



CITY COUNCIL WORKSESSION NOTICE

TUESDAY NOVEMBER 2 , 2021 6:00 P.M.

AGENDA

1. ROLL CALL

2. DISCUSSION/REVIEW ITEMS/DIRECTION TO STAFF

- a) Connecting Huxley-Council Sidewalk Priorities
- b) Preliminary Terms of Agreement with MR Properties dba Huxley Plaza, LLC
- c) Preliminary Terms of Agreement with Van Houweling CD II
- d) Comprehensive Plan and Space Needs Analysis RFP Update
- e) Livability Publication-Huxley

3. INFORMATIONAL ITEMS

4. ADJOURNMENT

UPCOMING WORK SESSION TOPICS

Joint City Council-Park & Recreation Board Meeting
2020 Derecho Event Fiscal Update
Other Topics of Interest to Mayor and Council

For more information on this and other agenda items, please call the City Clerk's Office at 515-597-2561 or visit the Clerk's Office, City Administration Building at 515 N. Main Ave. Council agendas are available to the public at the City Clerk's Office on Monday morning preceding Tuesday's council meeting. Citizens can also request to receive meeting notices and agendas by email by calling the Clerk's Office or sending their request via email.

COUNCIL COMMUNICATION

AGENDA HEADING:

Worksession Items November 2

SUBMITTED BY:

Rita Conner, City Administrator

SYNOPSIS:

The information below summarizes the items for November 2, 2021 that staff requests Council action/direction on.

Connecting Huxley Follow Up and Sidewalk Priorities

Included in the packet materials for this item are our maps, list prepared by CM Kuhn, and comments prepared by V & K from the public input meetings. Requesting Council review and comments on the list of locations to advance FY 23 CIP and future year CIP implementation.

Preliminary Terms of Agreement with MR Properties dba Huxley Plaza, LLC

See accompanying materials for this item.

Preliminary Terms of Agreement with Van Houweling CD, II

See accompanying materials for this item.

Comprehensive Plan and Space Needs Analysis Update

Staff has been working on the process and will offer an update at the worksession. Sydney has been doing the in-depth work to review our current 2013 plan and additional Huxley information and studies. In addition, she has been talking with comparable communities that have completed Comprehensive Plans or updates within the last 2-3 years. She is also meeting with potential consulting firms to learn their menu of offerings and how they may approach where Huxley is today, the current information that we have, and what we as a city are trying to learn from a new or updated Comprehensive Plan.

Livability Publication-Huxley

Staff has met with AEDC and consultants on potential participation for a Huxley ad in Livability publications. Materials included in the packet. If Council chooses to proceed, a potential funding source may be the City's allocation from the Story County Economic Development Group (SCEDG)

COUNCIL GOAL SETTING 2021 PRIORITIES

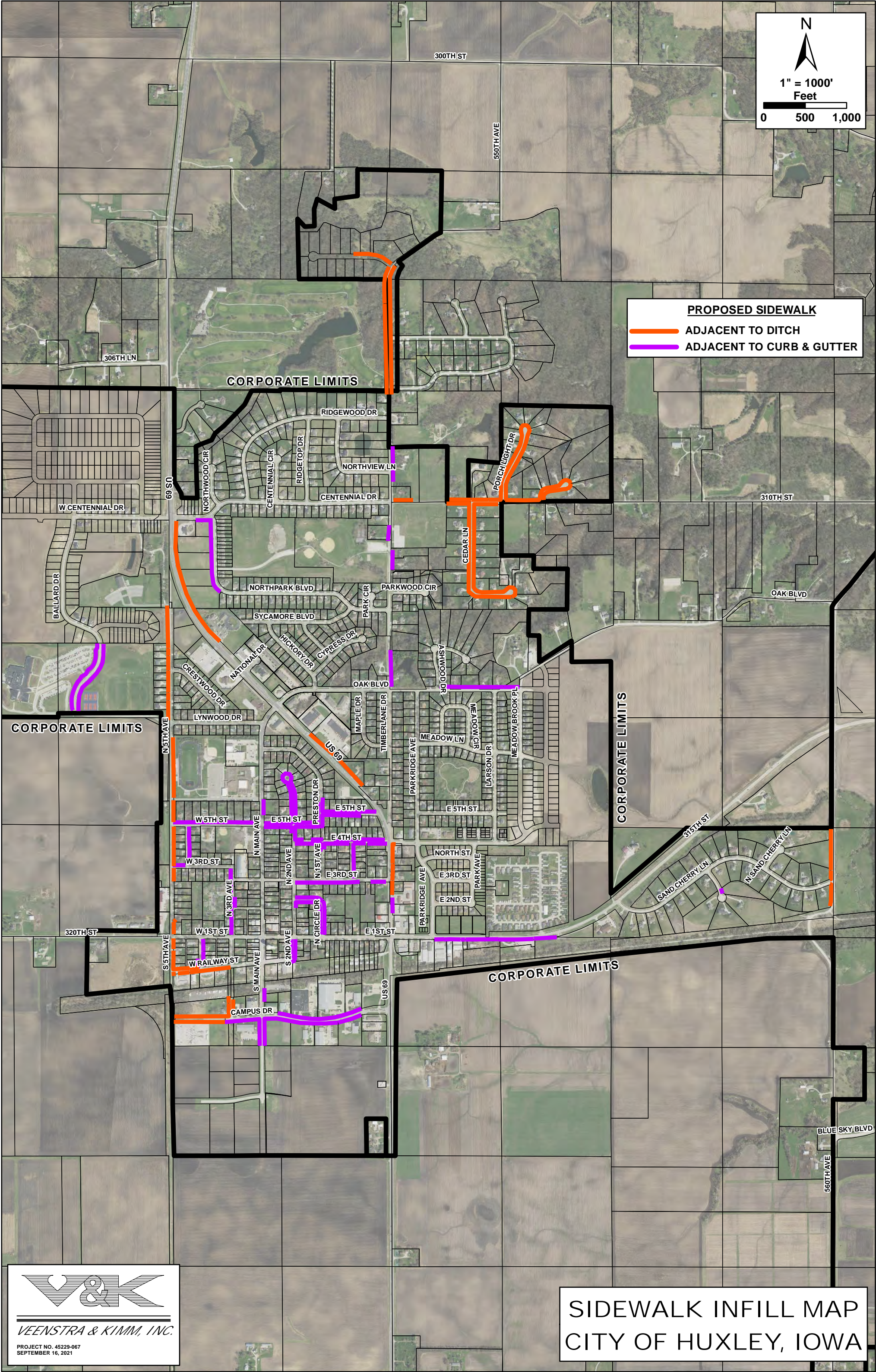
- | <u>High</u> | <u>Status</u> |
|---|-----------------|
| • Sidewalk infill | Public input |
| • Increase transparency-Council Chambers media, newsletter | Near completion |
| • Development agreement structures, TIF analysis and policy | |
| ○ Projects and cash flow information has been provided to EDC-Council | |

COUNCIL COMMUNICATION

- | | |
|---|--------------------|
| • Update Land Use and Zoning Maps | Completed |
| • Facility and space needs analysis | RFP in development |
| • Comprehensive Plan | RFP in development |
| • Centennial and Larson Park improvements | FY 22 and LR CIP |

Moderate

- | | |
|--|--|
| • Plan for new business attraction completed | HDC Strategic Plan |
| • Plan for development/landowners-utilities | Sewer study done Water study done Updated growth boundary maps |



 ADJACENT TO DITCH
 ADJACENT TO CURB & GUTTER

CORPORATE LIMITS

CORPORATE LIMITS

CORPORATE LIMITS



SIDEWALK INFILL MAP CITY OF HUXLEY, IOWA

Ballard Drive from Bella Vista to Lynwood (Both sides)

North Fifth from Lynwood to new Middle School sidewalk (East side)

In-fill missing crosswalks

East First Street from HWY 69 to Parkridge (Kemper's and Dairy Queen)

Industrial Park

Infill sections with sidewalk currently on either side

Sidewalks from Sand Cherry to Trailridge Park

Trail along Hwy 69 from Fareway to Centennial Drive

Trail along Hwy 69 from Ballard Plaza to East 1st Street

Routes to Middle School (East 4th ?/ East 5th ?)

Sidewalk from Willow Drive to New Park (West View Heights)

Trail on North Fifth from West 1st to Hwy 69

East First Street from Parkridge to Lilly Pad (South side)

Trail from North Fifth to Main Street (North of track and 3C's)

Sidewalks with-in Centennial Park

Sidewalks with-in Berhow Park

Sidewalks with-in new Westview Park

New trail on Centennial from Timberlane to Cedar Lane

New trail on Oak Blvd from Timberlane to Meadow Brook Place

Streets with an urban section not otherwise listed

New trail sections not otherwise listed

Streets with a rural section not otherwise listed

Cult de sac streets with a rural section (Cedar, Porch Light, Majestic Oak, etc)

Widening trails from existing 4' wide sidewalk to 10'

Trail on 560th Street

HUXLEY SIDEWALK AND TRAILS PUBLIC MEETING

PUBLIC COMMENTS SUMMARY

SEPTEMBER 21 AND 23, 2021

- Residents (husband & Wife) on Cedar against sidewalks.
- Resident on Larson Dr. area would like sidewalk on E. 1st by hardware store. Provide access to HOIT.
- Resident wants sidewalk or trail along Hwy. 69 from Main to E. 1st. Walks on shoulder.
- Resident wants S.W. access from Sand Cherry to HOIT either along 560th or through existing easement.
- Resident on E. 4th against sidewalk on north side. Concerned about existing garage too close to the street.
- Resident on cul-de-sac east side Main Avenue and north of E. 4th against sidewalk. OK to walk in street with low traffic. Also, row narrows at entrance to cul-de-sac.
- **Susan and Jonathan Fratz.**
Live on N 2nd Ave. btwn. E 3rd and E 4th St.

Susan and Jonathan are currently pursuing the organization of a new group called the Friends of Huxley. The Friends of Huxley hope to focus on connectivity of trail systems in and around Huxley and ties to other major trail systems. They plan to pursue reaching out to other groups or communities to facilitate ties to north and south out of Huxley. Their business at the Fratz Brewery is heavily impacted by Heart of Iowa Trail traffic currently. A paved trail leading to Ames would be very impactful to their business. They see the spine trails as shown on the City Trail Master Plan as a very good system to give all Huxley residents access to the trail. They see US 69 as a phase 1, viewing this trail as the most critical tie to give the city better safer access to the Heart of Iowa Trail. They would like to see the N tie from the park extending west and along W Centennial Drive more of a straight shot instead of the turn near the park at NorthPark Blvd.. They were wondering if an easement could be obtained at the north west most property adjacent to the park and a trail connecting the park to Centennial Drive placed there. They would like to see the rocky trail connection located west of Sand Cherry development paved. They view it as important to improve the Heart of Iowa trail west leading out of town. They think constructing a safer route west along 320th Street or through abandoned RR corridor as critical.

- Sand Cherry Lane Resident wants a tie to heart of Iowa Trail to south. Either through existing easement or along 560th Ave. R.O.W. west side is best. He would also like to see paved trail connection to Ames but he currently uses the gravel shoulder provided and that works Ok if you have the right tires. He would like the trail section that is currently gravel by the day care to be paved. He would like to see a better connection to trail going west out of Huxley on the HOI Trail.

- **Nate Albraugh (Police Officer)**

Would like to see the trail on east side of 560th Ave from Oak Blvd. to HOI Trail paved sooner than later. He likes to jog in this area.

- **Sharron Chism**

Lives on Sand Cherry Lane

She would like to see traffic control across where E 1st St. and 315th St. converge. She is also interested in the trail safety increased along HOI Trail west of town with signage or otherwise. Ideally she would like to see the trail located better than on either side of the road but she understands that there is little room for a 10 foot trail on either side of 320th St.

- **Ed Denbeste**

Lives N 2nd Ave on cul-de sac. He wants sidewalk added at the cul-de-sac. Apparently the R.O.W. is 45 wide south end of cul de sac and 60 feet wide at north end of cul de sac? He thinks sidewalk would be a challenge but he would like one there.

Ed believed that fixing all the broken sidewalks and adding sidewalk where needed should be top priority.

- Residents NE corner N. 5th Avenue and W. 5th Street

- Ok with trail if west side 5th Avenue and south side 5th Street.
- Do not want sidewalk north side 5th Street. Already sidewalk south side 5th Street. Don't need one on north side.
- Do not want sidewalk on east side 5th Avenue.
- Concerned about installing sidewalk in ditch area E. side standing water.

- Resident Porchlight Dr. - against sidewalks. Willing to fist fight over it.

- Resident wants improvements to trail at Main and Hwy. 69 for kids getting to middle school.

- **Trent Minors.**

Lives on 2nd Ave. btwn 4th and 5th.

The sidewalk drawing shows a new sidewalk on 3 side of his property (corner lot). He thinks this is excessive for several reasons. On the north side of lot their lot one cannot easily extent sidewalk to the east due to obstructions (trees and utilizes). The north extension to east leads to very steep embankment on edge of road, east of his property. This much sidewalk is not needed

here, 3 sides for any one property is excessive. He said he understands connections are needed but sidewalk everywhere is not the best solution for the City of Huxley.

- **Lee Eddy**

Lives E 3rd mid-block south side btwn N E 2nd and US 69.

Do not need sidewalk on both sides of street. There is a sidewalk existing on north side of 3rd street, do not need on south side.

- **Resident on N. 2nd cul-de sac**

Do not need sidewalk here due to low traffic. Only cars are the 15 owner within the cul-de-sac. "None of the neighbors within the cul-de-sac desire a sidewalk and they will fight it if necessary."

- **Jean Saveraid**

Lives east of town

She would like to see the City create a connected system on sidewalks and trails that works. She said this connection of sidewalks and trails has been discussed for 20 years or so.

- Several residents on Porch Light Drive and Cedar Lane: very strongly against any sidewalk on their street.
- Resident on Oak Boulevard: interested in the trail connection but would like to know which side of the road it would be on.
- Resident on 4th Street: would like sidewalk on their street, but don't want to pay for it.
- Resident north of 4th Street, east of Highway 69: would like connection from Timberlane/4th Street/Highway 69 intersection to 1st Street.
- Resident on Sand Cherry Lane: Would like connection to trail. Thinks paving the existing gravel trail west of Sand Cherry would be preferable to using easement or 560th.
- Several attendees expressed interest in completing the loop from the regional trail along 5th Avenue to the rear of Lynwood Drive, to Highway 69, and back to the regional trail. Sidewalk infill was most popular within this loop as well. Safe routes to school from this loop were also emphasized.
- Residents expressed interest in safety along Highway 69 and safe crossings of Highway 69.
- Residents would like regional trail extended to west along old railroad instead of 320th Street.

COUNCIL COMMUNICATION

AGENDA HEADING:

Preliminary Terms of Agreement with MR Properties dba Huxley Plaza, LLC for the Ballard Plaza Commercial Rehabilitation Project

SUBMITTED BY:

Rita Conner, City Administrator

SYNOPSIS:

Huxley Plaza, LLC (Chris Gardner 506 East 1st Street Huxley, Iowa 50124)) has proposed a \$893,761 improvement project to the Ballard Plaza commercial business center on N. US HWY 69. The 45,472 square foot center was constructed in 1975 and purchased by Huxley Plaza, LLC in May of 2021 for \$1,825,000.

The Story County Assessor places the center's real estate condition as being between 25% and 45% economically obsolete. With the building's age and condition, as well as newer, competitive commercial retail space in nearby cities, new investment is warranted to continue to keep the Ballard Plaza real estate as competitive in the market as possible. It is prominently located along the prime commercial corridor of N US HWY 69. Providing retail services to the community, as well as increasing the center's taxable valuation, are essential.

Huxley Plaza, LLC plans to pay for the Ballard Plaza improvements up-front. The City of Huxley is requested to provide \$400,000 in total assistance. At a prior Council worksession, Council reviewed different scenarios, including:

- Project generated TIF rebate grant from new value added only
- Project generated TIF rebate grant from new and existing value
- Varying percentages within the new and existing value categories (100% new only would be estimated at a 12.5-year rebate; 100% new and existing is estimated at 9 years)
- Scenario of less than 100% with longer terms of TIF collection
- Include land value with value added improvements
- Partial TIF rebate grant and partial TIF loan/forgivable loan specific to façade improvements
- Other scenarios proposed by Council for staff to review with the developer

A tax increment grant payment generated by the new value would begin no earlier than 2023, if the improvements are completed in 2021 for January 1, 2022 valuation assessment.

Additional information is below and in the attachments.

FISCAL IMPACT:

Amount: \$400,000 (if amount is approved by City Council; a reduced amount may also be considered)

Funding Source: Project generated tax increment

ADDITIONAL INFORMATION:

COUNCIL COMMUNICATION

- Developer cost estimate table is attached.
- City TIF cash flow tables attached (one version is new value only, one is new and existing value)
 - Current valuation buildings only \$461,600; Future initial valuation estimate offered by Story County Assessor is \$1,750,00 (need formal Assessor sign off)
 - Available TIF from the project=Estimated \$486,930 over 11-year term
 - To project= \$400,000 (% of TIF depends on Council scenario selected)
 - Surplus to City during rebate term=(% of TIF depends on Council scenario selected)
 - TIF collection to City after rebate term TBD
- Project improvements are proposed to include demolition of roof, front façade and sign monuments, installation of steel awnings, brick and hardi siding improvements, utilities to two new pad sites, parking lot replacement, expansion of square footage, new security systems and other miscellaneous improvements.
- The collective intention with the City's work with the project is to recognize the distressed real estate conditions, opportunity for new investment from Huxley Plaza, LLC on one of the Council's primary corridors for spurring activity and ability to anticipate a future increase in taxable valuation through the investment using very conservative projections.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Direct City Administrator to:

- Work with legal counsel to prepare development agreement draft
- Council review of Final Development Agreement
- Construction of Improvements completed
- Certificate of Completion and Council Acceptance of Project

Plaza Rehab Estimate

6.22.21

620 Hwy 69, Huxley

| Base Price and Options | Qty | Price | Total |
|---|-------|-------------|----------------------|
| Demo of Red Roof, Front Façade and sign monuments | 15 | \$ 1,600.00 | \$ 24,000.00 |
| Dumpsters/Hauling | 15 | \$ 550.00 | \$ 8,250.00 |
| Framing Material | 446 | \$ 75.00 | \$ 33,450.00 |
| Framing Labor | 15 | \$ 1,600.00 | \$ 24,000.00 |
| Steel Awnings | 24 | \$ 2,500.00 | \$ 60,000.00 |
| Thin Brick | 6251 | \$ 12.00 | \$ 75,007.30 |
| Hardi Siding Material | 3500 | \$ 4.23 | \$ 14,791.67 |
| Siding Labor | 3500 | \$ 2.50 | \$ 8,750.00 |
| Metal Caps/Flashing | 648 | \$ 20.00 | \$ 12,960.00 |
| Exterior Painting | 15072 | \$ 1.64 | \$ 24,761.14 |
| Roofing Tie In | | | \$ 9,500.00 |
| Lights and Electrical | 32 | \$ 500.00 | \$ 16,000.00 |
| Security Systems for all three buildings | | | \$ 9,500.00 |
| Miscellaneous | | | \$ 20,000.00 |
| Contingency | | | \$ 40,000.00 |
| | | | |
| | | | |
| | | | |
| Tear out and replace parking lot | 40000 | \$ 6.50 | \$ 260,000.00 |
| New Gravel for rear of buildings | 12 | \$ 475.00 | \$ 5,700.00 |
| Skid loader labor | 7 | \$ 120.00 | \$ 840.00 |
| | | | |
| New Utilities for new lots | | | \$ 165,000.00 |
| | | | |
| | | | |
| | | | |
| Sub Total | | | \$ 812,510.11 |
| | | | |
| Contracting Fee | | 10% | \$ 81,251.01 |
| | | | |
| | | | |
| | | | |
| | | | |
| Total | | | \$ 893,761.12 |
| | | | |

| Assumed Increment Valuation Growth: 0.00% | | | | | | | | | | ESTIMATED | | | | Total TIF | | | | | |
|---|---------------------|---|----------|--------|-----------|--|---|---|----------------------------|---|-----------------------------------|-----------------------------------|---------------------------------------|--|---|----------------|---------|--|--|
| Table 1. TIF Cash Flow | | INCREMENT VALUATION [Regular Valuation Only] | | | | TOTAL ESTIMATED VALUATION AND INCREMENT | | | | TIF LEVIES and RESULTING TIF REVENUE | | | | POTENTIAL | | TOTAL TIF | NET TIF | | |
| Assessment / Fiscal Valuation Year Year | | Assumed to be in One Phase Total Assessment After Project | | | | Increment 100% Assessment Total | Taxable Valuation After Rollback | Net Taxable Valuation for Rebate | Net Tax Levy for TIF | Estimated Net TIF Revenue | Total Estimated TIF Revenue | Rebate Payment to Developer | Rebate as % of TIF Available | ESTIMATED ANNUAL TIF PAYMENTS | Annual TIF Surplus / (Deficit) | | | | |
| | | [Cumulative] | | | | 90.00000% | | | [per \$1,000] | | | | | | | [O less P & Q] | | | |
| | FY 2022-23 1/1/2021 | \$ 461,600.00 | 38.55902 | 17,799 | 461,600 | | | | \$28.10561 | | | | | | | | | | |
| 1 | FY 2023-24 1/1/2022 | \$ 461,600.00 | 38.55902 | 17,799 | 1,750,000 | 1,750,000 | 1,575,000 | 1,575,000 | \$28.10561 | - 44,266 | 44,266 | - 25,000 | 56.476% | | 19,266 | | | | |
| 2 | FY 2024-25 1/1/2023 | \$ 461,600.00 | 38.55902 | 17,799 | 1,750,000 | 1,750,000 | 1,575,000 | 1,575,000 | \$28.10561 | - 44,266 | 44,266 | - 25,000 | 56.476% | | 19,266 | | | | |
| 3 | FY 2025-26 1/1/2024 | \$ 461,600.00 | 38.55902 | 17,799 | 1,750,000 | 1,750,000 | 1,575,000 | 1,575,000 | \$28.10561 | - 44,266 | 44,266 | - 25,000 | 56.476% | | 19,266 | | | | |
| 4 | FY 2026-27 1/1/2025 | \$ 461,600.00 | 38.55902 | 17,799 | 1,750,000 | 1,750,000 | 1,575,000 | 1,575,000 | \$28.10561 | - 44,266 | 44,266 | - 25,000 | 56.476% | | 19,266 | | | | |
| 5 | FY 2027-28 1/1/2026 | \$ 461,600.00 | 38.55902 | 17,799 | 1,750,000 | 1,750,000 | 1,575,000 | 1,575,000 | \$28.10561 | - 44,266 | 44,266 | - 25,000 | 56.476% | | 19,266 | | | | |
| 6 | FY 2028-29 1/1/2027 | \$ 461,600.00 | 38.55902 | 17,799 | 1,750,000 | 1,750,000 | 1,575,000 | 1,575,000 | \$28.10561 | - 44,266 | 44,266 | - 25,000 | 56.476% | | 19,266 | | | | |
| 7 | FY 2029-30 1/1/2028 | \$ 461,600.00 | 38.55902 | 17,799 | 1,750,000 | 1,750,000 | 1,575,000 | 1,575,000 | \$28.10561 | - 44,266 | 44,266 | - 25,000 | 56.476% | | 19,266 | | | | |
| 8 | FY 2030-31 1/1/2029 | \$ 461,600.00 | 38.55902 | 17,799 | 1,750,000 | 1,750,000 | 1,575,000 | 1,575,000 | \$28.10561 | - 44,266 | 44,266 | - 25,000 | 56.476% | | 19,266 | | | | |
| 9 | FY 2031-32 1/1/2030 | \$ 461,600.00 | 38.55902 | 17,799 | 1,750,000 | 1,750,000 | 1,575,000 | 1,575,000 | \$28.10561 | - 44,266 | 44,266 | - 25,000 | 56.476% | | 19,266 | | | | |
| 10 | FY 2032-33 1/1/2031 | \$ 461,600.00 | 38.55902 | 17,799 | 1,750,000 | 1,750,000 | 1,575,000 | 1,575,000 | \$28.10561 | - 44,266 | 44,266 | - 25,000 | 56.476% | | 19,266 | | | | |
| 11 | FY 2033-34 1/1/2032 | \$ 461,600.00 | 38.55902 | 17,799 | 1,750,000 | 1,750,000 | 1,575,000 | 1,575,000 | \$28.10561 | - 44,266 | 44,266 | - 25,000 | 56.476% | | 19,266 | | | | |
| 12 | FY 2034-35 1/1/2033 | | | | | - | - | - | \$28.10561 | - | - | - | - | | | | | | |
| 13 | FY 2035-36 1/1/2034 | | | | | - | - | - | \$28.10561 | - | - | - | - | | | | | | |
| 14 | FY 2036-37 1/1/2035 | | | | | - | - | - | \$28.10561 | - | - | - | - | | | | | | |
| 15 | FY 2037-38 1/1/2036 | | | | | - | - | - | \$28.10561 | - | - | - | - | | | | | | |
| Do nothing | | 213,586 | | | | | | | | - 486,930 | 486,930 | - 275,000 | | 211,930 | | | | | |

Net TIF Not Rebated

| Table 2. Calculation of Consolidated Net Levy for TIF | | | |
|---|---------------|----------------------------------|-------------------------|
| | Total Levy | Less: D/S, PPEL & Inst. Supp. | Net Tax Levy for TIF |
| Ballard Schools | \$19.60717 | (\$6.67756) | \$12.92961 |
| Story County | 5.02778 | (0.02585) | \$5.00193 |
| City of Huxley | 11.85000 | (3.75000) | \$8.10000 |
| County Ag Extension | 0.07960 | - | \$0.07960 |
| County Assessor | 0.44753 | - | \$0.44753 |
| County Hospital | 0.90891 | - | \$0.90891 |
| Des Moines Area C.C. | 0.63533 | - | \$0.63533 |
| State (Bruc./Tub.) | 0.00270 | - | \$0.00270 |
| | \$38.55902 | (\$10.45341) | \$28.10561 |

[based on FY 2020-21 tax levies]

| Table 3 - Assumptions | |
|---|--|
| Summary of Inputs and Assumptions | |
| 1.Rehabilitation completed (construction) by January 1, 2022 [FY 2023-24]. | |
| 2. Assumes no LMI | |
| 3. Developer to provide proforma and cost estimates [100% valuation, before rollback] | |
| 4. Developer-provided estimated "pace" of build-out. | |
| 5. Valuation is "rolled back" to 90% (commercial rollback). | |
| 6. Assumes Consolidated Levy for TIF Revenue of \$28.10561 per \$1,000 | |
| 7. Assuming one phase of commercial rehabilitation | |
| 8. Total TIF rebate to developer is capped at \$ [subject to City Council and City Staff review] | |

| Table 4 - Developer Request | |
|---|--|
| Summary of Request | |
| 1. Assumes total TIF rebate to developer of \$ [subject to City Council and City Staff review] | |
| 2. Reflects total estimated TIF revenue over 11 years of \$ (see column O). \$ (requested TIF rebate) is approximately % of estimated available TIF revenue | |

CITY COUNCIL COMMUNICATION

AGENDA HEADING:

Preliminary Terms of Agreement with Van Houweling, CD II

SUBMITTED BY

Rita Conner, City Administrator

SYNOPSIS:

Van Houweling, CD II (Don Von Houweling, 14427 Wilden Drive Urbandale, Iowa 50323) has proposed the development of 37 single family residential lots on an estimated 33.17 acres east of 560th Avenue and north of the Blue-Sky Commons Business Park. The Heart of Iowa Trail is generally at the northern boundary of the property. The developer has been requested to include construction of curb, gutter and storm sewer along 560th Avenue adjacent to the development, granular subbase and subdrains for the internal street and the construction of a trail on 560th in accordance with the City's Trails Master Plan.

Staff and V & K have reviewed the cost estimates for the 560th work, which are the basis for Van Houweling, CD II's current request for \$644,000 in project generated tax increment (TIF). The two scenarios included with the Council Communication provide for a potential ability for the developer to request an adjustment to the Low to Moderate Income (LMI) percentage set aside in the TIF cash flow.

Additional information is below and in the attachments.

FISCAL IMPACT:

Amount:

- **Scenario A: Reflects LMI at 40.00%** (lowered amount)
 - TIF rebate to developer of \$644,000 is reached in the tenth year, leaving a cumulative surplus to City (after LMI and developer rebate) of approximately \$494,649.
- **Scenario B: Reflects LMI at 43.9%** (standard amount)
 - TIF rebate to developer of \$644,000 is reached in the eleventh year, leaving a cumulative surplus to City (after LMI and developer rebate) of approximately \$420,637.

Funding Source: Project generated tax increment

ADDITIONAL INFORMATION: YES

- Developer cost estimate tables are attached. Staff and V & K have discussed these estimated costs with the development team.
- City TIF cash flow tables are attached.
 - Assumptions include 37 new units with a valuation of \$475,000 per unit
 - Current valuation=\$; 47,400 ; Total future valuation estimate =\$17.6M
 - Available TIF from the project=\$1,897,748
 - TIF to Low-Moderate income set aside=\$759,099 (40%)

CITY COUNCIL COMMUNICATION

- TIF to Low-Moderate income set aside=\$833,112 (43.9%)
- To project= \$644,000 (33.93% 8-year or 10-year term)

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Direct City Administrator to:

- Work with legal counsel on development agreement draft and preparation of Urban Renewal Plan/TIF District
- Council review and action on Final Development Agreement and Urban Renewal Plan hearings and approvals, including taxing entities consultation
- Review of construction drawings and construction of improvements
- Review of Final Plat and recording

PRELIMINARY OPINION OF PROBABLE CONSTRUCTION COST
BLUE SKY ESTATES
10-FT WIDE PCC TRAIL ALONG 560TH AVENUE
CONNECTING TO HEART OF IOWA TRAIL
HUXLEY, IOWA
JULY 20, 2021



S&A Project No. 121.0211.01

| ITEM | DESCRIPTION | QUANTITY | UNIT PRICE | EXTENSION |
|-------------------------------------|---|----------|-------------|---------------------|
| SECTION 1 - EARTHWORK | | | | |
| 1.1. | Earthwork | 1 LS | \$25,000.00 | \$40,000.00 |
| 1.2. | Silt Fence | 1,500 LF | \$3.50 | \$5,250.00 |
| 1.3. | Subgrade Preparation, 6 inches | 2,000 SY | \$3.50 | \$7,000.00 |
| 1.4. | Storm Water Erosion Management | 1 LS | \$3,000.00 | \$3,000.00 |
| 1.5. | Seeding, Fertilizing and Mulch | 1.5 AC | \$5,000.00 | \$7,500.00 |
| 1.6. | Traffic Control | 1 LS | \$15,000.00 | \$15,000.00 |
| TOTAL SECTION 1 | | | | \$77,750.00 |
| SECTION 2 - FENCING | | | | |
| 2.1. | Fence, 6-FT Height, Black Vinyl Chain Link | 70 LF | \$60.00 | \$4,200.00 |
| TOTAL SECTION 2 | | | | \$4,200.00 |
| SECTION 3 - PAVEMENT | | | | |
| 3.1. | 6-inch depth Non-Reinforced P.C.C. Trail (10' wide) | 1,700 SY | \$60.00 | \$102,000.00 |
| 3.2. | Detectable Warnings | 40 SF | \$50.00 | \$2,000.00 |
| TOTAL SECTION 3 | | | | \$104,000.00 |
| SUBTOTAL | | | | \$185,950.00 |
| CONTINGENCY (+/- 20%) | | | | \$38,050.00 |
| ENGINEERING AND STAKING | | | | \$20,000.00 |
| TOTAL PROJECTED PROJECT COST | | | | \$244,000.00 |

This opinion of probable cost was completed using preliminary plat layout. Snyder & Associates, Inc. is not responsible for any discrepancies between this assumed layout and quantities and the actual bids of the final plans and final quantities.

PRELIMINARY OPINION OF PROBABLE CONSTRUCTION COST
BLUE SKY ESTATES
ADDITION OF MODIFIED SUBBASE AND SUBDRAIN
TO NORTHERLY ROAD WITHIN DEVELOPMENT
HUXLEY, IOWA
JUNE 29, 2021



S&A Project No. 121.0211.01

| ITEM | DESCRIPTION | QUANTITY | UNIT PRICE | EXTENSION |
|-------------------------------------|---|----------|------------|---------------------|
| SECTION 1 - EARTHWORK | | | | |
| 1.1. | Granular Subbase, 6 inches | 4,300 SY | \$15.00 | \$64,500.00 |
| TOTAL SECTION 1 | | | | \$64,500.00 |
| SECTION 2 - STORM SEWER | | | | |
| 2.1. | 6-inch Subdrain | 1,130 LF | \$18.00 | \$20,340.00 |
| 2.2. | Subdrain Cleanout | 3 EA | \$400.00 | \$1,200.00 |
| 2.3. | Connect Subdrain to Storm Sewer Structure | 9 EA | \$400.00 | \$3,600.00 |
| TOTAL SECTION 2 | | | | \$25,140.00 |
| SUBTOTAL | | | | \$89,640.00 |
| CONTINGENCY (+/- 20%) | | | | \$18,360.00 |
| TOTAL PROJECTED PROJECT COST | | | | \$108,000.00 |

This opinion of probable cost was completed using preliminary plat layout. Snyder & Associates, Inc. is not responsible for any discrepancies between this assumed layout and quantities and the actual bids of the final plans and final quantities.

PRELIMINARY OPINION OF PROBABLE CONSTRUCTION COST
BLUE SKY ESTATES
CURB AND GUTTER SECTION ON 560TH AVENUE
9-INCH DEPTH x 42-INCH WIDTH
HUXLEY, IOWA
JUNE 29, 2021



S&A Project No. 121.0211.01

| ITEM | DESCRIPTION | QUANTITY | UNIT PRICE | EXTENSION |
|-------------------------------------|---|----------|-------------|---------------------|
| SECTION 1 - EARTHWORK | | | | |
| 1.1. | Earthwork | 1 LS | \$15,000.00 | \$15,000.00 |
| 1.2. | Silt Fence | 1,500 LF | \$3.50 | \$5,250.00 |
| 1.3. | Subgrade Preparation, 6 inches | 870 SY | \$3.50 | \$3,045.00 |
| 1.4. | Granular Subbase, 6 inches | 870 SY | \$15.00 | \$13,050.00 |
| 1.5. | Storm Water Erosion Management | 1 EA | \$3,000.00 | \$3,000.00 |
| 1.6. | Seeding, Fertilizing and Mulch | 1.2 AC | \$5,000.00 | \$6,000.00 |
| 1.7. | Existing Utility Adjustment | 1 LS | \$15,000.00 | \$15,000.00 |
| 1.8. | Traffic Control | 1 LS | \$15,000.00 | \$15,000.00 |
| TOTAL SECTION 1 | | | | \$75,345.00 |
| SECTION 2 - STORM SEWER | | | | |
| 2.1. | 15-inch RCP Storm Sewer | 270 LF | \$55.00 | \$14,850.00 |
| 2.2. | 18-inch RCP Storm Sewer | 445 EA | \$70.00 | \$31,150.00 |
| 2.3. | 24-inch RCP Storm Sewer | 290 LF | \$90.00 | \$26,100.00 |
| 2.4. | Storm Sewer Intake | 6 EA | \$7,000.00 | \$42,000.00 |
| 2.5. | Storm Sewer Manhole, 84-inch | 2 EA | \$15,000.00 | \$30,000.00 |
| 2.6. | Connection to Existing 48-inch Storm Sewer | 2 EA | \$3,500.00 | \$7,000.00 |
| 2.7. | Televise Storm Sewer | 1,005 LF | \$2.50 | \$2,512.50 |
| TOTAL SECTION 2 | | | | \$123,612.50 |
| SECTION 3 - PAVEMENT | | | | |
| 3.1. | 9-inch depth Non-Reinforced P.C.C. Curb and Gutter (3.5-foot width) | 1,423 LF | \$60.00 | \$85,380.00 |
| TOTAL SECTION 3 | | | | \$85,380.00 |
| SUBTOTAL | | | | \$284,337.50 |
| CONTINGENCY (+/- 20%) | | | | \$60,662.50 |
| ENGINEERING AND STAKING | | | | \$25,000.00 |
| TOTAL PROJECTED PROJECT COST | | | | \$370,000.00 |

This opinion of probable cost was completed using preliminary plat layout. Snyder & Associates, Inc. is not responsible for any discrepancies between this assumed layout and quantities and the actual bids of the final plans and final quantities.

| | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T |
|---|---------------------|--|----------------------------|----------------------------|------------------|---|----------------------------------|---------------------------|----------------------------------|--------------------------------------|-------------------------------|-------------------------------------|-----------------------------|----------------------------------|-----------------------------|------------------------------|--------------------------------|------------------------------------|---|
| Assumed Increment Valuation Growth: 0.00% | | | | | | ESTIMATED [I less J] | | | | [for LMI] | | [Available for rebate] | | Total TIF | | | | | |
| Table 1. TIF Cash Flow | | INCREMENT VALUATION [Regular Valuation Only] | | | | TOTAL ESTIMATED VALUATION AND INCREMENT | | | | TIF LEVIES and RESULTING TIF REVENUE | | | | POTENTIAL LMI and REBATE PAYMENT | | | NET TIF | NET TIF | |
| Assessment / Fiscal Year | | Estimated New Homes Each Year | Cumulative Number of Homes | Average Valuation per Home | Total Assessment | Increment 100% Assessment Total | Taxable Valuation After Rollback | Taxable Valuation for LMI | Net Taxable Valuation for Rebate | Net Tax Levy for TIF | Estimated TIF Revenue for LMI | Estimated Net TIF Revenue After LMI | Total Estimated TIF Revenue | LMI Set-Aside | Rebate Payment to Developer | Rebate as % of TIF Available | Annual TIF Surplus / (Deficit) | Cumulative TIF Surplus / (Deficit) | |
| | | [Cumulative] | | | | | 56.40940% | 40.00000% | 60.00000% | [per \$1,000] | | | [M + N] | 40.00000% | [after LMI] [Q / N] | | [O less P & Q] | | |
| FY 2022-23 1/1/2021 | | | | | | | | | | \$28.10561 | | | | | | | | | |
| FY 2023-24 1/1/2022 | | | | | | | | | | \$28.10561 | | | | | | | | | |
| 1 | FY 2024-25 1/1/2023 | 2 | 2 | 475,000 | 950,000 | 950,000 | 535,889 | 214,356 | 321,534 | \$28.10561 | 6,025 | 9,037 | 15,061 | 6,025 | 6,025 | 66.666% | 3,012 | 3,012 | |
| 2 | FY 2025-26 1/1/2024 | 4 | 6 | 475,000 | 2,850,000 | 2,850,000 | 1,607,668 | 643,067 | 964,601 | \$28.10561 | 18,074 | 27,111 | 45,184 | 18,074 | 18,074 | 66.666% | 9,037 | 12,049 | |
| 3 | FY 2026-27 1/1/2025 | 5 | 11 | 475,000 | 5,225,000 | 5,225,000 | 2,947,391 | 1,178,956 | 1,768,435 | \$28.10561 | 33,135 | 49,703 | 82,838 | 33,135 | 33,135 | 66.666% | 16,568 | 28,617 | |
| 4 | FY 2027-28 1/1/2026 | 5 | 16 | 475,000 | 7,600,000 | 7,600,000 | 4,287,114 | 1,714,846 | 2,572,269 | \$28.10561 | 48,197 | 72,295 | 120,492 | 48,197 | 48,196 | 66.666% | 24,099 | 52,716 | |
| 5 | FY 2028-29 1/1/2027 | 5 | 21 | 475,000 | 9,975,000 | 9,975,000 | 5,626,838 | 2,250,735 | 3,376,103 | \$28.10561 | 63,258 | 94,887 | 158,146 | 63,258 | 63,258 | 66.666% | 31,630 | 84,346 | |
| 6 | FY 2029-30 1/1/2028 | 5 | 26 | 475,000 | 12,350,000 | 12,350,000 | 6,966,561 | 2,786,624 | 4,179,937 | \$28.10561 | 78,320 | 117,480 | 195,799 | 78,320 | 78,319 | 66.666% | 39,161 | 123,507 | |
| 7 | FY 2030-31 1/1/2029 | 3 | 29 | 475,000 | 13,775,000 | 13,775,000 | 7,770,395 | 3,108,158 | 4,662,237 | \$28.10561 | 87,357 | 131,035 | 218,392 | 87,357 | 87,356 | 66.666% | 43,679 | 167,186 | |
| 8 | FY 2031-32 1/1/2030 | 3 | 32 | 475,000 | 15,200,000 | 15,200,000 | 8,574,229 | 3,429,692 | 5,144,537 | \$28.10561 | 96,394 | 144,590 | 240,984 | 96,394 | 96,393 | 66.666% | 48,198 | 215,384 | |
| 9 | FY 2032-33 1/1/2031 | 3 | 35 | 475,000 | 16,625,000 | 16,625,000 | 9,378,063 | 3,751,225 | 5,626,838 | \$28.10561 | 105,430 | 158,146 | 263,576 | 105,430 | 105,429 | 66.666% | 52,716 | 268,100 | |
| 10 | FY 2033-34 1/1/2032 | 2 | 37 | 475,000 | 17,575,000 | 17,575,000 | 9,913,952 | 3,965,581 | 5,948,371 | \$28.10561 | 111,455 | 167,183 | 278,638 | 111,455 | 107,816 | 64.490% | 59,366 | 327,466 | |
| 11 | FY 2034-35 1/1/2033 | | 37 | 475,000 | 17,575,000 | 17,575,000 | 9,913,952 | 3,965,581 | 5,948,371 | \$28.10561 | 111,455 | 167,183 | 278,638 | 111,455 | - | 0.000% | 167,183 | 494,649 | |
| | FY 2035-36 1/1/2034 | | | | | - | - | - | - | \$28.10561 | - | - | - | - | - | - | | | |
| | FY 2036-37 1/1/2035 | | | | | - | - | - | - | \$28.10561 | - | - | - | - | - | - | | | |
| | FY 2037-38 1/1/2036 | | | | | - | - | - | - | \$28.10561 | - | - | - | - | - | - | | | |

Estimated total rebate: \$244,000 (bike trail) + \$400,000 original = \$644,000 Total

759,0991,138,6491,897,748759,099644,000494,649

100.00%40.00%33.93%26.07%

Net TIF Not Rebated
[nor LMI Set Aside]

| Table 2. Calculation of Consolidated Net Levy for TIF | | | |
|---|------------|-------------------------------|----------------------|
| | Total Levy | Less: D/S, PPEL & Inst. Supp. | Net Tax Levy for TIF |
| Ballard Schools | \$19.60717 | (\$6.67756) | \$12.92961 |
| Story County | 5.02778 | (0.02585) | \$5.00193 |
| City of Huxley | 11.85000 | (3.75000) | \$8.10000 |
| County Ag Extension | 0.07960 | - | \$0.07960 |
| County Assessor | 0.44753 | - | \$0.44753 |
| County Hospital | 0.90891 | - | \$0.90891 |
| Des Moines Area C.C. | 0.63533 | - | \$0.63533 |
| State (Bruc./Tub.) | 0.00270 | - | \$0.00270 |
| | \$38.55902 | (\$10.45341) | \$28.10561 |

[based on FY 2020-21 tax levies]

| Table 3 - Assumptions | |
|---|--|
| Summary of Inputs and Assumptions | |
| 1. First homes are completed (construction) by January 1, 2023 [FY 2024-25]. | |
| 2. Assumes LMI % is reduced to 40.00% (from 43.9%). | |
| 3. Developer-provided estimated average valuation per home of \$475,000 [100% valuation, before rollback] | |
| 4. Developer-provided estimated "pace" of build-out. | |
| 5. Valuation is "rolled back" to 56.40940% (residential rollback). | |
| 6. Assumes Consolidated Levy for TIF Revenue of \$28.10561 per \$1,000 | |
| 7. Assuming one phase of housing build-out | |
| 8. Total TIF rebate to developer is capped at \$ _____ | |
| [subject to City Council and City Staff review] | |

| Table 4 - Developer Request | |
|---|--|
| Summary of Request | |
| 1. Assumes total TIF rebate to developer of \$644,000 [subject to City Council and City Staff review] | |
| 2. Reflects total estimated TIF revenue over 11 years of \$1,897,748. Developer rebate \$644,000 is approximately 33.93% of total available TIF revenue | |

| | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T |
|---|---------------------|--|----------------------------|----------------------------|------------------|---|----------------------------------|---------------------------|----------------------------------|--------------------------------------|-------------------------------|-------------------------------------|-----------------------------|----------------------------------|-----------------------------|------------------------------|--------------------------------|------------------------------------|---|
| Assumed Increment Valuation Growth: 0.00% | | | | | | ESTIMATED [I less J] | | | | [for LMI] | | [Available for rebate] | | Total TIF | | | | | |
| Table 1. TIF Cash Flow | | INCREMENT VALUATION [Regular Valuation Only] | | | | TOTAL ESTIMATED VALUATION AND INCREMENT | | | | TIF LEVIES and RESULTING TIF REVENUE | | | | POTENTIAL LMI and REBATE PAYMENT | | | NET TIF | NET TIF | |
| Assessment / Fiscal Year | | Estimated New Homes | Cumulative Number of Homes | Average Valuation per Home | Total Assessment | Increment 100% Assessment Total | Taxable Valuation After Rollback | Taxable Valuation for LMI | Net Taxable Valuation for Rebate | Net Tax Levy for TIF | Estimated TIF Revenue for LMI | Estimated Net TIF Revenue After LMI | Total Estimated TIF Revenue | LMI Set-Aside | Rebate Payment to Developer | Rebate as % of TIF Available | Annual TIF Surplus / (Deficit) | Cumulative TIF Surplus / (Deficit) | |
| | | [Cumulative] | | | | 56.40940% | | 43.90000% | 56.10000% | [per \$1,000] | | | [M + N] | 43.90000% | [after LMI] [Q / N] | | [O less P & Q] | | |
| FY 2022-23 1/1/2021 | | | | | | | | | | \$28.10561 | | | | | | | | | |
| FY 2023-24 1/1/2022 | | | | | | | | | | \$28.10561 | | | | | | | | | |
| 1 | FY 2024-25 1/1/2023 | 2 | 2 | 475,000 | 950,000 | 950,000 | 535,889 | 235,255 | 300,634 | \$28.10561 | 6,612 | 8,449 | 15,061 | 6,612 | 5,633 | 66.666% | 2,817 | 2,817 | |
| 2 | FY 2025-26 1/1/2024 | 4 | 6 | 475,000 | 2,850,000 | 2,850,000 | 1,607,668 | 705,766 | 901,902 | \$28.10561 | 19,836 | 25,348 | 45,184 | 19,836 | 16,899 | 66.666% | 8,450 | 11,266 | |
| 3 | FY 2026-27 1/1/2025 | 5 | 11 | 475,000 | 5,225,000 | 5,225,000 | 2,947,391 | 1,293,905 | 1,653,486 | \$28.10561 | 36,366 | 46,472 | 82,838 | 36,366 | 30,981 | 66.666% | 15,491 | 26,757 | |
| 4 | FY 2027-28 1/1/2026 | 5 | 16 | 475,000 | 7,600,000 | 7,600,000 | 4,287,114 | 1,882,043 | 2,405,071 | \$28.10561 | 52,896 | 67,596 | 120,492 | 52,896 | 45,064 | 66.666% | 22,532 | 49,290 | |
| 5 | FY 2028-29 1/1/2027 | 5 | 21 | 475,000 | 9,975,000 | 9,975,000 | 5,626,838 | 2,470,182 | 3,156,656 | \$28.10561 | 69,426 | 88,720 | 158,146 | 69,426 | 59,146 | 66.666% | 29,574 | 78,864 | |
| 6 | FY 2029-30 1/1/2028 | 5 | 26 | 475,000 | 12,350,000 | 12,350,000 | 6,966,561 | 3,058,320 | 3,908,241 | \$28.10561 | 85,956 | 109,843 | 195,799 | 85,956 | 73,228 | 66.666% | 36,615 | 115,479 | |
| 7 | FY 2030-31 1/1/2029 | 3 | 29 | 475,000 | 13,775,000 | 13,775,000 | 7,770,395 | 3,411,203 | 4,359,192 | \$28.10561 | 95,874 | 122,518 | 218,392 | 95,874 | 81,678 | 66.666% | 40,840 | 156,319 | |
| 8 | FY 2031-32 1/1/2030 | 3 | 32 | 475,000 | 15,200,000 | 15,200,000 | 8,574,229 | 3,764,086 | 4,810,142 | \$28.10561 | 105,792 | 135,192 | 240,984 | 105,792 | 90,127 | 66.666% | 45,065 | 201,384 | |
| 9 | FY 2032-33 1/1/2031 | 3 | 35 | 475,000 | 16,625,000 | 16,625,000 | 9,378,063 | 4,116,970 | 5,261,093 | \$28.10561 | 115,710 | 147,866 | 263,576 | 115,710 | 98,577 | 66.666% | 49,290 | 250,673 | |
| 10 | FY 2033-34 1/1/2032 | 2 | 37 | 475,000 | 17,575,000 | 17,575,000 | 9,913,952 | 4,352,225 | 5,561,727 | \$28.10561 | 122,322 | 156,316 | 278,638 | 122,322 | 104,209 | 66.666% | 52,106 | 302,780 | |
| 11 | FY 2034-35 1/1/2033 | | 37 | 475,000 | 17,575,000 | 17,575,000 | 9,913,952 | 4,352,225 | 5,561,727 | \$28.10561 | 122,322 | 156,316 | 278,638 | 122,322 | 38,459 | 24.603% | 117,857 | 420,637 | |
| | FY 2035-36 1/1/2034 | | | | | - | - | - | - | \$28.10561 | - | - | - | - | - | - | | | |
| | FY 2036-37 1/1/2035 | | | | | - | - | - | - | \$28.10561 | - | - | - | - | - | - | | | |
| | FY 2037-38 1/1/2036 | | | | | - | - | - | - | \$28.10561 | - | - | - | - | - | - | | | |

833,1121,064,6371,897,748833,112644,000420,637

Estimated total rebate: \$244,000 (bike trail) + \$400,000 original = \$644,000 Total

100.00%43.90%33.93%22.17%

Net TIF Not Rebated
[nor LMI Set Aside]

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| State (Bruc./Tub.) | 0.00270 | - | \$0.00270 |
| | \$38.55902 | (\$10.45341) | \$28.10561 |

[based on FY 2020-21 tax levies]

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|---|--|
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| [subject to City Council and City Staff review] | |

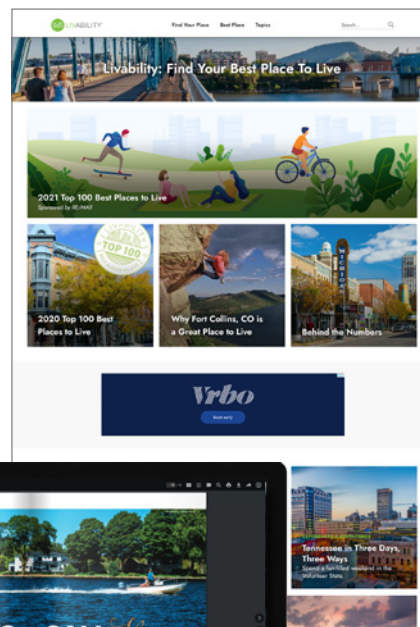
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Ames STORY COUNTY, IOWA

LIVABILITY.COM/IA/AMES

MEDIA KIT 2022



Leverage
Livability.com
to attract talent,
tourism and
investment.



LIVABILITY
MEDIA

SPONSORED BY THE AMES CHAMBER OF COMMERCE



HOW AMERICANS WORK AND PLAY – AND WHERE THEY CHOOSE TO LIVE – HAS CHANGED FOREVER. HOW WE ADDRESS THESE CHANGES NOW WILL AFFECT OUR COMMUNITY DEVELOPMENT FOR YEARS TO COME.

As America emerges from the pandemic, we face a unique opportunity to attract the new generation of residents and visitors our community needs to thrive. That's why the Ames Chamber of Commerce has partnered with Livability Media to create an engaging, high-impact campaign on why Ames and Story County is a great place to live and work. We invite you to join us.

Consider these facts:

- Older workers are now retiring at a rate of 10,000 per day. The millennial and Gen Z generations that will replace them – and fill the jobs of tomorrow – have new priorities and different expectations.
- Remote working is a reality – and many Americans and companies are embracing the change.
- Millions are relocating to smaller cities and suburbs – seeking new opportunities or better work-life balance.

A nationally recognized authority on America's residential markets, Livability Media offers impressive reach, high-quality communications and targeted messaging to our key audiences – including talented workers, corporate executives, families, job seekers, tourists, entrepreneurs and site selectors.

As part of a multiyear program, Ames and Story County will be highlighted on Livability.com, which attracts millions of viewers each year. A special newsstand-quality print publication, *Livability Ames/Story County, Iowa*, will be made available to key audiences and for our own distribution. And social media promotion will augment those efforts.

Our Livability Media representative, John Waltz, will be reaching out to schedule a Zoom meeting to go over these program details. You can also reach out to John at jwaltz@livmedia.com or (615) 771-5546.

We hope you'll take a moment to learn more about the many benefits of the program and consider supporting this effort, as it will be the centerpiece of our continued community marketing efforts in the coming year.

A handwritten signature in black ink, appearing to read 'Dan Culhane'.

DAN CULHANE, CEcD, CCE

President & Chief Executive Officer

Ames Chamber of Commerce



**LIVABILITY
MEDIA**

LIVMEDIA.COM | LIVABILITY.COM | (615) 850-0300



EXECUTIVE SUMMARY

The Program's **PURPOSE**

This multimedia program encourages business investment, talent recruitment and relocation by reaching corporate executives, site selectors, entrepreneurs, talented individuals, families and visitors attracted to our quality of life.



PROGRAM COMPONENTS

- High visibility on Livability.com, a national quality-of-place and relocation website that reaches millions of viewers with highly shareable content
- A top-quality print publication with engaging photography and modern design that highlights the region's favorable business climate, enviable quality of place and tourism attractions
- An easily accessible and shareable companion digital magazine

ONLINE DISTRIBUTION & CONTENT PROMOTION

We leverage the rapidly growing Livability.com audience to drive readers to information about Ames and Story County, including:

- Search engine optimization
- Dedicated social media promotion strategy, including both paid and organic efforts
- Select content marketing campaigns



TARGETED PRINT DISTRIBUTION

We work to place the print edition in the hands of:

- Site selectors and corporate real estate professionals
- Qualified relocation prospects who have requested information
- People attending relevant trade shows, conferences and events
- Talent recruitment prospects of major employers in the city and region
- Potential new residents via realtors and financial institutions
- Our advertisers' clients and talent prospects
- People visiting the community via distribution to public offices

Your **INTEGRATED** MARKETING PROGRAM



Print

HIGH-QUALITY PRINT MAGAZINE

- Mirrors national business and lifestyle publications in design and content to create a credible, outbound marketing vehicle
- Allows the region to be more effective at promoting key industries and talent attraction
- Reflects changes in reader habits with more visuals, more graphics and more engaging editorial content

Most consumers begin their search for relocation and travel information online. Content that can reach and engage the right target audience through both inbound search and outbound promotion is vital.



Online

NATIONAL EXPOSURE ONLINE

- Your advertising program includes prominent presence within your city pages of Livability.com, which features articles, photos and graphics that showcase what's great about living in Ames and Story County.
- The content is cross-promoted throughout the full website, including the homepage, article categories and your state page.
- Content about your community, including your advertisement, featured on Livability.com.
- Brand association with a nationally recognized website that spotlights communities and their innovative companies, entrepreneurs and quality of life.
- Responsive design that provides an optimal viewing and interactive experience.

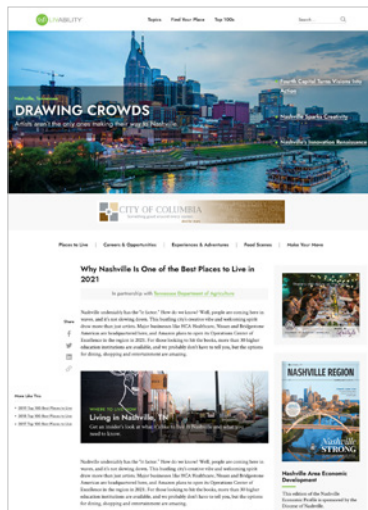




Digital

INTERACTIVE DIGITAL MAGAZINE

- Allows users instant access to your content whenever and wherever
- Contains links throughout that direct readers to more information about content and advertisers
- An effective, easy-to-share tool for talent recruitment and tourism
- Interactive ad index that clicks through to your print advertisement



Display

ONLINE DISPLAY ADS

Display ads will link to your website, expanding reach and branding opportunities. One of these display ads is included in your integrated media package.

- Billboard
- Half-Page
- Medium Rectangle
- Leaderboard



Premium

SPONSORED CONTENT & BRAND STORIES

- Custom content products in both print and digital formats
- Content, photography and editing services overseen by in-house editorial team
- High-quality marketing tool that includes overrun copies
- Stand-alone digital format with a unique URL, optimized for paid promotion efforts



RESEARCH GUIDES OUR CONTENT DEVELOPMENT

5 Key Insights Into the Present and Future of Millennial Relocation

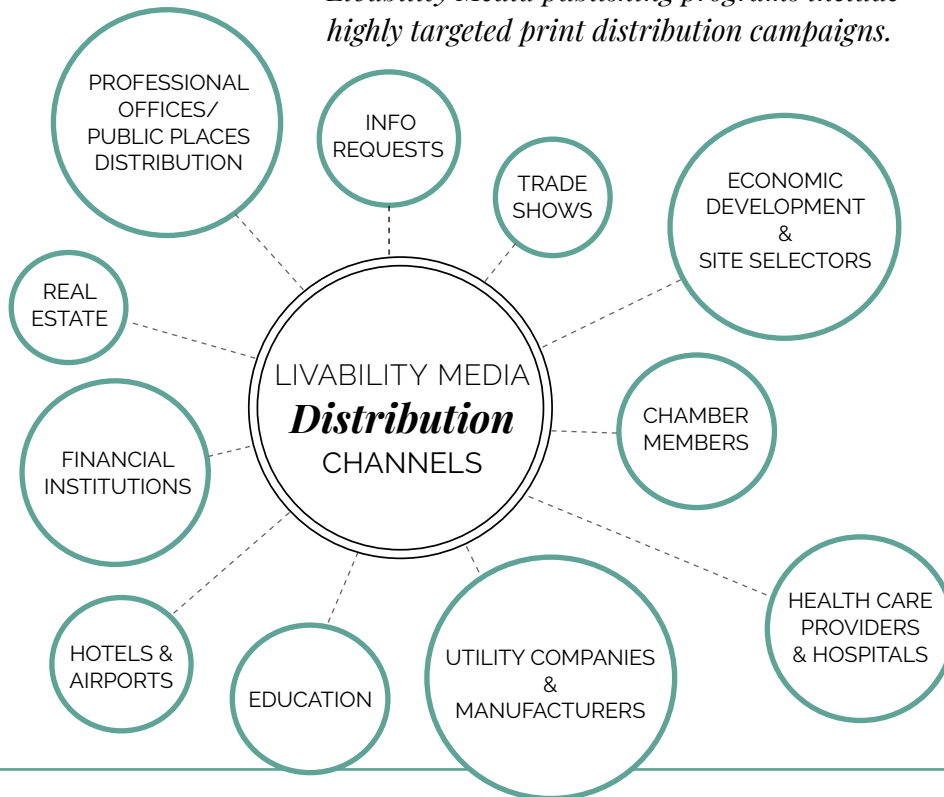
Livability Media is a leader in the talent attraction space, producing content driven by the key interests of top prospects for relocation. We annually commission surveys with industry-leading research firm IPSOS to study specific trends in relocation, most recently focusing on millennials and Generation Z.

We release the findings in white papers, typically in conjunction with the annual International Economic Development Council conference.

Download the survey at livability.com/study

THE POWER OF PRINT DISTRIBUTION

Livability Media publishing programs include highly targeted print distribution campaigns.



Relocation Reach

A key publication focus is to attract newcomers, visitors and qualified talent to your community, showing them what's great about living and working there. The Ames Chamber of Commerce utilizes this publication as a recruitment tool, inserting copies into mailed packets, emailing the digital edition, and making copies available at expos and conferences.

Do You Want Copies

FOR YOUR OWN RECRUITMENT USAGE?

▼ **Two additional ways you can help promote your community and organization.**

1. ADD A LINK TO YOUR WEBSITE

Does your website have a section explaining why your community is such a great place to live and work? **Add a URL link that connects to the city and state pages on livability.com** to give your prospects added insight into your community.

2. SHARE WITH TALENTED PEOPLE ALREADY HERE BY DISTRIBUTING MAGAZINES

Community pride and personal connection are key elements in talent attraction – and talent retention.

Distribute copies as an ambassador and inspire others to see why you are proud to live and work in this community – and perhaps attract professional colleagues, friends or family who live outside our borders.



LIVABILITY.COM

Digital Marketing

TO A NATIONAL AUDIENCE

Livability.com is telling the story of Ames and Story County, expanding a national audience in new and different ways with relevant content about the benefits of living in and doing business in Ames and Story County.

- Original content
- Data-driven lists and rankings
- Focus on economic development, talent recruitment and quality of life

Exposure on Livability.com offers a wide variety of digital content touch points reinforcing Ames and Story County's status as a great place to live and do business. The Livability audience is young, educated and affluent. Livability offers wide opportunities to trigger their interest year-round through quality content and effective content promotion.

12M+
PAGEVIEWS

2.36
AVG. PAGES PER VISIT

2:00
AVG. SESSION DURATION

25-34
LARGEST AGE
DEMOGRAPHIC

55/45
FEMALE/MALE AUDIENCE

2020 Annual Averages,
Google Analytics

As seen on:

realtor.com



THE
PENNY
HOARDER

MW MarketWatch

CRAIN'S

Forbes

npr



THE WALL STREET
JOURNAL

BUSINESS
INSIDER

TOP 100 BEST PLACES TO LIVE

Our annual Top 100 Best Places to Live list has made Livability a recognized brand and industry leader in the talent attraction space. Each year, Livability's editor-in-chief collaborates with leading data experts to select criteria and weigh more than 40 data points to rank more than 2,000 cities in our quest to determine the best places to live in the U.S. The list attracts millions of pageviews annually from visitors nationwide and has been cited by CNBC, MarketWatch, Realtor.com and countless local media outlets coast to coast.



Content Marketing PREMIUMS

Showcase your brand and extend your reach in print, online and via social media. Content marketing is a way for you to engage your audience by giving them legitimate information they want while positioning you and your brand as a trusted resource.

SPONSORED CONTENT

This is not your grandfather's brochure. It's a state-of-the-art magazine-within-a-magazine – about your business or a particular aspect of your business. It will reach your audience in print, online and via social media – capitalizing on the content marketing trend that has been embraced by large and small brands everywhere. Our sponsored content program uses the power of engaging editorial, photography and illustration to capture reader attention and give you multiple ways to reach them.



BRAND STORIES

So you'd like to see a story about your business? Well, there's a way to make that happen. A Livability Media Brand Story specialist will collaborate with you on an article idea to interest the audience you want to reach. Then a Livability writer will research and write the article and a Livability designer will format it in the overall tone and style of all other Livability articles.

P.S. It definitely won't be written in a style that's overly promotional or self-serving. Today's readers don't have time for that and millennials in particular are wired to sniff out and reject obvious sales pitches.

Digital PREMIUMS



Expand your reach and brand through additional online opportunities. Ask your sales representative for more information.

ONLINE CATEGORY SPONSORSHIP

This opportunity includes recognition with a custom sponsor text ad on the city landing page, plus one exclusive ad unit on all articles within your chosen category. Your ad will also rotate throughout the city section as general placement. **Choose one of the following categories: Education, Careers & Opportunities • Where to Live Now • Experience & Adventure • Food Scenes • Love Where You Live • Healthy Places.**

PREMIUM STATEWIDE EXPOSURE

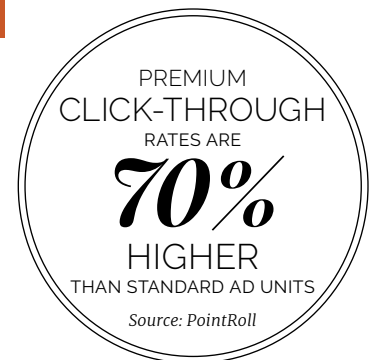
These positions display on your state page, statewide articles and selected city pages, reaching visitors who search for information about various locations within the state.

- Ideal for businesses who have statewide reach or serve multiple states

PREMIUM DISPLAY AD SIZES

Upgrade your standard leaderboard or medium rectangle display ad to a premium display ad size for greater impact:

- Billboard: Fills top-of-page horizontal position
- Half-Page: Fills dominant vertical position



ADHESIVE BANNER SPONSORSHIP

The Adhesive Banner display ad is positioned across the bottom of the page and visible as the user scrolls. One of five positions available, ads will rotate on city landing and article pages.

DIGITAL MAGAZINE SPONSORSHIP

This opportunity includes a Billboard or Leaderboard, a bottom Adhesive Banner and site recognition as the digital magazine sponsor linking directly to your website. One standard or premium sponsorship is available per digital magazine.



PRODUCT SPECIFICATIONS

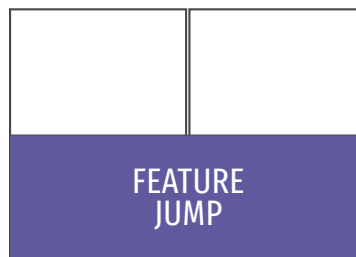
Print Sizes



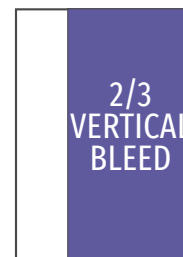
Bleed size: 16"w x 11.125"h
Trim: 15.75"w x 10.875"h
Live area: 15.25"w x 10.375"h
(.25" on each side of the gutter)



Bleed size: 8.125"w x 11.125"h
Trim: 7.875"w x 10.875"h
Live area: 7.375"w x 10.375"h



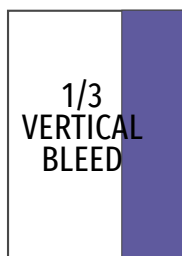
Bleed size: 16"w x 5.625"h
(left/right side & bottom)
Trim: 15.75"w x 5.5"h
Live area: 15.25"w x 5.25"h
(.25" on each side of the gutter)



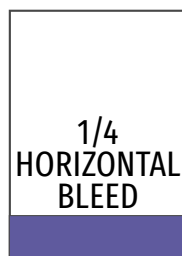
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Trim: 5.03"w x 10.875"h
Live area: 4.53"w x 10.375"h



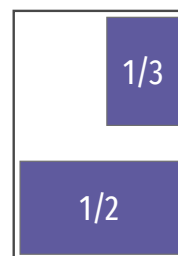
Bleed size: 8.125"w x 5.625"h
(left/right side & bottom)
Trim: 7.875"w x 5.5"h
Live area: 7.375"w x 5.25"h



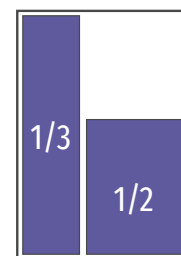
Bleed size: 3.06"w x 11.125"h
Trim: 2.81"w x 10.875"h
Live area: 2.31"w x 10.375"h



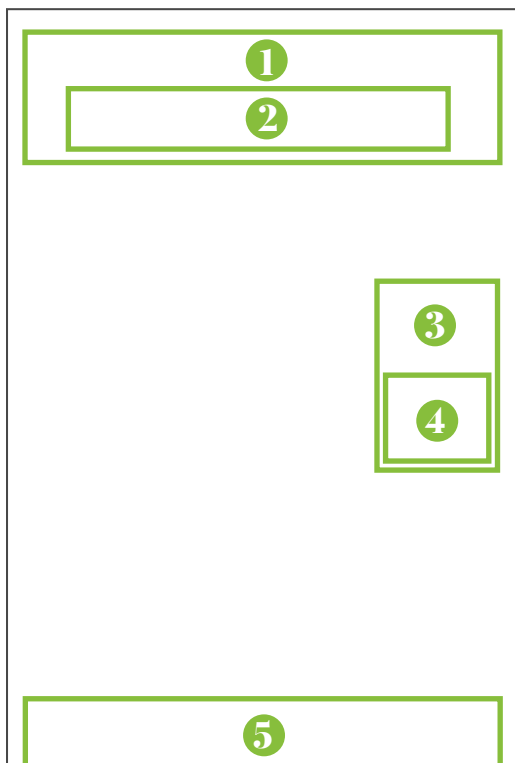
Bleed size: 8.125"w x 3.125"h
(left/right side & bottom)
Trim: 7.875"w x 3"h
Live area: 7.375"w x 2.75"h



1/3 HORIZONTAL
4.125"w x 4.625"h
1/2 HORIZONTAL
6.5"w x 4.625"h

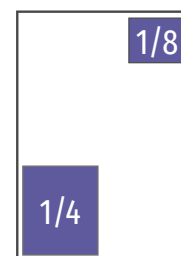


1/3 VERTICAL
1.937"w x 9.375"h
1/2 VERTICAL
4.125"w x 6.5"h



Online Sizes

- 1 BILLBOARD**
Desktop: 970 pixels wide x 250 pixels high
Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high
- 2 LEADERBOARD**
Desktop/Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high
- 3 HALF-PAGE**
Desktop/Tablet: 300 pixels wide x 600 pixels high
Mobile: 300 pixels wide x 250 pixels high
- 4 MEDIUM RECTANGLE**
Desktop/Tablet/Mobile: 300 pixels wide x 250 pixels high
- 5 ADHESIVE BANNER**
Desktop: 970 pixels wide x 90 pixels high
Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high



1/8 HORIZONTAL
3"w x 2.25"h

1/4 VERTICAL
3.167"w x 4.625"h

QUESTIONS?

Contact your sales rep or email
ads@livmedia.com
Visit our Ad Resource Center at
livmedia.com/ads.

DIGITAL SUBMISSION GUIDELINES

Submit materials or print-ready ads via FTP, email or disk/USB drive as noted below.

For questions or more information, contact Livability Media via email at ads@livmedia.com or visit our Ad Resource Center at livmedia.com/ads

VIA FTP: WWW.JNLCOM.COM/FTP

Username: ads
Password: client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

VIA EMAIL: ADS@LIVMEDIA.COM

Include business name, magazine name and ad size in your email message. Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.

Ads Produced by Livability Media

Basic typesetting and layout are included in rate. Custom production will be subject to additional charges.

A color PDF proof will be sent for approval prior to publication.

Supplied files, photo/logo scans, images and artwork must be:

- Scanned/created at 300 dpi or higher to size. (Photos or logos from websites cannot be accepted due to low print quality.)
- Set up as grayscale or CMYK.
- Saved as high-resolution TIFF, JPEG, EPS or PDF files.

Print-Ready Submitted Ads

- Print ad must be submitted as a high-resolution (300 dpi) PDF (PDF/X-1a).
- The publisher is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- For aesthetic purposes, any ads submitted without a defined border [on a white background] will have a thin rule added by the publisher to define the perimeter. A proof of the ad with the modification will be sent for reference.
- If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.
- Any extra charges incurred by the publisher due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

PROOFING POLICY

We do not provide a proof for ads we do not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to the publisher.

Rich Media/Animated Online Ads

- Formats: HTML5 or animated GIF or agency script
- Visit <https://www.livabilitymedia.com/html5> for information on how to set up your HTML5 ad. **Note its html file must be named index.html.**
- 300 dpi resolution preferred
- GIF Files: No larger than 200KB
- No Flash allowed
- Max Length: 15 sec
- Max Rotation: 3
- Linking URL provided separately. Must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel, or code embedded in HTML5 script

Static Online Ads

- Formats: JPEG image, PNG image, static GIF image or agency script
- 300 dpi resolution preferred
- Agency script must use https (not http)
- No larger than 200KB
- Click-through link must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel



**LIVABILITY
MEDIA**

ADVERTISING OPERATIONS

OFFICE: (615) 771-0080

ADS@JNLCOM.COM

6550 CAROTHERS PKWY, SUITE 420

FRANKLIN, TN 37067

WWW.LIVABILITYMEDIA.COM



SALES@LIVMEDIA.COM • (615) 850-0300
6550 CAROTHERS PARKWAY, SUITE 420 • FRANKLIN, TN 37067

*Vol. 4, Frequency: Annual***Premium Integrated Rates**

ANNUAL RATES NET

| | |
|---|----------|
| Front Cover Gatefold + Page One with Medium Rectangle | \$17,910 |
| Back Cover Gatefold + Facing IBC with Medium Rectangle | \$17,705 |
| Gatefold (Front, Back, Interior) with Medium Rectangle | \$12,975 |
| Two-Page Spread (Opening, Center) with Leaderboard | \$9,895 |
| Four Full Pages (Consecutive, Two 2-Page Spreads) with Leaderboard | \$16,060 |
| Feature Jump Sponsor with Leaderboard | \$7,795 |
| Back Cover - Full Page with Medium Rectangle | \$7,015 |
| Inside Front Cover - Full Page with Medium Rectangle | \$6,810 |
| Inside Back Cover - Full Page with Medium Rectangle | \$6,605 |
| Page One - Full Page with Leaderboard | \$6,195 |
| Facing Inside Back Cover - Full Page with Leaderboard | \$5,990 |
| Facing TOC - Full Page with Leaderboard | \$5,990 |
| Facing Online TOC Spread - FP + 1/3V Bleed with Leaderboard | \$8,710 |
| Facing Online TOC - Full Page with Leaderboard | \$5,990 |
| Following Online TOC - 1/3V Bleed with Medium Rectangle | \$3,945 |
| Facing Digital Magazine Spread - FP + 2/3V Bleed with Leaderboard | \$10,245 |
| Facing Digital Magazine - Full Page with Leaderboard | \$5,990 |
| Following Digital Magazine - 2/3V Bleed with Leaderboard | \$5,480 |
| Core Section Sponsor - Full Page Choose from: Top 10, Discover, Quality of Life, Business Climate, Community Profile, Economic Profile, Health Care, Infrastructure, Innovation, Talent with Medium Rectangle | \$5,990 |
| Section Sponsor - 1/2H Bleed Choose from: Business Climate, Infrastructure, Innovation, Talent with Leaderboard | \$4,070 |
| Community/Economic Profile - 1/4H Bleed with Medium Rectangle | \$2,860 |

General Integrated Rates

ANNUAL RATES NET

| | |
|---|---------|
| Two-Page Spread with Medium Rectangle | \$8,660 |
| Full Page with Medium Rectangle | \$5,370 |
| Two-Thirds Vertical Bleed with Leaderboard | \$4,925 |
| Half-Page Vertical with Leaderboard | \$4,310 |
| Half-Page Horizontal with Leaderboard | \$3,695 |
| Third-Page Vertical with Medium Rectangle | \$3,280 |
| Third-Page Horizontal with Medium Rectangle | \$3,280 |
| Half-Page Horizontal (Quality of Life, Health Professional) with Leaderboard | \$3,695 |
| Quarter-Page Vertical (Quality of Life, Health Professional) with Leaderboard | \$2,665 |
| Eighth-Page Horizontal with Medium Rectangle | \$2,050 |
| Additional Advertiser Listing | \$200 |

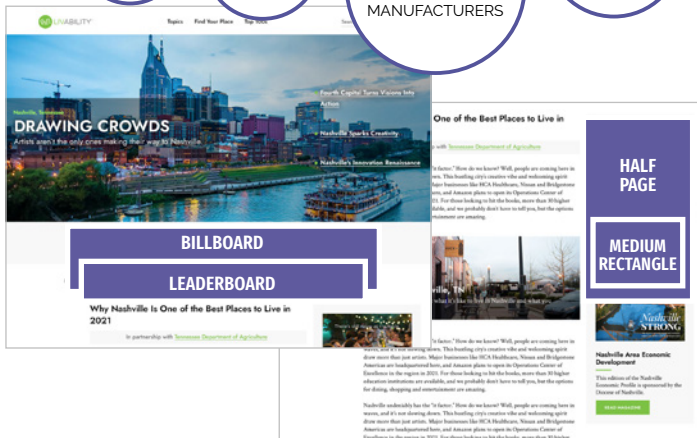

**MEDIA SYNERGY
IS IMPORTANT**

- Advertisements in magazines are more effective at driving web traffic than other advertising platforms.
- The *Livability Ames/Story County, Iowa* program draws a qualified audience of visitors, newcomers and businesses actively seeking information about your area.

ALLOW THE LIVABILITY AMES/STORY COUNTY, IOWA CONTENT MARKETING PROGRAM TO DRIVE YOUR CUSTOMERS ONLINE.

**LIVABILITY
MEDIA**

6550 Carothers Pkwy, Suite 420, Franklin, TN 37067
 sales@livmedia.com
 (615) 850-0300 • Fax: (615) 296-0461



Premium Online Additions

City/Regional Pages

| | |
|------------------|---------|
| Billboard | \$2,400 |
| Half Page | \$2,400 |
| Leaderboard | \$1,200 |
| Medium Rectangle | \$1,200 |

Run of State

| | |
|------------------|---------|
| Billboard | \$4,800 |
| Half Page | \$4,800 |
| Leaderboard | \$2,400 |
| Medium Rectangle | \$2,400 |

Category Sponsorship

Premium

\$5,000

Choice of: Education, Careers & Opportunities • Where to Live Now • Experience & Adventure • Food Scenes • Love Where You Live • Healthy Places
Text Ad
Half-Page (Adhesive)
Half-Page (General Rotation)



**LIVABILITY
MEDIA**

6550 Carothers Pkwy, Suite 420, Franklin, TN 37067
sales@livmedia.com
(615) 850-0300 • Fax: (615) 296-0461

RATE SHEET 2022

RESERVE YOUR MAGAZINE TODAY!

Complimentary copies will be provided to you for marketing your business.

Additional copies are available to advertisers for the cost of shipping and handling.



| Magazines | 10 | 25 | 50 | 100 | 200 | 300 | 300+ |
|---------------------|------|------|------|------|------|-------|---------------------|
| Shipping & Handling | \$15 | \$25 | \$45 | \$60 | \$86 | \$105 | \$1.50 each + S & H |

Digital Magazine Sponsorship

Premium

\$5,000

Billboard
Adhesive Banner
Site Sponsor Recognition

Adhesive Banner Sponsorship

Adhesive Banner (5 available)

\$2,500

Sponsored Content Section

Choice of Full or Digest Size

8-Page

16-Page

| | | |
|------------------------------------|----------|----------|
| Print | ✓ | ✓ |
| Stand-Alone Digital Magazine | ✓ | ✓ |
| Online Medium Rectangle Display Ad | ✓ | ✓ |
| 1,000 Overrun Copies | ✓ | ✓ |
| Marketing Landing Page | ✓ | ✓ |
| Digital Content with Promotion | ✓ | ✓ |
| | \$24,700 | \$38,700 |

Brochure Paper/Stock Upgrade

2,500 Overrun Copies

+\$2,500

+\$4,405

Brand Stories

Full Page with Medium Rectangle

\$7,840

2 Full Page Spread with Medium Rectangle

\$11,125

Additional Information & Payment Terms

Submitted online display ads may be updated throughout the year at \$50 per submission.

Find additional information regarding submission of print and online materials on the Digital Submission Guidelines form or online at livmedia.com/ads.

Payment is required with contract. <http://livability.com/payment>