

THE 712 INITIATIVE

2020 Workplan - Amended May 2020

Our Vision:

That Council Bluffs is a dynamic healthy community where families and businesses choose to live, work and play.

Our Mission:

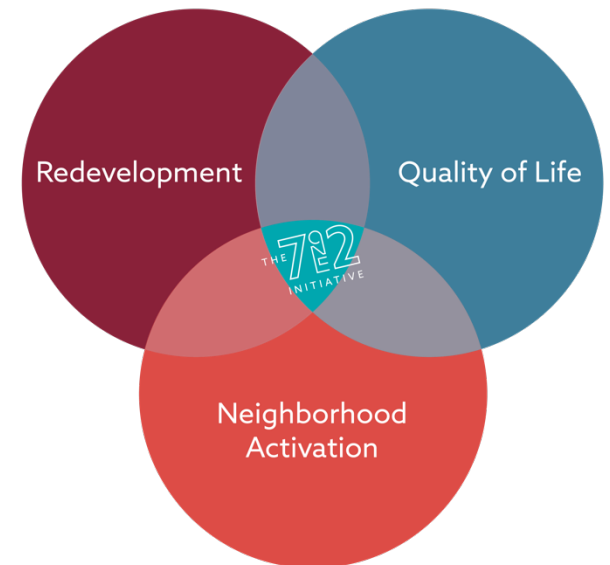
The 712 Initiative is aimed at improving the economic vitality in redevelopment areas through investments in the built environment, activating public spaces and delivering programs that increase social engagement and healthy lifestyles.

As Council Bluffs' lead place-making agency, The 712 Initiative will focus on the community's existing assets by amplifying the built environment while eliminating blighted areas in order to stimulate the local economy, activities and wellness.

Through effective partnerships and promotion of existing programs, this place-making agency will develop innovative solutions to strengthen the city's downtown and West Broadway areas. Thus improving housing conditions, encouraging healthier lifestyle choices and making Council Bluffs a destination among residents and visitors.

Our Goals:

The 712 Initiative will enhance the quality of life for both current and future residents by prioritizing efforts to achieve the following seven goals. Build, Attract, Connect, Engage, Invest, Energize and Sustain.



712 2020 Amended Workplan

*Quarters based on calendar fiscal year

*Items In red affected by COVID

*Items In green added to workplan due to COVID

Redevelopment

500 Block	Intended Outcome	Timeline	Progress
Complete financing for 530 W Broadway	Secure City tax abatement funding	Q2	IN PROGRESS
	Submit 530 WB local historic landmark designation to City Historic Preservation Commission	Q2 & Q3	IN PROGRESS
	Secure State funding	Q2 & Q3	PENDING
	Submit Federal Home Loan Bank	Q2	INPROGRESS – Midstates Bank sponsor. Project projected not to score very competitively.
	Secure IWF & Metro Foundation funding	Q3	IN PROGRESS
	Secure Bank financing	Q4	Will go out to bid Oct/Nov.
	Secure City HOME funding	Q4	INPROGRESS. Cycle in Oct.
Complete schematics and bid 530 W Broadway: 6,175 SF of commercial space as well as 15 new residential	Send out CMAR RFP, interview and select general contractor	Q2	INPROGRESS

units. Also discuss 1 st floor completely residential due to COVID market.			
	Construction management and APMA begin schematics	Q3	
	Bid project	Q4	
12 Scott Street – 23 units	Submit National Register & local nomination Part 1	Q3	
	Submit Brownfields & State HTC application anticipating two cycles for award	Q4	
W Broadway street reconfiguration	Provide a walkable neighborhood environment for the 500 Block project	Q2	COMPLETE.
	Present to City to get on CIP schedule. Postponed until after Floodplain conversations complete.	Q3	
Floodplain study Phase 3	Remove 500 block properties (as well as 500 others) from floodplain	Q4	IN PROGRESS
Downtown Revit Fund (DRF)	Intended Outcome	Timeline	Progress
Advertise DRF Funding & Update website & Policies & Procedures	Clear program policies & transparency	Q1	COMPLETE
Assist developers with project development. Review and score 2-3 applications.	130 W. Broadway (2 units) South Main & Worth (11 units) 100 W. Broadway (7 units) South Main & 9 th Ave (11 units)	Q3	IN PROGRESS Covid-19 has slowed potential projects.
Prepare 1-2 investment committee reports for loan consideration	Deploy loans for housing density & recent loan activity for CDFI	Q3-Q4	

Community Dev. Financial Inst.	Intended Outcome	Timeline	Progress
Apply for CDFI Certification	Certification allows community to access US Treasury funds (up to \$500,000)	Q4	Coming Soon
Housing Revitalization Program	Intended Outcome	Timeline	Progress
Secure financing for housing revitalization program	Funds available for rehabilitation of 5+ homes in West CB or downtown that become owner occupied	Q1	COMPLETED
Identify and secure funding for new construction designs – part of housing program	Availability of 2-4 home designs that will fit into the existing fabric of our neighborhoods	Q2	IN PROGRESS
Price out designs	Engage Public with favorite designs	Q3	
Improved housing choices for owner occupants through the implementation of The 712 Housing Program, 5 homes per year.	Complete acquisition of homes 1, 2 and 3.	Q2	COMPLETED
	Complete construction/rehab on homes 1, 2 and 3	Q4	
	Complete acquisition of homes 4 and 5.	Q3	
	Complete construction on homes number 4 and 5	Q4	
Support Land Bank Legislation	Provide ability to obtain quality parcels for residential redevelopment	Q1 & 2	Bill made it through the first funnel. Nearly all bills tabled until next year's legislative session due to COVID.
Other Developments	Intended Outcome	Timeline	Progress

Assist developers with project development and/or gap financing	Result in 3 new private investments for the community	Q4	IN PROGRESS
Introduction of new developers	3 visits with outside developers for the 500 Block and other properties	Q1-Q4	COMPLETED - pursuing more
Determine if a SSMID is appropriate and desired for the 100 Block	Engage district in SSMID conversation	Q1 Q3	IN PROGRESS Progress slowed due to Covid-19.
Identify low cost but effective projects for the 100 Block	Installation of 1 inviting place project to compliment the block	Q3	IN PROGRESS
Continue to talk with property owners to anticipate building turn over and redevelopment opportunities	Identification of at least 4 buildings to feed into the pipeline	Q1-Q4	IN PROGRESS Working to create list of target properties
Identify private, local, state, and federal funding opportunities	Result in new funding for 712, overall providing 20% increase in funding from 2019	Q1-Q4	IN PROGRESS First National Bank (awarded) Catalyst Grant (pending) AARP Comm Challenge (pending) Fox Creek Fundraising providing list for other relevant grant opportunities.

Quality of Life

Shamrock Shuffle	Intended Outcome	Timeline	Progress
Attract non-CB residents with Shamrock Shuffle	Increased participation of 10%	Q1	COMPLETED. There was a 26.7% increase

Enhance runner experience at Shamrock Shuffle	Obtain 5K National Certification	Q1	COMPLETED. Paperwork saved for future
Engage with local organizations, nonprofits, churches and businesses for the Shamrock Shuffle	Recruit 5 volunteer groups/organizations	Q1	COMPLETED. Cheer teams from AL, TJ, LC, & SA. Along with Xtreme Wheels
FMCB	Intended Outcome	Progress	
Expand Capacity	Hire a farmers market manager	Q2	Postponed to 2021
Enhance FMCB activities	Preplan and host monthly youth activities	Q2	ALL activities are cancelled due to Governors restrictions
Engage with local organizations and businesses for FMCB	Engage/Include 2+ new partners	Q2	COMPLETED. SIRE and Dickinson Investments are new partners for FMCB
Expand farmers market partnerships	Recruit community groups for setup and tear down of market	Q1	COMPLETED. Reiver Cheerleading to set up and tear down the market.
Offer diverse vendor options	Recruit 20+ Vendors to participate Season Long	Q2	
Shoe Drive	Intended Outcome	Progress	
Storytell the purpose of the Shoe Recycling Drive	Increase drop off partners and donations	Q1	IN PROGRESS/Altered - Had to augment event due to COVID. Hope to increase partners during a Fall drive.
Financial Success	Increase profit amount by 10%	Q3	
Adopt-A-Street	Intended Outcome	Progress	
Enhance the Adopt a Street program	Formalize a committee	Q2-3	

Evaluate Participation	Communicate with current and past partners to get a baseline of participation.	Q2-3	
Corn Fest	Intended Outcome	Progress	
Implement a new event "Corn Fest" appealing to young families and adults	1000+ in attendance	Q3	POSTPONED until 2021
CreekTop Gardens	Intended Outcome	Progress	
Implement Honey Bee Grant at CreekTop Gardens	Add a beehive and related programming	Q2	IN PROGRESS - COVID has put us slightly behind on building their habitat at CreekTop.
Create storage options at CreekTop Gardens	Construct a storage shed	Q2	IN PROGRESS
Engage the Bee Keepers Association at CreekTop Gardens	Gain insight on beekeeping and form partnership	Q1	COMPLETED - Partner with Loess Hills Beekeepers Association
Create Digital Lessons for Student Interaction w/ CreekTop Gardens	Produce 2 Digital Lessons on Gardening for CBCSD Partnership	Q3	
Create Digital Lessons for Student Interaction for Bee Grant	Produce 2 Digital Lessons on Bee Keeping for CBCSD Partnership	Q3	
Digitally Engage CBCSD Students	Reach 100+ Students Through CBCSD Partnership	Q3	
Enhance student programming at CreekTop Gardens	Coordinate a 712 after school program	2020	Due to COVID-19 CBCSD cancelled all face to face programming. Working to create digital programming

Expand CBCSD partnership at CreekTop Gardens	Increase number of students engaged for a 9-month period	2020	Due to COVID-19 CBCSD cancelled all face to face programming. Working to create digital programming
BIKEtober in the Bluffs	Intended Outcome	Progress	
Solidify BIKETober partnerships	Negotiate a formal agreement with Trails Association	Q4	
Engage with local organizations, nonprofits, churches & businesses	Engage 3+ volunteer groups for BIKETober and BLOCKtober	Q4	
COVID Response	Identify a safe way to administer BIKETober in the Bluffs	Q3	
Attract non-CB residents with BIKETober/BLOCKtober	Increased participation of 10%	Q3	
BLOCKtober Fest	Intended Outcome	Progress	
COVID Response	Tentatively Cancelled	Q4	
Attract non-CB residents with BIKETober/BLOCKtober	Increased participation of 10%	Q3	
Solidify BLOCKtober partnerships	Negotiate a formal agreement with partners	Q4	
Winterfest – Makers Village	Intended Outcome	Progress	
Increase Winterfest Makers Village offerings	Add 2 new vendors	Q4	
#5KFriday	Intended Outcome	Progress	
Encourage an Active Lifestyle Community	500 Members in #5Kfriday – Fitness at a Distance	Q2	

Digitally Engage an Active Lifestyle Community	100+ 5K Member Post in #5Kfriday – Fitness at a Distance on a single Friday	Q2	
Digitally Engage an Active Lifestyle Community	10,000+ Member Posts, Comments, Reactions in #5Kfriday – Fitness at a Distance	Q2	
Promote Council Bluffs to Outside Audiences	20 States Represented in #5Kfriday – Fitness at a Distance	Q2	
Building a Better Bluffs	Intended Outcome	Progress	
Engage Local Community Partners & Businesses	10+ Committed Partners for Building a Better Bluffs Digital Series	Q2	
Video Production	Produce and Post 10+ Videos	Q2 & 3	
Engage the Public	Reach 10,000 + People	Q2	
Q of L Sustainability	Intended Outcome	Progress	
Explore Keep America Beautiful	Decide how to pursue	Q2	COMPLETED – We are currently in good standing as affiliates
Expand capacity	Add 5 new organizations and/or business partners to our events portfolio	Q1	COMPLETED
Financial Sustainability	Apply for (3) grants	Q1	COMPLETED -Bee Grant (awarded) -Whole Kids Garden Grant (awarded) -Home Depot Community Grant (applied)

Explore Main Street Iowa certification	Decide yes/no on pursuing this avenue	Q3	Need city financial support
Expand capacity	Form a Q of L Committee	Q1	COMPLETED.
Expand capacity	Formalize 2 event action teams	Q1	COMPLETED.
Expand Programming	Create 3 New Digital Events	Q3,& Q4	Exploring Shine a Light - 712 Day
Increase partnerships groups at events & programs	Add 3-5 new partners for ancillary programs increasing ways for people to connect and engage at our events/programs	2020	COMPLETED
Explore liabilities and implementation needs required to have alcohol at events	Decide yes/no on pursuing this avenue	Q1	On hold due to Cornfest cancellation

Neighborhood Network/GNP Grant

Rock the Block	Intended Outcome	Timeline	Progress
Organize (1-2) Rock the Block beautification events	Impact 15+ homeowners	Q2 & 3	IN PROGRESS
Recruit and connect with neighbors in proximity to 712 home renovation	Recruit 15+ projects for RTB(s), Tool trailer/adjusted RTB	Q3, Q4, Q1 '21	IN PROGRESS - Block located - recruiting started in March but then postponed due to COVID
Identify and reach out to trade professional, neighborhood leaders, DIY enthusiasts	Recruit 10+ leaders for RTB projects	Q1	COMPLETED

Engage with local organizations, nonprofits, churches for businesses	Recruit 150 volunteers for RTB and 712 volunteer list	Q1&2	IN PROGRESS - 70 verbally committed. Lead dozens of volunteers while social distancing in May for interior demo of 2 homes.
Apply for grants to supplement neighborhood projects & RTB	Apply for (3) grants	Q1&2	COMPLETED - Amerprise (denied), First National Bank (awarded), US Bank (awarded)
Provide DIY Programming focused around home improvement/ pride of ownership	Host 4+ DIY workshops	Q1 - Q4	IN PROGRESS - 2 of 4- Home Restoration and Window Restoration complete.
Create and implement RTB Community Tool Trailer	Process 10 reservations in 2020	Q 3&4	IN PROGRESS - Trailer build complete, need tools, cabinets, and wrap.
Host smaller volunteer groups through next Spring to help with neighbor's home projects	Impact 15+ homeowners	Q 3&4 (Q1 & 2 2021)	IN PROGRESS - With COVID restrictions lifting, will start recruitment originally planned for March
Engage with local organizations, nonprofits, churches and businesses	Recruit and host 75 volunteers for housing and RTB projects	Q 3 &4	IN PROGRESS
Pivot DIY programming online until appropriate for larger events	Recruit 4+ local experts to create Build a Better Bluffs content	Q 2&3	COMPLETED
Housing	Intended Outcome	Timeline	Progress
Meet and build relationship with local trade professionals and vendors	Meet with 30 trade professionals and vendors	Q1	IN PROGRESS - 12/30
Assist with organizing neighbors for Landbank legislation	Letters/emails of support and personal testimony	Q2	POSTPONED. Bill was gaining traction but halted due to COVID

			19 shorten legislative session. Will be back at next year's session.
Drive west & central CB and locate vacant/problem properties for 712 Housing Program	Identify 50 potential properties for housing program	Q1	COMPLETED - 50+ houses identified. 3 currently purchased.
Research and work with county, city, neighbors, and organizations to understand story behind vacant properties	Learn and uncover situation with 4+ county properties with structures	Q1-Q4	COMPLETED - County has started 9 month process transfer the deed of 3 tax certificate properties to 712.
Research and become familiar with real estate transactions	Research and document <i>additional 4+ vacant or boarded properties</i>	Q3	INPROGRESS - 2 of 4
City Wide Support	Intended Outcome	Timeline	Progress
Provide community with how-to-organize resources	Complete "Neighborhood Toolkit" on website	Q2	IN PROGRESS
Research and provide neighborhoods assistance with potential funding sources	Identify and distribute information of 5+ grants	Q1	COMPLETED
Increase CB neighborhood storytelling	Create biannual eNewsletter with contributions from 6+ neighborhoods	Q2&4	IN PROGRESS
Assist and/or initiate with place making projects	Provide support for 3+ projects	2020	Mural & overhang features in passageway Movie Night in Graham Park
Continue promotion and improvement of BPT & BYMN	Book 40 block parties & 10 BYMN	Q2&3	IN PROGRESS BPT - 17/40 BYMN - 6/10
Focus on promoting BYMN rather than BPT during Covid	Book 20 BYMN	Q2&3	BYMN - 6/20

Volunteer Engagement	Intended Outcome	Timeline	Progress
Formalize a volunteer group and start the engagement process	Launch "The Good Neighbors" group	Q3-4	IN PROGRESS – Likely to start in Q3 to satisfy safety recommendations from the state and federal governments.
Grow volunteer connections	Grow volunteer connection. Add 25 more to our volunteer list	Q2-3	IN PROGRESS – Due to the recent circumstances surrounding COVID-19 we are still assessing the best way to implement this initiative.

Administration & General Communication

Objective	Intended Outcome	Timeline	Progress
Establish local city and county financial support	Enhanced 712 sustainability	Q1	IN PROGRESS. Following up County & City for flood study funding. County open to 3 home donations.
Create an event marketing template	Overall template for future event marketing	Q1	COMPLETED
Create a communications plan	Guide for 2020 communications	Q1	COMPLETED
Develop individual donor branding	Launch an Individual Donor Campaign	Q2	IN PROGRESS. Created a tiered "Friends of the 712"
Assist in development of CB issue for Metro Magazine	1 article highlighting 712 activities	Q1	COMPLETED. The April edition of Metro Magazine is titled "it's looking up in Southwest Iowa"
Create a targeted Pottawattamie Gives! campaign	Add 5 more individual donors	Q2	COMPLETED. Campaign resulted in 33 NEW donors

Increase private local funding partners	Addition of 2-3 significant new partners to assist 712 in projects	Q3	IN PROGRESS - identified 6 possible new contributors for RTB/HRP.
Initiate ask for CRA funds	Work with 5 local institutions for commitment to DRF	Q3	IN PROGRESS
Increase general operational support	Increase of 5 new contributors	Q3-4	ON HOLD til Q3 due to COVID sensitivities. Believe TS Bank, US Bank & Freddie Mac have interest due to SFH program. Will put in formal request in June. OCF application in June/July.
Formalize 712 committees	Develop 5 committee charters: Exec, Finance, Governance, Quality of Life and Investment	Q1	COMPLETED
Implement BoardSource Recommendations	Create dashboards for financials and Housing Revit Program	Q3	
Website enhancements for new programming	Create Neighborhood Toolkit / Resource Page. Create Housing Revit Program Page	Q2	IN PROGRESS
Simplify Celebrate CB web presence	Digitally merge all CCB activities into 712 website	Q2	COMPLETED
Communicate activities to current and potential funders and partners	Create annual report	Q1	COMPLETED. Printed in April. Copies available in office and available to view online
Increase CB neighborhood storytelling	Create biannual eNewsletter with contributions from 6+ neighborhoods	Q2 & 4	

Increase nontraditional marketing for FMCB	Design and implement bus bench ads	Q2	Holding off on bus benches for 2020 due to COVID 19
Communicate 712 activities to funders and partners	Design and print mid-year newsletter	Q3	
Connect with state agencies and legislatures	2 trips to DSM	Q1	Attended CB Day at the Legislature, legislative coffees until COVID.
Highlight community conversation topics	Start quarterly social media discussions	Q1-4	ONGOING
Increase 712 social awareness	Increase followers by 15% on all platforms	Q1-4	At a 6% increase so far
Start 712 blog on website	Publish 1 blog per month	Q1-4	ONGOING
Increase 712 brand awareness in the community	Create mural on 712 owned building	Q2	On hold due to COVID. Street traffic down with shelter in place requirements.
Improve media relations	Send at least 1 press release per month	Q1-4	ONGOING