



CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!

Summer's Here!



JULY 2009

STREETSCAPE UPDATE

In an effort to provide correct information about the proposed streetscape project, this issue of the Chamber Newsletter will attempt to address many of the questions expressed at recent public meetings.

Who has been planning this project?

There have been many people involved in the planning process that began in 2007. Representatives from West Union Industrial Development, the Mayor, City Administrator, Main Street West Union, West Union Chamber of Commerce, Iowa Department of Economic Development, TeKippe Engineering, and Conservation Design Forum have all been involved. All meetings have been open to the public and attendance has been encouraged. Many business owners and residents have attended sessions as well.

Is back-in parking a part of the project?

After a month of trying this new concept it was determined that it would not remain in the project. Front-in angle parking is now proposed for the project. As a result of this change, designated bike lanes have also been removed.



Will this project be done all at once or in phases?

Currently the project has been broken into 4 phases:

Phase A—Vine Street

Phase B—Elm Street

Phase C—Alley behind Elm St

Phase D—Walnut & Main

The scope of the project will be determined by the funding that can be secured to help pay for the project. If adequate funding cannot be secured, the project will not move forward, or will be reduced.

How will the city pay for this project?

Many funding sources are being explored including, but not limited to, General Obligation Bonds, water and sewer funds, possible assessments, and most importantly numerous grant funds. Applications have already been submitted for the following:

- Community Development Block Grant—\$600,000
- State Revolving Loan Fund—\$3,000,000 (\$600,000 would be a forgivable loan)
- Iowa Great Places—\$213,000

Other grant applications currently being worked on to submit this summer include:

- CAT Grant—\$2,000,000
- Office of Energy Independence Demo Project Fund—\$300,000
- Power Fund—\$500,000
- EPA Climate Showcase Community Grant—\$500,000
- Iowa State Energy Plan—\$1,000,000

Funds already committed or secured:

- IDED Schematic Design Costs—\$198,000
- IDED Feasibility Analysis for district systems—\$37,000
- IDED Grant Writer—\$20,000
- Main Street West Union—\$10,000

There will also be a few programs that will receive funds from the American Recovery & Reinvestment Act (Stimulus Funds). We do know that over \$50 million will be coming to the State of Iowa, but we do not know what all the rules and regulations are at this time. Many of these funds are for "sustainable projects" which include many of the concepts currently in the West Union project. The goal of each grant application is to secure funds to reduce the financial burden of the city. Grant applications for these funds are expected to be released later in July or early August.

Inside this issue:

VISTA Update	2
4th of July	2
HUB Zone Workshop	2
Market Analysis Update	2
Green Pilot Update	3
What's Happening in WU	3

BOARD OF DIRECTORS

Cheryl Meyer	President
Emily Ihlen	Vice President
Deb Merrill	Secretary
Brian Reichter	Treasurer
Jackie Loomis	
Justin Steinlage	
Jason Zander	
Robin Bostrom	Executive Director

VISTA SUMMER UPDATE By Michelle Zander

June seemed to be the month of meetings. With CDF visits every other week, I am excited to be involved with exploring the opportunities during West Union's repair and renovation. Implementing new technology that saves money *and* our environment is my kind of gig.

The Market Analysis meetings sponsored by Main Street Iowa are very interesting to me. Our research and data collection efforts will guide business growth, expansion and development in West Union. I am really

looking forward to applying everything I learned (and have forgotten) from college and putting my marketing degree to work!

West Union has formed a new Public Art Committee and recently met with Margo Mazur. She offered her vision to integrate public art "naturally, historically, and beautifully". She shared examples and ideas for West Union's Knob Prairie. The Art Committee recently visited Cedar Falls and Waterloo to tour their works of public art. The group hopes to learn more about



VISTA

Volunteers In Service To America

developing a public art program for West Union.

Also made possible by IDED is progress toward green roofs in West Union. The first step is to make certain a building can support a green roof. James Howard with Select Structural Engineering, LLC visited West Union to evaluate 2 buildings. Since we are a "Green Pilot", the company allowed local contractors to tag along and learn from his structural analysis.

CELEBRATE JULY 4TH WITH FIREWORKS

The Chamber of Commerce will sponsor fireworks on July 4th at the West Union Rec Center beginning at about 10:00 p.m. This is the final year that the Chamber will sponsor the show which has lost money for the past three years. Donations as of June 29th total \$3959 for the \$4300 shoot. Thanks to the following businesses and residents for their donations to this year's event: West Union Civic Club, Baumler Implements, First National Bank, Moore's Foods, McJ's Embroidery Accents, Haven Electronics, Gundersen Clinic, Palmer Lutheran Health Center, Bauer & Kloster, German Mutual Insurance, Spirits & Such, Fayette County Union, Creative Images, Farm Bureau Insurance—Frank Olson, Burnham & Wood Funeral Home, First National Bank, Mark & Deb Thies, Gary & Marolyn Bostrom, Mark & Robin Bostrom, Allen & Deb Chensvold, Bruce & Marge Crandall, Kerwin & Marlys Anderson, Ron & Barb O'Kones, Martin & Julie Games, Julia Dessel, Wayne & Carolyn Havenstrite, Bill & Meg Moellering, Paul & Teresa Kaiser, Goldie Meyer, Frances Graham, Matt & Janell McElree, West Union Dental Clinic, and Carol & Terry Weidemann. We hope you will all join us on July 4th to celebrate our nation's independence!



HUB ZONE WORKSHOP IS JULY 16

Have you ever heard about a business working with a government contract and wondered how your business could get in on the action? Fayette County Economic Development will be hosting a workshop for local businesses to learn more about this process on Thursday, July 16 from 10:00-12:00 at the ISU Extension Office in Fayette. The U.S. government spends over \$400 Billion each year and is the world's largest customer. The Iowa State University Extension CIRAS Procurement Program will provide training to businesses covering an introduction to the federal government contracting arena, the Historically Underutilized Business Zone (HUBzone) program and how this program can lead to capturing federal contracts. Special emphasis will include full details of the HUBzone program, qualification criteria, benefits of the program, program status and how to apply to become registered in the program. If your business is located in Fayette, Delaware, Chickasaw or Buchanan County, you already meet the first criteria for eligibility and the presentation will highlight no cost CIRAS services available to assist Iowa businesses in all aspects of government contracting. The U.S. government purchases many goods and services ranging from food to insurance to automobiles each year. There is no cost to attend, but please RSVP at 563-422-5073 so that the correct amount of materials can be provided for those planning to attend.

MARKET ANALYSIS WORK BEGINS

West Union began work on a community-wide Market Analysis study on June 11 & 12. Main Street West Union applied for funding for the study which will be conducted with Downtown Pros (DPN), Main Street Iowa staff, and our local Main Street volunteers. The study will analyze our trade area, build a business and building inventory, and collect market data that will help in the retention and expansion of local business. This information will help the community identify what types of business are missing from the community and what new types of business we can support. A community session was held at the Fayette County Fairgrounds on June 11 to begin the process. Customer surveys will begin in August and we encourage all businesses to participate by allowing the survey team to visit with their customers when asked. The survey work is expected to be completed by November 2009.

GREEN PILOT PROJECT UPDATE



WEBSITE: Check out all the updates to the site including city code information under the city section. If you can't find information that you think should be included, please give us a call.

ENERGY GRANT FUNDS NOW AVAILABLE: Funding is still available to businesses who are installing energy efficient equipment in their businesses. Seven businesses have submitted rebate applications for updating their lighting or purchasing new equipment. Funding is still available and businesses can receive up to \$1500 in rebates for qualified items. Check out the rebate forms at www.westunion.com under the Green Pilot tab or call the Chamber office for more information.

GRANTS SUBMITTED: The West Union City Council approved the submission of 2 grants at recent meetings. A grant for additional design work was submitted to the Iowa Great Places for \$213,000 and a grant will be submitted to the CAT program for up to \$2,000,000. The city was also invited to submit a full application for CDBG funds for a pre-application submitted earlier this spring. The Iowa Department of Economic Development is providing funding for a grant writer to submit grants on behalf of the city of West Union.

CONSERVATION CORP HERE IN JULY: A team of 5 Conservation Corp members will be in WU on July 6-9 and again on July 20-23 to work on our Paint Iowa Beautiful Grant project. The group has impressive experience with restoring and painting historic buildings and will be working to paint several downtown businesses. IDED will fund the team and we will provide lodging and food. If you would like to help sponsor a meal with a cash donation, please contact Michelle Zander, VISTA volunteer at 422-3070. This is another program provided to West Union as part of our Green Pilot Project!

What's Happening in WU:



Check out these photos from a recent permeable paver project behind Woodard Insurance. This product is similar to that being proposed for the Streetscape Project. Stop by and check it out!

Permeable Pavers offer several advantages over regular concrete products. They are much stronger and can last up to 40 years. When installed with the correct base materials, they allow rain water to be absorbed on site thus reducing the amount of storm water run-off that occurs. They come in a wide range of colors and can be walked or driven on immediately after being installed. They respond better to high freeze-thaw situations allowing snow to melt and drain immediately, reducing ice hazards. Units can easily be removed to address repairs below the surface and reinstated following the needed repairs. The pavers are put back in place eliminating ugly patches. Pavers also help reduce urban heating as they can be made in light colors to increase surface reflection thereby reducing surface heating. Light colored units can also reduce the need for nighttime lighting, which helps conserve electricity. And they look great too!



Please stop by and take a look at this project located behind Woodard Insurance and Real Estate. You can also see paver samples and pick up informational handouts at the Chamber office if you would like to learn more.

West Union Chamber of Commerce
101 North Vine St
West Union, IA 52175

Phone: 563-422-3070
Email: wuchamber@alpinecom.net
www.westunion.com

Check us out at www.westunion.com !

JULY CALENDAR OF EVENTS

- | | | | |
|----|---|----|-------------------------------|
| 4 | Fireworks at Rec Center | 21 | MSWU Design Committee Meeting |
| 6 | City Council Meeting | | MSIA Design Consultant here |
| | Fayette County Community Foundation Board Meeting | 28 | Fayette County Fair |
| | Conservation Corp Here | 29 | Fayette County Fair |
| 7 | Fayette County Tourism Council | 30 | Fayette County Fair |
| 8 | Barn Quilts of Fayette County Construction Night | 31 | Fayette County Fair |
| 9 | Barn Quilts of Fayette County Board Meeting | | |
| 13 | MSWU Promotions Committee Meeting | | |
| 14 | Chamber Board Meeting | | |
| | Hilary Greenberg in Waverly | | |
| | MSWU Board Meeting | | |
| 15 | Fayette County Local Housing Trust Fund Meeting | | |
| 16 | HUB Zone Workshop at ISU Extension, Fayette | | |
| 20 | City Council Meeting | | |
| | Conservation Corp Here | | |



OPPORTUNITIES FOR BUSINESSES...

Regional Business Workshop-July 14

Join nationally recognized business development expert Hilary Greenberg in Waverly to learn best practices to improve your bottom line and strengthen your long-term viability. 1:00-4:00 p.m.

HUB Zone Workshop—July 16

Join CIRIS & ISU to learn more about government contracting and how to obtain a HUB Zone certification number. Held at the ISU Extension office in Fayette. 10:00 a.m.

Design Consultation—July 21

Main Street Iowa Design staff will be in WU on July 21 to visit with building owners for a free design consult. Please call the Chamber/Main Street office to schedule an appointment.