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OA/ID Number: 13864
Folder ID Number: 13864-003

Folder Title:
Iowa

Stack:	Row:	Section:	Shelf:	Position:
G	19	2	5	5

IOWA Quotes

America-theQuotable

p. 198 State motto: Our liberties we prize and our rights
we will maintain

Origin of state name: Indian for "beautiful place"

scenic language: from the bluffs of the Mississippi
River palisades to the green swells around
Council Bluffs...

The towns retain their unique old-world charm and
sense of selfless industry.

p. 199 "Without ostentation and fanfare, and by good organization
and solid achievement, Iowa is one of our greatest
and most representative states."

- Pearl S. Buck

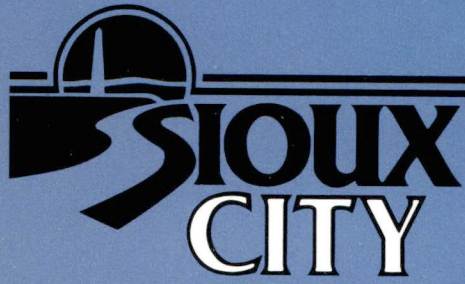
America 1971

p. 201 "Men and women have always come to Iowa with hope."

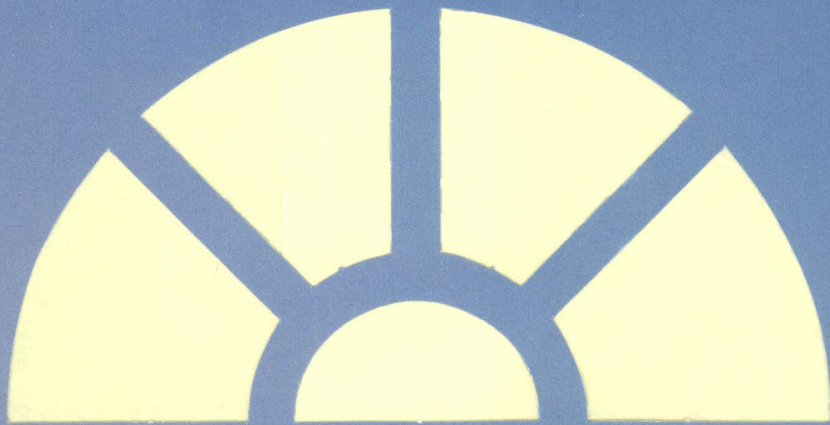
- Paul Engle

"Iowa"

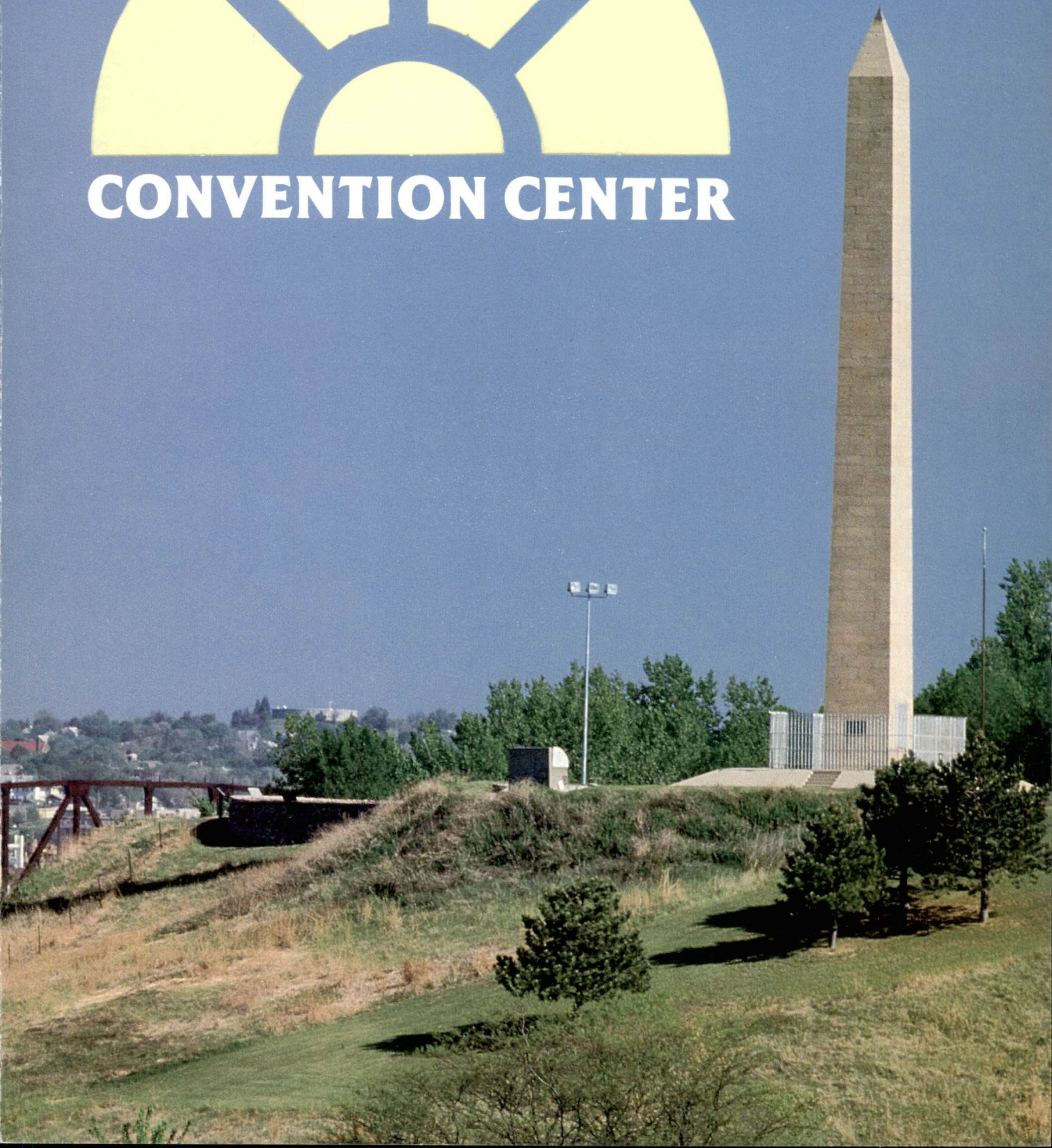
American Panorama 1960



ON THE SHORELINE OF THE PRAIRIE

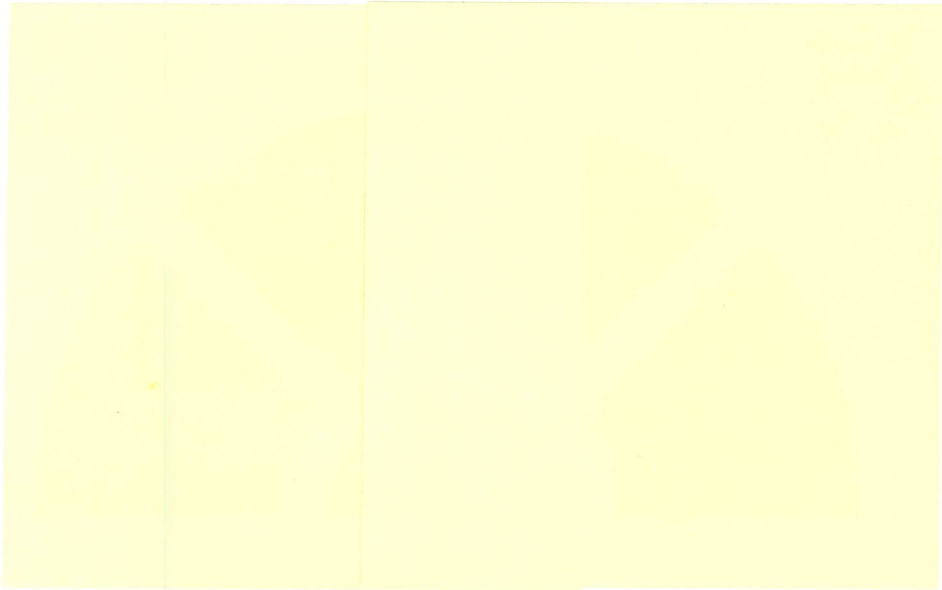


CONVENTION CENTER



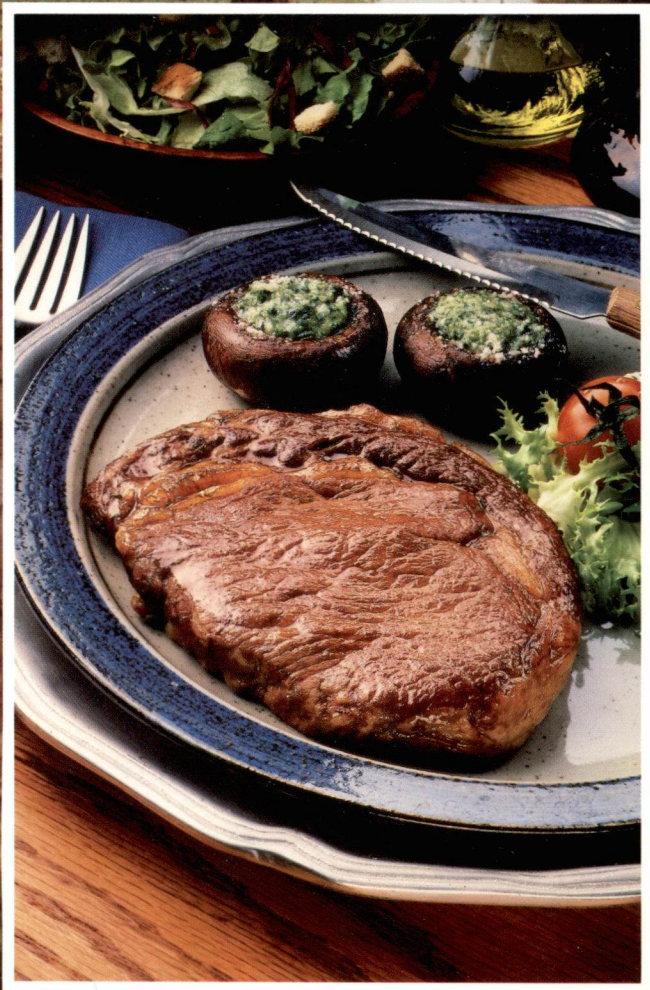
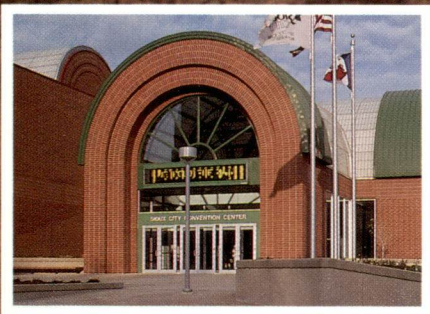
The Sioux City Convention Center understands today's demand for quality service and knows how to deliver that quality. For example, our Exquisite Food Service is rated as the best in the business. You'll be pampered and cared for giving you an experience you will never forget. Our own experienced professional staff is trained to assist in every area that you would expect from one of the nation's top new convention centers including office services.

We have a simple philosophy — quality service to our clients is our satisfaction.

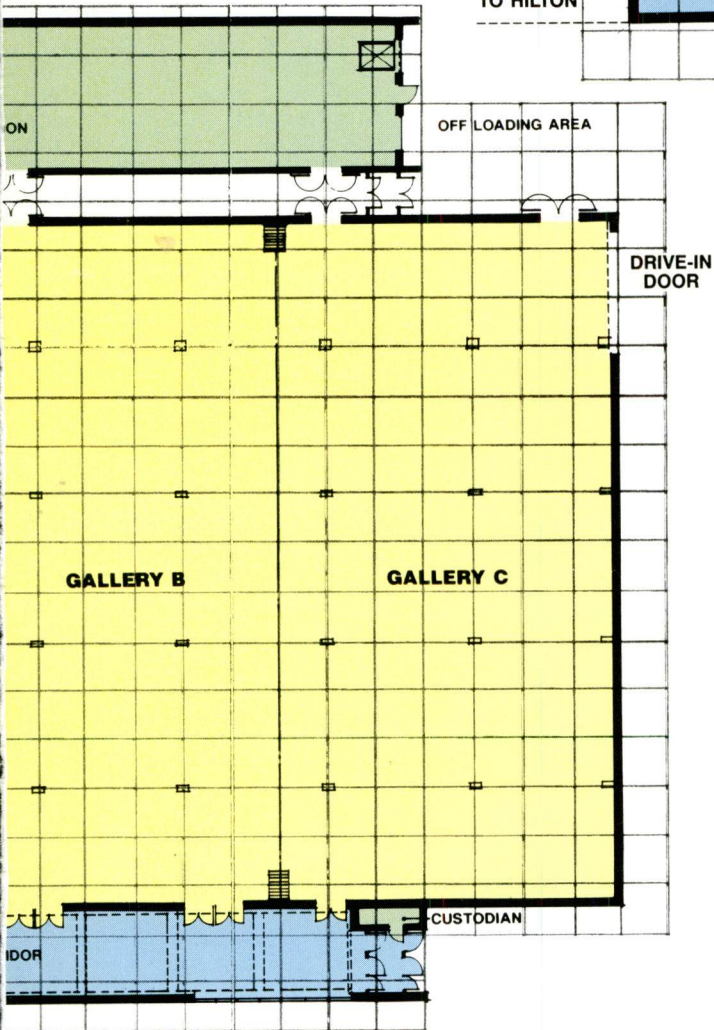
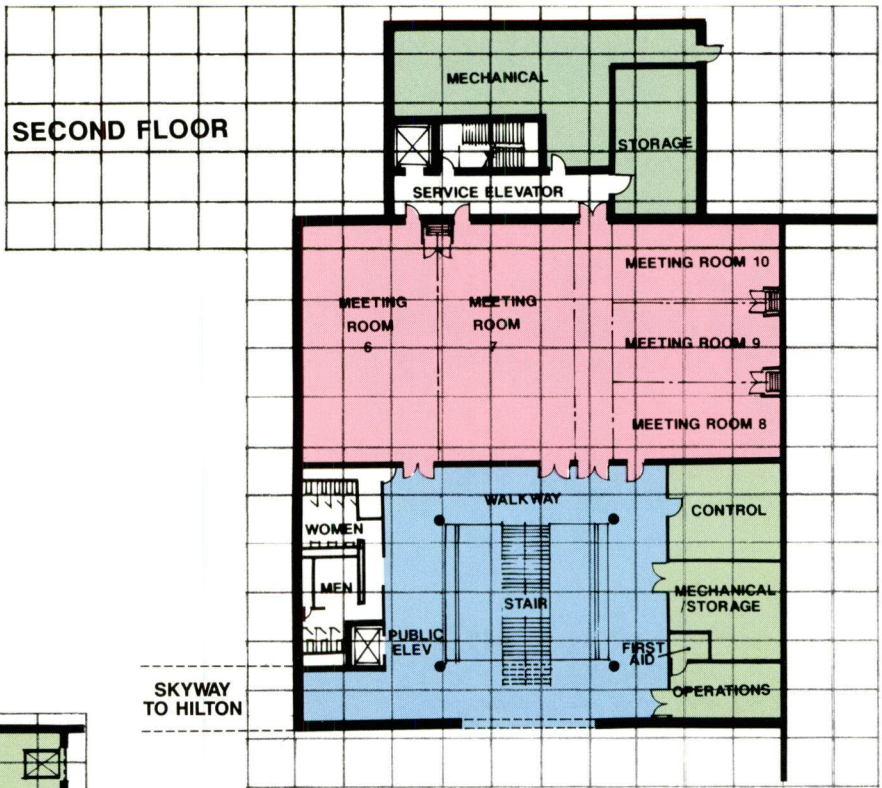


FEATURES

EXHIBIT	50,000 sq. ft. exhibit space (main hall and adjacent space). outdoor exhibits also available.
MEETING	10,000 sq. ft. meeting room space in 10 rooms.
BANQUET	Maximum seating 2400 - Full service kitchen on-site.
REGISTRATION	2000 sq. ft. in a spectacular atrium setting.
PARKING	350 on-site spaces; 1400 additional across the street in two ramps.
TRUCK ACCESS	2 loading docks, 1 dock leveler 1 direct drive-in door 18" h x 24" w Marshalling yard for 20 semis adjacent to loading dock
ELEVATORS	1 passenger elevator 10 x 8 1 service elevator 10 x 8
CLEARANCE	Main exhibit hall 30 ft. to bottom of ceiling - 40 ft. to truss
WEIGHT LIMITS	Exhibit floor 300 lbs. per sq. inch
ELECTRICAL & UTILITIES	120/208 V 3 ⚡ 60 amp power @ 24 floor & 8 wall locations (30 x 30 grid) North Wall Gallery "B" for temporary stage set-up 120/208 V, 3 ⚡ 100A & 400A East Wall Gallery "C" for temporary stage set-up 120/208 V, 3 ⚡ 100A & 400A One location each on North Wall Galleries A,B,C, 480V power <ul style="list-style-type: none"> •Natural Gas •Compressed Air •Telephone •Cold Water •Drainage
GENERAL SERVICES	A/V, In-house Decorating, Office Service, General Technical Services and Box Office Service
OTHER	Building totally equipped for handicapped and air conditioned.

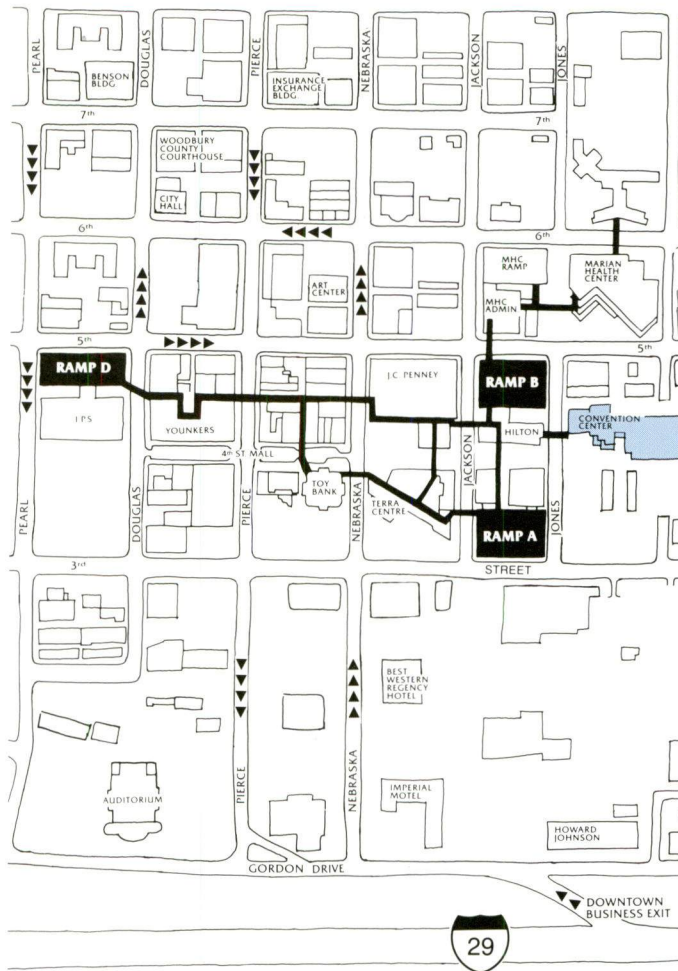


Architectural Photography by King Au, FEH Architects



- Meeting Rooms
- Storage & Utilities
- Administration
- Lobby Areas
- Exhibit/Show Areas

OUTDOOR EXHIBITION AREA



HOTEL/MOTEL/INN	PHONE
Best Western Regency	(712) 277-1550
Hilton Inn	(712) 277-4101
Holiday Inn	(712) 277-3211
Howard Johnson	(712) 277-9400
Imperial Motel	(712) 277-3151
Marina Inn	(402) 494-2441
BelAire	(712) 277-4242
Bennetts'	(712) 233-1444
Biltmore	(712) 276-5123
Corey's	(712) 255-9470
Elmdale	(712) 277-1012
Econo Lodge	(402) 494-4114
Haven Inn	(712) 258-6551

HOTEL/MOTEL/INN	PHONE
Midtown Motel	(402) 494-9757
Motel 6	(712) 277-3131
Palmer House	(712) 276-4221
Park Plaza	(402) 494-2021
Rath Travelers Inn	(712) 943-5079
Sioux Harbor Motel	(712) 277-3723
Southridge Motel	(402) 494-4213
Super 8	(712) 274-1520
Super 8	(605) 232-4716
Town & Country	(712) 277-3651
Travel Lodge	(402) 494-3046
Uptown Motel	(712) 277-9934
Flamingo	(402) 494-8874



ON THE SHORELINE OF THE PRAIRIE

Convention Center/Auditorium/Tourism Bureau

P.O. Box 3183

Sioux City, Iowa 51102

712/279/4800

The Greater

SIOWX

C I T I E S

IOWA • NEBRASKA • SOUTH DAKOTA



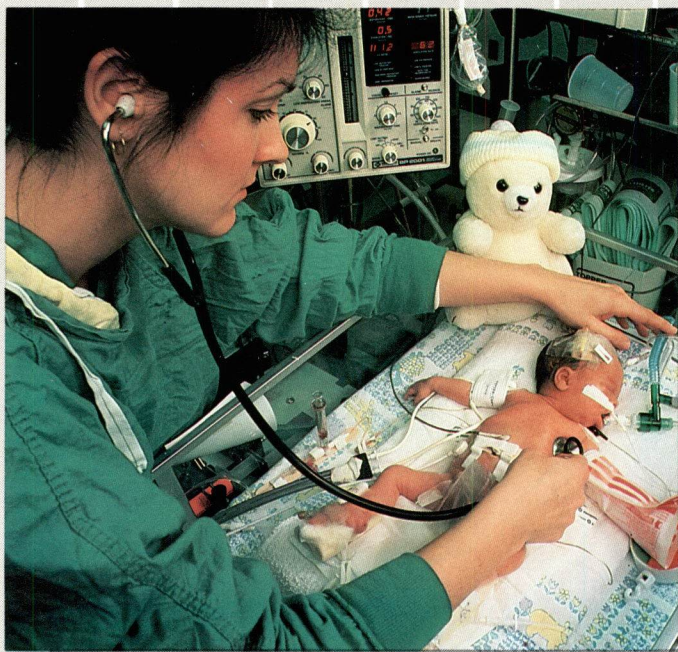
Triple Your Opportunities with the Tri-State Area

Business in the Greater Sioux Cities!

Health Care

In the Greater Sioux Cities, health care is a major regional industry with its focus on two ultra-modern facilities with broad-based programming. Collectively, the two institutions feature the latest in specialized and intensive care units, providing area residents with a level of care locally that only a few years ago would have necessitated several hours of travel.

A model family practice program instituted several years ago has been extremely successful in recruiting outstanding new physicians to meet the area's increasing demands. Hundreds of general practitioners, specialists and dentists serve the needs of the area's people and have established the Greater Sioux Cities at the forefront of health care in the tri-state area.



Measurable Satisfaction

Satisfaction with the quality of life in the Greater Sioux Cities is reflected most accurately in the workplace, where employers find productivity is high and absenteeism low. These factors manifest themselves through lower rates for unemployment insurance and fewer worker compensation claims.



Recreational Resources

The Greater Sioux Cities provide a wealth of recreational opportunities for the sports and outdoor enthusiast throughout the four distinct seasons of the year. Facilities and programs for almost every sport and activity exist in the area, including a major municipal marina, golf courses and country clubs. The Missouri River is the predominant natural feature of Siouxland and is a tremendous recreational resource, offering boating, fishing, hunting, water skiing and a host of other activities.

Plentiful Energy Resources

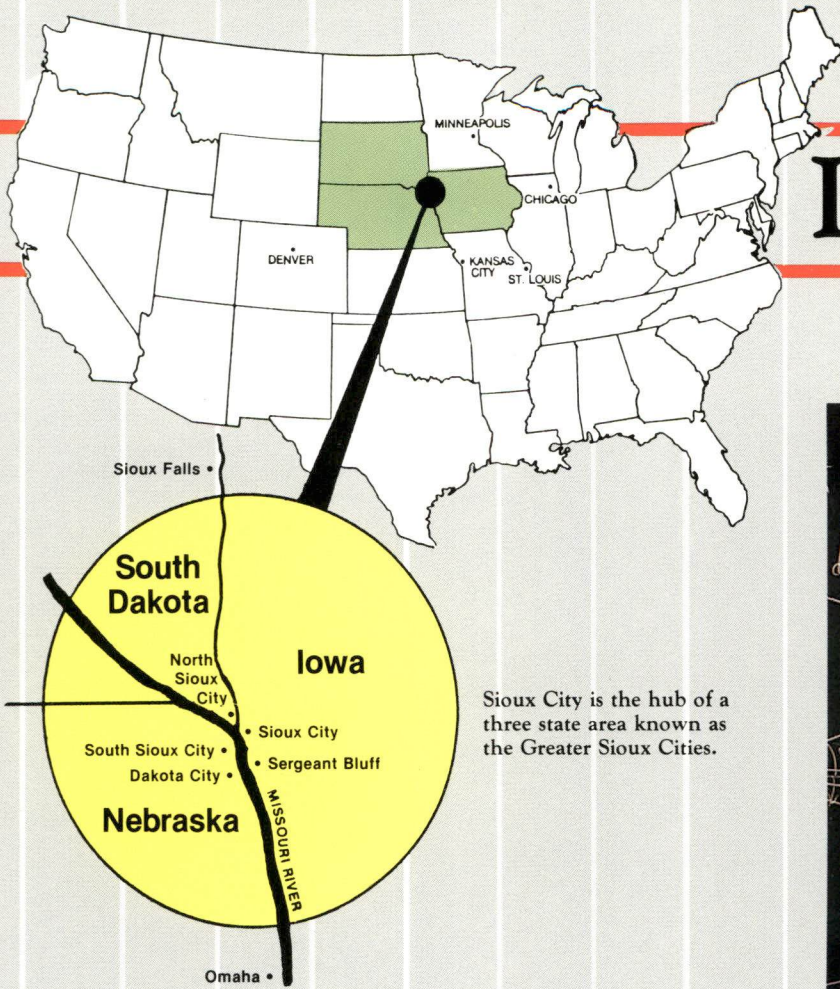
The Greater Sioux Cities can assure you of a continuing supply of dependable, economical energy, now and in the future. Area rates for both electricity and natural gas are very attractive when compared to energy costs in other locations.

Triple Your Opportunities

The Greater Sioux Cities' unique tri-state location offers the kind of potential for success that no single state location can provide. With the dedication and cooperation of three states working together in a unified effort, your business can take advantage of triple the opportunities for success that you'd expect to find.

When you select the Greater Sioux Cities, you won't depend on the resources of one state to help your firm prosper and profit – you'll get the combined potential of three states, in a single regional location!

Locate Your Bu



Sioux City is the hub of a three state area known as the Greater Sioux Cities.

A Rare Blend of Qualities

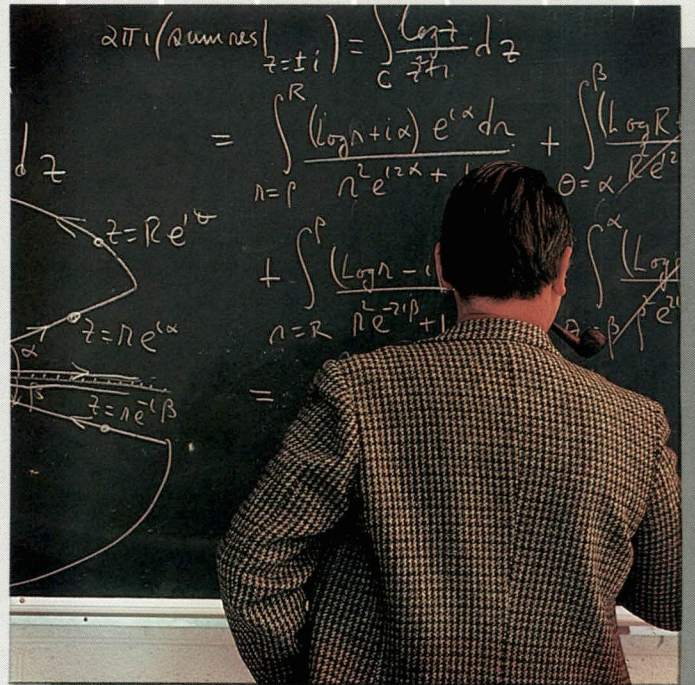
The Greater Sioux Cities are located in America's agricultural heartland, where there continues to exist a quality of life that has been lost in many cities; a rare blend of urban commerce and convenience alongside country atmosphere and style.

Crime rates and the cost of living are far below the national averages in the Greater Sioux Cities. Quality of life in the Greater Sioux Cities also means an unspoiled environment with clean air and pure water.

Big-City Cultural Options

The Greater Sioux Cities' friendly "home-town" atmosphere coexists with many big-city cultural options, giving families that live here the advantages of metropolitan lifestyle without the associated disadvantages of overcrowding, long lines and traffic jams.

A local symphony orchestra, municipal auditorium, and convention center provide opportunities for relaxation and enjoyment. Civic organizations provide a variety of opportunities in the areas of social services, education and recreation. In addition, there are over 100 churches and synagogues representing nearly all denominations of religious faith.



Educational Excellence

Education is a top priority in the Greater Sioux Cities, as it is in all three states that make up the Siouxland Tri-State Area. There is excellence throughout the educational systems in the Greater Sioux Cities from K-12 to the unusually high number of quality facilities for higher education located in all three states. The Greater Sioux Cities location provides a unique educational advantage to students and businesses that locate here, with triple the opportunities and choices available in the tri-state area.

Public and parochial high school educational systems in the Greater Sioux Cities continue to produce the highest calibre students as evidenced by consistently high national rankings in both ACT and SAT scores, percentages of high school graduates and numbers of National Merit Scholars.

With its tri-state location, the Greater Sioux Cities has the benefit of universities, colleges and vocational-technical schools in three states. In addition to two four-year liberal arts colleges and a vocational-technical community college located in Sioux City, there are six more colleges and a state university located within a 65 mile radius in the tri-state area.

Triple Your Business Success Potential...

Potential... that unique combination of qualities and capabilities that only the Greater Sioux Cities can offer your business. Those qualities and capabilities are the tools and raw materials necessary to build business success.

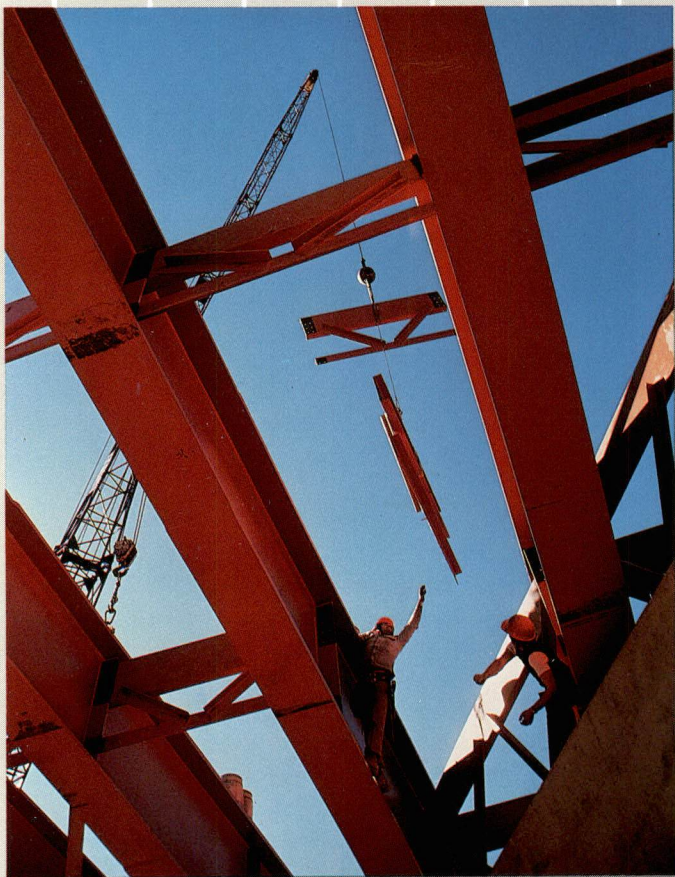
The Greater Sioux Cities has a unique business climate created by the cooperative efforts and favorable business amenities among three Midwestern states and local governments in a single regional location. That allows you to evaluate the specific and distinct advantages of locating within either Iowa, Nebraska or South Dakota while enjoying the combined regional resources and alternatives of all three states.

Locating your firm in the Greater Sioux Cities provides you the flexibility of selecting from three separate business climates within a single metro area; tripling your opportunities and success potential.

Unequaled Productivity

The Greater Sioux Cities is a community of people dedicated to economic development and productivity. That dedication is embodied in the basic values of our Midwestern heritage that still thrives here today. A heritage of strong work ethic, dedication to high-quality education and old-fashioned ideals like, "A man's word is his bond." That heritage sustains a day-to-day satisfaction with quality of life that helps provide \$3.98 more value per worker hour than the national average in a work environment that is second to none.

Further evidence of the Greater Sioux Cities success potential for new and expanding businesses is provided by the millions of dollars in recent expansions. The Greater Sioux Cities delivers the variety of opportunities and options you should demand, in an atmosphere ripe with potential for growth and progress.



Triple the Geographic Advantages

The heart of the Greater Sioux Cities, the Sioux City Urban Area, is on the Missouri River at its confluence with the Big Sioux and Floyd Rivers. The urban area spreads across these rivers into three states – Iowa, Nebraska and South Dakota – and includes the cities of Sioux City, Iowa; South Sioux City, Nebraska; North Sioux City, South Dakota; Sergeant Bluff, Iowa and Dakota City, Nebraska. The Greater Sioux Cities is the hub of the Siouxland Tri-State Area, encircled by Minneapolis, Chicago, Kansas City, Des Moines, Omaha, Denver and Sioux Falls.



Transportation Hub

With its centralized location, the Greater Sioux Cities has excellent quality air, rail, highway, Interstate, water and pipeline transportation networks. No major U.S. city is more than four hours by air and three days by truck or rail from the Greater Sioux Cities. Unlike single state locations, the Greater Sioux Cities' location provides extraordinary options, choices and ease of accessibility to economical transportation, linking the region to Midwest, U.S. and world destinations.

Located in the Heartland

The Greater Sioux Cities is located in a vast agricultural market characterized by fertile soil, rolling hills and Great Plains climate. The area is known for its agricultural and agri-business activities, especially the livestock and grain industries. Historically, the economy has been dependent upon the production, processing and shipment of cereal and feed grains such as corn and soybeans as well as raising, processing, packaging and distributing beef, pork, sheep and poultry. Manufacturing of durable goods is also of increasing importance.



Les L. Horrell, Jr.
President

Economic Development...Our Pledge to Progress
101 Pierce Street • Sioux City, Iowa 51101 • (712) 255-7903



Pat Mustain
Director of Communications and Programming

Economic Development...Our Pledge to Progress
101 Pierce Street • Sioux City, Iowa 51101 • (712) 255-7903

History of Sioux City

The first authentic account of a white man's appearance on the ground of what is now Sioux City is that of the Lewis and Clark exploring expedition in 1804. On August 20 of that year, Sergeant Charles Floyd, a member of the party, died and was buried on a high bluff located in what is now the southern part of Sioux City. Today a stone memorial, the Floyd Monument, stands on this bluff in the park named Floyd Park in his honor. It is the first national historical landmark registered by the U.S. Government.

It was not until the summer of 1848, forty-four years after the death of Sergeant Floyd, that a pioneer, William Thompson, settled here. Thompson laid out a town and called it Thompsonville. The next year another early pioneer, Theophile Brughier, a French-Canadian fur trapper, settled at the mouth of the Big Sioux River. Brughier was the son-in-law of the famed Sioux Indian Chieftain War Eagle. A memorial has been erected on the site of War Eagle's grave.

In 1854, Dr. John Cook, a government surveyor, arrived in the vicinity of Sioux City. He was impressed with its suitability for a town and immediately began laying out a town site. At this time there were two log cabins on the site. The town was plotted and recorded May 5, 1855. A store was opened by Toole and Jackson in June of 1856, which was the same year Sioux City became the county seat of Woodbury County. In August of 1857 a Presbyterian Church was established in the vicinity of Fourth and Jennings with Rev. Thomas McChestnut as pastor. Mary E. Wilkins taught school that year to a class of 15 pupils, and in July, 1869, the Independent School District of Sioux City was formed. The town's first newspaper, the War Eagle, was published July 4, 1857, by Seth W. Swigget.

The community grew steadily with the settlement of the west. Being the largest town in the area, it naturally became the center of all trading activities. There were no railroads or public highways west of the Mississippi, and all travel and transportation was by water. Located on two important rivers, Sioux City offered a natural starting point for future expansion of the west.

The first steamboat up the Missouri River to Sioux City arrived in June, 1856, and marked the beginning of river traffic. By 1857, the number of steamboats calling at Sioux City outnumbered those on the Mississippi. A record number of seventy boats arrived that year. Today, the Missouri is used for barge traffic, making large volume transportation economical.

The coming of the railroads marked an important event in the history of the city. Sioux City and Pacific was the first and was completed in March 1868. It connected Sioux City to Missouri Valley and was the forerunner of a network of roads that was destined to make the city a center of rail traffic as well as river traffic.

The city grew rapidly and additional space was soon needed. In August of 1888 the far-sighted citizens annexed the area that today includes Riverside, Morningside and the Westside. In September of 1890 more territory was brought within the town's boundaries with the annexation of Leeds and the Northside.

Historical factors which have an economic impact upon the manufacturer locating here today date back primarily to the early 1950's. From 1920 until 1952 Sioux City was a complacent, wealthy, meat packing and agricultural center. Population growth in this period was practically nonexistent and physical improvements were few and very poorly planned.

A series of disasters beginning with a major flood of the Missouri River in 1952, and including a major flood of the Floyd River in 1953, a loss of 1,700 jobs when Cudahy Packing closed in 1954, as well as finding corruption on the City Council during the same period, brought about the now famous Sioux City Study sponsored by the Ford Foundation. This study was made by 600 people from all walks of life who met in small groups and discussed where Sioux City had been, what was right and wrong, and where they would like to see Sioux City in coming years. All of the groups were then brought together, their findings analyzed and a set of goals established.

Out of this, the Council-Manager form of government was established. The Sioux City Chamber of Commerce was reorganized, the industrial development effort revitalized and the community began working toward execution of a plan to obtain their objectives. By 1962 many of the negative factors had been eliminated through concerted community action which included flood control, waste treatment, improved highways and streets, development of an aggressive Chamber and industrial development program and improvement of community attitudes.

Because of these efforts, Sioux City was awarded All American City status by **LOOK Magazine** and the National Municipal League. With a greatly improved product to represent, new industries were attracted and existing industries expanded. Today, City government, the Chamber of Commerce and many other organizations continue to cooperate closely in their efforts. Manufacturers looking at Sioux City as a potential location find a well-planned city which is willing and able to accept them as members of the community.

General Characteristics

As a tri-state metropolitan area, firms in the Greater Sioux Cities draw upon a labor force larger than what would be expected for any of the cities if considered individually. This is particularly true in South Dakota and Nebraska where the Sioux City area is the second and third largest urbanized areas, respectively, in those states.

Worker productivity in this area is unequalled. According to statewide data collected in 1985, Iowa and Nebraska workers exceed the national average in terms of value added per employee; Iowa by more than 24 percent (1985 Annual Survey of Manufacturers).

The Greater Sioux Cities

Population (1988 est.)	100,400
Sioux City, Iowa	84,000
South Sioux City, Nebraska	9,800
Sergeant Bluff, Iowa	3,000
North Sioux City, South Dakota	2,100
Dakota City, Nebraska	1,500
Per Capita Personal Income (1985 est.)	
Sioux City Metro Area	\$11,663
Woodbury County, Iowa	\$ 9,841
Dakota County, Nebraska	\$ 8,941
Union County, South Dakota	\$ 8,270

Workforce

The Greater Sioux Cities tri-state area has a total labor force in excess of 125,000 workers with over 60,000 of these workers residing in the Sioux City metropolitan area. The Greater Sioux Cities is capable of providing a continuing supply of new entrants into the labor force, consisting of graduates from area high schools and colleges as well as workers resulting from an increasing labor force participation rate by the female population.

Siouxland Area Labor Force Employment and Unemployment (June, 1987-July, 1988 Ann. Ave.)

	Sioux City SMSA ^a	Surrounding Laborshed ^b	Total Laborshed
Resident Civilian			
Labor Force	60,330	66,260	126,590
Unemployment	3,410	2,950	6,360
% Unemployed	5.7	4.5	5.0
Total Employed	56,920	63,310	120,230

^a The Sioux City SMSA includes Woodbury County, Iowa and Dakota County, Nebraska.

^b The surrounding laborshed area includes the Iowa counties of Cherokee, Ida, Monona, and Plymouth; the Nebraska counties of Cedar, Dixon, Thurston, and Wayne; and the South Dakota counties of Clay, Yankton, and Union.

Source: Iowa, Nebraska and South Dakota Departments of Labor.

The availability of a productive, well-educated labor force provides significant benefits for existing and expanding business and industry. The addition of very competitive wage rates further enhances the attractiveness of the Greater Sioux Cities tri-state area for expanding industry.

National Ranking for Selected Manufacturing Climate Factors, Iowa, Nebraska, and South Dakota, 1987

(National Rank Among the 21 Low Manufacturing Intensity States)

Business Climate Factor Groups ^a	Nebraska	Iowa	South Dakota
National Ranking - All Factors	3	12	1
Government Controlled Factors	3	14	1
A. State Local Government Fiscal Policies	9	19	8
B. State Regulated Employment Costs	5	10	1
Non-Government Controlled Factors	4	8	2
A. Labor Costs	3	7	1
B. Availability and Productivity of Resources	15	13	21
C. Selected Quality of Life Factors	2	3	7

^a There are 21 factors measured which are divided into the five categories listed in the table.

Source: Grant Thornton, The Ninth Annual Grant Thornton Manufacturing Climates Study, (July, 1988).

Other Labor Costs, Selected States

	Worker's Compensation Rates (\$) ^a	Unemployment Cost Per Worker (\$) ^a	Insurance Tax Rate (%)	Factors ^b Wage Base (\$)
Greater Sioux Cities ^c	2.07	135.97	2.23	8,400
California	6.49	220.25	3.20	7,000
Colorado	4.99	188.67	2.80	9,000
Illinois	3.29	215.14	4.40	8,500
Indiana	1.14	107.19	2.50	7,000
Kansas	2.49	183.24	2.70	8,000
Michigan	5.07	258.49	5.90	9,500
Minnesota	5.21	233.22	2.60	11,200
Missouri	2.46	132.41	2.50	7,500
Ohio	2.49	204.88	4.20	8,000
Wisconsin	3.10	222.30	4.60	10,500

^a Rates for all manufacturing classifications from The Ninth Annual Grant Thornton General Manufacturing Climates Study (July, 1988).

^b National Foundation for Unemployment Compensation and Worker's Compensation, Washington, D.C., in cooperation with the U.S. Department of Labor, August 1985. Unemployment insurance cost estimates are based on a model plant employing 100 and assumes no labor turnover.

^c Simple average of three states in which the Greater Sioux Cities are located.

These labor-related factors vary for the three individual states in which the Greater Sioux Cities tri-state area is located. This variation and the low overall average points out the distinct advantage of considering the Greater Sioux Cities tri-state area for a business location.

Average Hourly Earnings of Production Workers on Manufacturing Payrolls, Selected States and Metropolitan Areas

State/Metropolitan Area	1984	1986	1987
Iowa	10.24	10.33	10.61
Sioux City	8.77	8.50	8.46
Nebraska	8.93	9.26	9.34
Omaha	N/A	9.64	10.00
South Dakota	7.14	7.72	7.94
California	9.77	10.37	N/A
Colorado	9.24	9.81	10.11
Illinois	10.08	10.67	10.85
Chicago	9.82	10.46	10.60
Indiana	10.45	10.81	11.06
Kansas	9.38	9.74	9.97
Wichita	10.04	10.28	10.81
Michigan	12.18	12.80	12.97
Minnesota	9.75	10.20	10.37
Minneapolis-St. Paul	10.43	10.99	11.15
Missouri	9.31	9.80	9.99
Kansas City	10.55	11.16	11.16
St. Louis	10.62	11.28	11.63
Ohio	10.96	11.56	11.73
Wisconsin	10.03	10.35	10.55
Milwaukee	11.24	11.65	11.72

Source: U.S. Department of Labor, Bureau of Labor Statistics, *Employment and Earnings*, May, 1988.

It is also significant to note that the Sioux City metropolitan area was the only area listed above, experiencing a decline in average hourly earnings between 1984 and 1987. This decline suggests that significant underemployment exists in the area and that there is substantial labor force capacity to provide for the labor requirements of new and expanding industry.

Transportation Hub for the Region

For nationwide access by all transportation modes, few locations can rival the Greater Sioux Cities. No major U.S. city is more than four hours by air and three days by truck or rail. Over 40 million people with an effective buying income in excess of \$400 million live within a 500-mile radius of the Greater Sioux Cities.

The Greater Sioux Cities are at the hub of a region encircled by Minneapolis, Chicago, Kansas City, Des Moines, Omaha, Denver and Sioux Falls. With its centralized location, the Greater Sioux Cities have excellent access to quality air, rail, highway, Interstate, water and pipeline transportation networks.

Unlike single state locations, the Greater Sioux Cities tri-state location provides extraordinary options, choices and ease of accessibility to economical transportation, linking the area to Midwest, U.S. and world destinations.

Convenient Air Connections

The Greater Sioux Cities' major metropolitan airport is the Sioux Gateway Airport in Sioux City, Iowa. Conveniently located adjacent to Interstate 29, it is a Class A, all-weather commercial airport situated seven miles south of the business district, within the city limits, and is easily accessible from all points in the tri-state area.

A major improvement project was recently completed at the Sioux Gateway Airport which included new ticket counters, car agency counters, renovated dining area and new baggage claim facilities. The airport's main runway was also resurfaced and a new jetway added for passenger comfort and convenience.

Sioux Gateway is served by five commercial carriers, including: United, TWA, America West, Eastern Air Midwest Express and Northwest Airlink. 17 departures per day from Sioux Gateway Airport link the Greater Sioux Cities by non-stop flight to major metropolitan destinations.

Extraordinary Options

The Greater Sioux Cities' tri-state geographic advantage also gives you the unique option of utilizing a multitude of direct flights from two major airports located in Sioux Falls, South Dakota to the north and in Omaha, Nebraska to the south. Both are within 100 miles of the heart of the Greater Sioux Cities and are easily accessible by Interstate. This allows convenient alternatives when departure is not possible from one airport or another due to scheduling problems or weather conditions - options not available in singular markets.

When departing from any of the area's airports you'll discover it isn't necessary to arrive hours ahead of a flight. And long waits at ticket counters, boarding gates and baggage claim areas are non-existent in the Greater Sioux Cities.

Motor Freight and Rail Routes

Motor freight and ground transportation in the Greater Sioux Cities tri-state area is facilitated by a well-developed highway system that provides uncongested, efficient movement of products and people. Interstate 29 runs parallel to the Missouri River through the Greater Sioux Cities and connects with principal east-west routes, Interstates 80 and 90, to the south and north. Interstate 29 receives annual maintenance for carrying moderately heavy traffic and is in good condition. It intersects with dozens of federal and state highways; including U.S. Highways 20, 75 and 77 and state highways Iowa 12 and Nebraska 35, that serve the entire tri-state area with timely, trouble-free, uninterrupted routes.

Over 200 motor freight carriers serve the Greater Sioux Cities. 31 local terminals are available in the Greater Sioux Cities to handle almost any transportation need.

Economical rail transportation is plentiful in the Greater Sioux Cities, with daily mainline freight and piggyback service. The tri-state area is served by the Burlington Northern; Chicago Northwestern; and Chicago, Central & Pacific railroads.

Mass Transit

Mass transit is all but unnecessary for commuters in the uncrowded Greater Sioux Cities and the tri-state area. Where mass transit is utilized in Sioux City, Iowa; South Sioux City, Nebraska; and North Sioux City, South Dakota; it works well. The Sioux City Transit System is recognized as one of the most successful and efficient municipal mass transit systems in the United States.

Convenient Commuting

Commuting in the Greater Sioux Cities is better compared to a leisure drive than the type of stressful and painfully extended trips normally associated with so many metropolitan locations. People who live in the tri-state area are fond of telling visitors, "I was in a traffic jam here once . . . it lasted a minute and a half!" An excellent network of well-maintained streets and divided highways provide quick access to any location within the Greater Sioux Cities' tri-state area.

You'll spend less time driving in Siouxiand. An eight hour work day in the Greater Sioux Cities is just that - an eight hour day. You won't spend extra hours each day driving to and from your job. The entire tri-state area can be reached in a similar amount of time as would be necessary just to commute from home to business in a larger city.

Navigational Alternatives

Siouxiand is the northern-most point of navigation on the Missouri River, offering another inexpensive alternative for meeting a firm's receiving and distribution needs. The Missouri River has a nine-foot channel, stabilized for river traffic from Sioux City, south to New Orleans. Several barge lines offer river transportation service, linking the Greater Sioux Cities tri-state area to the nation's entire inland waterway system. The Big Soo Terminal provides storage and handling for commodities shipped by barge and interfaces with truck or rail transportation services.

A Rare Blend of Qualities

Quality of Life

The Greater Sioux Cities are located in America's heartland, where there continues to exist a quality of life that has been lost in many cities, a rare blend of urban commerce and convenience alongside country atmosphere and style.

Companies which have located their facilities in the Greater Sioux Cities tri-state area find that their employees can escape from the crowded conditions and problems associated with larger cities, while enjoying quick and easy access to those same metropolitan areas because of our central location. And Siouxland workers spend more time thinking about the jobs that their employers pay them to do, because they spend less time worrying about crime, traffic, smog and other difficulties so frequently found in large urban settings.

Our low crime rate makes the Greater Sioux Cities an outstanding place to raise children. All metropolitan and rural locations in the tri-state area rank far below the national average for crime rates.

Because the cost of living is well below the national average in the Greater Sioux Cities, persons relocating in the tri-state area find that their money will go further than in many urban settings. Lower costs for housing exemplify this savings. A median house in the Greater Sioux Cities sells for \$50,000 to \$60,000, while similar homes sell for \$115,000 in Denver.

An Unspoiled Environment

Air and water quality is excellent in the Greater Sioux Cities communities because of the lack of overcrowding and heavy industry associated with the area. Persons living in the tri-state area cherish the quality of their pure environment and are committed to preserving this natural resource.

Cultural Opportunities

In the Greater Sioux Cities tri-state area you'll find a quality of life that is important to every family in a friendly "home-town" atmosphere; yet you'll find many big-city cultural options.

Music, art and the theatre are all components of the stimulating cultural experience that is the Greater Sioux Cities. A symphony has flourished here for more than half a century and the quality of its performance and direction is rarely equalled in areas of this size. The Sioux City Concert Course brings internationally acclaimed artists to the tri-state area annually. Summer concerts are performed weekly in the natural amphitheatre and bandshell in Grandview Park.

The Sioux City Art Center showcases local talent and the touring displays of the masters. The Community Theatre and active drama troupes at Morningside and Briar Cliff Colleges in addition to independent production companies each provide a series of drama, comedy and musical offerings annually. Recognized touring companies round out a full schedule of cultural activities.

The Sioux City Auditorium annually brings nationally recognized entertainment to its stage. The Auditorium, in conjunction with local convention centers host concerts, trade shows, sports tournaments, a circus, ice shows and hockey.

One of the nation's finest collections of Plains Indians artifacts is housed in the Sioux City Public Museum which is located in the historically significant old Central High School.

The Greater Sioux Cities offers a growing and vital downtown in Sioux City, where the construction of new retail and office structures continues. Redevelopment of the central city is complemented by retail malls in suburban Sioux City and Sergeant Bluff which have firmly secured the area's role as a regional commercial center.

Health Care

In the Greater Sioux Cities, health care is a major regional industry having as its focus the ultra-modern facilities and broad-based programming of Marian Health Center and St. Luke's Regional Medical Center. Collectively, the institutions feature the latest in specialized and intensive care units.

Marian Health Center occupies a recently completed \$34 million complex in Sioux City's downtown which features a regional trauma center including an emergency helicopter ambulance, cardiac surgery program and cancer center.

St. Luke's Regional Medical Center recently added two floors to house updated critical care and psychiatric units along with a multi-story building to house doctor's offices and other health services. St. Luke's also provides neonatal intensive care and burn unit services to a large area of the upper Midwest.

The Greater Sioux Cities model family practice program was instituted several years ago and has been extremely successful in recruiting outstanding new physicians to meet an increasing area demand. Hundreds of general practitioners, specialists and dentists serve the needs of the area's people and have established the Greater Sioux Cities at the forefront of health care in the tri-state area.

Hospital Beds

Marian Health Center	484
St. Luke's Regional Medical Center	353
Total Annual Admissions	25,000

Medical Personnel

Physician/Surgeon	170
Family Practice Resident	18
Dentist & Orthodontist	48
Osteopath	9
Chiropractor	27
Optometrist	18
Podiatrist	4
Total Hospital Employment	2,800
Total Hospital Payroll	\$55,000,000

The Greater Sioux Cities Mean Educational Excellence

Educational Systems that Work

The education of the area's young people is a high priority for Siouxlanders. The Greater Sioux Cities' high schools continue to prepare the highest calibre of students. Average ACT scores of students in the three states - Iowa, Nebraska and South Dakota - consistently are among the top five in the nation. Annually, high numbers of National Merit Scholars are found among Siouxland's public and parochial (Catholic and Christian) high school students.

Average graduation rates for the Greater Sioux Cities' community high schools are higher than the state average in which they are located. More than 95 percent of Sioux City's high school students graduate, and 50 percent of graduating seniors enroll in postsecondary programs.

Quantity and Quality in Higher Education

The Greater Sioux Cities are enriched by opportunities for higher education and the resources of local and area post-secondary institutions. Its tri-state location affords the Greater Sioux Cities opportunity for close contact with universities, four-year colleges, community colleges, and vocational-technical schools of three states.

Sioux City is home to Briar Cliff and Morningside Colleges along with Western Iowa Tech Community College (WITCC). These schools provide educational opportunities to

a vast area of the upper Midwest and have a total enrollment of nearly 4,000 students. Briar Cliff and Morningside offer four-year liberal arts and pre-professional curricula as well as continuing education for managers and professionals. WITCC offers a two-year Associate of Arts degree as well as adult basic and continuing education opportunities.

The University of South Dakota, just 35 miles from Sioux City, offers an MBA program in Sioux City in cooperation with Morningside College as well as a full range of programs in six colleges on the Vermillion, South Dakota campus. Briar Cliff, Morningside and WITCC offer evening degree-related programs and Briar Cliff offers weekend programs leading to degrees. These evening and weekend programs give business persons and others the opportunity to improve their skills or further their education.

Several other colleges are located within a 65-mile radius of Sioux City, and at least seven universities are located within 200 miles of Sioux City. The latter offering postgraduate and doctoral degrees in the fields of engineering, mathematics, physics, computer science and many others.

Vocational and technical training in over 60 fields is available in the Greater Sioux Cities through WITCC in Sioux City as well as Northeast Technical Community College (NTCC) in Norfolk, Nebraska (80 miles distant). Through a unique agreement, WITCC and NTCC jointly serve Dakota County, Nebraska residents with full-time and part-time educational programs. Training programs tailored to the requirements of individual businesses and on-the-job training components are available through both colleges.

Public School Systems

	Sioux City, IA	S.S.C./ Dakota City, NE	N.S.C./ Jefferson, SD	Sergeant Bluff, IA
Elementary Schools	21	5	1	1
Middle Schools/Jr. Highs	4	1	1	1
High Schools	3	1	1	1
3-Yr. Ave. Enrollment	13,460	2,537	668	951
3-Yr. Ave. # Graduating	807	162	50	60

Parochial School Systems*

	Sioux City, IA	S.S.C./ Dakota City, NE	N.S.C./ Jefferson, SD	Sergeant Bluff, IA
Elementary	10	2	0	0
High School	2	0	1	0

* Includes Catholic and Non-denominational Christian Schools

Colleges

Technical Training/College Transfer Education

	Briar Cliff	Morningside	Fields of Study	WITCC (Iowa)	NTCC (Nebraska)
Degree Options	4	7		57	90
Majors Offered	16	37		2,400*	2,300*
3-Yr. Ave. Enrollment	1,250	1,200	3-Yr. Ave. Enrollment	963	450
3-Yr. Ave. # Graduating	186	250	3-Yr. Ave. # Graduating	* Full-time Equivalents	

Recreational Opportunities

The Greater Sioux Cities tri-state area provides a wealth of recreational opportunities for the sports and outdoor enthusiast throughout four distinct seasons of the year. Facilities and programs for almost every sport and activity exist in the area.

Whatever your interest, you'll find it satisfied in the Greater Sioux Cities. Everything from cross country skiing to square dancing to horseback riding, to ice hockey is available in the tri-state area. There is also horse and dog racing in season, NASCAR stock car racing and national championship calibre junior "A" hockey along with a full range of high school and collegiate spectator sports.

A combination of state, county and city parks located throughout the Greater Sioux Cities tri-state area, both within and outside its communities, provide nearly unlimited opportunities for camping; boating; swimming; fishing; hiking; picnicking; baseball; softball; snowmobiling; pheasant, deer, duck and goose hunting to name a few. For the sports minded, the Greater Sioux Cities offer a multitude of public and private golf courses, tennis courts, swimming pools, and athletic/health clubs with weight rooms and spas.

In Sioux City, nearly 60 city parks totalling more than 1700 acres are available for use. Park facilities include shelters; picnic tables and grills; rowboats, canoes and paddleboats; hiking and jogging trails, including trails equipped for wheelchairs; playground equipment; baseball/softball diamonds and soccer fields.

Larger park facilities include the 240-acre Bacon Creek Park which includes a 34-acre lake offering fishing, boating, hiking and a fitness course; the 75-acre Crystal Cove in South Sioux City which features a swimming beach, fitness center and jogging path; and Stone State Park, an 1,100-acre park overlooking the tri-state area and providing complete camping and picnicking facilities.

Instruction and competition is provided in swimming, baseball, softball, soccer, football, basketball, volleyball, wrestling, tennis, ice hockey and golf. Three private country clubs exist in the area in addition to six golf courses open to the public.

The Greater Sioux Cities is also home to one of the finest men's fast-pitch softball teams in the world. The recently completed Penn Corp. Park facility annually is host to some of the most competitive tournament action available.

A River of Recreation

The Missouri River is the predominant natural feature of the Greater Sioux Cities tri-state area. In addition to its role as a highway of commerce, the Missouri is a valuable recreational resource. The largest marina on the river – the Cimmarina Harbor in Sioux City – is located in the tri-state area. Cimmarina Harbor offers covered boat docks, boat sales and marine supplies, a full service shop and dry storage.

The Cimmarina is also the permanent home to the Sgt. Floyd, a U.S. Army Corps of Engineers work boat, which was a gift to the City of Sioux City and houses the offices of Rivercade – an annual river festival – a Visitor's Center, as well as the Lewis and Clark/Sergeant Floyd Museum. Boating, fishing and water skiing are activities possible on the Missouri as well as the three lakes in the immediate area.

Vital Statistics

PARKS

	No.	Acres
Municipal	56	1,700
State	1	1,100

FACILITIES

Golf Courses	No.
Public	2
Private, open to public	4
Private Country Club	3
Municipal Swimming Pools	8 (incl. public school pools)
Tennis Courts	42

Racing

Horse Racing – Atokad Park
(May-July)

Dog Racing – Sodrac Park
(May-October)

Stock Car (NASCAR) – Park Jefferson
International Speedway (May-September)

Sioux City Auditorium – Seating for 5,000, featuring ice shows, stage shows, concerts, sporting events, circuses and expositions

Sioux City Convention Center – Exhibit Hall features 29,725 square feet of open space that can be sectioned off with movable walls and contains five meeting rooms with an additional five meeting rooms on the second floor. Spacious, skylighted atrium style registration area. Total of 76,441 square feet of space and total occupancy of 3,232 persons. 34,000 square feet of truck parking and maneuvering area plus ample freight storage facilities. Adjacent ramp/garage and on-site parking to accommodate visitor's automobiles. Banquet serving capacity, 2,000 persons with adjacent hotel offering an additional 6,866 square feet of meeting and banquet facilities.

Siouxland Convention Center (South Sioux City) – 35,000 square feet of display space for conventions, expositions, seminars and other large gatherings. 28,000 square foot main arena with 36-foot ceiling and 16 x 16 overhead doors. There is also a 7,000 square foot air conditioned annex. Ample free parking is available for any event and the adjacent hotel provides additional meeting rooms and banquet facilities.

Dependable, Economical Energy

The Greater Sioux Cities tri-state area is able to assure a continuing supply of dependable, economical energy, now and in the future.

Midwest Energy Company (MWE), through its IPS Electric and Midwest Gas subsidiaries, provides electricity and natural gas to the Iowa and South Dakota portions of the Greater Sioux Cities tri-state area, and distributes natural gas in the Nebraska portion. South Sioux City, Nebraska operates a municipal electric utility and purchases electric energy at wholesale from Nebraska Public Power District (NPPD).

IPS has spearheaded a consortium of utilities constructing and operating several large coal-fired generating units on the Missouri River south of Sioux City, assuring a reliable, efficient source of energy for new or expanding businesses within its operating area. Similarly, NPPD and South Sioux City have made the commitment to service necessary to provide adequate supplies of electric energy for existing and expanding business and industry.

Dependability of service in the tri-state area is significantly enhanced by the involvement of IPS and NPPD in the Midcontinent Area Power Pool (MAPP) which connects the power lines of 45 participating electric systems into an eight-state network, providing improved reliability for all. NPPD has access to the power pool created by the Missouri River hydroelectric projects which in tandem with NPPD's coal-fired and nuclear plants result in a diversified energy supply.

As the distributor of natural gas in the tri-state area, Midwest Gas has consistently been able to meet the requirements of its customers during even the coldest of winter heating seasons. The company remains optimistic about future gas supplies and maintains a liquefied natural gas plant and several propane peak shaving facilities to supplement its pipeline supply.

Utilities

Ample water and sewer capacity exists within the Greater Sioux Cities. The largest community system, the Sioux City Municipal System, provides local water service and metropolitan wastewater treatment. The water comes from wells with current daily pumping capacity of 32,500,000 gallons and is treated by fluoridation, disinfection and removal of iron and manganese. A secondary type of sewage treatment is used which serves 90 percent of the city as well as the adjacent communities. The system is capable of accommodating the needs of additional industry into the foreseeable future.

Vital Statistics

Electricity

IPS electric system peak load 1988 (including long-term firm sales)	969,000 KW
IPS total system net generating capability	1,182,900 KW
IPS total system reserve	22%
South Sioux City electric system peak load (1988)	23,287 KW
South Sioux City total system reserve capacity	26% *

*A new 10.5 MVA substation will go on line in 1990, increasing system capacity an additional 26%.

Natural Gas

Pipeline Supplier	Internorth
Distributor	Midwest Gas Company
Liquefied Natural Gas	Midwest Gas has a total of 1,200,000 MCF of LNG storage capacity for winter use.

Propane-Air Peak Shaving

Ten propane-air peak shaving facilities have 447,000 MCF maximum storage capacity.

Industrial Rates for Natural Gas and Electric Energy Siouxland Area and Selected States

	Average Cost of Industrial Gas, 1987 (\$ MM BTU) ^a	Cost of 1,000 kW Billing Demand With 400,000 kWh, 1987 ^b	
		Monthly	Per kWh
Iowa	2.76	\$17,853 ^c	\$.0446
Nebraska	2.82	16,939	.0423
South Dakota	3.03	18,070	.0452
Siouxland Area ^d	2.87	17,620	.0441
California	3.67	28,263	.0707
Colorado	3.70	20,347	.0508
Illinois	3.71	26,066	.0652
Indiana	3.36	21,831	.0546
Kansas	3.39	21,765	.0544
Michigan	4.09	27,238	.0681
Missouri	3.40	21,602	.0540
Ohio	4.09	25,187	.0630
Wisconsin	4.07	19,766	.0494

^a 1987 Industrial Natural Gas Rates - The American Gas Association, 1988 Gas Facts

^b Electric Rates - U.S. Department of Energy, Average Electric Bills (1987)

^c The Iowa electric cost used is the 1988 industrial rate for Sioux City, Iowa, for this level of billing demand and energy (IPS Electric).

^d Siouxland Area rates are computed as a simple average of Iowa, Nebraska, and South Dakota rates.

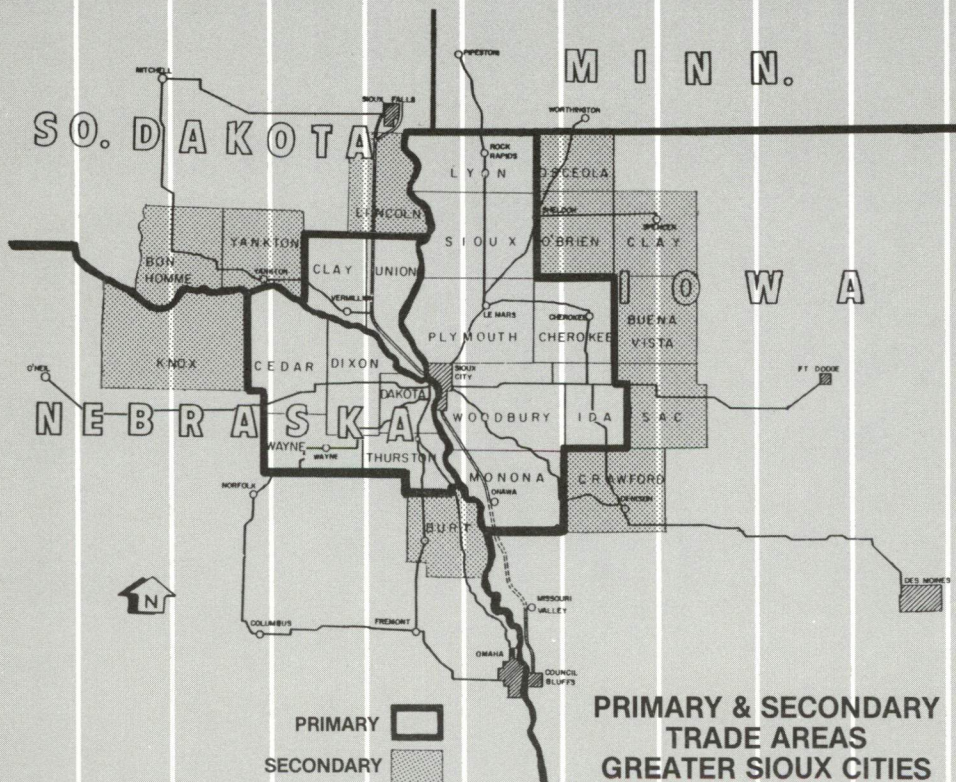
The Greater Sioux Cities Economic Profile

Agriculture and agri-business were the lifeblood of the Greater Sioux Cities economy when pioneer farmers first settled the fertile Missouri River Valley and, today, still form the foundation for a diversifying economy. Beef, pork and grain processing and their allied support industries dominate the industrial sector and continue to create opportunities in further processing, distribution and packaging.

Non-agricultural manufacturing and service companies are increasingly taking their place alongside food and agricultural-related businesses. Communications tower fabrication, tool manufacturing, automobile components assembly, molded plastics production and telemarketing services all are successful business concerns in the Greater Sioux Cities.

The Greater Sioux Cities are at the heart of a trade and service territory that extends 60 miles or more into the tri-state area. The trade area consists of over 260,000 people in 12 counties. Taxable retail sales have increased nearly \$70 million over the last five years and major investments by the two local medical centers have made the Greater Sioux Cities a regional health care delivery center.

Non-Agricultural Employment by Industry (July, 1988)		Taxable Retail Sales	
Manufacturing	19.9%	1982	\$558,921,000
Construction	3.3%	1983	\$580,376,000
Transportation, Communications & Public Utilities	6.1%	1984	\$600,780,000
Wholesale Trade	6.3%	1985	\$615,394,000
Retail Trade	19.9%	1986	\$625,207,000
Finance, Insurance & Real Estate	5.0%	1987	\$655,238,000
Services	27.3%	Agricultural Facts	
Government	12.2%	Livestock:	103,600 cattle and 247,400 hogs fed annually
		Grains:	682,700 acres harvested
		Corn:	370,700 acres, 98 bushels per acre
		Soybeans:	206,800 acres, 35 bushels per acre
		Value of Agricultural Products Sold:	\$235,315,000



Government Services and Community Cooperation

A spirit of cooperation exists in the Greater Sioux Cities among elected officials and professional administrators in promoting the area's development. Local government understands business and knows what to do to help promote its success.

Each of the Greater Sioux Cities governments, at both the municipal and county levels, has made the investment in public improvements necessary to service existing business needs as well as those of firms new to the area. The Greater Sioux Cities' public leaders regularly join their counterparts in the business community in jointly making development and growth a reality. The governments of the Greater Sioux Cities work closely on a variety of issues and projects through the Siouxland Interstate Metropolitan Planning Council including transportation, natural resources and human services matters. The local governments in the region also work together through the Siouxland Regional Housing Authority, Siouxland Regional Transit System and the Siouxland Energy Conservation Finance Authority. Regional business, labor and governmental leaders assist financing of development through the Siouxland Economic Development Corporation. This cooperation cuts across the entire spectrum from mere public encouragement of development to a complete partnership involving assistance in land acquisition, project financing and regulatory compliance.

The Siouxland International Trade Council, sponsored by the Sioux City Chamber of Commerce, is dedicated to extending assistance to local Siouxland exporters and importers in entering into or expanding existing international markets. This is accomplished through area trade seminars, promotional and financial assistance, maintaining user information and providing guidance toward resources that are available to assist in these activities. With Federal assistance provided to the Colleges of Mid-America consortium, the principles of international trading and marketing are being integrated into the academic setting in order to have informed future business personnel available. Efforts continue to obtain and provide U.S. Customs Service for the Sioux Gateway Airport with intentions of establishing a foreign trade zone.

In the Greater Sioux Cities, if you're serious about development, growth and profits, the community is eager to become a partner in your progress and is committed to your long-term success.

Siouxland Regional Marketing Council

The Siouxland Regional Marketing Council was formed in 1986 to explore ways of promoting area-wide cooperation in economic development activities. This coordinated approach is typical of the cooperation and combined effort that the public and private sectors in the Greater Sioux Cities employ to help prospective and existing business take advantage of the positive factors of all three states.

Since 1988 the Council has hosted an annual Tri-State Governor's Economic Summit, bringing the governors of all three states together with various business and investment concerns to help promote economic development in the region. The Council represents business organizations, development groups, energy suppliers and local governments.

The Council is committed to cooperative actions that will enhance the economic well-being of the Greater Sioux Cities tri-state area and its people through:

- Cooperative efforts in economic development
- Preparation and distribution of regional marketing material
- Preparation of studies for targeted industries and businesses
- Promoting effective economic development legislation and policies
- Providing a regional forum for the discussion of economic issues
- Preparation of specific proposals for prospective firms

Community Services

The Greater Sioux Cities delivers a multitude of well-planned community services. The Sioux City Public Library is a regional reference center for 109 libraries in Northwest Iowa, and contains over 171,000 volumes. The Main Library occupies its new headquarters in downtown Sioux City.

United Way thrives in the Greater Sioux Cities. Generous giving from private individuals as well as corporate contributors funds 23 human care agencies ranging from the Council on Sexual Abuse and Domestic Violence to Goodwill Industries. More than 154 total programs are funded through the United Way of Siouxland each year.

The Siouxland Senior Center in Sioux City serves a large number of older citizens in the Greater Sioux Cities. The multi-purpose center has facilities that encourage independent living and community participation. Services provided by the center include: weekly preventative health care screening, congregate meals, an employment project, friendly visitor service, transportation to and from the center, information and referral services and assistance with tax return preparation.

The Greater Sioux Cities has a strong organization of youth facilities to offer. The Jesse Marshall Boys' Club of Sioux City, affiliated with Boys' Club of America, has a permanent facility with 2-court gymnasium, older and younger boys' game rooms, library and arts and crafts department. Programs include hot meals, and snacks, library with tutoring, a wide range of physical education activities and special and regular events. The club serves 1,000 members age 7-18 years.

The Girls' Club of Sioux City, soon to be affiliated with the Girls' Club of America, opened in the summer of 1986. Programs include a teen club, learning center, arts and crafts, gymnasium, activities, game room and many educational programs. Hot meals are provided. The club is open to girls ages 6-18.

Industry and Available Sites

Another advantage of locating in the Greater Sioux Cities is the availability of existing industrial locations, ready for your immediate use.

Approximately 10,000 persons in the Greater Sioux Cities tri-state area are employed in manufacturing, with an annual payroll in excess of \$200 million. Non-durable goods producers account for 75 percent of current manufacturing, with the remainder represented by an expanding durable goods sector.

The processing of agricultural commodities continues to be at the center of local production with over half of all manufacturing involving food or related products. Significant activity occurs in the following sectors:

- Meat Products
- Grain Mill Products
- Bakery Products
- Soybean Oil
- Apparel and Textiles
- Commercial Printing
- Chemicals and Allied Products
- Rubber and Plastics Products
- Fabricated Metal Products
- Non-electrical Machinery

Your firm can join those currently operating successfully in the Greater Sioux Cities tri-state area in these and other industries. Several existing industrial locations are available for your immediate use. These buildings will be easily adaptable to your specific needs and specifications.

If your plans include construction of a new facility, available industrial sites ranging in size from just a few acres to parcels of 500 or more acres exist. All have access to the Greater Sioux Cities skilled work force, plentiful energy supplies and convenient transportation system. Most importantly, you will have the opportunity to choose the business climate that is most well suited to your particular operations from among the states of Iowa, Nebraska and South Dakota. Only the Greater Sioux Cities tri-state area can offer you the best advantages of three states in a single regional location.

To further aid in small business development, the Sioux City Chamber of Commerce has earmarked funds that along with a sizeable government grant to defray facility costs will establish a small business incubator. An Advisory Committee of successful business leaders volunteering their time will oversee the program and offer guidance and assistance. In addition, a Venture Capital Pool will be established to provide a ready source of equity capital to help finance sound new business proposals.

Available Industrial Sites

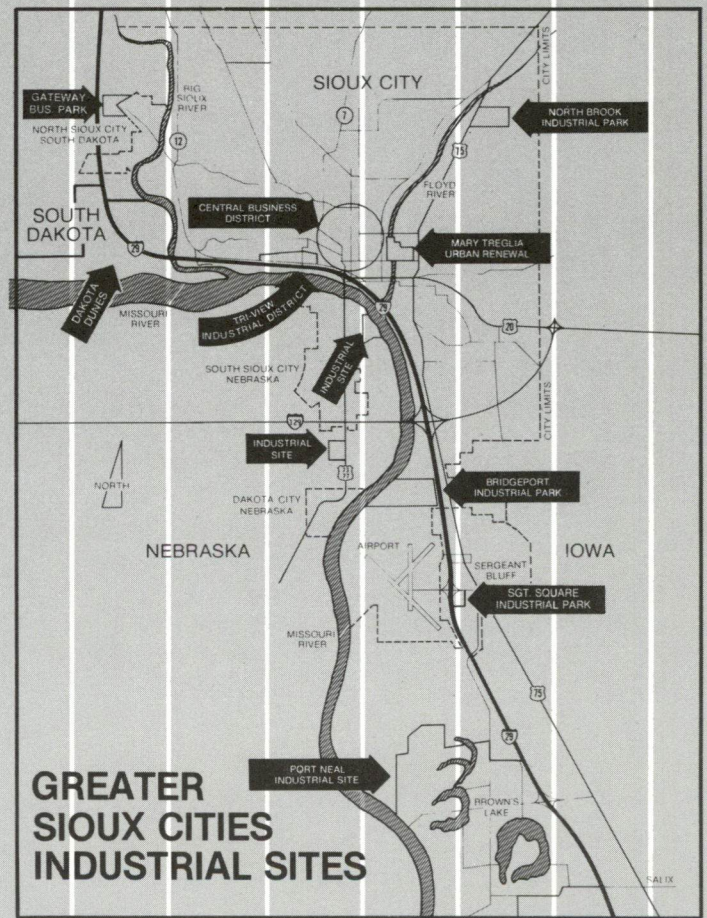
up to 25 acres	13
25-50 acres	5
50 or more acres	15+

Available Buildings

up to 25,000 sq. ft.	6
25,000-50,000 sq. ft.	3
50,000 + sq. ft.	1

Available Business and Research Sites

Dakota Dunes, a 200 acre business park under development in Southeast South Dakota, offers opportunities for research and corporate office facilities. Other suitable locations for such activities exist in conjunction with local medical centers and elsewhere throughout the Greater Sioux Cities.



Business Climate

The Greater Sioux Cities offers your firm the opportunity to consider locating in any of three states within the same metropolitan area. Each of the three states in which the Greater Sioux Cities is located has distinct advantages. The unique combination of qualities and capabilities offered by the tri-state character of the Greater Sioux Cities provides an unparalleled opportunity to benefit from the unusual business climate created by the cooperative efforts and favorable business amenities among three Midwestern states in a single regional location.

You can evaluate the advantages of operating within Iowa, Nebraska or South Dakota, not by relying on a national business climate survey, but by considering the circumstances which are most important to you: the operating characteristics of your own company. Tri-state business climate alternatives are another feature that differentiates the Greater Sioux Cities from other locations in the Midwest and makes it the profitable alternative for your business.

Locating in the Greater Sioux Cities tri-state area can benefit your firm through assistance in start-up or expansion, including: grants, loans and job training; as well as through long-term operating cost reductions associated with Iowa, Nebraska or South Dakota locations.

The three-state character of the Greater Sioux Cities also provides companies with a unique opportunity to match state and local tax and other financial incentives with specific company needs. Each of the three states offer tax or financing incentive programs for new and expanding businesses. The array of such programs available in the three-state area should be evaluated on an individual company basis to determine the best match of incentive alternatives and long-term operating impacts relative to the specific requirements of the company.

For a confidential, customized profile of your company's performance in the location of your choice, contact:

Mr. Les Horrell, Jr.
Siouxland Regional Marketing Council
101 Pierce Street
Sioux City, Iowa 51101
(712) 255-7903

Available Assistance

Start-up/Expansion Assistance

Because of the wide variety of development programs available from each of the three states, the following listing only summarizes areas of assistance available in the Greater Sioux Cities for new and expanding businesses.

- Industrial Sites and Available Buildings
- Training Assistance, including Employment Screening and Pre-employment and Post-employment Training Programs
- Employment Expansion and Investment Tax Incentives
- Property and Sales Tax Incentives
- Financing Assistance

Operating Cost Impacts

1. Property Tax Abatement Programs available in Iowa and South Dakota.
2. No corporate or personal income tax in South Dakota.
3. No corporate tax on sales outside the state available in Iowa and Nebraska.
4. Income tax credits for start-up or expanding businesses available in Iowa and Nebraska.
5. Unemployment and workers compensation insurance rates are competitive features in Iowa, Nebraska and South Dakota.

THE
Siouxland
INITIATIVE
A Four-Year Program for Accelerated Economic Growth

To: Jennifer Grossman
Tel: 202/456-7750
Fax: 202/456-6218

Copy: Gary Harward, MWE Sr. Vice Pres. & Chief Financial Officer
Tel: 712/277-7722
Fax: 712/277-7761
Les Horrell, President Sioux City, IA Chamber of Commerce
Tel: 712/255-7903
712/258-7578

From: Bob Lawrence, for The Siouxland Initiative
Tel: 605/232-4053
Fax: 605/232-4730

Date: 10/23/90

10* Pages

Sub: Sioux City Profile Material

As you requested, I am faxing the following information on Sioux City, Iowa.

For additional background, I am also sending via Federal Express a Greater Sioux Cities brochure and a magazine article about Sioux City.

If the Sioux City Chamber of Commerce or The Siouxland Initiative can assist further, please call. The Chamber President is Les Horrell, and Pat Mustain is director of communications and programs.

SIOUX CITY IOWA- 2

President George Bush has recent and past connections with Sioux City, Iowa:

(1) On August 6, 1990, President Bush presented Sioux City with an All-America City Award for 1990. The city was among 10 U.S. communities receiving the award during a White House ceremony in which the president stated that "The All-America Cities are all-American success stories. At a time when so many mourn what's wrong with American cities, you have quietly gone to work to make them right." President Bush said Sioux City and the other award-winning cities are "a hopeful reminder that the success of democracy depends on the resilience and capacity of citizens for self-governance, education, civic responsibility, and economic development." He said the cities were being honored "because they represent what's best about American cities. Rather than looking for an outside solution or a quick fix, they're looking within for the answers and they're finding them."

(2) On Sept. 22, 1989, President Bush signed and presented a proclamation to Sioux City officials recognizing Sioux City and the tri-state region for its heroic efforts following the crash of United Flight 232 at the Sioux Gateway Airport on July 19, 1989. The proclamation stated that "The extent of this tragedy might have been much greater were it not for the heroic efforts of citizens in the Sioux City, Iowa, tri-State area."

(3) Following U.S. Senate passage Nov. 21, 1989, President Bush signed into law legislation clarifying the Missouri River boundary between South Dakota and Nebraska. The action aided development of Dakota Dunes, the Sioux City area's most significant business/residential development project. The action re-established the state boundary between South Dakota and Nebraska to the main channel of the Missouri River along a 12-mile stretch north of Sioux City. The compact involved 1,800 acres of Nebraska land that ended up on the South Dakota side of the river due to shifts in the Missouri River channel. Some 300 of those acres are part of Dakota Dunes located in southeastern South Dakota, and the boundary change officially recognized it as South Dakota land.

(4) As a presidential candidate, he has campaigned here.

SIoux CITY FACTS:

Sioux City, in Northwest Iowa, is the Woodbury County seat and hub for the Greater Sioux Cities, Tri-State Region (1 minute each from South Sioux City, Nebraska and North Sioux City, South Dakota) with a metropolitan population of more than 100,000.

The adjacent sister cities cooperate across geographic lines in economic development, planning, education, legislation and disaster preparedness. The local tri-state cooperative is backed by all three state governments which have helped fund incoming industry locating in their respective cities. The governors of the three states have met here annually since 1988 to hear progress reports and to discuss issues of mutual concern.

The three-state region is experiencing a significant economic rebound which began in the mid-1980s following the worst farm crisis since the depression era. Although Sioux City continues to have a strong agricultural/livestock economy, it has a growing, diverse industrial base producing power tools, blue jeans, hydraulic equipment, truck trailers, candy, baked goods, honey, concrete products, fuel injectors and more.

Spearheading the recovery is The Siouxland Initiative, an economic development arm of the Sioux City Chamber of Commerce. The two year old program is backed by a \$2.7 million fund raised mostly from the business community to compliment city and state financial incentives offered to industries willing to locate in the immediate tri-state area.

In the past two years alone, the Initiative has taken the lead in stimulating more than 1,200 new jobs and over \$55 million in new capital investment in Siouxland. It has invested in companies manufacturing such diverse products as computers, jewelry, recycling systems, automotive parts and food.

The Initiative also established the W. Edwards Deming Business Center to help incubate small businesses. The facility features low rental costs and secretarial and business consulting for growing new businesses. So far, it has helped launch companies offering computer and telemarketing services, manufactured goods and advertising and marketing.

The Center is dedicated to Sioux City-born statistician, philosopher and educator, Dr. W. Edwards Deming. The rebirth of Japan's industry is owed to his teachings of statistical quality control and management theory to leading Japanese business people and educators. Each year the Union of Japanese Scientists and Engineers award the Deming Prize to a company that has achieved the highest honor in quality and production.

(-more-)

Sioux City leads a pack of communities from throughout northwest Iowa working to diversify their economies and revitalize their main streets. From LeMars to Cherokee and Ida Grove to Orange City, vacant downtown buildings are filling up with new retail stores, and new jobs are being created by small companies making everything from furniture to recycling machines.

Sioux City, a rapidly growing service and retail hub, had retail sales in 1989 of \$769 million, up 45 percent from a decade ago, according to Dr. Kenneth Stone, Iowa State University economist.

Sioux City, Iowa's fourth largest city, has an unemployment rate of about 4.2%, down from a high of 8.5 percent in 1985, according to job service of Iowa.

Sioux City boasts a new downtown skyline of buildings of mirrored glass, new brick and skylit atriums, and connecting skyways. Among its newest investments and attractions is an \$11 million convention center which opened two years ago. There's also a new \$6 million main public library and new bank building and shops.

To revitalize its inner-city business core, Sioux City is launching a massive rejuvenation of a 25 block area of downtown. A new look, in the form of new buildings, will be accompanied by a national marketing program to attract new retail and business services downtown. Spearheaded by the non-profit Sioux City Downtown Development Corp., the goal is to attract developers and retailers and to promote downtown. It's being financed by a special tax levied on merchants in the affected area, merchants who asked the council to assess their property to generate \$150,000 annually to pay for the program.

Sioux City is located on the eastern shores of the Missouri River where a \$13 million riverfront development project is underway. Plans include new parks, amphitheatres, trails, picnic areas and recreational complexes.

Sioux City is the northern most navigable port on the Missouri River and is a large barge shipper of grain, soybean oil, tallow and asphalt. It was named for the Sioux Indians and is the hub for a region known as Siouxland.

Sioux City is working to become a player in the emerging global community through establishment at Sioux Gateway Airport of a U.S. Customs Service to facilitate trade with the international community. The city has also applied for federal recognition as a foreign trade zone to allow the manufacture and shipment of U.S. goods made from foreign-made components.

Media coverage to significant portions of the three states is provided by the Sioux City Journal, KTIV-TV(NBC), KCAU-TV(ABC) and KMEG(CBS), as well as by nearly a dozen radio stations.

(-more-)

ALL-AMERICA CITY:

Sioux City's dynamic economic and spiritual renaissance has been nationally recognized through its selection as an All-America City for 1990 by the National Civic League.

The award is in recognition of local community efforts to attack problems of the 1990s, including economic decline, hunger, disasters, affordable housing and health care. It recognizes Sioux City's success in bringing business, government and citizens together at the local level to solve community problems.

Also figuring in the award was Sioux City's disaster preparedness program directed by the Woodbury County Disaster Services. It coordinated resources and volunteers from all three states in an efficient, heroic response credited with saving many lives following a major airline crash at the Sioux Gateway Airport in July 1990.

Because of its success in bringing local business, government and citizens together to solve economic and social problems, Sioux City received the All-America City Award last June. It was among ten municipalities chosen for the annual award by the Denver-based National Civic League. (Bush presented the award)

Recently rated Iowa's "Number One" place to live for quality of life by Money Magazine, the city features dozens of parks, two colleges, a graduate study center, regional medical centers, art center, theaters, a museum and a 75 year old symphony.

TRI-STATE'S MOST EXCITING ECONOMIC DEVELOPMENT PROJECT: DAKOTA DUNES

The Sioux City tri-state region's most talked about development is Dakota Dunes, a 2,000 acre business and residential park under construction along the Missouri and Big Sioux rivers just north of Sioux City in South Dakota.

Expected to take 15 years to complete, Dakota Dunes promises to be the biggest economic development the region has ever experienced. An estimated 5,000 or more people expected to work there will be involved in research and high-tech businesses, as well as in financial and insurance companies. The mini city will also feature such support services as banks, medical offices, retail stores, restaurants and gas stations. A school and hotel are among other future compliments planned for the project which is designed to blend with the area's natural rivers, wetlands, sand dunes, native grasses and woods.

(-more-)

Dakota Dunes, the only planned community/business park in South Dakota, Nebraska and Iowa, features an 18 hole championship golf course designed by Arnold Palmer. The course, signed for PGA tournaments, is expected to be a magnet attracting U.S. and foreign companies to the Dunes 216 acre business park.

Streets, utilities and houses began sprouting up last Spring and Palmer expects to tee off from the course his company will manage in the spring of 1991.

Announced in August 1988, Dakota Dunes is being developed by Midwest Capital Group, a subsidiary of Midwest Energy Co., which is merging with Iowa Resources, Inc. another utility company. The new corporation will be renamed Midwest Resources, Inc. and based in Des Moines.

NOTABLES FROM SIOUX CITY/NW IOWA:

This region has yielded not only consistently great crops but great people as well, many of whom have achieved fame nationally and internationally, e.g., advice columnist Dear Abby, Ann Landers; Dr. W. Edwards Deming, statistician, philosopher and educator; Baseballs Paul Splittorff, voice of the Kansas City Royals; actor-turned-politician, Fred Grandy; Jiffy Lube founder Jim Hindman; Gordon Metcalf, former Sears chairman; Don Keough, chairman of Coca Cola; Margaret McDonald, former National Republican Committee member; former Congressman Wiley Mayne; George Wittgraff, former George Bush campaign director in Iowa; Iowa Governor Terry Branstad of Lake View; Al Buckingham, former member of the U.S. Olympic Committee; actor McDonald Carey. cnl

SIOUX CITY TRIVIA:

The country music song "Sioux City Sue" is the most famous song about Sioux City.

Sioux City is home for the world's oldest branded popcorn, Jolly Time popcorn, and the world's oldest popcorn factory, the 76 year old American Popcorn Co.

The lone member to die on the historic Lewis & Clark Expedition is buried on a bluff over-looking the Missouri River at Sioux City. Sgt. Charles Floyd's death on Aug. 20, 1804 was during the first leg of the 5,000 mile journey to explore the west following the Louisiana Purchase.

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★ ★ ★ NEWS FROM THE NATIONAL CIVIC LEAGUE ★ ★ ★

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July-Aug., 1990
Vol. 3
Issue 4

1990 All-America Cities Honored at White House

On August 6, 1990, President Bush welcomed representatives of the ten 1990 All-America Cities to the White House for an awards-presentation ceremony. A partial transcript of the President's remarks follows:

Welcome to the White House. I want to single out an old friend of mine, Henry Cisneros, the Chairman of the National Civic League, as well as Wayne Hedein of Allstate Insurance Co., Members of Congress who are here, state representatives, mayors, and — above all — some friends from the finest cities in America.

It's an honor and, indeed, a pleasure to have you here at the White House. This event is special because too often it seems the function of the federal government is to make laws and set limits. But the cities and citizens we honor today are reminders that America's potential is truly unlimited.

The All-America Cities are all-American success stories. At a time when so many mourn what's wrong with American cities, you have quietly gone to work to make them right. You've refused to surrender to crime and drug dealers or natural disasters — to despair. You refuse to see the problems of the homeless and the jobless as somehow impossible to solve.

Instead, you've set out to unleash the infinite range of what is possible when Americans really put their minds to it. Along the way, you've reaffirmed the American ideal of empowerment. Empowerment sounds like a new idea, but it's something President Teddy Roosevelt well understood, and wanted to promote when he founded the National Civic League back in 1894. "There are many different ways," he once wrote, "in which a man or a woman can work for the higher life of American cities."

Well, the men and women with us are proving Teddy Roosevelt right. So we've gathered to celebrate the spirit of empowerment and the potential of partnership which is perhaps unique to America. The spirit that, in an earlier time, could have built a meetinghouse or raised a barn on a windswept field.

Today, the All-America Cities are forming partnerships for challenges of every kind — in small industrial towns and urban canyons, citizens, businesses, government, and volunteers are joining forces for the future of their communities.

For 41 years the National Civic League has recognized community excellence through awards. Success stories like those of Bak-
South Gate, Calif; Tampa, Fla;
Sioux City, Iowa; South

Texas are a hopeful reminder that the success of democracy depends on the resilience and capacity of citizens for self-governance, education, civic responsibility, and economic development.

We honor all ten of these communities not because they claim to be the best cities in America — I think they're too smart or, in some instances, too modest for that — but because they represent what's best about American cities. Rather than looking for an outside solution or a quick fix, they're looking within

for the answers and they're finding them.

By recognizing and unleashing the power and potential of the people themselves, they're proving that big cities can meet enormous challenges and small towns can do very big things.

You've earned the admiration of the nation because when people say, "It can never be done," you're doing it. And when they say, "You can't get there from here," you've proved that you can. Congratulations to all of you. ■



Top: Representatives of All-America Cities receive plaques from President Bush; Below: Henry Cisneros and Wayne Hedein join President Bush during presentation of awards.

Title 3—

The President

Proclamation 6027 of September 22, 1989

Commendation of the Citizens of the Sioux City, Iowa, Tri-State Area

By the President of the United States of America

A Proclamation

On July 19, 1989, our Nation was horrified by the tragic crash of a commercial airliner in Sioux City, Iowa. That catastrophe resulted in the deaths of 112 people. Our Nation mourns the loss of these individuals and grieves for their family and friends. The extent of this tragedy might have been much greater were it not for the heroic efforts of citizens in the Sioux City, Iowa, tri-State area. Residents of Iowa, Nebraska, and South Dakota responded swiftly to the disaster, dispatching rescue teams to the crash site and voluntarily offering shelter and solace to the injured and their families.

Today, we commend the professionalism of the emergency medical personnel who rushed to the scene or worked tirelessly at nearby hospitals to treat injured passengers. The State and local rescue units and municipal firefighters who extinguished the blaze and extricated victims following the crash demonstrated remarkable speed, skill, and preparedness. We also salute the area residents who volunteered to donate blood or contributed food, blankets, and clothing after the crash; as well as the local college officials who opened their dormitories to the survivors, the families of survivors, rescue teams, and investigators. Their compassion and generosity merit the respect and gratitude of all Americans.

In recognition of the outstanding efforts of these citizens, the Congress, by House Joint Resolution 379, has commended their heroism and spirit of volunteerism and has authorized and requested the President to issue a proclamation making such a commendation.

NOW, THEREFORE, I, GEORGE BUSH, President of the United States of America, do hereby commend the citizens of the Sioux City, Iowa, tri-State area for their extraordinary efforts in response to the tragic aircraft accident of July 19, 1989.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-second day of September, in the year of our Lord nineteen hundred and eighty-nine, and of the Independence of the United States of America the two hundred and fourteenth.

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FOR IMMEDIATE RELEASE

BOUNDARY CHANGE GOOD FOR DAKOTA DUNES

SIOUX CITY, IA -- Development at Dakota Dunes took a major step forward when the U.S. Senate approved legislation Monday clarifying the boundary between South Dakota and Nebraska along a 12-mile stretch of the Missouri River.

"Re-establishing the state boundary between South Dakota and Nebraska to the main channel of the Missouri River is one of the key elements in the successful completion of the Dakota Dunes Development," said Allan J. Block, project manager. "We can now proceed to subdivide our lots and work toward the eventual sale of land. We appreciate the help that the Nebraska, South Dakota and Iowa Congressional delegations provided in moving this important piece of legislation through Congress."

The U.S. House of Representatives gave its approval to the boundary legislation on Friday, November 17. The boundary compact was approved earlier this year by the Nebraska and South Dakota state legislatures.

The boundary compact involves 1,800 acres of Nebraska land

-more-

that ended up on the South Dakota side of the river as a result of shifts in the Missouri River channel. Of the 1,800 acres involved in the boundary compact, approximately 300 acres are included in the Dakota Dunes Development.

The boundary change means all land included in the Dakota Dunes Development will now be located in South Dakota. According to Allan Block, lot preparation work could not begin prior to the boundary change because Union County, S.D. officials could not subdivide land that was technically part of Nebraska.

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November 21, 1989

The Lowan

SPRING ISSUE 1989

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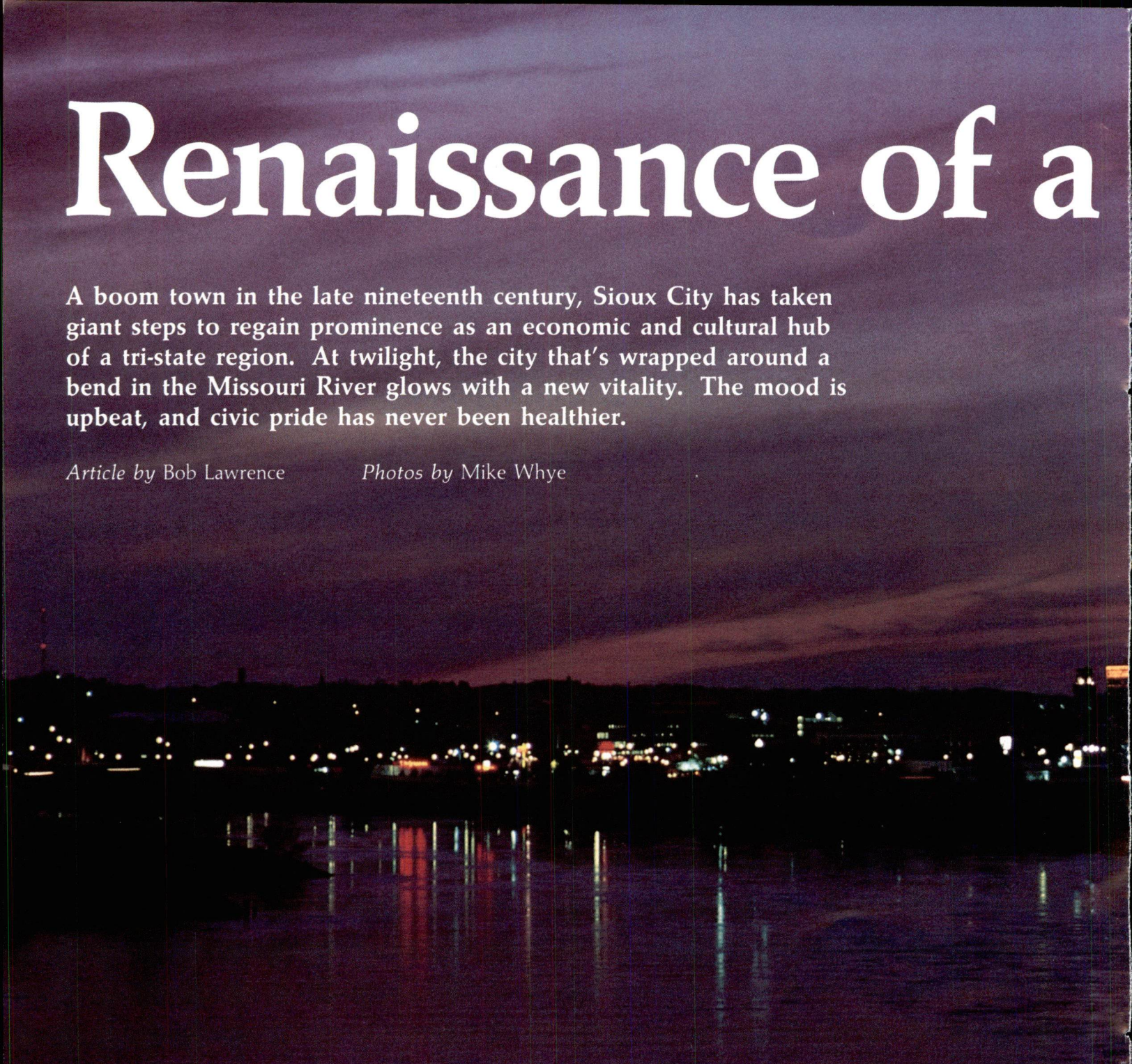
Surprising Sioux City!
(see inside)

Renaissance of a

A boom town in the late nineteenth century, Sioux City has taken giant steps to regain prominence as an economic and cultural hub of a tri-state region. At twilight, the city that's wrapped around a bend in the Missouri River glows with a new vitality. The mood is upbeat, and civic pride has never been healthier.

Article by Bob Lawrence

Photos by Mike Whye



Renaissance. It's a word Sioux Citians are using a lot these days to describe their community's decade-long metamorphosis from decaying cow town to thriving business, manufacturing, and retail hub—one that's gaining ground in serving a tri-state region known as Siouxland.

The outward evidence of a new boom is apparent in the city's spanking new skyline, representing more than \$250 million in new construction since 1980. Modern buildings—with mirrored glass, skylighted atriums, and freshly fired brick—fit comfortably amid turn-of-the-century structures of granite, terra

cotta, and marble.

"We have changed the infrastructure and are rebuilding the skyline of the city, so from that standpoint, it's a renaissance," says Russ Christiansen, chairman of Midwest Energy Company, a gas and electric utility whose striking \$13-million downtown headquarters helped set the tone for a rebirth that began in the early 1980s. But, adds Christiansen, "the real renaissance" is the growing perception that Sioux City can make things happen. "So, to the extent that the perception becomes a reality and the city reaches its potential, then you have a true renaissance," he says.

Downtown blocks, once withered by neglect, have been dressed up by a host of new projects, like the glassy Terra Centre, a ten-story office/retail/banking building opened in 1984 that's also the home for Terra Chemicals, International, a producer of fertilizer, seed, and farm chemicals. Other recent additions include an \$11 million City Convention Center, opened in October 1988 to solid bookings, a new \$5.5 million main library, a new headquarters for the police and fire departments, and a new law enforcement building for Woodbury County. It's easier to get around the downtown, too—thanks to a skywalk system that, so far, links

River City



about a dozen blocks.

The downtown's comeback is only one chapter of the story. There's a shared feeling here that Sioux City has emerged from the economic doldrums of the 1970s into a new era of growth and prosperity. Young people who fled the city years ago are returning to start new businesses, and those who stayed to weather the rough going speak optimistically of the future.

As one measure of the city's steadily improving economic health, commercial construction permits issued in 1988 show a four to five percent increase over the previous year, according to Arlen Wiggs, the city's

community development director.

"This is the tip of the iceberg of what's to come," says Wiggs. "It's not a boom with a massive influx of people, but we are experiencing a tremendous influx of development. [This] is due to the fact that developers are starting to realize that Sioux City has been under-retailed for years, and now market studies show it will be a major retail center."

Wiggs, a Sioux City native who left some fifteen years ago, says it was "almost a shock" when he returned in 1986 to discover the change in attitudes, not to mention the corresponding dramatic change in the skyline, that took place dur-

ing his absence. In the early 1970s, the community "continually compared itself to Omaha and Sioux Falls and saw them grow and prosper in population," says Wiggs. "Industry bypassed us, and that contributed to the doom and gloom feeling." But no more.

Although it is difficult to pinpoint the exact moment when Sioux City's fortunes began to turn, it is generally agreed that it was an investment in growth outside the central core that started the upward swing. Ironically, that particular growth almost didn't happen, as a succession of city councils, in the 1970s, voted down a proposed outlying shopping mall,



Gone is the image of a labor-torn, meat-packing town—in its place is the picture of a city building confidently for its future.

fearing that competition from it would kill the downtown.

Eventually, the mall was approved, and, in 1979, giant Southern Hills Mall opened its doors on the Missouri River bluffs not far from the junction of Interstate 29 and US 20—the major north-south, east-west arteries leading into the city. Now Southern Hills is taking partial credit for creating the draw that's making Sioux City a major retail center.

Since 1979, the year of the mall's opening, overall retail sales in the Sioux City area have grown thirty-six percent, from \$530 million in 1979 to \$722 million in 1988, according to Dr. Kenneth Stone, professor of economics at Iowa State University. Stone, who says sales have risen over ten percent since 1985, ranks Sioux City fourth in retail sales in the state, behind Des Moines, Cedar Rapids, and Davenport.

In addition to sparking retail sales, Southern Hills has spawned a host of competitors, as similar projects have taken shape from the urge to capitalize on the growing influx of shoppers into the Sioux City area. Two of the newcomers are next-door neighbors to Southern Hills: Mayfair, an enclosed mall that opened in 1985, and Southern Square, a strip center anchored by a large food store, that opened in January of 1989. Showing its faith in the city's potential, the giant retailer Wal-

"This is the tip of the iceberg of what's to come," says Sioux City Community Development Director Arlen Wiggs (opposite) about the city's turnaround. Behind Wiggs is the sparkling \$15 million Terra Centre, part of the new downtown construction. City Councilwoman Joanne Grueskin (right) led an effort to beautify the main entrance to the downtown. The result—"Gateway Arches," dedicated in 1981.



The new City Convention Center, an \$11 million project opened in October of 1988, is expected to boost convention and tourism business.

Mart announced in the fall of 1988 that it would break ground for two new stores, one in Sioux City and the other across the river in South Sioux City; and, by year's end, plans for two additional shopping centers were also on the boards. So brisk is construction that labor shortages occurred in 1988, forcing contractors to recruit workers from other cities. The jobless rate in the Sioux City metropolitan area (December 1988) is 4.1 percent, compared to 4.6 percent for Iowa as a whole.

"Size begets size," says Stone, who



believes that the city's emergence as a "strong" regional trade center makes the Siouxland area attractive to manufacturers. "It's an important factor because industry wants to go into a robust area," he says. Stone believes the influx of retailers in Sioux City makes it more magnetic to shoppers. "When you add more, it brings people from that much farther."

The upbeat attitude of Sioux City crosses state lines, into South Sioux City and Dakota City on the Nebraska side of the Missouri River, and into North Sioux City just across the Big Sioux River in South Dakota. These communities, with their combined population of 120,000, form the center of Siouxland—an area linked by economic and cultural ties that's being marketed as a place to do business.

"We're selling Siouxland first because none of the three municipalities can compete as aggressively as one," says Les Horrell, Jr., president of the Sioux City Chamber of Commerce. "These are three states who won't allow themselves to become involved in a bidding war because we'll work out the most attractive package. It's a menu of three business climates we're offering," says Horrell, who arrived in Sioux City in 1986, the year the Siouxland Regional Marketing Council was formed to unite Sioux

The cooperative spirit extends beyond the borders of Sioux City. When a local manufacturer wanted to expand to North Sioux City in South Dakota, Sioux City Chamber officials flew to Pierre, South Dakota, to help win approval for a loan.



Stunning two-story atrium highlights the new \$4 million Police/Fire Headquarters, completed in 1986. Pictured are (left to right): Chief of Police Gerald Donovan; Patrol Officer Dawn Carter; Jeanne Vakulskas, fire fighter; and Fire Chief Bob Hamilton. Visible through the arched entrance is Sioux City's ninety-two-year-old City Hall.

City and surrounding communities in a common campaign to sell Siouxland to potential businesses and industries.

The Council's most potent "idea turned reality" thus far has been the Siouxland Initiative, a \$2.6 million four-year program for "accelerated economic growth." Designed to create 2,000 new jobs in the Siouxland region by 1992 and endorsed by the governors of Iowa, South Dakota, and Nebraska at their first annual Siouxland economic summit—held in Sioux City in 1988—the Initiative will fund projects across state lines.

The \$2.6 million was the result of a fund-raising effort that far surpassed its original \$1.5 million goal, a fact

that has city leaders believing the area's new-found confidence is for real. "The city, [and this includes] government, and business, is putting money where its mouth is, with the focus on developing the area," says Horrell. Those in the know say only a fraction of the \$2.6 million could have been raised just a few years ago.

So far, the money is being used in several ways—to attract new business and industry, to help existing businesses expand, to aid fledgling small businesses, and to enhance the community's image. "We're now telling the story not of an old meat-packing, labor-torn city, but [of] a new one that's growing and building for the future," says Horrell.

To enhance the business climate, the city has adopted an aggressive "here's-how-we-can-help-you" role. Consider the case of Prince Manufacturing. When this local manufacturer of hydraulic cylinders, valves, and pumps wanted to establish a subsidiary plant in North Sioux City, South

Dakota, officials from the Sioux City Chamber of Commerce flew to Pierre, South Dakota, to help win approval for a low-interest \$400,000 loan. Thanks to this effort, Prince opened Omahaline Hydraulics Company in North Sioux City, where thirty employees make hydraulic parts for its main Sioux City plant. The chamber also went to bat for South Sioux City, convincing agricultural giant Con Agra to locate a \$22 million oat plant in the Nebraska town.

Sioux City has also fostered development through tax breaks and other incentives. When the Sioux Honey Association, the world's largest honey marketer and makers of Sioux Bee Honey, faced the question of expanding its facilities in town or building new elsewhere, the city agreed to clear land and help finance a sizeable chunk of the \$5 million project. The Sioux Honey Association was the first company to benefit from the city's one-cent local option sales tax, which earmarks over \$500,000 annually for economic development. In yet another instance, the city paid for a rail siding and plant expansion at Weller Plastic Company, a major manufacturer of plastic pop bottles, ice scrapers, and automotive accessories located in what is known as the Bridgeport Industrial District.

Sioux City had already come a long way in shedding its image as a "meat-packing town," when, in 1985, Swift Independent Packing Company, following the lead of Armour and Cudahy, became the last of the giants to close its doors. Their departure, however, did not mean the end of an industry that had helped fuel Sioux City's growth in the late nineteenth century. IBP, Inc., considered to be one of the area's largest employers with a work force of over 1,000, is headquartered just across the river, in Dakota City, Nebraska. And recently Dakota Pork Industries set up



shop in the former Swift plant. Still, the meat-packing industry no longer holds sway over the local economy—the effects of prolonged strikes at IBP and John Morrell & Company (it opened a plant in Sioux City in 1986) have been felt, but a more diverse economy reduced the impact.

That diversity includes such major Siouxland employers as Midwest Energy, one of the state's major utility firms; American Popcorn, makers of Jolly Time popcorn; Aalf's Manufacturing Company, makers of blue jeans; Rochester Products, a GM division that makes fuel injection systems; Sioux Tools, Inc., a manufacturer of industrial tools; the Wilson Trailer Company, a manufacturer of truck trailers; Metz Baking Company and Interbake Foods; two hospitals, the Marian Health Center and St. Luke's Regional Medical Center; three colleges, Briar Cliff, Morningside, and Western Iowa Community Tech—plus PTT, Pioneer TeleTechnologies.

(A telemarketing firm located seven

"The real renaissance is in the growing perception that Sioux City can get things done," says Russ Christiansen, chairman of Midwest Energy, shown in the company's downtown headquarters. Midwest's investment in the Siouxland area includes the proposed Dakota Dunes, a \$300 million, 2,000-acre planned community.

miles south of Sioux City in Sergeant Bluff, PTT, with 2,000 employees is one of the success stories of the area. PTT was founded in 1985 by Chuck Long, chairman and CEO of Long-Lines, Inc., and an Iowa entrepreneur well known for his role as a developer at West Okoboji in Iowa's Great Lakes region.)

Horrell and others in Sioux City think that the biggest boost for their community and surrounding Siouxland will come from the Dakota Dunes, Midwest Energy's \$300 million project to boost population, create thousands of jobs, and pump millions of dollars into the local economy. Midwest's chairman Russell Christian-

sen describes the 2,000-acre development as a planned community that will include "an upscale corporate business park with a campus-like environment and an upscale residential area with single-family to estate-type homes."

Ground-breaking will take place in the summer of 1989 along the shores of the Big Sioux and Missouri Rivers, the natural borders between the three states. Amenities will include marinas, plus an Arnold Palmer-designed championship golf course that will occupy land where Sioux Indians once camped and hunted.

Christiansen says the Dunes not only expresses his company's confidence in Siouxland, but also reflects the bordering cities' new approach of "[looking] beyond boundaries and parochial interests of the communities." The Dunes is also a centerpiece of Midwest's economic development strategy, a plan that has the company involved in a host of diverse enterprises ranging from food processing to railroads.

This is a city that pulls together. Witness the response of the community to the tragic crash of United Airlines Flight 232. Sioux City proved its mettle with a swift outpouring of aid, comfort, and sympathy.



As part of its investment in Siouxland, Midwest Energy has also developed an industrial park in South Sioux City and another in North Sioux City, where the newest tenant is Heartland Quality Foods, Inc., a \$4.5 million pet food plant that begins production in the summer of 1989.

Two of Heartland's partners are Sioux Citians, but their decision to locate here had nothing to do with hometown sentiment or luck of the draw. Jeff Dible and Steve Wilen made the choice following a computer search to find the most profitable spot in the nation for their

business. "We studied every area and it came down to [within] a 200-mile radius of Omaha," says Wilen. "Then we looked at each state, and the funding possibilities each offered, and we ended up in North Sioux City."

Labor, the work ethic, freight rates, and the availability of raw materials were some of the factors that influenced the choice, according to Dible, a former IBP, Inc. executive who couldn't be happier with the plant's location. He and his lawyer wife, Jody, say they wouldn't want to live elsewhere. Dible cites as pluses the cost of living, friendly people, the lack of traffic and the ease of "getting on the golf course."

Partner Wilen is also high on his hometown. Before laying the groundwork for Heartland, he was a salesman for five years with the pet food division of the Carnation Company in Los Angeles. Although the decision to return to his home state was influenced by family ties and by the desire for a safe, hospitable environment, such considerations weren't the bottom line. "The catalyst was that we wanted to get our business going and we found that this was literally the best place in the nation to do it," echoes Wilen.

Wilen says that when he left for California five years ago, he saw a potential in Sioux City, but that "people weren't getting behind the community to get it going. Many left discouraged, but some are coming back now and that's fantastic. The area is positioned for growth like I've never seen it. It's really going to take off," he says, adding, "a lot of young folks are excited about the future here, and that's a drawing card."

The new "can-do" attitude is what drew Kathy Pynn back home after a fifteen-year absence. "When we left,

we wanted to get away from negativism," says Pynn, recalling the gloomy attitude once prevalent here. Pynn returned from Sioux Falls three years ago, and is now co-owner of two apparel shops located at the Mayfair Mall. "The opportunity was here," she says, adding, "if any place needed a specialty store, it was here." The negativism which drove her away is "disappearing," says Pynn, who takes an active role in promoting positive thinking within the business community.

She's also at the forefront of boosting careers for women in the tri-state area, a cause she champions with Sioux City councilwoman Joanne Grueskin. Grueskin, who's taken a leadership role in the community since the early 1970s, believes that more Sioux City women than ever before either own their own businesses or are advancing in management. Still, she says, "women have to create their own opportunities."

In a sense that's what Grueskin did fifteen years ago, when what started out as just another Junior League-sponsored tree-planting project under her direction turned into a major effort to beautify the main entrance to the city. The result was the \$250,000 Gateway Arches, a trio of U-shaped arches symbolizing Sioux City's river and tri-state location that rises from a lighted pond in a park-like setting just off the main downtown exit of Interstate 29. The stunning arches were dedicated in 1981, after Grueskin led a six-year fund-raising drive that had to reckon with apathy caused by difficult economic times. "When we were doing Gateway," remembers Grueskin, "many people said we couldn't do it. So you really have to believe in the cause."

Grueskin says the city is just the



"Sioux City's on a steady course," says John Gleeson, president of W.A. Klinger, Inc., a locally-based contracting and construction firm. Gleeson is shown at one of the firm's projects, Mayfair Mall, opened in 1985.

When he's not conducting the Sioux City Symphony, Thomas Lewis (right) builds yachts. His company, called Atlantica, expects to complete two or three of these luxury vessels, priced up to one million dollars each, a year. Downtown development includes Woodbury County's \$11 million Law Enforcement Center (opposite), completed in 1987.

right size to get things done without having "all sorts of credentials." As president of the library board for six years, she pushed for the new main library, a project that really got off the ground, she says, through the fundraising efforts of former mayor John Van Dyke and broadcast executive Bill Turner. Councilwoman Grueskin was a key advocate of the local option sales tax that now pumps over \$500,000 annually into economic development. And right now, she's throwing her support behind the state effort to make Highway 20 between Fort Dodge and Sioux City a four-lane thoroughfare. Through it all, Grueskin remains cheerfully confident about the city's future, "Before it was wishful optimism, but now we're seeing all the pieces come into place."

Another Sioux Citian who has seen attitudes change is Thomas Lewis, conductor of the Sioux City Symphony Orchestra and an entrepreneur whose company, Atlantica Yachts, builds world-class sailing yachts. When Lewis picked up the baton here a dozen years ago, many people, he says, thought that Sioux City would never be "anything but a cow town." His arrival from Oklahoma City came during the worst of times, coinciding with the departure to Mexico of Zenith, then the city's largest employer. He gave it a chance though, having been impressed by the pool of musicians and by what appeared to him to be a promising environment.

Now he's glad he took that chance. "The city has done a metamorphosis and come out of its conservative shell, and it's showing," says Lewis, who says he was given "a free hand . . . to build a fine orchestra." Thanks to his leadership, the symphony now plays



to packed houses and has achieved a debt-free status.

Lewis has found Sioux City a congenial place to develop his yacht-building business. A lifelong sailor, Lewis and his son spent more than two years building Atlantica's first yacht, a 45-footer priced at about \$250,000. Now, with a handful of trained employees, the company expects to complete two or three yachts a year, ranging in size from thirty-five to sixty-five feet and, in price, from \$118,000 to just under a million dollars. "We go with the premise of building a high-quality sailing yacht, and they take money and time," he says.

To critics who say that the symphony is the only beacon of culture in the city, Lewis cites the theatrical productions that take place year-round at two theaters and at the local colleges. Other cultural attractions include the Sioux City Art Center and the Sioux City Museum, which houses an impressive collection of Plains Indian artifacts. Both the art museum and the history museum are slated to move into new homes in the future.

A Sioux Citian with a hefty stake in its future is John Gleeson, president of W.A. Klinger, Inc., a contracting and construction firm whose holdings and projects reach far beyond its home



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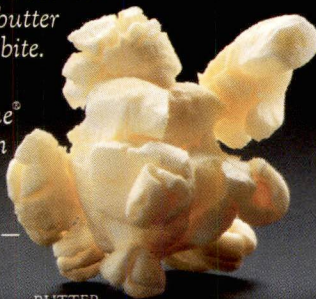


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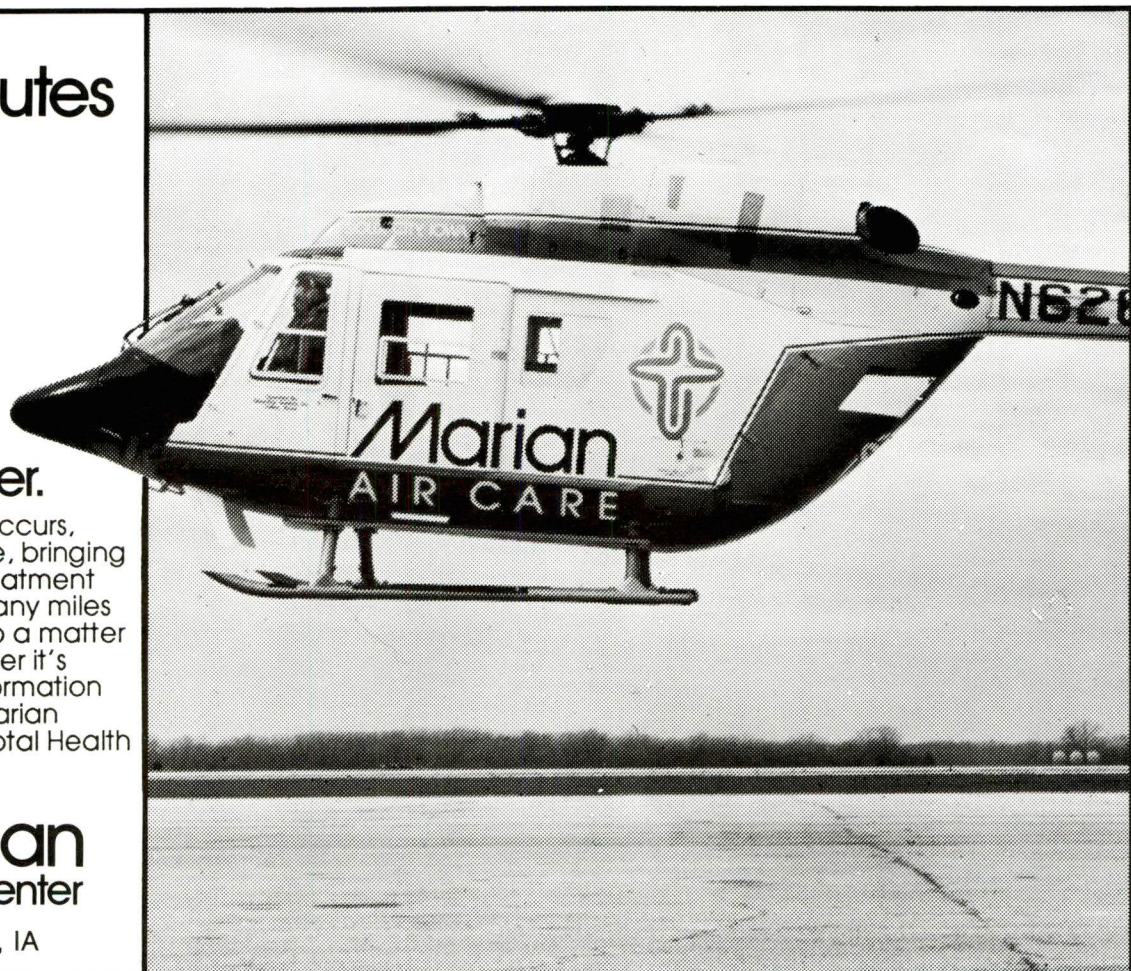
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base of Sioux City. Klinger, a family-owned firm, has played a prominent part in reshaping the look of the downtown. Pointing to more than 400,000 square feet of commercial construction underway during the summer of 1988, Gleeson likens the city to a "bandwagon" everyone wants to be on. Out-of-town companies, he adds, "are impressed with the numbers, our employment figures, and retail growth."

The Klinger-developed Mayfair Mall on the south side of the city is part of that retail growth. Klinger projects underway include an office complex near the mall and a new addition to the recently remodeled Marina Inn on the west bank of the Missouri River in South Sioux City.

(Incidentally, the Missouri River, the nineteenth-century life line of the developing frontier town, is not being neglected. About a half-million dollars has been earmarked for the acquisition and development of land on both sides of the Missouri. Along the riverbank, the *Sergeant Floyd*, an Army Corps of Engineers' riverboat named after the only casualty of the 1804 Lewis and Clark Expedition up

the Missouri, has been converted into a museum and tourist information bureau. During the months when the river is ice-free, there's a steady stream of barge traffic in and out of the Port of Sioux City, carrying commodities such as grain, soybean, tallow, and asphalt to destinations down-river. In July, the river is the backdrop for the annual Rivercade, a ten-day festival organized by the Port of Sioux City to celebrate the city's status as the northernmost navigable port on the Missouri River.

Of all the construction taking place, Gleeson calls Midwest Energy's Dakota Dunes "a major catalyst that could be the most significant development in our community's history."

Like others, Gleeson believes attitudes in Sioux City are "the best" he has seen in years, largely because there is an "unequaled amount of optimism in the community and confidence in what we've done and where we're going." Just as important, he adds, "[there's] greater unity between the government, business, and labor, and

this is strongly supported by the general public."

Gleeson doesn't think Sioux City will ever be the boom town it was before the turn of the century. Still, he says, "it's on a steady course with a steady rate of growth, and, over the next twenty years, we will see significant increases in employment and quality of life."

A safe environment and good schools were what New Yorkers Dirk and Caroline Peterson found when they moved to Sioux City in 1985, the year Dirk was hired as chef for John Gleeson's Marina Inn. The Petersons, who have two children, had lived in Sioux City only a few months when Dirk became executive chef of Plums Restaurant in the Mayfair Mall and Caroline opened Plums Cooking Company, a gourmet food and equipment store in Gleeson's Marketplace, a spiffy retail mall on the northwest side of town.

Caroline says the ongoing challenge is "to make a profit," as both the store and the restaurant introduce new culinary trends to this long-time meat-and-potatoes town. Their innovations have

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been widely imitated, says Caroline. Not long after Plums Restaurant began offering pasta and espresso on its menu, other restaurants followed suit.

If Sioux City is catching up, it still has to change the image held by many outsiders that it is nothing more than an unsophisticated cow town. "We're looked upon as being out west, driving four-wheel trucks with gun racks," says Arlen Wiggs, who adds that the new convention center "will do more to give the city a positive image than anything it has accomplished in twenty-five years. It will draw people to town, and they'll see that it's not full of cowboys in pickups."

Over at St. Luke's Regional Medical Center, Janet Flanigan says that the city may not exactly be the home of the yuppies, "but it's getting away from the polyester pants, farmer image, and taking on a more contemporary, big-city look and feel." Flanigan, a Sioux City native, is director of community relations for St. Luke's. It and the city's other major hospital, the Marian Health Center, rank as Sioux City's number one industry, with com-

bined budgets in excess of \$130 million and annual salaries of about \$70 million for about 3,000 employees, according to Flanigan.

Together, St. Luke's and the Marian Health Center offer operations and treatments that could only be done in larger cities a decade ago. Burn units, cancer and trauma centers, open heart surgery, air ambulances, and wellness programs highlight the services. About half the patients come from outside the city, within an hour's drive, says Flanigan, who adds, "Sioux City's [medical care] has advanced to the degree and quality that people no longer feel they must go to Iowa City or the Mayo Clinic."

Like others, Flanigan couldn't be happier about her hometown's turnaround. "It's absolutely exciting," she says, "but it seems so unbelievable because we spent so many years beating ourselves down."

No more. Midwest Energy's Russ Christiansen says visitors here are seeing a new Sioux City that has "rediscovered itself and its potential." But, he says, "[the change] has not been overnight or dramatic. We've been in

the process of demonstrating through one project after another that we can get things done."

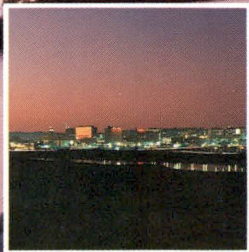
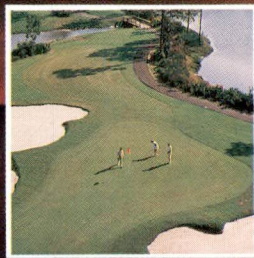
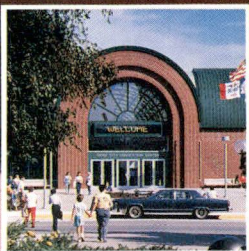
Christiansen says that, while there are yet some downtown retailers who need to refurbish their storefronts, those who have remodeled or built new are getting the business. Like Midwest's next-door neighbor, Bomgaars Supply, where additional parking is needed for the customers who are flocking to the new \$3-million general merchandising store.

There's no question that Sioux City's on the track to a much brighter future—brighter than when Midwest Energy moved into its then brand-new headquarters nine years ago. "When we built this building, there were vacant lots all around," says Christian. "Now we are surrounded by new buildings, built by forward-looking businessmen. So the view from here is one of growth and confidence."

Bob Lawrence, a free-lance writer, lives near Sioux City.

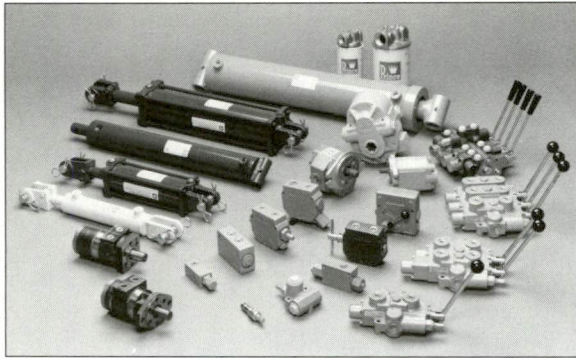
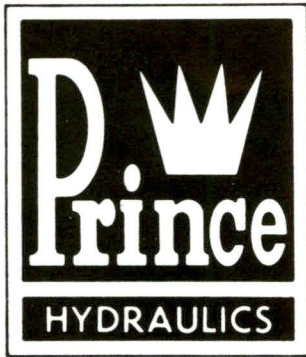
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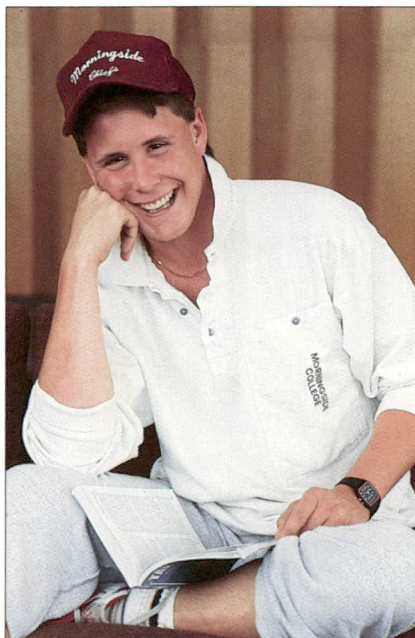
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