.

A finalized budget will be included in the full application.

#### **4. Total Anticipated Grant Request for Project 1**

\$304,530.

#### **5. Total Secured Cash Match to Date for Project 1**

\$304,530.