

**MUSCATINE CITY COUNCIL
IN-DEPTH MEETING
Thursday, June 13, 2024**

Brad Bark, Mayor

Don Lampe, 1st Ward
Jeff Osborne, 2nd Ward
Peggy Gordon, 3rd Ward
Nadine Brockert, 4th Ward
John Jindrich, 5th Ward

Angie Lewis, At Large
Matt Conard, At Large
Carol Webb, City Administrator
Cinda Hilger, Admin. Professional
Brent Hinders, City Attorney

City Council meetings are held at 6:00 pm on the 1st and 3rd Thursday of each month, In-depth sessions on the 2nd Thursday of each month. All meetings are available for review on the City of Muscatine YouTube page.

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PLEDGE OF ALLEGIANCE**
4. **COUNCIL DISCUSSION ITEMS**
 - A. 2024 Muscatine River Boat Stops Update
 - B. Presentation on Pet Data program progress
 - C. Discussion regarding establishing Council Liaisons to City Boards and Commissions
 - D. Discussion regarding a mobile pay parking option in Muscatine's Downtown Business District

- E. Downtown Parking Strategy - Proposal presented by Councilmember Osborne

The attached is a parking strategy proposal presented by Councilmember Osborne

- F. Urban Renewal and Tax Increment Financing Overview

Administering Urban Renewal and Tax Increment Financing (TIF)

5. **MAYOR AND COUNCIL REPORTS**

6. **ADJOURNMENT**



City of Muscatine

ITEM NUMBER

IN-DEPTH ITEM - CITY COUNCIL

DATE: 6/13/2024

STAFF

Carol Webb, City Administrator

SUBJECT FOR DISCUSSION

2024 Muscatine River Boat Stops Update

EXECUTIVE SUMMARY

GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED

BACKGROUND/DISCUSSION

ATTACHMENTS



City of Muscatine

ITEM NUMBER 2024-534

IN-DEPTH ITEM - CITY COUNCIL

DATE: 6/13/2024

STAFF

Anthony Kies, Police Chief
Jeff Jirak, Police Captain
Courtney Patel, Animal Control Officer

SUBJECT FOR DISCUSSION

Presentation on Pet Data program progress

EXECUTIVE SUMMARY

A presentation for the City Council on the progress of the PetData program.

GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED

Informational presentation on PetData progress.

BACKGROUND/DISCUSSION

Presented for City Council's information is an overview of the progress of the Pet Data program since its January 15th, 2024 implementation.

ATTACHMENTS

1. Pet Data Progress Informational Presentation

Pet Data Informational Update.

06.13.2024

Jeff Jirak, Captain of Patrol.

Courtney Patel, Animal Control Officer.



Strategic Alignment

Safe Community



Provide exceptional public safety and community services to ensure a safe community in which residents may live, work, and play.



Meet or exceed community expectations regarding the quality and level of police, fire and emergency services.

Direction Sought

- Providing information regarding PetData.

Why Now

- Updated statistics regarding our new partnership with third-party agency, PetData, to take over Pet Licensing for the City.
- January 15th, 2024 was the launch date for PetData. This data includes January 15th 2024 to May 31st 2024.

Pros vs Cons

Pros

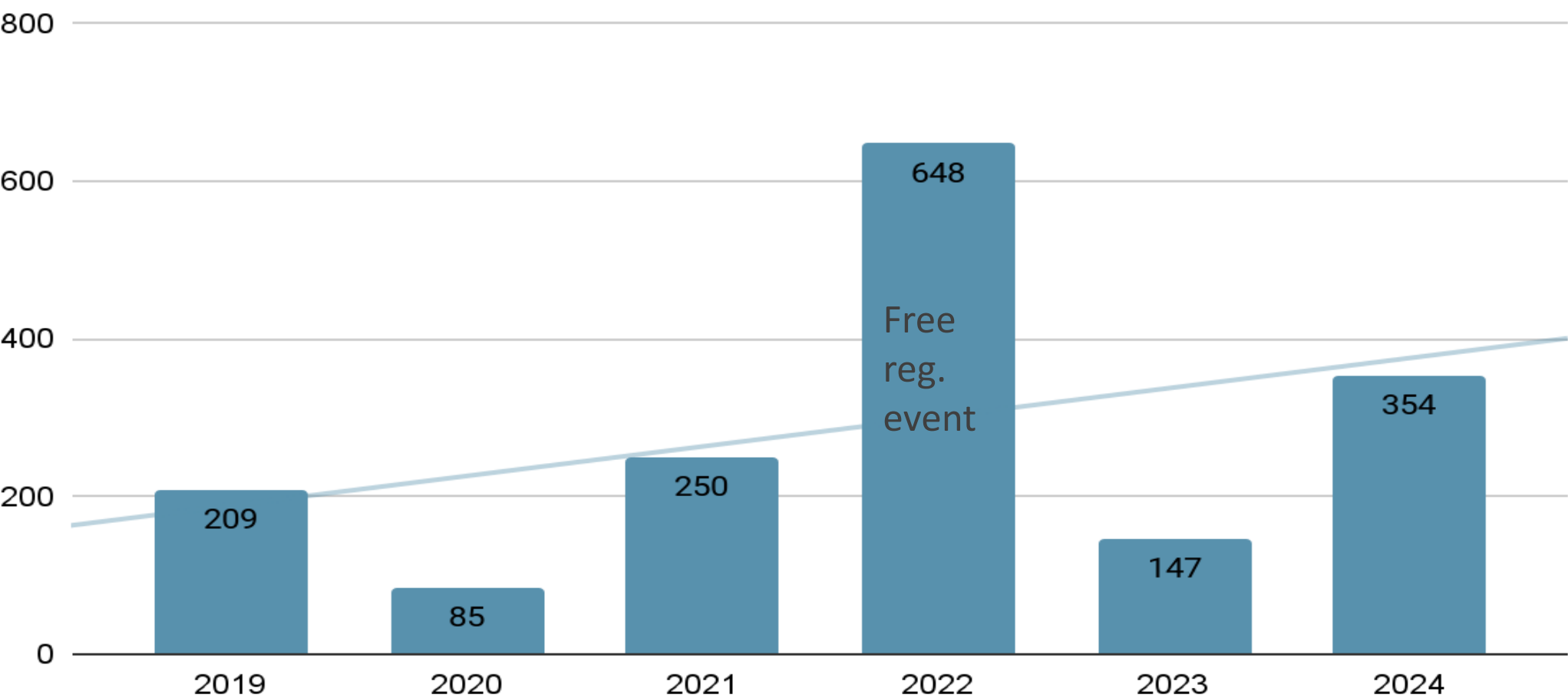
- Has made online access more convenient with mail-in options still available.
- The ability to be able to view any current or past pets is convenient for law enforcement.
- Customer support through PetData has been very helpful to citizens.
- In-depth reports given from PetData.
- Reminders sent to citizens for updating registration.

Cons

- Citizens are still working on the transition to a new system.

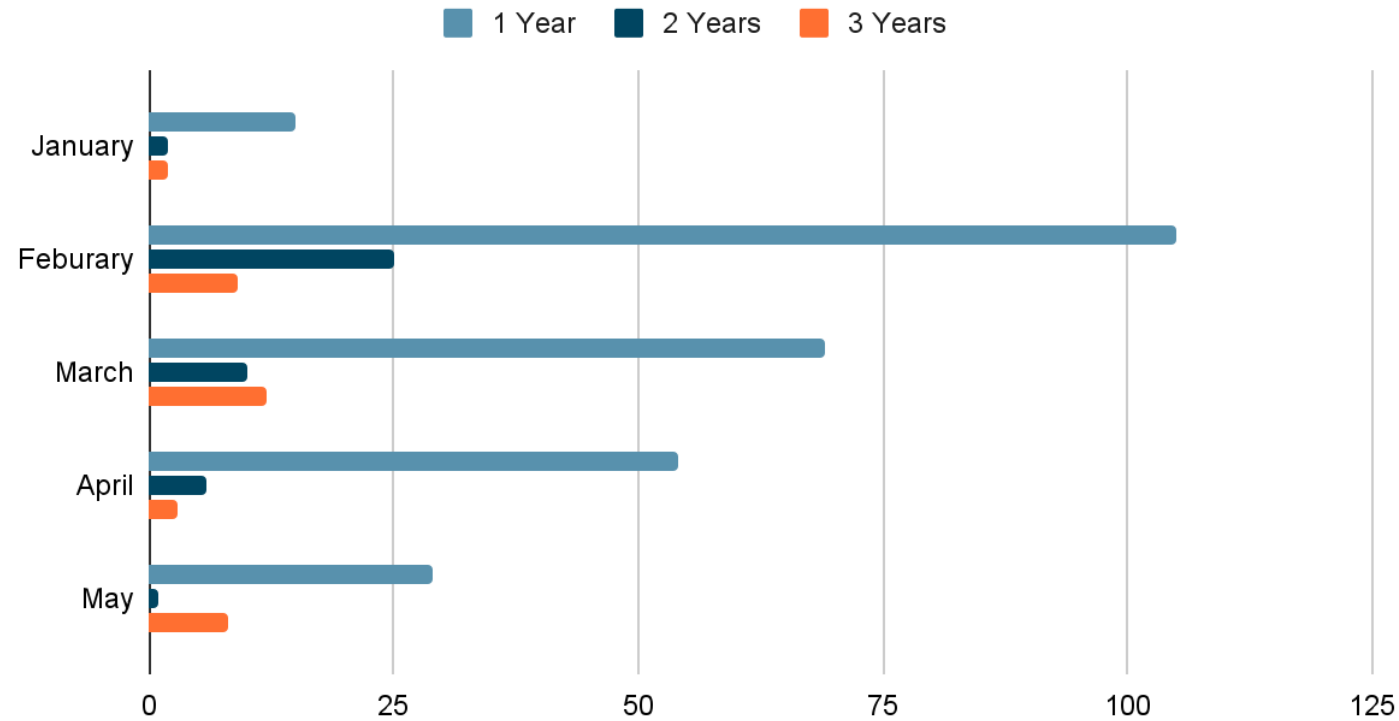


Pet Licenses



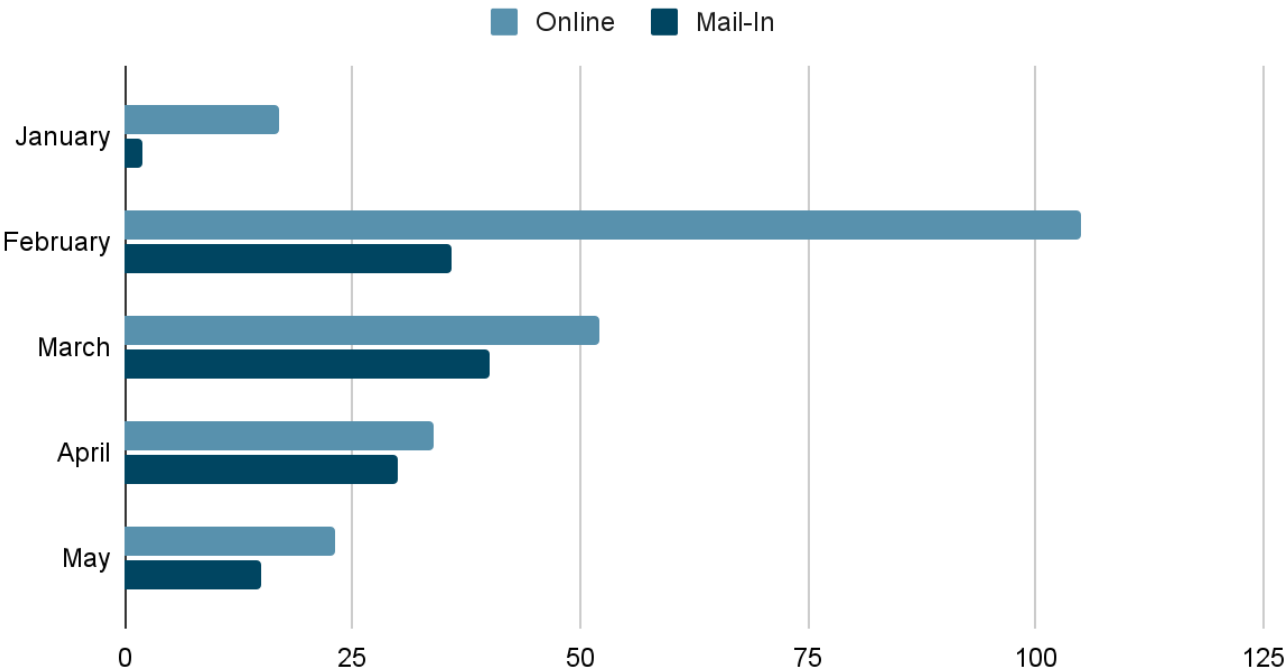
2024 License break down

Length of Registration

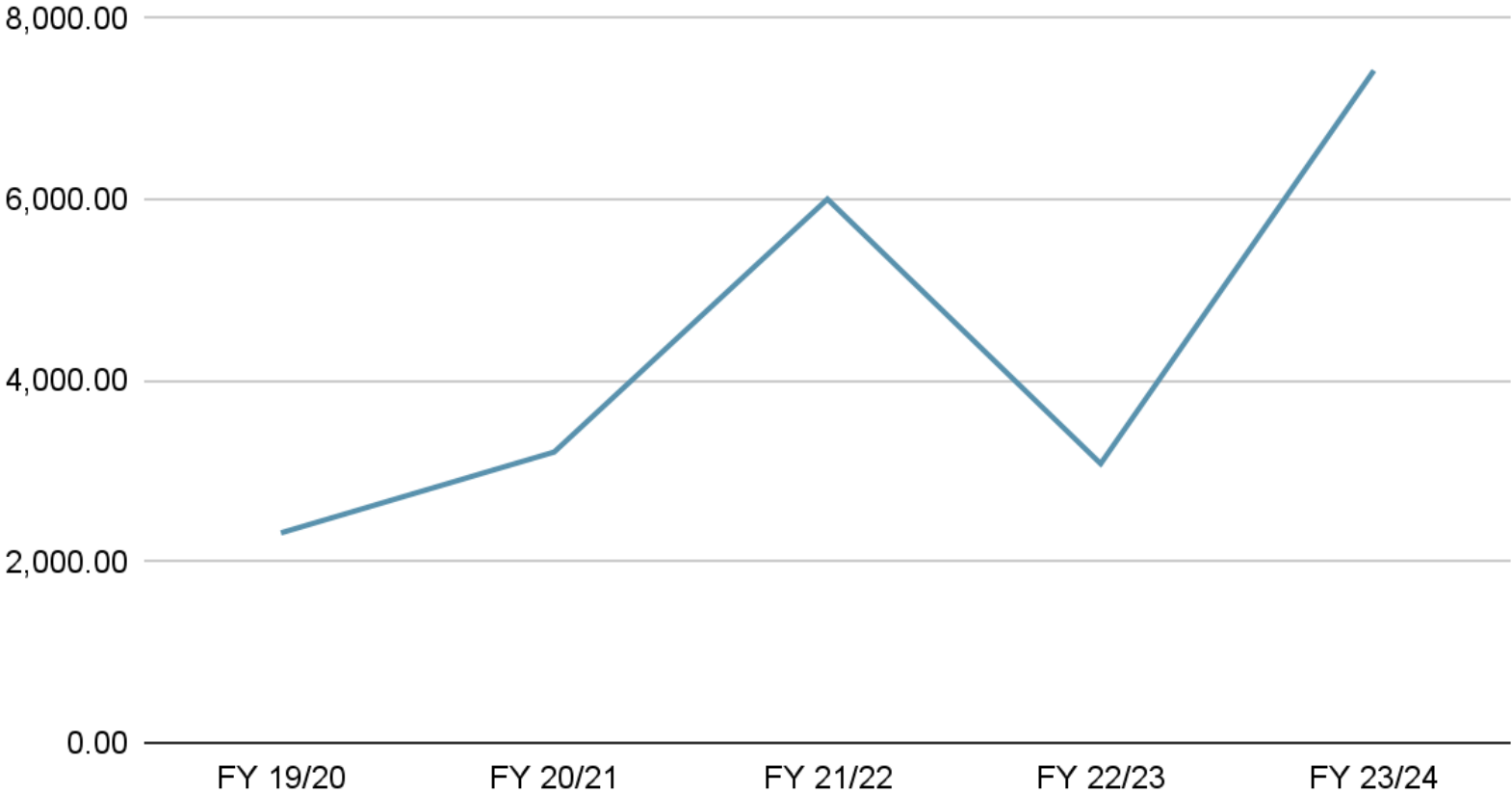


Mail-in vs. Online registration

Types Of Registration



Registration Revenue



- 2021/2022 events held regarding registration.
- 23/24 registration fee increase to cover PetData.



Summary Report by License Type - Muscatine, IA
1/1/24-5/31/24

Type	License Total	Replc Tag	Late Fee	Donation	Exception	Total
Replacement	0	7	0	0	0	
	\$0.00	\$35.00	\$0.00	\$0.00	\$0.00	\$35.00
Unaltered 1Y	19	0	0	0	13	
	\$400.00	\$0.00	\$0.00	\$0.00	\$225.00	\$625.00
Altered 1Y	142	0	0	0	57	
	\$1,180.00	\$0.00	\$0.00	\$0.00	\$515.00	\$1,695.00
Altered Sr 1Y	53	0	0	0	11	
	\$225.00	\$0.00	\$0.00	\$0.00	\$55.00	\$280.00
Unaltered 1Y + DPP	8	0	0	0	5	
	\$320.00	\$0.00	\$0.00	\$0.00	\$115.00	\$435.00
Altered 1Y + DPP	39	0	0	0	12	
	\$790.00	\$0.00	\$0.00	\$0.00	\$265.00	\$1,055.00
Altered Sr 1Y + DPP	11	0	0	0	2	
	\$160.00	\$0.00	\$0.00	\$0.00	\$40.00	\$200.00
Non-Resident DPP 1Y	3	0	0	0	0	
	\$45.00	\$0.00	\$0.00	\$0.00	\$0.00	\$45.00
Altered 2Y	20	0	0	0	1	
	\$400.00	\$0.00	\$0.00	\$0.00	\$10.00	\$410.00
Altered Sr 2Y	16	0	0	0	0	
	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
Altered 2Y + DPP	3	0	0	0	0	
	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
Altered Sr 2Y + DPP	5	0	0	0	2	
	\$145.00	\$0.00	\$0.00	\$0.00	\$55.00	\$200.00
Unaltered 3Y	1	0	0	0	0	
	\$75.00	\$0.00	\$0.00	\$0.00	\$0.00	\$75.00
Altered 3Y	17	0	0	0	2	
	\$510.00	\$0.00	\$0.00	\$0.00	\$30.00	\$540.00
Altered Sr 3Y	10	0	0	0	0	
	\$115.00	\$0.00	\$0.00	\$0.00	\$0.00	\$115.00
Altered 3Y + DPP	5	0	0	0	0	
	\$375.00	\$0.00	\$0.00	\$0.00	\$0.00	\$375.00
Altered Sr 3Y + DPP	1	0	0	0	0	
	\$60.00	\$0.00	\$0.00	\$0.00	\$0.00	\$60.00
Non-Resident DPP 3Y	1	0	0	0	0	
	\$45.00	\$0.00	\$0.00	\$0.00	\$0.00	\$45.00
TOTAL REGISTRATIONS	354	7	0	0	105	
	\$5,145.00	\$35.00	\$0.00	\$0.00	\$1,310.00	\$6,490.00

All license types sold in 2024 by
PetData, including dog park passes.

Next Steps

- Continue to promote Pet licensing and easy access to the public.
- Support public on issues regarding PetData or licensing.



City of Muscatine

ITEM NUMBER 2024-543

AGENDA ITEM SUMMARY

DATE: 6/13/2024

STAFF

Carol Webb, City Administrator

SUBJECT

Discussion regarding establishing Council Liaisons to City Boards and Commissions

EXECUTIVE SUMMARY

City Council completed a review of the City's boards and commissions system in October 2023. As part of that review, Council determined that establishing Council member liaisons to certain boards would assist in supporting two-way communications between the Council and the citizen board, resolving questions the board may have about the role of the Council relative to the board's role/responsibility, and identifying and resolving any issues that may exist with respect to the functioning of a citizen board. Resolutions were scheduled for a Council agenda in February 2024 (attached) to both create liaisons and appoint Council members as liaisons to certain boards. The items were removed from the agenda due to questions and concerns raised by board and commission members. This item is intended to discuss those questions and concerns and to determine if the Council will proceed with creating and identifying Council liaisons to boards and commissions.

STAFF RECOMMENDATION

Does Council want to move forward with establishing and appointing Council liaisons to boards and commissions?

If so, does Council want to amend the resolutions to address some of the concerns noted by board members?

BACKGROUND/DISCUSSION

City Council recently completed a review of the City's boards and commissions system and determined that establishing Council member liaisons to certain boards would assist in supporting two-way communications between the Council and the citizen board, resolving questions the board may have about the role of the Council relative to the board's role/responsibility, and identifying and resolving any issues that may exist with respect to the functioning of a citizen board. Two resolutions were drafted (attached) to create liaisons and to appoint Council members to boards and commissions. The resolutions defined liaison roles and

responsibilities as the following:

1. To communicate to the board or commission that the Council liaison's role is not to direct the board or commission in its activities or advocate as an ex-officio member of the board or commission but to serve as a primary contact on behalf of the Council.
2. To communicate with the board or commission when Council communication is needed and to serve as the primary two-way communication channel between the Council and the board or commission.
3. To support efforts in recruiting qualified citizens for open vacancies on the board or commission.
4. To help resolve questions the board or commission may have about the role of the Council, municipal government, and the board or commission.
5. To establish contact with the board chair and effectively communicate the role of the liaison.
6. To provide procedural direction and relay Council's position to the board or commission.
7. To identify and help resolve any problems that may exist with respect to the functioning of the board or commission.
8. To support the training of new board and commission members by providing suggestions and relevant information to City staff responsible for such training.

Some board and commission members raised questions and concerns, which included:

1. Will the liaison be required or expected to sit in on board meetings? Having a designated liaison to help navigate City systems would be great, but having them sit in on all the meetings and exert undue influence just by being there, would not.
2. "Assist in finding new members" - this section should be clarified in such a way that it is clear this assistance is not "assisting in determination or final appointment" of new members, and moreover, the language should be clarified such that it prevents situations where the board is stacked with people biased toward the liaison councilmember's views and wishes.
3. There needs to be language about how to address concerns about a liaison board member behaving badly (obstructing or interfering with a Board's business, refusing to do their appointed responsibilities, bringing a harassing or negative attitude to the work or the board members, threats, etc.), and how to remove them from the position if need be.
4. If the people on a board are getting training on how to be better board members, the liaison should also be expected to participate in that training, either separately or together, and it should be stated as such in this code language.
5. One commission voiced general disapproval, noting they think it isn't necessary for the board.

Direction Sought

Does Council want to move forward with establishing and appointing Council liaisons to boards and commissions?

If so, does Council want to amend the resolutions to address some of the concerns noted by board members?

CITY FINANCIAL IMPACT

None.

ATTACHMENTS

1. Resolution establishing and defining the role of Council liaisons to boards and commissions (1)
2. Resolution appointing Council liaisons to boards and commissions 02.2024
3. October 12, 2023 In-Depth Discussion Minutes - Boards and Commissions

RESOLUTION NO. 2024-0047

A RESOLUTION ESTABLISHING COUNCIL LIAISONS TO CITY BOARDS AND COMMISSIONS AND DEFINING LIAISON ROLES AND RESPONSIBILITIES

WHEREAS, the Muscatine City Council is an elected legislative and deliberative public body, serving the citizens of the City of Muscatine, Iowa (the “City”); and

WHEREAS, the City has established various volunteer citizen boards and commissions in Muscatine City Code Title 2 – Boards and Commissions for the purpose of engaging citizens in the democratic process, providing a citizen perspective on city policy and other matters, and in certain cases serving as a decision-making body on matters within a board’s established purview; and

WHEREAS, City Council recently completed a review of the City’s boards and commissions system and determined that establishing Councilmember liaisons to certain boards and commissions would assist in supporting two-way communications between the Council and the citizen board, resolving questions the board may have about the role of the Council relative to the board’s role/responsibility, and identifying and resolving any issues that may exist with respect to the functioning of a citizen board; and

WHEREAS, the Council desires to define the role of Council liaisons to the City’s volunteer citizen boards and commissions.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MUSCATINE as follows:

Section 1. That the Muscatine City Council hereby makes and adopts the determination and findings contained in the recitals set forth above.

Section 2. That the role of Council Liaison to boards and commissions shall include the following responsibilities:

1. To communicate to the board or commission that the Council liaison’s role is not to direct the board or commission in its activities or advocate as an ex-officio member of the board or commission but to serve as a primary contact on behalf of the Council.
2. To communicate with the board or commission when Council communication is needed and to serve as the primary two-way communication channel between Council and the board or commission.
3. To support efforts in recruiting qualified citizens for open vacancies on the board or commission.

4. To help resolve questions the board or commission may have about the role of Council, municipal government, and the board or commission.
5. To establish contact with the board chair and effectively communicate the role of the liaison.
6. To provide procedural direction and relay Council's position to the board or commission.
7. To identify and help resolve any problems that may exist with respect to the functioning of the board or commission.
8. To support the training of new board and commission members by providing suggestions and relevant information to City staff responsible for such training.

PASSED, APPROVED, AND ADOPTED by the City Council for the City of Muscatine, Iowa, on this, the 15th day of February, 2024.

Brad Bark, Mayor

ATTEST:

Carol Webb, City Clerk

RESOLUTION NO. 2024-0048

**A RESOLUTION OF THE CITY OF MUSCATINE MAKING BOARD
AND COMMISSION LIAISON ASSIGNMENTS**

WHEREAS, the Muscatine City Council is an elected legislative and deliberative public body, serving the citizens of the City of Muscatine, Iowa (the “City”); and

WHEREAS, the City has established various volunteer citizen Boards and Commissions in Muscatine City Code Title 2 – Boards and Commissions for the purpose of engaging citizens in the democratic process, providing a citizen perspective on city policy and other matters, and in certain cases serving as a decision-making body on matters within a board’s established purview; and

WHEREAS, City Council determined that appointment of Councilmember liaisons to certain boards and commissions would assist in supporting two-way communications between the Council and the citizen board, resolving questions the board may have about the role of the Council relative to the board’s role/responsibility, and identifying and resolving any issues that may exist with respect to the functioning of a citizen board; and

WHEREAS, Resolution XXX of the City Council established the role and responsibility of Council liaisons to boards and commissions.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MUSCATINE as follows:

Section 1. That the Muscatine City Council hereby makes and adopts the determination and findings contained in the recitals set forth above.

Section 2. That all appointments set herein shall continue until such time as Council may reconsider and modify the same, unless an individual appointee leaves office, in which event the appointment shall immediately terminate.

Section 3. That the following named Councilmembers are hereby appointed to serve as the Council liaison to the following boards and commissions:

BOARD OR COMMISSION	LIAISON
Library Board of Trustees	Peggy Gordon
Art Center Board of Trustees	Matt Conard
Parks and Recreation Advisory Commission	Don Lampe

BOARD OR COMMISSION	LIAISON
Planning and Zoning Commission (only on matters that are not quasi-judicial and cannot be appealed to the City Council)	John Jindrich
Public Art Advisory Commission	Nadine Brockert
Historic Preservation Commission	Don Lampe
Building Construction Appeal and Advisory Board (only on matters that are not quasi-judicial and cannot be appealed to the City Council)	Jeff Osborne

PASSED, APPROVED, AND ADOPTED by the City Council for the City of Muscatine, Iowa, on this, the 15th day of February, 2024.

Brad Bark, Mayor

ATTEST:

Carol Webb, City Clerk



City of Muscatine

CITY COUNCIL MINUTES

Thursday, October 12, 2023

1. **CALL TO ORDER**

Mayor Bark called the City Council meeting for October 12, 2023 to order at 06:00 PM.

2. **ROLL CALL**

Councilmembers Present: John Jindrich, Jeff Osborne, Peggy Gordon, Angie Lewis, Dennis Froelich, DeWayne Hopkins. Councilmembers Absent: Nadine Brockert. Mayor Dr. Brad Bark, City Administrator Carol Webb and Administrative Secretary Cinda Hilger were also present.

3. **PLEDGE OF ALLEGIANCE**

4. **COUNCIL DISCUSSION ITEMS**

- A. Overview of Budget Basis Financial Statements for the Year Ended June 30, 2023
Finance Director Nancy Lueck gave a presentation of the Budget Basis Financial Statements for the Year ended June 30, 2023. City Councilmembers had questions regarding reasons why some accounts ended unfavorably. Ms. Lueck stated that several departments incurred unexpected repairs, or purchases that had not been budgeted for. City Administrator Webb stated that the city is working on a preventative maintenance schedule to reduce some of the unexpected repairs that occur.

City Council members had questions regarding how the increase in property taxes would affect the City and both Ms. Lueck and Ms. Webb stated it is still up in the air with so many unknowns at this time.

Councilmember Osborn asked Ms. Lueck for a refresher of what the ARPA funds could be used for.

- B. Presentation on Sidewalk Inventory Project and Discussion on Future Sidewalk Program and Funding Options

Public Works Director Brian Stineman gave a presentation on the sidewalk inventory program. Mr. Stineman shared data collected regarding 5 areas of the city regarding missing and damaged sidewalks. He shared information regarding what the cost would be to install all missing sidewalks and to repair damaged sidewalks. Mr. Stineman asked for input from City Council on how they would

like to move forward and had questions regarding how they would like repairs/installations prioritized, how they would anticipate funding of the project, and would they support a cost share option with residents.

There were questions from City Councilmembers regarding what determines a sidewalk being in need of repair, what the cost share would be, number of complaints received yearly for damaged sidewalks, and prioritizing areas that are the greatest safety issues.

Council agreed to move forward with complaint driven improvements while staff looks into options of cost sharing and creating a system for prioritizing and implementing the sidewalk program. Council requested for Capital Projects that sidewalk repairs be included in the funding for the project.

C. Update related to Canadian Pacific Railway's Acquisition of Kansas City Southern Railway and related Community Investment and Settlement Agreement

City Administrator Carol Webb shared an update on the merger with Canadian Pacific and Kansas City Southern Railway. Ms. Webb gave a summary of the background of the merger up to now. Ms. Webb shared results from the environmental review process that was performed and what adverse impacts could be seen from the merger.

Ms. Webb stated Canadian Pacific Railway has given the City three million dollars for mitigation in regards to the potential adverse impacts on the City of Muscatine. Half of this money is to be used as a match for a grade separation at one crossing while the remaining amount can be used for other items such as increasing the length of the quiet zone into the South Side of Muscatine.

Ms. Webb stated there are strict guidelines that are set for the railway to follow which makes it crucial for citizens to report violations of regulations.

City Council directed staff to move forward with investigating the costs associated with increasing the quiet zone area at this time and possibly starting to work on implementing the quiet zone project.

D. City Boards and Commissions Improvements

City Administrator Carol Webb gave a presentation on potential improvements to the Boards and Commissions. Ms. Webb reviewed the purpose of the voluntary boards, how the boards are governed, the different types of boards, the role/responsibility of the members and the following recommendations moving forward.

- * Creation of a set of general by-laws for governing the boards and commissions.

- * Attendance requirements (may include adding zoom meetings or reducing the number of meetings being held)

- * Creation of a Code of Conduct for members

- * New Member onboarding process

- * Creation of a Boards and Commission Handbook

- * Member Recognition

City Council supported moving forward with making these changes.

5. **MAYOR AND COUNCIL REPORTS**

6. **ADJOURNMENT**

Councilmember None moved the meeting be adjourned at 08:10 PM.



City of Muscatine

ITEM NUMBER 2024-575

IN-DEPTH ITEM - CITY COUNCIL

DATE: 6/13/2024

STAFF

Carol Webb, City Administrator

SUBJECT FOR DISCUSSION

Discussion regarding a mobile pay parking option in Muscatine's Downtown Business District

EXECUTIVE SUMMARY

At the May 9, 2024, City Council in-depth meeting, City staff presented a proposal to replace some downtown parking meters with smart meters that accept coins, credit cards, and pay via a QR code. City Council requested that staff research additional parking technology options to bring back to City Council for consideration. Staff is presenting an option to maintain the City's current coin meters and add a mobile pay option via a mobile pay vendor. One vendor, ParkMobile, has provided some information (attached) regarding how their application functions.

GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED

Does the Council have feedback on the parking technology option presented?

What next steps should staff take to adopt new parking technologies?

BACKGROUND/DISCUSSION

At the May 9, 2024, City Council in-depth meeting, City staff presented a proposal to replace some downtown parking meters with smart meters that accept coins, credit cards, and payment via a QR code. The City Council requested that staff research and report back with additional parking technology options with less capital costs, particularly a mobile pay option. Staff is presenting an option to maintain the City's current coin meters and add a mobile pay option via ParkMobile or similar vendor.

ParkMobile Services

ParkMobile offers mobile payment options to customers, including a smartphone application, pay by web, pay by text, and smartphone wallet options (Apple Pay, Google Pay, etc.). The customer enters a zone number, license plate number and vehicle make/model, and selects the duration of their parking session. The customer can extend time up to the maximum limit for that parking space (2, 4, 10 hours, etc.) via their phone. Customers can also use coins to pay

for parking via the existing meters.

ParkMobile provides the following services at no cost to the City:

- Signage and decal stickers for the initial rollout
- Setup and Implementation
- Training and ongoing account management
- Call Center, Customer Support, Hosting and Maintenance
- Social media, PR, standard marketing, and advertising for program launch
- Integrations with select meter enforcement systems (staff would need to verify how it works with the City's current handheld devices)

City staff will need to install the signage and decal stickers.

ParkMobile Fees

ParkMobile services are based on a convenience fee added to each transaction (\$0.40), which is paid for by the end customer. The City collects the full parking fee minus the credit card processing fees. If ParkMobile serves as the Merchant of Record, the processing fee is 3% plus \$0.20 per transaction. For a \$0.50 per hour fee, the customer would be charged \$0.90 and the City would receive \$0.285, \$.21 cents less than what is currently received. For a \$1.00 per hour fee, the customer would be charged \$1.40 and the City would receive \$0.77. In FY 2022/2023, the City received \$79,626 in parking revenue. If the City maintains the current \$0.50 parking fee for both coins and mobile pay, the parking fee revenue will be reduced to some degree. If the City raises the parking fee to \$1.00 for both coins and mobile pay, the City will see some increase in revenue. The exact amount is difficult to predict as it depends on the adoption rate of the mobile pay option. There would also be a \$40.00 per month Internet fee for each handheld, so the ParkMobile system could be accessed - this would total to \$960.00 annually.

Parking Enforcement

Enforcement of parking is currently managed through a handheld device. For parking meter compliance, the meter attendant visually checks the meter. If the meter is flashing expired and a car is parked, the attendant prints a citation. For compliance along 2nd Street (2 hour parking without meters), the attendant enters the license plate number and the handheld device marks the time the plate number was entered (called "electronic chalking"). The attendant returns in approximately 2 hours and checks to see if the car is still parked in that block. If so, the attendant prints a citation.

If ParkMobile or a similar mobile pay option is implemented, the attendant will need to visually check the meter in each metered space. If the meter is flashing expired, the attendant will then need to check the handheld device to see if the license plate number has paid for parking via mobile pay. Chalking for plate numbers for mobile pay can be conducted via the same handheld device with integrated enforcement solutions, per the vendor (which needs to be verified by staff). It will take a longer period of time for the attendant to monitor all parking

spots due to the time it takes to chalk vehicles and check license plates. There is also not a way for the parking attendant to determine if the customer has put money in the meter and used mobile pay for the same parking spot in the same zone. Thus, a customer is able to park for up to four hours in a 2-hour parking spot without returning to their vehicle to relocate it.

Parking Rates

Parking rates need to be determined as the Parking fund balance is budgeted to decrease by \$17,000 for FY 25 based on the current rates without any additional fees. Adding the credit card fees would have a further negative impact on the Parking fund balance if the current rates remained in place. The vendor used a \$1.00 per hour rate in his presentation. A minimum fee of \$1.00 would likely be appropriate for mobile payments (plus the \$.40 vendor fee that the customer pays).

Comments by Staff After Initial Review of Vendor Proposal

- Enforcement would be more time-consuming for the meter attendants due to the need to check another system for apparently expired meters.
- Staff would want to verify how easily they could access the ParkMobile system on the handheld.
- If a decision is made to proceed with this or a similar system, a decision would be needed about whether it would be implemented only in select areas to start, or implemented for all meters.
- Since this system would not be integrated with the meters, there is a likelihood of receiving complaints about "why did I get a ticket and the next car didn't" when both meters are showing as expired (but one paid using mobile pay).
- In inclement weather (rain or extremely low temperatures), the meter attendants use paper tickets (that are also used by the Police department) instead of handhelds, due to issues printing tickets in those conditions. If the mobile system could be accessed by a cell phone when paper tickets need to be issued, that could be a "work-around".

Other Options

ParkMobile is one of several mobile pay vendors. If desired, City staff can research those options as well. Staff can also continue to research traditional meter options at the Council's request.

ATTACHMENTS

1. ParkMobile Muscatine Proposal

Muscatine is looking to add a mobile payment option to its on-street program. ParkMobile can offer a digital payment solution at **no cost to the city**.

ParkMobile by the Numbers

- **Users:** ParkMobile has over 65 Million Users, adding 1 Million New Users every 30-40 days.
- **Transactions:** ParkMobile averages over 15 Million monthly transactions. We are also the largest processor of credit card transactions under \$10 of any company in the United States.
- **Adoption:** ParkMobile has the highest adoption in the industry. Our playbook connects effective marketing and signage to the largest network in the US to increase true adoption levels.
- **Integrations:** ParkMobile connects the parking and transportation ecosystem with over 100 active integrations in enforcement, meters, LPR, PARCS, merchant processors, event handhelds, and more.
- **Regional Presence:** There are over 500,000 registered ParkMobile users in Iowa today and deployments in Des Moines, Iowa City, Davenport, Ames, among others. In the states bordering Iowa, there are an additional 3.2+ million registered ParkMobile users.

ParkMobile's 3 Part Program for Muscatine

1. Mobile Payment
 - Customers can pay via phone
 - Do not have to download app, can use guest checkout to complete transaction
 - Transaction fees are listed separately from parking fees and are included in the total price calculation that the user reviews before purchasing their time.
2. Enforcement
 - ParkMobile provides free nForce enforcement tool to check compliance via license plates
 - ParkMobile can integrate with third-party enforcement tools
3. PM 360 Data Management
 - ParkMobile provides free system for reporting, rate setting, policy management

ParkMobile Signage



ParkMobile will provide signage and decals to Muscatine **at no charge to the city**. Signage and decal design is a critical aspect of deploying a successful mobile parking program.

According to our research, almost 49% of users first learn about our app through the signage at the meter. We have an in-house graphic design team that creates sign proofs for approval. We can create different shapes and sizes to meet the needs of each individual client.

Best practices for mobile app signage include:

- Bigger is better. Larger stickers and signs have been proven to drive greater app adoption.
- Minimize the elements on the sign. Less is more.
- Have a large zone number that is easy to read from a distance.
- Simple instructions on how to pay.
- Show that ParkMobile is also accepted to provide more payment options

Timeline: Planning, Deployment, and Adoption

ParkMobile's expected timeline for launching is 60 days or less from contract execution. We are keenly aware that a successful deployment leads to quicker adoption of the program, and have a department exclusively dedicated to implementations led by our most seasoned employees.

ParkMobile Offers the Most “Ways to Pay”

ParkMobile now offers more ways to pay than any other mobile parking app. Beyond the flagship ParkMobile app for iOS and Android devices, users can also make parking payments via web, text, phone and even Google Maps. For people without a smartphone, use an IVR number to make parking payments over the phone. Offering more consumer choice drives higher adoption.

Pay by App



Full-featured app

Pay by Web



Lightweight mobile web experience

Pay by Text



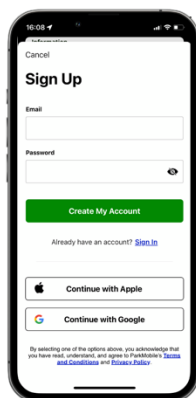
Text the number posted on the signs

Wallet Options

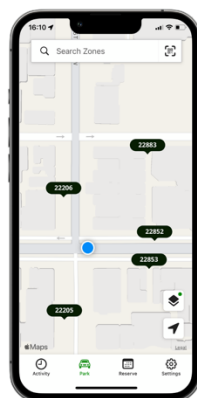


ParkMobile Wallet, GPay, Apple Pay, & PayPal

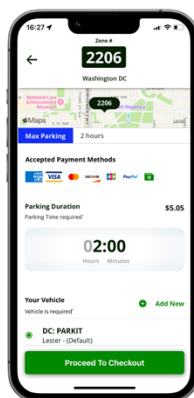
The On-Street Digital Parking Process



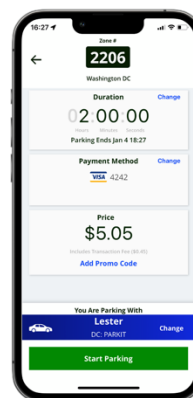
Register or log in



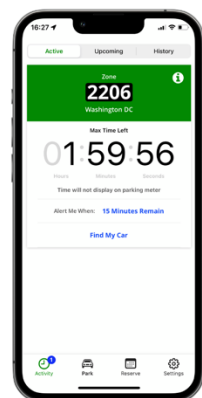
Select or enter a ParkMobile zone



Choose parking time, vehicle and payment method



Confirm information and start parking



Know how much time you have left. Extend time remotely

Figure – ParkMobile Zone Parking Process

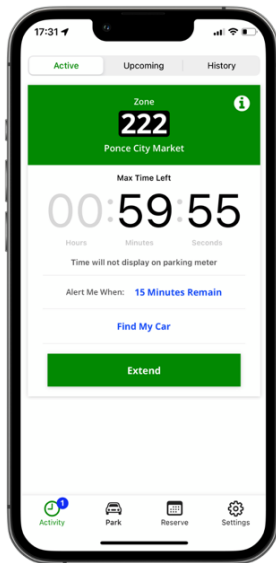
1. **Enter Zone Number:** The user will enter the zone number posted on the stickers and signs around the lot. To make this process easier, the app uses location-based GPS coordinates to show the nearby zone numbers on the map so a user can easily touch the right zone number.
2. **Select Duration:** The user will select a parking session based on the rates and policies that are set up for that specific zone number in ParkMobile's backend systems. On this screen, the user will also see the default vehicle selected and will be able to change that vehicle if necessary. The user will then tap “Proceed to Checkout” to go to the next step.
3. **Confirm Information:** On the confirmation page, the user will see all the key details for the parking session: zone number, duration, payment method, and vehicle. The user can edit any of this information before starting the parking session. After the user confirms the information, the user touches “Start Parking” to begin the parking session and will then see a countdown clock.

ParkMobile App Core Features

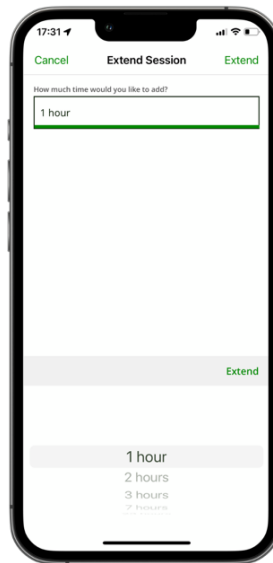
- **Extend Time:** Ability to add time to your existing parking session to avoid running back to “feed the meter.”
- **Multiple Payment Options:** ParkMobile offers a variety of payment options, including most major credit cards (Visa, Mastercard, Amex), Google Pay, Apple Pay, and PayPal. Unbanked and underbanked users can load a debit card in PayPal to easily make a payment.
- **IVR Phone Number:** For people without a smartphone, use an IVR number to make parking payments over the phone.
- **24/7/365 Customer Support:** ParkMobile offers support via phone, email, text, and chat. ParkMobile also has an extensive support site where users can get answers to frequently asked questions and read technical help articles.
- **Map View:** The map view based on location shows the user nearby zones. A user can then touch the zone number to quickly initiate a parking session.
- **Parking Availability:** Predictive and/or sensor data that shows available on-street parking availability on the map.
- **Find My Car:** Integration with Apple Maps, Google Maps, and Waze to direct users back to their car.
- **Notifications:** Customizable push, text and email alerts to notify a user when parking will expire.
- **Manage vehicles:** Easy to add, remove and update vehicle information.
- **Languages:** While the ParkMobile app is currently available in either English or Spanish, the ParkMobile Web Experience is available in hundreds of languages (dependent on the user's device settings).

Extend Time

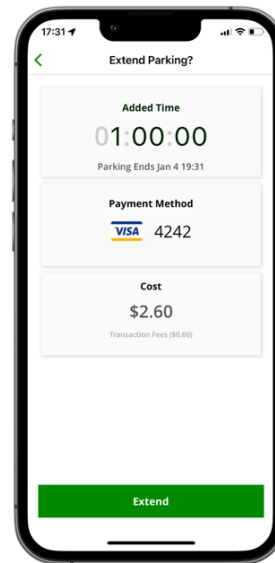
The most popular feature of the ParkMobile app is the ability to extend the time of the parking session remotely. Users can add parking time without having to run back to “feed the meter”. A user cannot extend time past the maximum parking time allowed for that location.



1. Select Extend



2. Select the amount of additional time to add



3. Confirm information and start parking

ParkMobile Web App

ParkMobile's lightweight mobile web application **enables a user to pay for parking without having to download the full-featured app**. The ParkMobile web app also offers a Guest Checkout option, allowing users to purchase parking without creating an account.

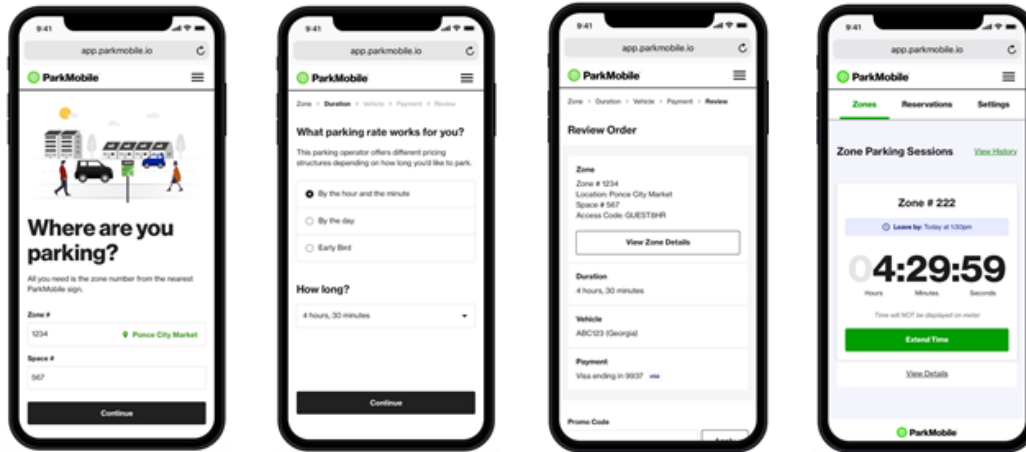


Figure - ParkMobile Mobile Web Checkout Experience

ParkMobile 360 Data Management

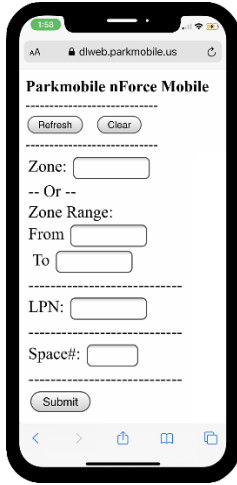
The ParkMobile 360 (PM360) reporting portal provides all the data related to a parking operation.

- **Easy-To-Read Dashboard View:** With ParkMobile 360, your data is delivered in an attractive, easy-to-read format with charts and graphs for monitoring trends and drawing insights.
- **Scheduled Reports Delivered to Your Inbox:** ParkMobile 360 gives you the ability to distribute the right information to the right people by scheduling daily, weekly, or monthly reporting emails to select staff members.
- **Filter By Date and Supplier:** ParkMobile 360 gives you the ability to filter data by date range and supplier, making it easy to pull the data you want to see and compare historical trends.
- **Detailed Transaction Data:** ParkMobile 360 lets you easily track transactions and revenue as well as payment methods, historical trends, and performance for individual zones.



Figure – PM360 Operational Reporting to Show Transactions by Zone

nForce Enforcement Tool



ParkMobile has an enforcement solution called “nForce” which we provide to all our clients at no cost.

ParkMobile nForce is a web-based tool accessible via any internet-capable device (iPhone, iPad, Android) and it will reflect all paid, active ParkMobile parking transactions in real-time.

ParkMobile nForce enables your enforcement team to check that the vehicles parked on-street or in lots have paid for parking. Your enforcement team can use this solution in the field to verify parking payment prior to issuing a citation or other penalty.

For areas which also have coin-operated parking meters, an officer would first visually check the meter for payment. If there is not payment displayed on the meter, the officer would then reference ParkMobile nForce to determine whether the vehicle has paid via app. If no payment is viewable on the meter or

the nForce portal, the officer would issue a paper citation.

During our prelaunch efforts and training, ParkMobile’s team will review nForce with the City and train staff on how to use it, but it is designed to be straightforward and user-friendly.

ParkMobile Price

ParkMobile’s services are based on a convenience fee added to each transaction, which is paid for by the end customer. This model allows you to collect your full parking fee amount, and allows you to use our services without any up-front costs or monthly subscription fees.

All ParkMobile’s Standard Terms and Conditions Shall Apply to this Pricing Proposal	Fees
Mobile Payment (OnDemand) Transaction Fee paid by end user. Price does not include credit card processing fees. Client or ParkMobile can serve as Merchant of Record (MOR).	\$0.45 per transaction
Pre-Paid Parking Mobile Payment (Reservations) Transaction Fee paid by the end user. Price does not include credit card processing fees. Client or ParkMobile can serve as Merchant of Record (MOR).	15% of parking fee amount
No Charge Parking Reservations Fee paid by client. Zero Dollar Parking Reservation using access code to unlock a non-public parking product.	\$1.00 Per transaction

****If ParkMobile is Merchant of Record (MOR), our processing fees for credit card payments are 3% plus \$0.20 per transaction.***

*****Transaction fee is \$0.40 per transaction if City uses Omnia cooperative purchasing***

***All ParkMobile’s standard terms & conditions shall apply to this parking proposal
Proposal pricing valid for 30 days***

ParkMobile Services Included At No Cost

- Signage and decal stickers for the initial rollout
- Setup and Implementation
- Training and ongoing account management by dedicated staff
- Call Center, Customer Support, Hosting and Maintenance
- Social media, PR, standard marketing, and advertising for program launch
- Integrations with meter, enforcement and LPR vendors



City of Muscatine

ITEM NUMBER 2024-593

IN-DEPTH ITEM - CITY COUNCIL

DATE: 6/13/2024

STAFF

Jeff Osborne, Councilmember

SUBJECT FOR DISCUSSION

Downtown Parking Strategy - Proposal presented by Councilmember Osborne

EXECUTIVE SUMMARY

This item will be presented by Councilmember Osborne regarding potential new parking strategies in the downtown business district. The details of the proposal are found in the attached presentation.

GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED

Would City Council like to proceed with this or a modified turns strategy?

Would City Council like to proceed with tools as presented or modifications?

BACKGROUND/DISCUSSION

ATTACHMENTS

1. DT Parking Strategy and Tools (1)

City of Muscatine Downtown Parking Strategy & Tools 6/13/2024

Jeff Osborne



Presentation & Direction Sought

1. Presentation:

- A. Background.
- B. Turns defined.
- C. Strategy & Tools.
 - As it is.
 - As it could be.

2. Direction Sought:

- 1. Questions & Feedback.
- 2. Would City Council like to implement a turns strategy?
- 3. Would City Council like to implement tool changes.



Background:

Nearly a decade ago, I sat in my store watching dusty cars being moved by two individuals trading adjacent spots in front of my store. They did this daily. In time I saw this was a common practice on 2nd Street among people who work downtown, residents, & store owners.

- 2nd street meters had been removed nearly a decade prior.
- 3-hour limit per spot enforced on 2nd.
- 2-hour limit per spot meters everywhere else.
- Pearl Plaza largely a success.
- All other blocks experiencing high vacancy rates. (Not just 2nd St, but all.)



Turns Defined:

Parking Turns:

The number of times a parking space has a different vehicle.

Why is it important?

A congested but well shared parking area improves our experience.

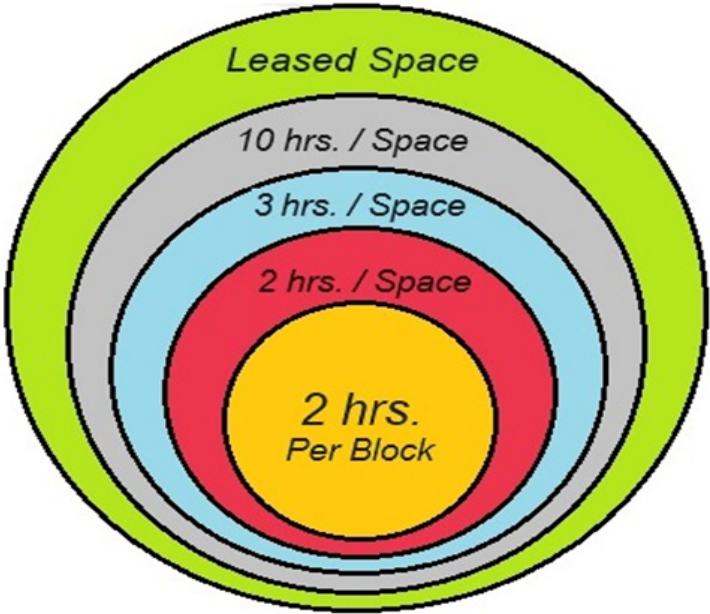
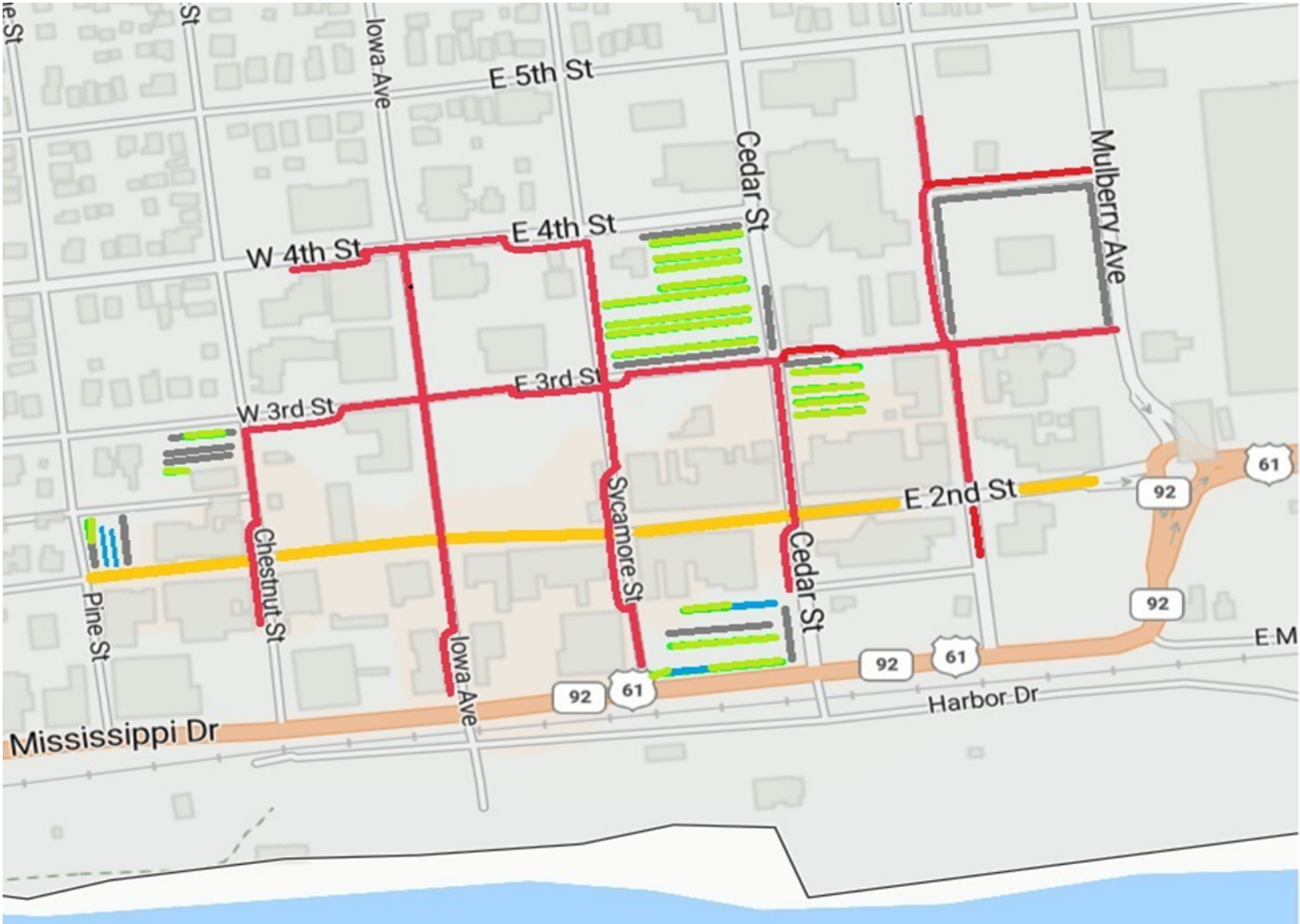
Who parks downtown?

What do they need?

- 2 hour parking - 12 turns/day. Retail, coffee shops & residents.
- 3-4 hour parking – 6 to 8 turns/day. Restaurants & salons.
- 8-10 hr parking - 2 to 3 turns/day. Employees, Professionals & Residents.
- Leased Parking – Enforced 7am – 6pm most city lots. Open to anyone at night.



Strategy & Tools - As it is Today



As It Is, 2024

⋮

Strategy & Tools - As it is Today

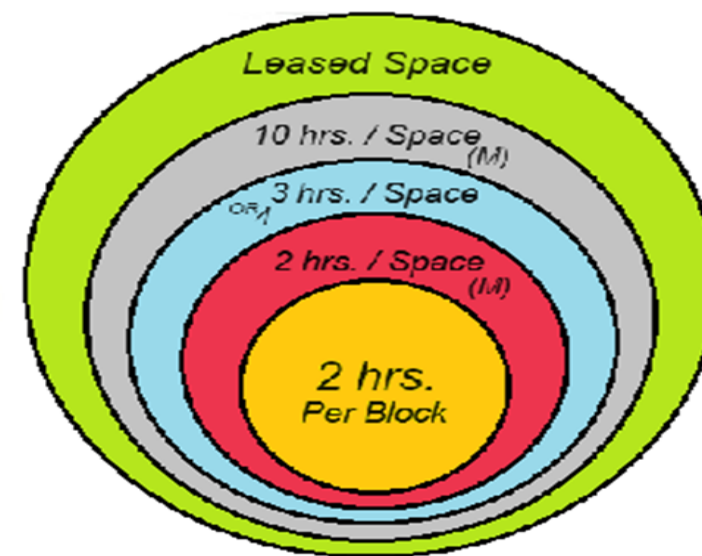
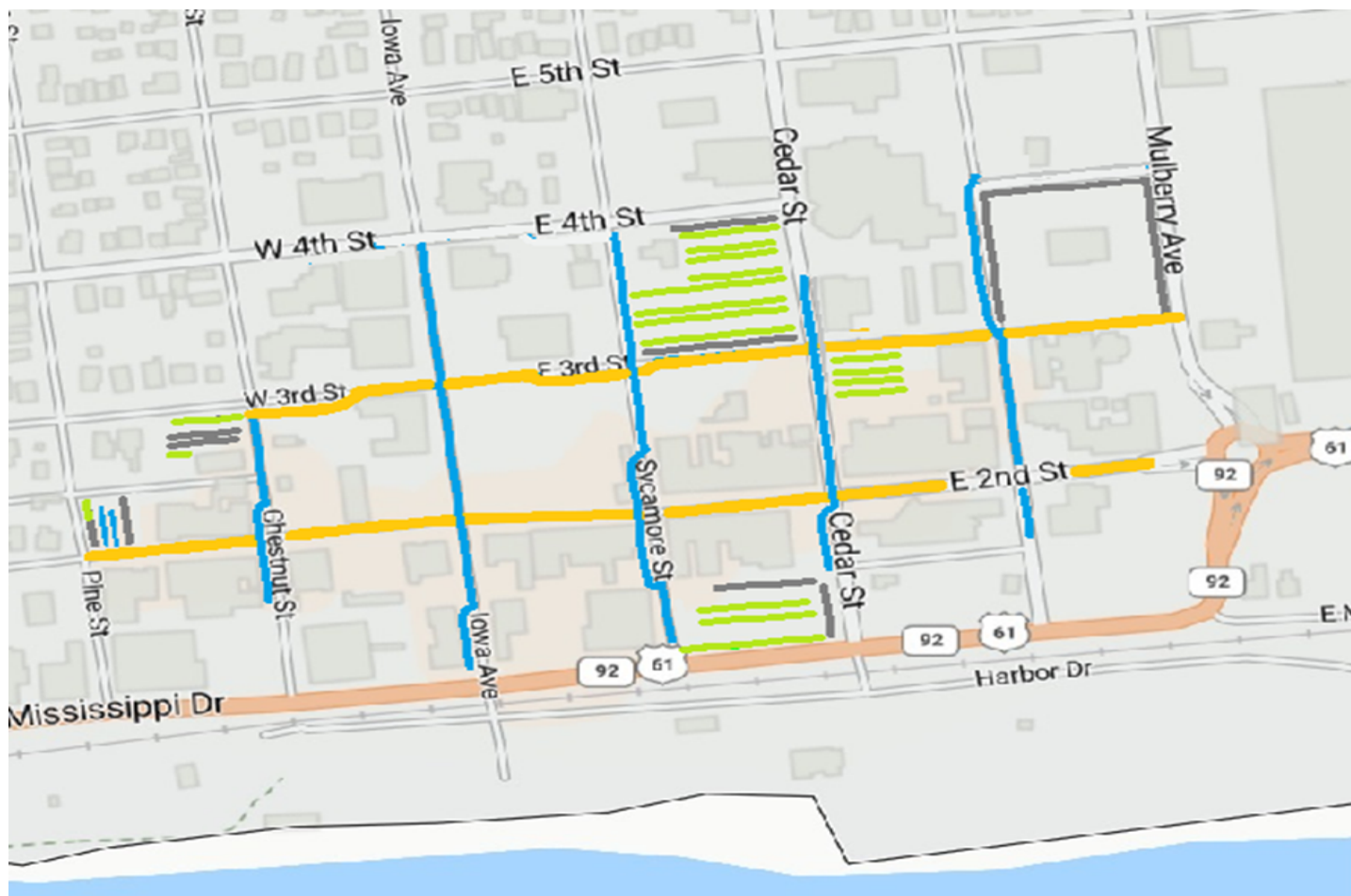


Strategy & Tools - As it is Today



Strategy

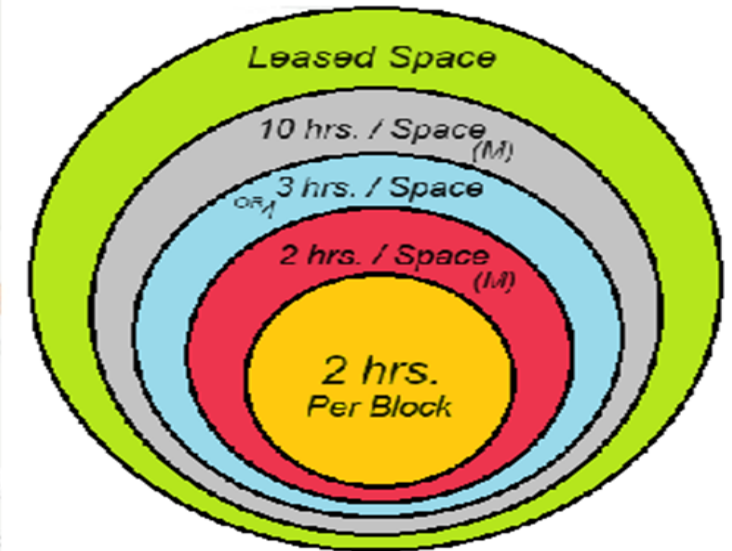
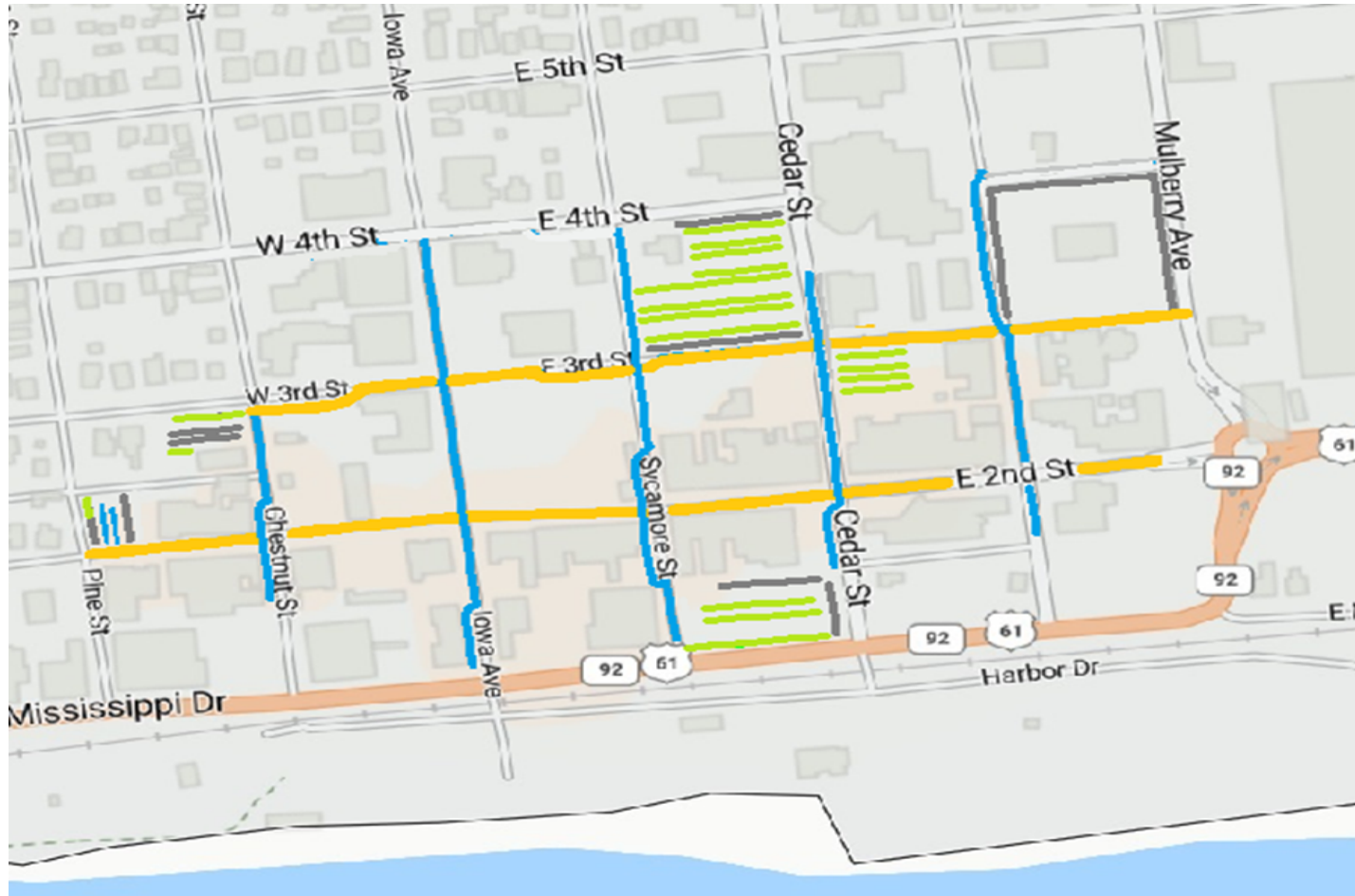
Double highest demand parking capacity.
Restore 3 hour parking capacity.
Improve turns for 12 underutilized properties.



As It Could Be

Tools

Remove 2 hour meters on 4th St. between Chestnut & Mulberry.
Remove meters along 3rd Street. Enforce 2hr/per block, like 2nd.
Increase all North/South meters from 2hr to 3hr.
Introduce pay by card service for fee + transaction cost.
Increase \$0.50/hr to \$1.00/hr. Offset 3rd and 4th St. free spaces.



As It Could Be

Direction Sought

- Questions & Feedback.
- Would City Council like to proceed with this or a modified turns strategy?
- Would city Council like to proceed with tools as presented or modifications?



City of Muscatine

ITEM NUMBER 2024-594

IN-DEPTH ITEM - CITY COUNCIL

DATE: 6/13/2024

STAFF

Nancy Lueck, Finance Director
Carol Webb, City Administrator

SUBJECT FOR DISCUSSION

Urban Renewal and Tax Increment Financing Overview

EXECUTIVE SUMMARY

The City has used the Urban Renewal and Tax Increment provisions in the State Code of Iowa since the 1970's for various public improvement and economic development projects. One of the City Council's goals for this year was to "Provide information to City Council regarding the City's Urban Renewal Plan". This In Depth presentation is to provide an overview of State Code provisions for Urban Renewal as well as the City's Urban Renewal Plan and related Tax Increment Financing (TIF) processes.

GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED

1. This presentation is informational and is to address the City Council's goal to "Provide information to City Council regarding the City's Urban Renewal Plan".
2. Discussion by the City Council of the information presented.

BACKGROUND/DISCUSSION

1. This presentation is informational and will provide an overview of:
 - A. Purpose of Urban Renewal
 - B. Establishing an Urban Renewal Plan or Plan Amendments
 - C. Overview of the History of Muscatine's Key Urban Renewal Areas and Program Uses
 - D. Urban Renewal Projects (Overview)
 - E. Types of Debt to be Certified for Urban Renewal/TIF Projects
 - F. TIF Rebate Agreements - Overview
 - G. Annual Appropriation TIF Debt
 - H. Internal TIF Loans/Advances
 - I. Creating and Using TIF Revenue
 - J. Maximum TIF vs. Required TIF
 - K. Managing TIF Usage (Iowa Department of Management Recommendations)
 - L. Low to Moderate Income (LMI) Set-Aside Requirements for Market Rate Housing

M. Overview of Muscatine's Uses of TIF - Development Agreements and TIF Projects

2. Discussion and questions from the City Council on the information presented
3. Attachment #1 - City of Muscatine Restated Urban Renewal Plan for Consolidated Muscatine Urban Renewal Area (May 2011)
4. Attachment #2 - Summary of Urban Renewal projects in the most recent 14 UR Plan Amendments (2014-2023)

ATTACHMENTS

1. Urban Renewal & Tax Increment Financing Overview.6-9-24
2. 91641-0511 Res Expanding & Consolidating Urban Renewal Areas and Plan Amendment May 2011
3. Urban Renewal Plan Amendment Summaries (2014-2023)

Administering Urban Renewal & Tax Increment Financing

INCLUDES EXCERPTS FROM THE FALL 2023 IOWA DEPARTMENT OF
MANAGEMENT WORKSHOPS PRESENTED BY TED NELLESEN OF IDOM

STAFF:

NANCY LUECK, FINANCE DIRECTOR

CAROL WEBB, CITY ADMINISTRATOR



Direction Sought

1. This presentation is informational and is to address the City Council goal to “Provide information to City Council regarding the City’s Urban Renewal Plan”.
2. Discussion by the City Council of the information presented.

Urban Renewal Purpose

Urban renewal is a broad concept and method for improving physical and economic conditions -

Designations:

- Slum – Dangerous or unhealthy conditions dominate
 - Blight – Substantially deteriorated or inadequate conditions inhibiting growth
 - Economic Development - Self-explanatory
-
- Urban renewal allows a city/county certain tools to address these issues
 - TIF is one of these tools



Establishing an Urban Renewal Plan or Plan Amendments

- The Urban Renewal Plan must be crafted and meet at least one of the designations listed in the previous slide (Slum, Blight, Economic Development).
 - The Planning & Zoning Commission must make sure the Urban Renewal Plan (or Plan Amendments) do not violate the City's Master Plan.
 - The City Council must hold a public hearing on the proposed plan or plan amendments.
 - A copy of the plan must be consulted on by the affected taxing authorities (County and School) prior to adoption of the plan (or plan amendment) by Council.
- Public Building Feasibility Analysis may also be needed if improvements are proposed to be made using TIF funds.



Establishing an Urban Renewal Plan or Plan Amendments (Cont.)

- Urban Renewal Plan Amendments
 - Add or remove territory from the boundary of the Urban Renewal Area
 - Add or remove projects from Urban Renewal Area
 - Any amendments that start TIF will have new TIF sunset
- City Council approves the UR Plan to make it “Active” and to create the opportunity for TIF to be used.
 - A TIF ordinance must be passed to start TIF



Overview of History of the City of Muscatine's Key Urban Renewal Areas and Program Uses

The City of Muscatine's use of the Urban Renewal process dates back to the 1970's and was in the Downtown Area. One of the first projects incorporated one-half of a downtown City block. The Downtown UR/TIF Area and Plan have been modified numerous times since they were created.

In August of 1994, the City created an Urban Renewal Area in the Southend of the City. TIF funding from this area allowed both sewer and water service to be extended to residents and businesses in the southend of the community. Since this area was created, there have also been a variety of development agreements with businesses locating or expanding their operations in this area. Extending utilities to this area was a key factor in the business expansions in this area.

Several other Urban Renewal Areas were also created in years through 2010.

Since the Downtown and Southend Urban Renewal/TIF areas were created before 1995, they do not have set expiration dates.



Overview of History of the City of Muscatine's Key Urban Renewal Areas and Program Uses (Cont.)

In May of 2011, the City consolidated the City's urban renewal policies, projects, and initiatives under the governance of a single urban renewal plan. This action included:

1. Updating the legal description of the Urban Renewal Area to include all real property within the City limits. (The Plan has since been updated to include real property voluntarily annexed into the City since 2011.)
2. Consolidated the former separate urban renewal areas into a single Consolidated Muscatine Urban Renewal Area.
3. Updated and reaffirmed findings of a need for economic development and slum and blight alleviation with respect to various properties in the Urban Renewal Area.
4. To adopt a restated and updated Urban Renewal Plan for the continued undertaking and operation of projects and initiatives within the Consolidated Muscatine Urban Renewal Area. (A copy of this Consolidated Plan is an attachment to the Agenda Item Summary.)
5. The Consolidated Plan also provided for the designation of blight areas in the city.
6. The City has adopted Urban Renewal Plan Amendments since the Consolidated Plan was created which have included numerous projects, programs, and development agreements. (A summary list of projects in the 14 Urban Renewal Plan Amendments is attached to the Agenda Item Summary.)
7. City staff continues to work with the City's bond attorney (Dorsey & Whitney) to ensure all urban renewal / TIF actions conform with State Urban Renewal requirements.



Urban Renewal Area and TIF Area Sunsets

- Urban Renewal Areas do not automatically sunset by statute
- TIF Areas / TIF Taxing districts may have a statutory sunset
 - Economic Development (regular) - 20 years after the first year (21 years)
 - Residential Economic Development - 10 years after the first year (11 years);
possible 5 year extension
 - Slum and Blight - PERPETUAL - Ends when the URA / TIF has
achieved
the plan's goals



Urban Renewal Projects

- The creation of the Urban Renewal Area and Urban Renewal Plan (including amendments) allows eligible projects to be started
- Eligible Projects:
 - Must further the stated goals of the Urban Renewal Plan – Examples from Iowa State Code 403.17(25):
 - Infrastructure Improvements
 - Loans or Grants for Improvements
 - Land or building acquisition and remodeling



Urban Renewal Projects (Cont.)

- **Projects must be financed by the issuance of debt or undertaking of an obligation.**
 - Cannot certify project costs that do not yet exist.
 - Assuming debt for beginning projects is the start of the TIF mechanism for diverting revenues.
 - **Types of Debts**
 - General Obligation Bonds\ Loans \ Notes
 - TIF Revenue Bonds\ Loans \ Notes
 - Public sale\ negotiation or private issuance
 - Rebates & Developer Agreements
 - Forgivable Loans or Grants
 - Internal Loans/Advances
- Note – Rebates are the most common form of debt



Rebate Agreements

- Individually negotiated contracts with a business or individual
 - Usually for an expansion or improvement causing a tax base increase
 - A portion of the taxes paid by the counterparty will be returned to them
 - Requires tracking and calculating by the Urban Renewal Authority
- Goes for a set number of years or up to a maximum amount of payments



Other Agreements

- Developer agreements, economic development grants / loans
 - Largely the same as Rebates
 - Contract between the Urban Renewal Authority and a business/individual
 - Usually set payments rather than a percentage

Annual Appropriation

Annual Appropriation Debt - debt that is approved by a governing body one year at a time rather than in total

- Can be used for any kind of debt
- Rebates are annual appropriation by their nature
 - Due to not knowing how much will be paid at the time of the debt approval
 - Rebate payments are certified yearly, rather than all at once

TIF Revenue Debts

- TIF Revenue Debt generally counts against the City's Constitutional Debt Limit (5% of actual valuations)
- When the debt is annually appropriated, however, only the next year's debt counts against the debt limit



Internal TIF Loans

Internal TIF Loans/Advances - Another fund pays for a TIF project with the expectation of TIF repayment in the future

- Must be passed by resolution
- Not certifiable unless passed by resolution – the resolution is the debt instrument

(City examples are shown in a future slide)

Creating and Using TIF Revenue

- Tax Increment Financing (TIF) revenues are a mechanism to fund Urban Renewal projects
 - Repayment tool for the debts incurred for Urban Renewal projects (roundabout way to fund projects)
- TIF Revenue is a diversion of a portion of tax revenues from other Levy Authorities
 - Consolidated rate (City, County, School, etc.) minus reserved levies that include:
 - Debt Service Levies (All debt service levies of the City, County, and School)
 - Physical Plant & Equipment Levy (PPEL) (School)
 - Instructional Support Levy (ISL) (School)

For the City of Muscatine for projects in the Muscatine Community School District for the current FY 24 fiscal year, the incremental tax rate is calculated as:

\$36.80354 total consolidated tax rate of the City, County, and Muscatine School district

- 5.72814 per \$1,000 valuation –total excluded (reserved) levies of City, County, and School district

\$31.07540 per \$1,000 valuation – Incremental Tax Rate for FY 24



Maximum TIF vs. Required TIF

- The full maximum amount of TIF valuation may not be required every year to service the debt
 - The County Auditor calculates the maximum TIF revenue for each tax district
 - The Auditor only diverts the amount of valuation to increment that is necessary to create enough TIF to fund the City's debt request
 - The maximum increment that is not needed for TIF debt goes back to the base for all taxing entities (including the City)



Managing TIF Usage

Managing TIF Usage - Department of Management Recommendations

- An internal policy can be implemented to prevent the city from using too much TIF
 - Keeps the General Fund from spiking and gives predictability to other governments
- Every dollar of value diverted to increment is one that cannot be taxed for the City's General Fund as well as taxed by other taxing entities
 - Avoid peaks and valleys

The City of Muscatine looks to request TIF revenues consistently from year to year in an effort to avoid significant changes to the City's regular taxable value. The City has not been claiming the maximum TIF amounts in all recent years.



Low to Moderate Income Set-Aside Requirements

Requirement for Market Rate housing developments (except in slum and blight areas)

- Requirement set out under Iowa Code 403.22
- Applies when TIF revenue is spent on market rate housing projects
 - Residential Economic Development

Low to Moderate Income Requirement - TIF revenues equal to the Countywide LMI percentage must be spent on LMI projects

LMI designated revenues can be spent for eligible LMI projects anywhere in the City

For the City of Muscatine, the LMI requirement is 39.91%. The only current TIF project that requires the LMI set-aside is Arbor Commons.



Information on the City of Muscatine's Use of TIF and City TIF Projects

1. In December of 2022, the City adopted a formal Tax Increment Financing (TIF) Policy
2. This Policy includes the Goals of Muscatine's TIF program, TIF Policies, TIF Funding Calculations and Definitions, Funding Mechanisms, the City's Standard TIF Program (10-years, 50%), considerations for expanded TIF funding, and the TIF Application process.
3. As noted previously, all projects being considered for TIF funding must first be included in the City's Urban Renewal Plan.
4. New projects can be added by amendments to the Urban Renewal Plan. Urban Renewal Plan Amendments must follow specific legal requirements including public hearings, review by the Planning and Zoning Commission, and a required consultation meeting with other taxing entities. The City's bond counsel assists the City with this process.
5. Incremental taxes from UR/TIF districts can be used for public improvements in the UR area, economic development incentives for businesses including TIF rebates, economic development programs (Small Business Forgivable Loan programs), etc.



Information on the City of Muscatine's Use of TIF and City TIF Projects (Cont.)

6. The City currently has 15 active Development Agreements that provide for TIF rebates to various developers and businesses. These agreements are considered less risky since incremental taxes are calculated based on the increase in taxable values in the UR area/TIF district over the “frozen base” value of the property at the time the TIF District was created. In effect, if the incremental value to the property does not increase, there is no increment on which to base a rebate. The current TIF rebates are listed in the Debt Service Fund section of the City's FY 25 Budget.
7. As noted previously, the incremental tax rate is the total tax rate of the City, County and School less any debt service tax levies for each of these entities. For example, in 2023/2024 the total City, County, and School tax levy is \$36.80354/\$1,000 of valuation. The incremental tax rate is \$31.07540.
8. The City has issued Tax Increment or General Obligation bonds to complete public improvement projects in TIF areas with the incremental taxes funding the principal and interest for these issues. There is currently one debt issue that the City is repaying with TIF for:
 - A. The May 2020 general obligation bond issue included \$3,175,000 in funding for the 2nd Street Streetscaping project with the debt service payments for this portion of the bond issue to be repaid with future TIF funds. The final payments on this bond issue will be in FY 2029/2030.



Information on the City of Muscatine's Usage of TIF and City TIF Projects (Cont.)

9. The City has also used TIF to fund several ongoing and new programs including:
 - a. Funding of the annual TIF Administration and Professional Support Costs
 - b. Funding of the annual economic development grant to the Greater Chamber of Commerce and Industry
 - c. Funding of the various Small Business Forgivable Loan programs including the original program, the code compliance program (in previous years), the 2nd Street Façade program, the small business forgivable loans to assist during the COVID pandemic, and the Grandview Avenue forgivable loans during the Grandview reconstruction project
 - d. The City Wayfinding program

Funding for these programs was possible due to the Downtown and Southend TIF areas not having expiration dates. These programs use Internal Loans as the debt necessary to claim and use TIF.



Summary

The City of Muscatine has assisted numerous businesses with TIF funding through rebate provisions of Development Agreements. Numerous “success stories” can be seen throughout the community.

The City has assisted small businesses through the Small Business Forgivable Loan programs - both through the regular programs and the special programs for COVID loans and Grandview loans.

The City has completed or is the process of completing numerous public improvement projects with the use of TIF. Recent examples are the 2nd Street Streetscaping project and the Wayfinding Project.

These projects and programs are directly tied to the Urban Renewal Plan goals of economic development and slum and blight alleviation.

It should be noted that “but for” TIF, these projects and programs might not have been possible.



Direction Sought

1. Does City Council have questions on the information presented?
2. Is any additional information needed?

2011 CONSOLIDATION AND
EXPANSION OF MUSCATINE URBAN
RENEWAL AREAS AND PLAN
AMENDMENT HEARING

421464-34

Muscatine, Iowa

May 5, 2011

The City Council of the City of Muscatine, Iowa, met on May 5, 2011, at 7:00 o'clock p.m., at the City Hall, in the City for the purpose of conducting a public hearing on the designation of an urban renewal area and on a proposed urban renewal plan amendment. The Mayor presided and the roll being called the following members of the Council were present and absent:

Present: Councilmembers LeRette, Fitzgerald, Natvig, Shihadeh, Bynum, Roby, and Lange

Absent: None

The City Council investigated and found that notice of the intention of the Council to conduct a public hearing on the designation of the 2011 Addition to the Muscatine Urban Renewal Area and on an urban renewal plan amendment had been published according to law and as directed by the Council and that this is the time and place at which the Council shall receive oral or written objections from any resident or property owner of the City. All written objections, statements, and evidence heretofore filed were reported to the Council, and all oral objections, statements, and all other exhibits presented were considered.

The following named persons presented oral objections, statements, or evidence as summarized below; filed written objections or statements, copies of which are attached hereto; or presented other exhibits, copies of which are attached hereto:

(Here list all persons presenting written or oral statements or evidence and summarize each presentation.)

There being no further objections, comments, or evidence offered, the Mayor announced the hearing closed.

Council Member Fitzgerald moved the adoption of a resolution entitled “A Resolution to Declare Necessity and Establish an Urban Renewal Area, Pursuant to Section 403.4 of the Code of Iowa and Approve Urban Renewal Plan Amendment, seconded by Council Member Bynum. After due consideration, the Mayor put the question on the motion and the roll being called, the following named Council Members voted:

Ayes: Councilmembers LeRette, Fitzgerald, Natvig, Shihadeh, Bynum, and Roby

Nays: Councilmember Lange

Whereupon, the Mayor declared the resolution duly adopted and signed approval thereto.

RESOLUTION NO. 91641-0511

A resolution to declare necessity and establish an urban renewal area, pursuant to Section 403.4 of the Code of Iowa and approve urban renewal plan amendment

WHEREAS, the City Council (the "Council") of the City of Muscatine (the "City") has previously established the Original Muscatine Urban Renewal Area, the Muscatine Downtown Urban Renewal Area, the South End Urban Renewal Area, the Northeast Urban Renewal Area, the Muscatine Mall Urban Renewal Area, the Highway 38 - Northeast Urban Renewal Area, and the 2010 Industrial Urban Renewal Area (collectively hereinafter the "Urban Renewal Areas"); and

WHEREAS, studies have been conducted the results of which indicate that conditions of blight (the "Blighted Conditions"), as described in Section 403.17(5) of the Code of Iowa continue to exist on various parcels of ground (the "Blighted Properties") in the City, such properties being described on Exhibit C to the Restated Urban Renewal Plan (as hereinafter defined); and

WHEREAS, it has been proposed that the Council take action to consolidate the City's urban renewal policies, projects and initiatives under the governance a single urban renewal plan; and

WHEREAS, it has been further proposed that the Council amend the urban renewal plans for the Urban Renewal Areas to (1) update the legal description of the Urban Renewal Areas to include all real property (the "Property") in the City as set forth on Exhibit A hereto; (2) to consolidate the Urban Renewal Areas into a single Consolidated Muscatine Urban Renewal Area (the "Consolidated Area"); (3) to update and reaffirm findings of a need for economic development and slum and blight alleviation with respect to various properties within the Urban Renewal Areas; (4) to adopt a restated and updated urban renewal plan (the "Restated Plan") for the continued undertaking and operation of projects and initiatives within the Consolidated Area; and (5) to specifically identify new projects to be undertaken within the Consolidated Area; and

WHEREAS, the Council intends that this consolidating action shall not alter the original base valuations, time restrictions and debt certifications for the City's tax increment financing districts that have been established from time-to-time by ordinances with respect to the financing of projects in the Urban Renewal Areas; and

WHEREAS, this Council is desirous of obtaining as much information as possible from the residents of the City before making this decision; and

WHEREAS, an amendment (the "Amendment") to the urban renewal plans for the Urban Renewal Areas which carries out this proposal has been prepared; and

WHEREAS, notice of a public hearing by the City Council of the City on the question of establishing the area shown in Exhibit A hereto as an urban renewal area and on the proposed Amendment was heretofore given in strict compliance with the provisions of Chapter 403 of the Code of Iowa, and the City Council has conducted said hearing on May 5, 2011; and

WHEREAS, the Planning and Zoning Commission of the City has reviewed and commented on the proposed Amendment and Restated Plan; and

WHEREAS, copies of the Amendment and the Restated Plan, notice of public hearing and notice of a consultation meeting with respect to the Amendment were mailed to Muscatine County, Muscatine Community School District and Muscatine Community College; the consultation meeting was held on the 19th day of April, 2011; and responses to any comments or recommendations received following the consultation meeting were made as required by law;

NOW, THEREFORE, It Is Resolved by the City Council of the City of Muscatine, Iowa, as follows:

Section 1. An economic development area as defined in Chapter 403 of the Code of Iowa, is found to exist in the City of Muscatine on the Property. The Council hereby acknowledges this finding to be a reaffirmation of findings made with respect to the portions of the Property previously included in the Urban Renewal Areas.

Section 2. A blighted area resulting from the Blighted Conditions as defined in Section 403 of the Code of Iowa is hereby found to exist on the Blighted Properties.

Section 3. The portion of the Property not previously contained within the Urban Renewal Areas is hereby declared to be an urban renewal area, in conformance with the requirements of Chapter 403 of the Code of Iowa, and, together with the portions of the Property previously contained within the Urban Renewal Areas is hereby designated as the Consolidated Muscatine Urban Renewal Area.

Section 4. The rehabilitation, conservation, redevelopment, development or a combination thereof, of the Consolidated Muscatine Urban Renewal Area is necessary in the interest of the public health, safety or welfare of the residents of the City.

Section 4. It is hereby determined by this Council as follows:

A. It is not anticipated that families will be displaced with respect to any urban renewal projects to be carried out on the Blighted Property, but, if the need arises, a feasible method exists for the location of families who will be displaced from the urban renewal area into decent, safe and sanitary dwelling accommodations within their means and without undue hardship to such families;

B. The Restated Plan as amended covering the Property conforms to the general plan of the municipality as a whole;

C. Proposed development on the Property is necessary and appropriate to facilitate the proper growth and development of the City in accordance with sound planning standards and local community objectives.

Section 5. The Amendment and the Restated Plan, attached hereto and made a part hereof, are hereby in all respects approved. The Urban Renewal Areas are hereby consolidated

into a single Consolidated Muscatine Urban Renewal Area, and the Restated Plan is hereby adopted to govern future urban renewal activity therein.

Section 6. It is hereby declared that this consolidating action shall not alter the original base valuations, time restrictions and debt certifications for the City's tax increment financing districts that have been established from time-to-time by ordinances with respect to the financing of projects in the Urban Renewal Areas. Furthermore, nothing in this consolidating action shall in any way interfere with the carrying out of ongoing urban renewal projects previously undertaken or the payment of obligations previously incurred in connection therewith.

Section 7. All resolutions or parts thereof in conflict herewith are hereby repealed, to the extent of such conflict.

Passed and approved May 5, 2011.



Richard W. Abner
Mayor

Gary Monday
City Clerk

(Attach copy of the urban renewal plan amendment to this resolution.)

RESTATED URBAN RENEWAL PLAN
CONSOLIDATED MUSCATINE URBAN RENEWAL AREA
CITY OF MUSCATINE, IOWA

I. INTRODUCTION

Chapter 403 of the Code of Iowa authorizes cities to establish areas within their boundaries known as “urban renewal areas,” and to exercise special powers within these areas. Urban renewal powers were initially provided to cities in order that conditions of deterioration within cities might be brought under control. Gradually, urban renewal has been found to be a useful tool, as well, for economic development in previously undeveloped areas and for retention of enterprises and jobs in other areas.

In order to facilitate the use of urban renewal for economic development, in 1985, the Iowa General Assembly amended Chapter 403 to authorize City Councils to create “economic development” areas. An economic development urban renewal area may be any area of a city which has been designated by the City Council as an area which is appropriate for industrial, commercial and/or residential enterprises and in which the city seeks to encourage further development.

As an additional expression of the role for local governments in private economic development, the General Assembly also enacted Chapter 15A of the Code of Iowa, which declares that economic development is a “public purpose” and authorizes local governments to make grants, loans, guarantees, tax incentives and other financial assistance to private enterprise. The statute defines “economic development” as including public investment involving the creation of new jobs and income or the retention of existing jobs and income that would otherwise be lost.

The process by which an economic development urban renewal area may be created begins with a finding by the City Council that such an area needs to be established within the City. An urban renewal plan is then prepared for the area, which must be consistent with the City’s existing comprehensive or general plan. All other affected taxing entities must be notified and given an opportunity to comment on the plan. The City Council must hold a public hearing on the urban renewal plan, following which, the Council may approve the plan.

In 1996, the Iowa General Assembly again expanded the scope of urban renewal legislation relative to housing development in “economic development areas.” This legislation allows the use of tax increment financing (TIF) for housing projects beyond those that benefit only low and moderate income (LMI) families. Under the 1996 legislation, TIF can be used for any type of housing development as long as a percentage of the TIF revenues or funds from other sources, equal to or greater than the percentage of LMI families in the county, is set aside to help meet the housing needs on this group.

In 2011 the City of Muscatine consolidated the Original Muscatine Urban Renewal Area, the Muscatine Downtown Urban Renewal Area, the South End Urban Renewal Area, the Northeast Urban Renewal Area, the Muscatine Mall Urban Renewal Area, the Highway 38 - Northeast Urban Renewal Area, and the 2010 Industrial Urban Renewal Area (collectively the

“Urban Renewal Areas”) into a single area to be known as the Consolidated Muscatine Urban Renewal Area (the “Urban Renewal Area”). At the same time, the City amended the Consolidated Muscatine Urban Renewal Area to add new property, to provide for the replacement of the original urban renewal plans (the “Original Plans”) (attached hereto as Exhibit B) through the adoption of this new, Restated Urban Renewal Plan, to update and reaffirm findings of the need for economic development and/or slum and blight alleviation with respect to various properties within the Urban Renewal Area and to specifically identify new projects to be undertaken within the Consolidated Area.

The balance of this document is intended to be a Restated Urban Renewal Plan which complies with the provisions of Chapter 403 of the Code of Iowa and sets out proposed activities within the Consolidated Muscatine Urban Renewal Area (sometimes hereinafter the “Urban Renewal Area”). This Restated Urban Renewal Plan replaces the Original Plans, which shall be retained as an attachment for interpretation and historical reference.

II. DESCRIPTION OF URBAN RENEWAL AREA

A description of the real property included within the Urban Renewal Area is attached hereto as Exhibit A.

III. URBAN RENEWAL OBJECTIVES

Urban renewal activities are designed to provide opportunities, incentives, and sites for new industrial and commercial development within the Urban Renewal Area.

More specific objectives for development within the Urban Renewal Area are as follows:

1. To contribute to a diversified, well-balanced local economy by creating job opportunities and strengthening the property tax base.
2. To assist in providing land for new and expanded commercial and industrial development.
3. To encourage commercial and industrial growth and expansion through the use of various federal, state and local incentives, including tax increment financing.
4. To stimulate through public action and commitment, private investment in new commercial and industrial development
5. To plan for and provide sufficient land for commercial and industrial development in a manner that is efficient from the standpoint of providing municipal services.
6. To help finance the cost of streets, water, sanitary, storm sewer, or other public improvements in support of new residential, commercial and industrial development.
7. To provide a more marketable and attractive investment climate.

8. To increase the number of affordable housing units in the City that are safe, attractive and comfortable.
9. To provide public facilities to enhance City services and enhance the economic attractiveness of the community.
10. To alleviate conditions of slum and blight in the Urban Renewal Area.

IV. URBAN RENEWAL ACTIVITIES

The following types of activities are examples of the specific actions which may be undertaken by the City within the Urban Renewal Area:

1. Preparation of plans related to the development and implementation of the urban renewal area and specific urban renewal projects.
2. Construction of public infrastructure including streets, public utilities or other facilities connected with an urban renewal project. To the extent that the City undertakes the provision of tax increment financing support for public infrastructure related to the development of residential housing for economic development, the City shall comply with the requirements of Section 403.22 of the Code of Iowa.
3. Construction of buildings or specific site improvements such as grading and site preparation activities, access roads and parking, railroad spurs, fencing, utility connections, and related activities.
4. Pursuant to state law, provision of direct financial assistance, including grants or loans, to private persons engaged in economic development, in such form and subject to such conditions as may be determined by the City Council.
5. Making available, as appropriate, financing for development and redevelopment projects, including conventional municipal borrowing, tax increment financing and tax increment rebates resulting from increased property values in the Urban Renewal Area.
6. The undertaking and assistance with all manner of projects, public and private aimed at the alleviation of slum and/or blight conditions in the Urban Renewal Area.

V. URBAN RENEWAL PROJECTS

The initial purpose of this Urban Renewal Plan is to facilitate the use of tax increment financing and the construction of related public facilities and infrastructure in support of economic development throughout the Urban Renewal Area and the promotion of all manner of projects aimed at the alleviation of slum and/or blight conditions in the Urban Renewal Area. Nothing in the adoption of this restated urban renewal plan shall be interpreted to interfere with the carrying out of any urban renewal projects undertaken under the Original Plans, including the payment of costs and the repayment of debt incurred in connection therewith.

Urban renewal projects to be undertaken for the promotion of economic development shall include, but shall not be limited to:

1. All manner of public infrastructure projects for the furtherance of commerce and industrial, commercial and residential development.
2. All manner of financial assistance for the promotion of commercial and industrial enterprises and the provision of housing for families of low and moderate income.
3. Use of tax increment financing in support of the construction of a new municipal maintenance facility at Weed Park. The City Council has made the determination that this public facilities project is necessary to support the economic development of the Urban Renewal Area.
4. Use of tax increment financing in support of the construction of a new South End Fire Station Number 2. The City Council has made the determination that this public facilities project is necessary to support the economic development of the Urban Renewal Area.

VI. BLIGHT ALLEVIATION

Under the Original Plans, the City has designated the properties (the "Blighted Properties") described on Exhibit C hereto as blighted properties as defined in Section 403.17. Under such provision "*Blighted area*" means an area of a municipality within which the local governing body of the municipality determines that the presence of a substantial number of slum, deteriorated, or deteriorating structures; defective or inadequate street layout; faulty lot layout in relation to size, adequacy, accessibility, or usefulness; insanitary or unsafe conditions; deterioration of site or other improvements; diversity of ownership, tax or special assessment delinquency exceeding the fair value of the land; defective or unusual conditions of title; or the existence of conditions which endanger life or property by fire and other causes; or any combination of these factors; substantially impairs or arrests the sound growth of a municipality, retards the provision of housing accommodations, or constitutes an economic or social liability and is a menace to the public health, safety, or welfare in its present condition and use. A disaster area referred to in section 403.5, subsection 7, constitutes a "blighted area". "*Blighted area*" does not include real property assessed as agricultural property for purposes of property taxation.

The Blighted Properties have been found by the City of Muscatine to be a blighted area under the definition set forth above. Numerous factors were considered in making the determination that a substantial number and concentration of blighting factors to be present in this designated area.

1. Upon determination by the building official that a structure has deteriorated to a point where it endangers, life, limb, health, property, safety or welfare of the public or the occupant, a notice forbidding occupancy of the building, until the deficiencies are corrected, is posted. Of buildings in the City of Muscatine that are currently posted as unsafe to occupy, over 82% of them are located in the designated area.
2. Failure of property owners to clear snow and ice from the sidewalk on their property, as mandated by city code, creates unsafe conditions that are a menace to public health.

If after being given a reminder of their duty to clear snow and ice from sidewalks a property owner fails to do so, in order to maintain public health the city will hire a contractor to clear the snow and ice. Of the properties on which the City of Muscatine is regularly clearing snow and ice, approximately 70% of them are located in the designated area.

3. City code requires property owners to keep their property clear of noxious weeds and to keep grass trimmed. Noxious weeds if left unchecked constitute an economic liability to surrounding property owners. Grass and weeds left untrimmed, creates an unsafe condition that is a menace to public health by providing shelter for vermin. If after being given a reminder of their duty to clear noxious weeds and trim their grass, a property owner fails to do so, the city will in order to maintain public health hire a contractor to clear the weeds and trim the grass. Of the properties where the City is regularly cutting the grass and weeds, approximately 66% of them are located in the designated area.

4. Substantially delinquent taxes and concentration of substantially delinquent taxes is an indicator of blight. It is not unreasonable to assume that a property owner that lacks the interest or resources to pay their property taxes will unlikely be able take the actions necessary to maintain a property in a manner that is not detrimental to the health and general welfare of the public. Of properties in the City of Muscatine that owe more than \$1,000 in delinquent property taxes, 51.7% are located in the designated area.

5. Frequently the more than one of blighting factors previously discussed is present on a single parcel. The occurrence of more than one these factors is strong indication that the property is not being cared for, that it is having a negative impact on the public welfare and health of the surrounding area, and that without intervention by the City that the situation is likely to get worse. Of parcels that contain more than one of the previously discussed blighting factors, approximately 80% of them are located in the designated area.

6. Excessive levels of vacant residential units can serve as a good indicator of blight when combined with all the factors previously discussed. As the level of blight in an area increases the vacancy rate of an area also increase due to homes deteriorating to a unlivable or undesirable condition. The overall residential vacancy rate for the City of Muscatine is 8.3%, for the designated area it is 9.7%. However there are small areas that have significantly higher vacancy rates. Of the 49 census blocks in the City of Muscatine that have a vacancy rate between 20% and 75%, 83% of them were located in the designated area.

Based upon all of these factors the City Council has found that Blighted Properties meet the definition of a "blighted area" contained in Section 403.17(5) of the Code of Iowa, and the City Council shall continue to pursue policies and projects aimed at the alleviation and elimination of the conditions contributing to such blight.

VII. LAND USE PLAN AND PROPOSED DEVELOPMENT

The City's long range development plans for the Urban Renewal are matched to the City's general plan for development in the City and will be tailored to comply with the municipality's overall land use needs. All urban renewal activities within the Consolidated Muscatine Urban Renewal Area will be consistent with the City's comprehensive land use plans.

VIII. TAX INCREMENT FINANCING

One of the most significant and widely-used powers given to city councils and boards of supervisors under the Urban Renewal Act is the authority to utilize tax increment financing ("TIF"). TIF enables cities and counties to use the property tax dollars produced from new private development to pay for certain public improvements within an Urban Renewal Area, and to provide direct financial assistance to private persons in order to further the goals of economic development.

In order to utilize TIF, a portion of the urban renewal area will be designated by ordinance as a TIF District. Depending upon the dates upon which the TIF District is legally established and debt is initially certified, the original taxable valuation within the TIF District will be established as the "base valuation." The "base valuation" will be the assessed value of the taxable property in the Urban Renewal Area and TIF District as of January 1 of the calendar year preceding the calendar year in which the County first certifies the amount of any debt payable from TIF revenues to be generated within the TIF District. When the value of the property inside the TIF District increases by virtue of new construction, the difference between the base valuation and the new property value is the "tax increment" or "incremental value."

After tax increment debt is incurred in order to finance improvements within the TIF District or to authorize the payment of economic development incentives to a developer, property taxes levied by all local jurisdictions (county, school, area college) against the incremental value, with the exception of taxes levied to repay current or future debt incurred by local jurisdictions and the school district physical plant and equipment levy, will be allocated to the joint TIF District tax increment fund rather than to each local jurisdiction. These new tax dollars will be used to pay principal and interest on any tax increment debt incurred in the Urban Renewal Area.

Nothing in this Restated Urban Renewal Plan shall be interpreted or construed as interfering with the operations of the City's existing tax increment ordinances adopted in connection with the Urban Renewal Areas, as provided for in Section 403.19 of the Code, and such ordinances shall continue in operation in full effect, and with the same "base valuations" as prior to the adoption of this Restated Plan.

IX. PROPERTY ACQUISITION

The City will use its urban renewal authority for the potential acquisition of the properties described on Exhibit D hereto, such properties to be used in connection with the undertaking of urban renewal projects under this plan.

X. EFFECTIVE PERIOD

This Urban Renewal Plan will become effective upon its adoption by the City Council and will remain in effect as a plan until it is repealed by the City Council. During the life of this plan, the City Council may designate all or any portion of the property covered by this plan as a "tax increment district." Incremental property tax collections will continue for the maximum period allowed by state law or, if sooner, until the City Council chooses to cease such collections.

XI. PLAN AMENDMENTS

This Urban Renewal Plan may be amended to include such things as a change in the project boundaries, to modify renewal objectives or activities, to add or change regulations for development of property, or for any other purposes consistent with Chapter 403 of the Code of Iowa, following a public hearing on the proposed change, in accordance with Chapter 403 of the Code of Iowa.

XII. CITY DEBT INFORMATION

1.	Current constitutional debt limit	<u>\$ 58,170,994</u>
2.	Outstanding general obligation debt:	<u>\$ 18,470,000</u>
3.	Proposed amount of debt to be incurred:	<u>\$ 10,000,000</u>

EXHIBIT A
CONSOLIDATED MUSCATINE URBAN RENEWAL AREA

All real property situated within the incorporated limits of the City of Muscatine, County of Muscatine, State of Iowa as of May 1, 2011.

EXHIBIT B
ORIGINAL URBAN RENEWAL PLANS

EXHIBIT C

DESCRIPTION AND MAP OF BLIGHTED PROPERTIES

That territory bounded by a line extended as follows: Beginning at a point at the center of the intersection of the main channel of the Mississippi River and an extension of the centerline of Kemper Avenue, thence westerly along the extension of the centerline of Kemper Avenue, thence westerly along the centerline of Kemper Avenue to the center of the intersection of Kemper Avenue and Stewart Road, thence southwesterly along the centerline Stewart Road to the center of the intersection of Stewart Road and Wallace Street, thence westerly along the centerline of Wallace Street to the center of the intersection of Wallace Street Aaron Avenue, thence northerly along the centerline of Aaron Avenue to the center of the intersection of Aaron Avenue and Sampson Street, thence westerly along the centerline of Sampson Street to the center of the intersection of Sampson Street and 25th Street South, thence northwesterly along the centerline of 25th Street South until it becomes the centerline of South Houser Street, thence northwesterly and northerly along the centerline of South Houser Street to the center of the intersection of South Houser Street and the north bank of the Muscatine Slough, thence easterly along north bank of the Muscatine Slough to the center of the intersection of the north bank of the Muscatine Slough and an extension of the centerline of Charles Street, thence northerly along an extension of the centerline Charles Street to the center line of Charles Street, thence northerly along the centerline of Charles Street to the center of the intersection of Charles Street and Hershey Avenue, thence easterly along the centerline of Hershey Avenue to the center of the intersection of Hershey Avenue and Fletcher Avenue, thence northerly along the centerline of Fletcher Avenue to the center of the intersection of Fletcher Avenue and Lucas Road, thence northwesterly along the centerline of Lucas Road to the center of the intersection of Lucas Road and Newall Avenue, thence easterly along the centerline of Newall Avenue to the center of the intersection of Newall Avenue and Logan Street, thence northerly along the centerline of Logan Street to the center of the intersection of Logan Street and Dillaway Street, thence easterly along the centerline of Dillaway Street to the center of the intersection of Dillaway Street and Roscoe Avenue, thence northwesterly along the centerline of Roscoe Avenue to the center of the intersection of Rsoce Avenue and Fulliam Avenue, thence westerly along the centerline of Fulliam Avenue to the center of the intersection of Fulliam Avenue and Cedar Street, thence southeasterly along the centerline of Cedar Street to the center of the intersection of Cedar Street and Bartlett Street, thence northeasterly along the centerline of Bartlett Street to the center of the intersection of Bartlett Street and Mulberry Avenue, thence northwesterly along the centerline of Mulberry Avenue to the center of the intersection of Mulberry Avenue and Maple Avenue, thence northeasterly along the centerline of Maple Avenue to the center of the intersection of Maple Avenue and Oak Street, thence northwesterly along the centerline of Oak Street to the center of the intersection of Oak Street and Woodlawn Avenue, thence easterly along the centerline of Woodlawn Avenue to the center of the intersection of Woodlawn Avenue and Isett Avenue, thence northerly along the centerline of Isett Avenue to the center of the intersection of

Isett Avenue and Clay Street, thence easterly along the centerline of Clay Street to the center of the intersection of Clay Street and Park Avenue, thence southerly along the centerline of Park Avenue to the center of the intersection of Park Avenue and Washington Street, thence easterly along the centerline of Washington Street and then along an extension of the centerline of Washington Street to the intersection of an extension of Washington Street and the main channel of the Mississippi River, thence southwesterly along the main channel of the Mississippi River to the point of beginning.

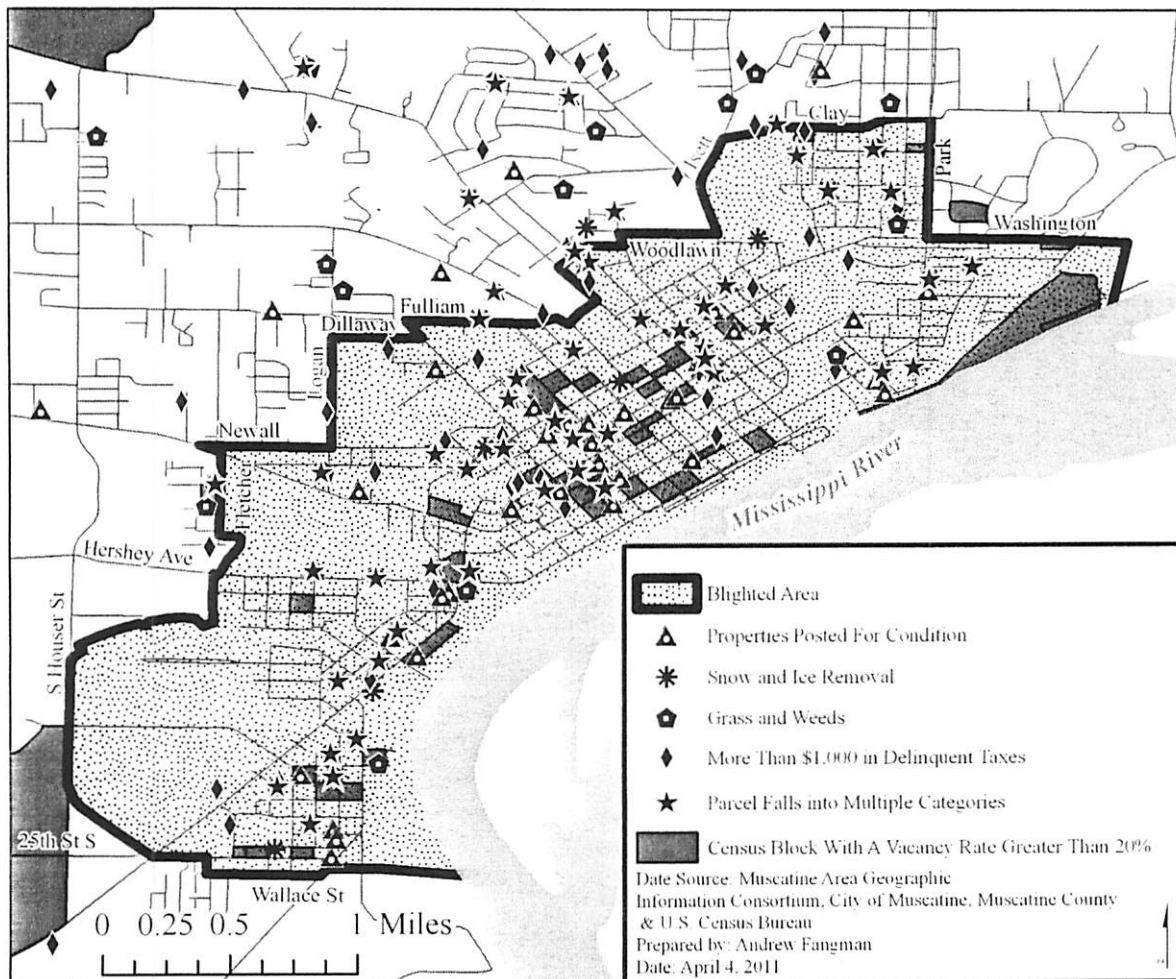


EXHIBIT D
PROPERTIES PROPOSED FOR ACQUISITION UNDER THE URBAN
RENEWAL PLAN

**EXHIBIT A-LEGAL DESCRIPTION
CONSOLIDATED MUSCATINE URBAN RENEWAL AREA**

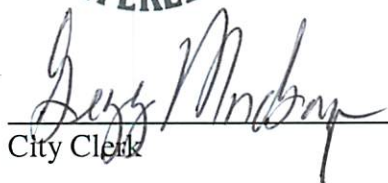
All real property contained within the incorporated boundaries of the City of Muscatine, County of Muscatine, State of Iowa as of May 1, 2011.

• • • •

Upon motion and vote, the meeting adjourned.



Attest:


City Clerk


Mayor

STATE OF IOWA
COUNTY OF MUSCATINE
CITY OF MUSCATINE

SS:

I, the undersigned, do hereby certify that I am the duly appointed, qualified and acting City Clerk of the City of Muscatine, and that as such I have in my possession or have access to the complete corporate records of the City and of its officers; and that I have carefully compared the transcript hereto attached with the aforesaid records and that the attached is a true, correct and complete copy of the corporate records relating to the action taken by the City Council preliminary to and in connection with designating an urban renewal area and approving an urban renewal plan amendment.

WITNESS MY HAND and the seal of the City hereto affixed this 5th day of May, 2011.



(Seal)



City Clerk

(Please attach to this certificate a copy of the minutes or a resolution of the Planning and Zoning Commission showing the action taken by that Commission to approve the urban renewal plan amendment.)

MINUTES
April 12, 2011 – 5:30 p.m.
Planning and Zoning Commission
Muscatine City Hall
City Council Chambers

Present: Chairperson Dawnese Openshaw, John Sayles, Allen Harvey, George Fisher, Larry Koehrsen, David Colton, and Rochelle Conway.

Staff: Steven Boka, Director of Community Development,
Andrew Fangman, City Planner, Community Development,
Stephanie Oien, Office Coordinator, Community Development.

Also: Devin Pettit, Bob Kleindolph, Greg Jenkins & Jane Daufeldt.

Chairperson Openshaw opened the meeting at 5:30 p.m. and read the Mission Statement.

Minutes: The minutes of the March 8, 2010, regular meeting were approved on a motion by Commissioner Harvey; second by Commissioner Fisher. All ayes, motion carried.

Other Business:

Voluntary Annexation – Parkview Condominium Association – 6.7 Acres – Heatherlynn Drive – Located off Colorado Street. Boka informed the Commission that City Council approved a pre-annexation agreement on April 7. Parkview and Irish Ivy will both be included in the voluntary annexation. Parkview Condominium Association has contracted with a local contractor to install sewer on their property. The City will extend sewer to two points just inside the property lines of the Association. City Council has approved the voluntary annexation when staff is ready to proceed. Staff is working to gather a larger area for annexation. Bob Kleindolph who has land located adjacent to the Association property on Colorado Street and along Highway 22 voiced his opposition to annexation. Kleindolph cited an increase in taxes and the city's restrictions for pets as unfavorable. Sayles asked if the zoning classification would need to be changed for the Association. Boka replied that it would depend on how the Association was set up. Koehrsen made a motion to approve voluntary annexation of Parkview and Irish Ivy with a strong recommendation to staff to get all of the property north of Highway 22 included. Second by Sayles. All ayes, motion carried.

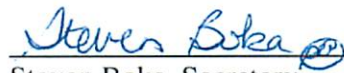
Voluntary Annexation – Jerry and Cathy Henning – 62.05 Acres – South of Highway 61 and West of Solomon Avenue. Jerry and Cathy Henning have requested a voluntary annexation for their property. They want the property annexed as is. The Henning's believe the possibility of the extension of city utilities will be a good selling point for the property. Harvey asked if there would be any immediate extension of utilities. Boka replied that the potential buyer would establish the use of the property and subsequently the plan for development. Harvey asked where the electrical utility would come from. Boka stated that electrical service to the property is as determined by the Iowa Commerce Commission.

The property would have sewer service available from the city and MP&W could provide municipal water service or the property; or it could be served by private wells. Harvey motioned to recommend that City Council approve the annexation. Second by Fisher. All ayes, motion carried.

Urban Renewal Plan Amendment and Consolidation. Determination of Blight under Chapter 403 of the Code of Iowa. Boka and Fangman reviewed the Urban Renewal Plan Amendment and Consolidation proposal. In conjunction with the amendment staff has proposed an area of blight alleviation. Boka noted that the amendment meets five (5) of the seven (7) critical issues found in the Comprehensive Plan. Following a lengthy discussion regarding elements of the Plan, Commissioner Fisher made a motion recommending that the City Council approve the Urban Renewal Plan amendment and consolidation as being consistent with the existing Comprehensive Plan. Second by Harvey. Motion carried on a 6-1 vote with Commissioner Koehrsen being opposed.

Adjourn.

Respectfully Submitted,


Steven Boka, Secretary
Director of Community Development

ATTEST:


Dawnese Openshaw, Chairperson
Planning & Zoning Commission



City Hall, 215 Sycamore St.
Muscatine, IA 52761-3840
(563) 262-4141
Fax (563) 262-4142

PLANNING, ZONING AND BUILDING SAFETY

**Public Health,
Housing Inspections &
Inspection Services**

MEMORANDUM

To: Mayor and City Council Members
Cc: Gregg Mandsager, City Administrator
From: Steven Boka, Director of Community Development
Date: May 3, 2011
Re: Resolution Expanding & Consolidating Urban Renewal Areas & Plan Amendment

INTRODUCTION: The City currently has six different urban renewal plans and districts covering a large portion area of the city.

BACKGROUND: Staff has discussed the benefits of consolidating the six plans into a single document and expanding the areas intended to be covered by the plan. City staff consulted the Planning Commission on April 12, 2011 and they have recommended approval of the proposed plan amendment and consolidation; finding it consistent with the Comprehensive Plan. Staff subsequently conducted a presentation regarding the plan amendment and consolidation to City Council during their April 14th In-Depth meeting. Staff also scheduled and offered a consultation with the Muscatine School District, Muscatine Community College, and the Muscatine County Board of Supervisors. That consultation meeting was held on April 19, 2011.

RECOMMENDATION/RATIONALE: Following the public hearing scheduled for May 5th, the City Council will have the opportunity to consider a resolution approving the amended Urban Renewal Plan, consolidation and expansion. It is recommended that the City Council take action by resolution approving the urban renewal plan amendment as required by law.

BACKUP INFORMATION:

1. Resolution

Urban Renewal Plan Amendments (2014 to Present)

Urban Renewal Plan Amendment Dated 2-20-14

1. Heinz Expansion (Heinz Project #2)	TIF Rebate	\$ 880,000	Subject to Annual Appropriation Maximum
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Urban Renewal Plan Amendment Dated 9-4-14

1. Small Business Forgivable Loan Program	Internal Advances	\$ 300,000 (Maximum TIF \$350,000)	September 2014 - June 30, 2017 (3 Years of Funding; \$100,000/year)
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Urban Renewal Plan Amendment Dated 11-6-14

1. City Hall Improvement Project (HVAC, etc.)	G.O. Bonds	\$ 1,575,000	Will allow reverse referendum for over \$700,000 in bond funding
2. Municipal Art Center Project (HVAC, etc.)	G.O. Bonds	\$ 1,575,000	Will allow reverse referendum for over \$700,000 in bond funding
3. Greater Muscatine Chamber of Commerce and Industry Support Program	<u>Annual</u> Internal Advances	\$ 180,000	FY 16, FY 17, FY 18, and FY 19 (Not to exceed a total of \$180,000)
4. Administrative and Professional Support Program	<u>Annual</u> Internal Advances	\$ 682,000	FY 15, FY 16, FY 17, FY 18, and FY 19 (Not to exceed a total of \$682,000)
5. Warehousing and Distribution Facility Project (Wal-View #2)	TIF Rebate	\$ 2,000,000	Subject to Annual Appropriation Maximum
6. Iowa Reinvestment District Project	TIF Rebate	\$ 6,000,000	Subject to Annual Appropriation Maximum

Urban Renewal Plan Amendment Dated 10-15-15

1. Union Tank Car Project	TIF Rebate	\$ 45,000	Subject to Annual Appropriation Maximum
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Urban Renewal Plan Amendment October, 2016

1. Harrison Lofts LLC Project for Harrison Street Lofts Apartments	TIF Rebate	\$ 675,000	Subject to Annual Appropriation Maximum
2. KRE, LLC for redevelopment of commercial retail property (formerly part of Muscatine Mall TIF)	TIF Rebate	\$ 155,000	Subject to Annual Appropriation Maximum
3. Small Business Forgivable Loan Program	<u>Annual</u> Internal Advances	\$ 300,000 (Maximum TIF \$300,000)	\$100,000 per year for FY 18, FY 19, FY 20
4. Dilapidated Building Demolition Projects (Blight removal); also allow for incentives to re-build on this property	Internal Advance	\$ 750,000	Known current project is at 5th and Mulberry; costs could be \$200,000 - \$300,000 or more for demolition; additional allowed be economic incentives to re-build on this property
5. Housing Demand Study	Internal Advance	\$ 50,000	Up to this amount
6. Community Marketing Study	Internal Advance	\$ 32,000	Up to this amount

7. Downtown Sidewalks, Curb and Gutter, and Related Street Improvements	Future Bond Issue funded from TIF or Internal Advance	\$ 1,000,000	Up to this amount; in preliminary planning stage. Would like to have this in the Urban Renewal Plan
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Urban Renewal Plan Amendment February 2017

1. Riverview Hotel Development - increase in maximum TIF from \$6,000,000 approved in 2014 to \$6,150,000	TIF Rebate	\$ 150,000 Additional	Subject to Annual Appropriation
2. Riverview Hotel Development - increase maximum TIF by an additional \$67,500 since City will be retaining \$67,500 from first TIF funds to repay local match for Mercer-Muscatine Loan Fund	TIF Rebate	\$ 67,500 Additional	Subject to Annual Appropriation

3. HNI 140,000 sq ft expansion on Highway 61 facility plus equipment relocation and some new equipment. Also update work on property, parking and Tech Center. Total \$25 million dollar investment. Building estimated to be \$16 million, \$4 million of equipment and equipment relocation for the expansion section; \$5 million of work on Tech Center, property, and parking.

TIF Rebate	\$ 3,811,000	Subject to Annual Appropriation
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Urban Renewal Plan Amendment March 2018

1. Additional of Property - Annexed Area for	N/A	N/A	
2. Small Business Forgivable Loan Program	<u>Annual</u> Internal Advances	\$ 600,000 (Maximum TIF \$600,000)	\$100,000 per year for FY 19-FY 24
3. Administrative and Professional Support Program	<u>Annual</u> Internal Advances	\$ 1,150,000	FY 19 - FY 24 (Not to exceed a total of \$1,150,000)
4. Greater Muscatine Chamber of Commerce and Industry Support Program	<u>Annual</u> Internal Advances	\$ 270,000	FY 19 - FY 24 (Not to exceed a total of \$270,000)
5. White Distribution & Supply LLC Expansion of existing manufacturing and warehousing facilities; addition of 15 or more employees.	TIF Rebate	\$ 445,000 (Maximum TIF \$445,000)	Subject to Annual Appropriation
6. Steamboat Village, LLC - Low and Moderate Income Housing; 48-52 housing units in two three-story walk-ups	TIF Rebate	\$ 540,000 (Maximum TIF \$540,000)	Subject to Annual Appropriation Not awarded tax credits; did not proceed
7. TIF Oak Park, Inc., LLC - Low and Moderate Income Housing; approx. 48 housing units in sixteen tri-plexes; senior living complex affordable to seniors of low and moderate income.	TIF Rebate	\$ 498,000 (Maximum TIF \$498,000)	Subject to Annual Appropriation
8. Riverside Park Improvement Project - per approved Master Plan (2019-2025)	Future Bond Issue funded from TIF or Internal Advance	\$ 2,000,000	Up to this amount; in preliminary planning stage.

9. Grandview Avenue Improvements - part of Corridor Reconstruction project	Future Bond Issue funded from TIF or Internal Advance	\$ 2,000,000	Up to this amount; in planning stage.
10. Community Branding and Marketing Plan	Internal Advance	\$ 40,000	FY 19 and FY 20

Urban Renewal Plan Amendment November 2018

1. Addition of property - to include all property within the corporate limits of the City of Muscatine as of 10-1-18	N/A		
2. NPSW Enterprises - public infrastructure for development of a new residential subdivision	TIF Rebate	\$ 750,000 (Maximum TIF \$750,000)	Subject to Annual Appropriation

Urban Renewal Plan Amendment April 2019

1. Hershey Building conversion to apartments and commercial spaces - 10 Year 100% to a Maximum of \$500,000	TIF Rebate	\$ 500,000	Subject to Annual Appropriation (In Blight Area)
2. Former IDOT Bldg Renovation-Building already purchased for \$610,000; future uses for a 3rd Fire Station, Police sub-station, Public Works uses; allow for building renovation costs up to \$1 million		\$ 1,000,000	We would like this in the UR Plan so renovation can be done using a reverse referendum (may or may not involve TIF)
3. 2nd Street Streetscaping - \$1 Million was included in the UR Plan Amendment in October of 2016; full project cost estimate is now \$3.1 million		\$ 3,100,000	May use portion of accumulated Southend TIF fund balance so can bond less from Downtown TIF fund
4. Downtown Façade Program - Estimated \$100,000 per year for 5 years (FY 20 through FY 24)	<u>Annual</u> Internal Advances	\$ 500,000	\$100,000 per year for 5 yrs
5. Carver Corner Development - preliminary estimate to include in UR Plan is \$2,000,000		\$ 2,000,000	Placeholder amount at this time

Urban Renewal Plan Amendment November 2019

1. 2nd Street Streetscaping - \$1 Million was included in the UR Plan Amendment in October of 2016; full project cost estimate was increased to \$3.1 million in the April 2019 Amendment; this Amendment further increased the estimated cost to \$3.5 million		\$ 3,500,000	May use portion of accumulated Southend TIF fund balance so can bond less from Downtown TIF fund (prior year note)
2. Musco Sports Lighting LLC Expansion Project Expansion of existing manufacturing facilities and operations; addition of 40 or more employees.	TIF Rebate	\$ 515,000 (Maximum TIF \$515,000)	Subject to Annual Appropriation
3. Small Business Forgivable Loan Program - Code Compliance and ADA Improvements	<u>Annual</u> Internal Advances	\$ 250,000 (Maximum TIF \$250,000)	\$50,000 per year for FY 20 -FY 24

Urban Renewal Plan Amendment February 2021

1. MVHA Partners - Colorado Street - 51 units of housing for low and moderate income seniors	TIF Rebate	\$ 460,000 (Not to exceed)	10 year, 100% rebate; subject to annual appropriation
2. MVHA Partners - Southend - 51 units of housing for low and moderate income seniors	TIF Rebate	\$ 460,000 (Not to exceed)	10 year, 100% rebate; subject to annual appropriation
3. JNB Family 1 LP and the Ales Foundation - 43 units of housing for low and moderate income individuals	TIF Rebate	\$ 460,000 (Not to exceed)	15 year, 70% rebate; subject to annual appropriation
4. Hershey Building conversion to apartments and commercial spaces - originally this was a 10 Year 100% to a Maximum of \$500,000;	TIF Rebate	To Maximum of \$700,000 (actual may be \$675,000)	Increased from \$500,000 in original UR Plan and development agreement. Subject to Annual Appropriation (In Blight Area)
5. Amend UR Area to include the recently annexed area (for Colorado Lofts)			Parcel #0930301002
6. Small Business Forgivable Loan Program	<u>Annual</u> Internal Advances	\$ 850,000 (Maximum TIF \$850,000)	\$100,000 per year for FY 19-FY 24 plus \$250,000 for the COVID Loans; increased from \$600,000 in the 2018 Amendment to \$850,000 to include the COVID Forgivable Loans

Urban Renewal Plan Amendment January 2022

1. Grandview Avenue Corridor Forgivable Loan Program	<u>Annual</u> Internal Advance	\$ 200,000 (Maximum TIF Amount)	Internal Advance for \$200,000 approved 1-20-22
2. Wayfinding Program - Signage, etc.	Will be Internal Advances	\$ 750,000 (Maximum TIF Amount)	Likely a 5-year program with \$150,000 each year (FY 24 through FY 28)
3. Fire Station #3 Project	No TIF Funding	\$ 3,500,000	In Urban Renewal Plan so reverse referendum process will apply to bonding for this future year project

Urban Renewal Plan Amendment June 2022

1. Love's Travel Stop Development Project	TIF Rebate	\$ 1,130,000	For upsized public infrastructure for project that also opens adjacent areas for other developments)
2. Kent Corporation Redevelopment Project (For former McKee Button factory)	TIF Rebate	\$ 2,500,000 (Not to Exceed)	For redevelopment of property in the Carver Corner area (in blight area)
3. Merge, LLC - Mixed-Use Development Project	TIF Rebate	\$ 4,000,000 (Not to Exceed)	To develop a mixed use multi-residential and commercial facility in the Carver Corner area (in blight area)

Urban Renewal Plan Amendment July 2023

1. Update Small Business Forgivable Loan Program	<u>Annual</u> Internal Advances	\$ 750,000 (Maximum TIF Amount)	\$150,000 per year for FY 25 -FY 29 (Discontinues \$50,000 per year for Code Compliance Forgivable Loan Program)
2. Update Downtown Façade Improvement Program	<u>Annual</u> Internal Advances	\$ 500,000 (Maximum TIF Amount)	\$100,000 per year for FY 25 -FY 29

3. Administrative and Professional Support Program	<u>Annual</u> Internal Advances	\$ 1,200,000	FY 25 - FY 29 (Not to exceed a total of \$1,200,000)
4. Greater Muscatine Chamber of Commerce and Industry Support Program	<u>Annual</u> Internal Advances	\$ 250,000	FY 25 - FY 29 (Not to exceed a total of \$250,000)
5. Kent Pet Group Inc. -Construction of a New Cat Litter Production Facility	TIF Rebate	\$ 11,355,000	To develop a new commercial building for use in its cat litter production facility (Not to Exceed)
6. Musco Sports Lighting LLC - Expansion of their Muscatine Facilities	TIF Rebate	\$ 500,000.00	To expand their Muscatine facilities (actual to be done in 2 phases)