

Section D: Uniqueness



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D.1: Uniqueness

D.1.1: Unique Economic Engine

Downtown Muscatine is a historic community beautifully situated on the pristine banks of the Muscatine River. However this town is at a precipice. Historic buildings are crumbling. Area retail, food/beverage and entertainment are struggling to survive. The view from the riverfront shows a downtown blighted with old buildings, many abandoned. The downtown is slowly dying.



Example of an abandoned building in downtown Muscatine 1 street away from the riverfront.

This is not to say that there has not been a revitalization movement in the downtown. Old buildings have been converted into residences. New retail shops have been added. However, the revitalization movement lives on the edge because the economic infrastructure is too weak to support and grow this revitalization movement.

The Hotel Stanley and Conference Center will be the economic infrastructure to support the downtown revitalization that is sorely needed. Hotel projects such as The Stanley Hotel and Conference Center are catalyst for economic growth. This project will infuse over 70+ people into the downtown community on a daily basis aiding to give support not only to the existing struggling businesses but to give support to newly created businesses as well.

This project was not conceived for profitability although it meets this criteria. It was conceived to create the economic infrastructure necessary to create a thriving downtown community. Uniquely, this project will not aid a small area of a community, or even just the district in itself. It will be the key component in bringing downtown Muscatine back to life and sustaining that life for the future.

D.1.2: Maintenance of the Historic Architecture

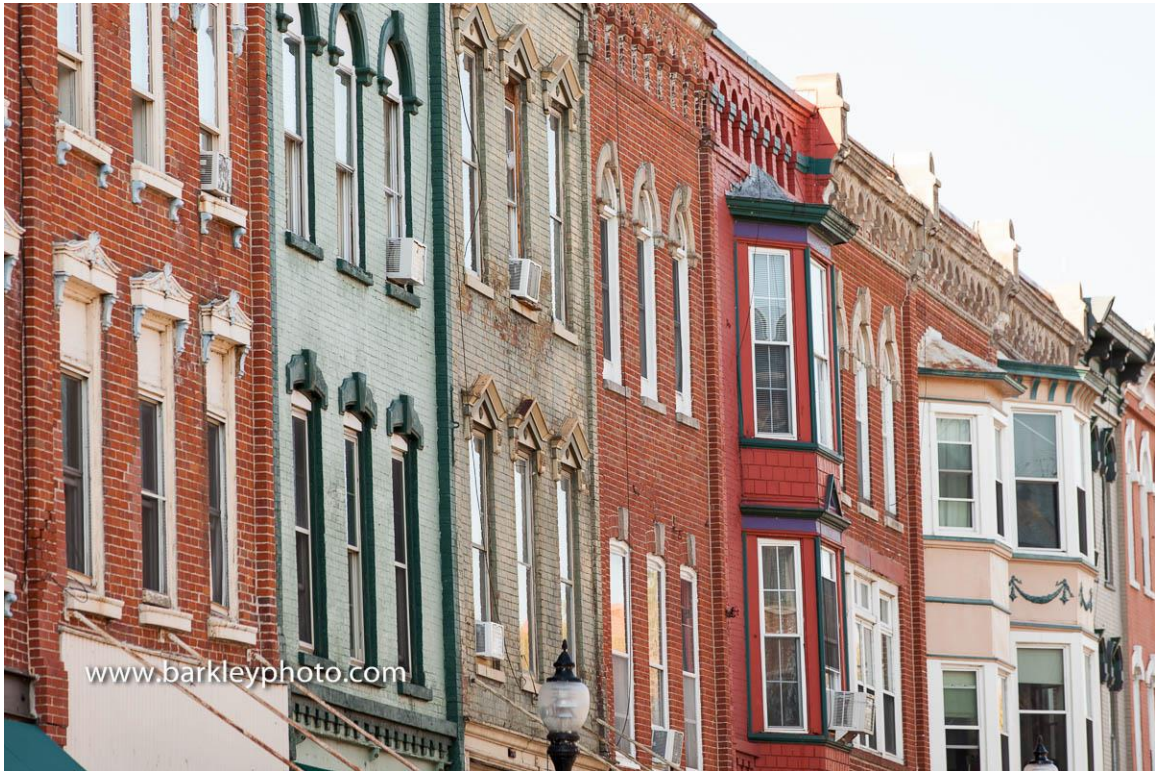
Downtown Muscatine is a historic community with elegant architecture representing the city's unique history. The Hotel Stanley and Conference Center intends to incorporate this architecture into the hotel and conference center so that the hotel will match the existing buildings along the riverfront in order to create a uniquely cohesive storyline of a quaint Midwest riverfront community.

Some examples of the unique architecture of the community:









D.1.3: Unique Interface with the River

The Hotel Stanley and Conference Center sits along the banks of the Mississippi River with uniquely pristine views.





In addition, the Hotel will be situated directly across from the city's riverfront park which boasts riverfront running/biking trails, a marina, fountains, playgrounds, a basketball court, entertain venues and a ice rink.











In the near future, the city of Muscatine will undergo another revitalization of the riverfront park. Some of the amenities in discussion to be included are:



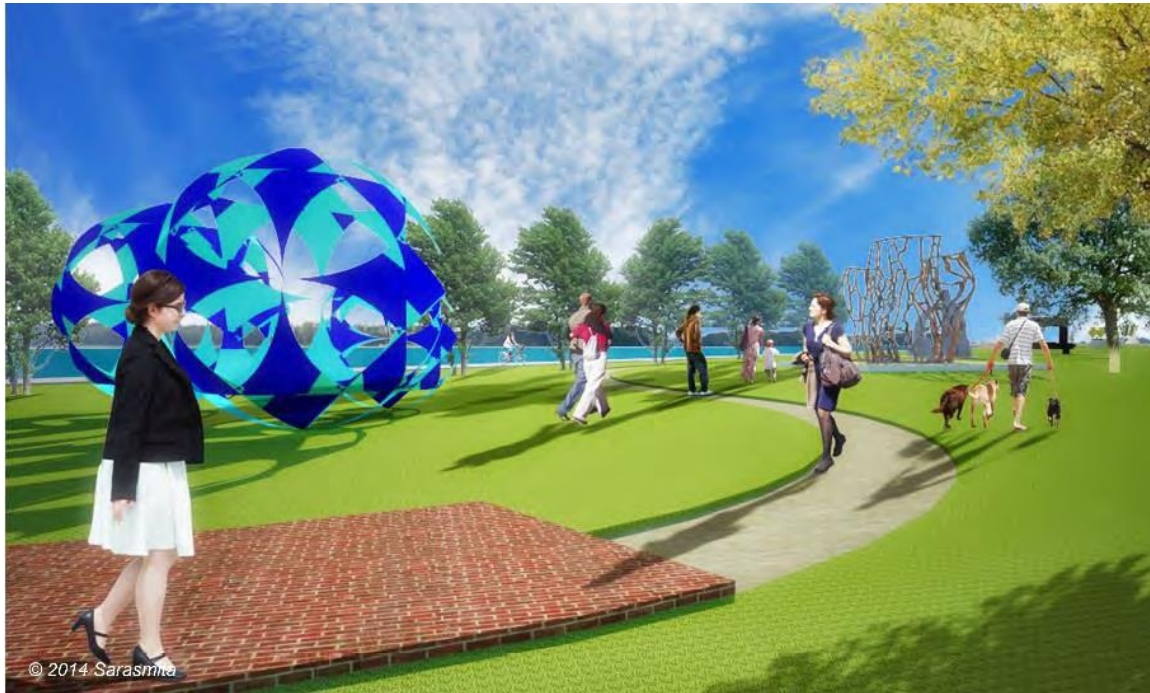
Covered Picnic Area



Covered area for mobile food vending as well as outdoor entertainment events



Outdoor amphitheater



Outdoor Sculpture Garden showcasing Muscatine local artist



Stairs to water's edge



Outdoor fitness equipment for riverfront gym



Extended Fishing Pier

The Hotel Stanley and Conference center intends to incorporate this unique riverfront park opportunity into it's marketing plans creating packages that will take full advantage of the park's entertainment amenities.

D.1.4: Making Downtown Muscatine Uniquely Walkable

The city of Muscatine, in conjunction with the Walkable and Livable Institute, have created a plan to make downtown Muscatine into a pedestrian friendly walkable community. (See current plan: <http://www.muscatineiowa.gov/768/Other-Blue-Zones-Resources>)

Walkability is the cornerstone and key to an urban area's efficient ground transportation. Every trip begins and ends with walking. Walking remains the cheapest form of transport for all people. Construction of a walkable community provides the most affordable and equitable transportation system any community can plan, design, build and maintain. Walkable communities return urban environments to scale, pattern and mix for sustainability of resources (both natural and economic). They lead to more social interaction, physical fitness, diminished crime, and increased wellness, addressing many social and economic problems. Walkable communities are more liveable built environments and lead to whole, happy, healthy lives for the people who live in them. Walkable communities attract and keep jobs, young adults, families, children and grandchildren.

Dan Burden, Co-Founder of the Walkable and Liveable Institute has spent most of his life helping the world get “back on its feet.” In 2014, the White House recognized Dan as a Champion of Change for his efforts to make places more walkable, including the leadership he has provided through the WALC Institute’s technical assistance program and the resulting changes made in dozens communities the Institute has served. In 2009, a user’s poll by Planetizen named Dan as one of the Top 100 Urban Thinkers of all time. That same year, Dan co-founded the WALC Institute to create a focus on education, capacity-building and training to support communities in becoming more engaged and healthier through active living. Dan also serves on the board of advisors for Walkscore (www.walkscore.com) and is the Director of Innovation & Inspiration for Blue Zones, LLC. Dan was also key in creating the city plan for Seaside, Florida.

Under Dan’s direction, the city of Muscatine has developed a plan to add downtown Muscatine to the list of walkable communities (EXHIBIT L: Vision Toward a Future Mississippi Drive).

Plans include:

- Revamp of Iowa Ave and other key downtown streets to improve pedestrian walkability and create a draw to the riverfront. This includes boulevards, bike paths and front out parking.

- Revamp of Mississippi Drive to include roundabouts, better access to the riverfront, reduce speed, bike paths and off street front out parking.
- Stanley Hotel and Conference Center will be located on the corner of Iowa and Mississippi. Our project including the proposed green space will work in conjunction with the city projects.

Examples of similar renovations include:







The Hotel Stanley and Conference Center will be uniquely centered within this walkable community allowing guests to enjoy the full advantages of downtown Muscatine and the riverfront.

D.1.5: Unique Chinese Involvement

The Hotel Stanley and Conference Center has the unique involvement of 2 Chinese real estate developers as investors. These investors are non EB-5 investors who have also purchased two homes in Muscatine (one being the home where President Xi stayed).

Glad Chen and Daniel Wang plan to leverage President Xi's unique love and respect for Muscatine into several multi-cultural business opportunities. According to Daniel, the average Chinese national is more aware of Muscatine, IA then any other city in the U.S.

Xi Jinping came to Muscatine, IA in 1985 on an agricultural research excursion. 27 years later in 2012 her returned to Muscatine as Chinese Vice President.

“Coming here is really like coming back home. You can’t even imagine what a deep impression I had from my visit 27 years ago to Muscatine ... For me, you are America.”
(The Daily Iowan 2/16/2012).

President Xi's love of Muscatine is transferred to the Chinese people. They too see Muscatine as the heartland of America.

In addition, because of President Xi's relationship with Muscatine, Iowa has a strong trade relationship with China. In 2010, Iowa exported \$599 million in goods to China and imported over \$1 billion making China the second-largest import trading partner to Iowa (US Census Bureau).

Glad and Daniel plans are to use the hotel as a springboard for several unique projects which will create additional economic impact to the district and Muscatine county.

These include:



Potential Future Home of the Chinese Cultural Center

Chinese Cultural Center

This center will feature Chinese culture and products. The planned building for this center is just behind the hotel within the district and downtown Muscatine. Currently a blighted building, the plan is to renovate the 3 floors into a Chinese cultural learning and education center. The center will feature learning events, Chinese products/technology, and cultural events.

Expo Center

Another goal of these investors is to create a 200 acre Expo center within Muscatine county that will feature Chinese wholesale products and technology that will be made available to the US markets.

Tourism

Currently it is estimated that over 200,000 Chinese nationalists visit Chicago annually. Plans are in the works to create a Heartland tourist package for Chinese nationals that features the amenities of the American Heartland that President Xi so greatly admires. Expected tourism is estimated at 2,000 Chinese nationalist annually.

Chinese business relationships require a unique relationship between its partners. Chinese business relationship inevitably becomes a social relationship after a while. Unlike Western business relationship which remains professional and perhaps, aloof, even after a long time, Chinese business relationship becomes a social one. The more you share your personal life, including family, hobbies, political views, aspirations, the closer you are in your business relationship. Sometimes, a lot of time is spent discussing matters outside of business, but then a lot of time, the other party is also making up his mind about your deal based on how much he sees your personal relationship with him.

The Hotel Stanley and Conference Center project along with the city of Muscatine have been able to create such a relationship with these investors. As our bond continues to strengthen with these associates, more business opportunities will be available to the Muscatine community. It will be a win-win for all parties involved.

D.1.6: Unique Learning Experience for Muscatine Community

The Muscatine Hotel and Conference Center intends to give back to the community through education by working in conjunction with the area universities to aid in the hospitality field of education. Plans include hospitality and culinary management internships. This will aid in growing the depth of the area university offerings.

D.1.7: Unique State of the Art Conference Center in In-Room Work Spaces



The Hotel Stanley and Conference Center will collaborate with HNI Corporation, a global leader in office furniture, to create a state of the art purposeful conference center and in room workspace environment. Using HNI space designers, the Stanley Hotel and Conference Center will become a global showcase for hotel conference spaces. In addition, plans are in the works to create a state of the art ergonomic work station that will be used in the hotel rooms allowing business travelers a uniquely comfortable efficient work environment that is a must for today's travelers.

D.1.8: Unique Community Support

This project from its inception has been seen as a unique community project necessary to create a sustaining economic infrastructure for downtown Muscatine.

The Hotel Stanley and Conference Center has uniquely seen overwhelming support from the Muscatine community as a whole. All investors within the project are community leaders and/or developers. In addition, all Muscatine banks are supporting the project via loans. The city and county have provided support via a \$6M TIF rebate as well as low interest loans. Corporations within the community also support this project. Kent Feeds for example is a major investor in the project. HNI has also provided a 200K grant as well as development support for the conference center. Other major corporations intend to be loyal customers of the hotel.

In addition, the development of an indoor conference center to meet the city's need for larger meeting more comprehensive meeting spaces as declared City's Comprehensive Development Plan adopted in September 2013 (Goal C.15).

Several letters from Muscatine key leaders exemplify this support (see next page):



300 EAST SECOND STREET • MUSCATINE, IOWA 52761
PHONE (563) 263-4221 • FAX (563) 262-4213 • MEMBER F.D.I.C.
www.fnbmusc • info@fnbmusc.com

D. SCOTT INGSTAD
President & CEO

June 10, 2014

Mr. David Bernstein
c/o Alaina Santizo, IEDA staff
200 E Grand Ave
Des Moines IA 50309


Dear Mr. Bernstein:

On behalf of First National Bank of Muscatine, I respectfully request your positive consideration of the application of the Muscatine Reinvestment District for economic support from the Iowa Economic Development Authority.

This exciting project will provide a number of important benefits to our community, and ultimately to the state of Iowa. Muscatine's downtown, already the beneficiary of a number of successful projects undertaken and completed by Tom and Ann Mecker, will be tremendously enhanced by a development of this magnitude. The significant capital investment plus the ongoing parade of visitors, both professional and recreational, to our community will create huge financial and social gains for Muscatine and southeast Iowa. More and more people will have reasons to come and enjoy the many attributes we have to offer.

When the combination of our strong business community and outstanding recreational and sports facilities is added to the great relationship already established between Muscatine and the People's Republic of China, it is hard to imagine a better place in Iowa to proceed with a project such as this one. The need for a first class facility as envisioned by the Meekers is clear, and I am enthusiastic in my support of their application to your organization. I am certain you will not regret a decision to provide financial assistance.

Sincerely,


D. Scott Ingstad
President & CEO



June 10, 2014

Mr. David Bernstein
c/o Alaina Santizo, IEDA Staff
IEDA Board Chair
200 East Grand Avenue
Des Moines, IA 50309

Dear Mr. Bernstein:

Subject: Muscatine Reinvestment District Application

On behalf of Stanley Consultants, I would like to offer our support for the Muscatine Reinvestment District application submitted by the City of Muscatine to the Iowa Economic Development Authority on June 20, 2014.

Stanley Consultants, Inc., is a global consulting engineering firm that provides program management, planning, engineering, environmental and construction services worldwide. Our company's rich history took root in Muscatine in 1913 and has continued to grow for more than a century, serving clients across the United States and around the world. Although we have offices in several domestic and international locations, we continue to maintain our headquarters in downtown Muscatine. We are proud of our community and believe the proposed project at the core of the application would greatly enhance and revitalize downtown development, which would benefit our citizens as well as attract new businesses.

Thank you for your consideration in approving Muscatine's Reinvestment District application.

Sincerely,

Stanley Consultants, Inc.

A handwritten signature in dark ink that reads 'Gayle Roberts'.

Gayle Roberts, P.E.
President and CEO

gar.mkf.garcorres/IEDA-Bernstein-Ltr-061014.docx

MONSANTO



MONSANTO COMPANY
AGRICULTURAL SECTOR
P.O. BOX 423
MUSCATINE, IOWA 52751
PHONE (563) 263-9093
<http://www.monsanto.com>

June 11, 2014

David Bernstein
c/o Alaina Santizo, IEDA staff
IEDA Board Chair
200 East Grand Avenue
Des Moines, IA 50309

Dear Mr. Bernstein,

This letter is being sent on behalf of the Monsanto site located in Muscatine, Iowa to express our support for the Muscatine Reinvestment District application before the Iowa Economic Development Authority on June 20, 2014.

We currently employ over 400 employees at our location and having an active and healthy community in which we work and operate is key to our success as a company. The current proposed project will not only bring additional jobs and an influx of capital into the community, but will also provide long term benefits for the further development and utilization of our downtown city center. Continued revitalization of this area will enable Muscatine to draw and retain employees to the community.

Our entire community will benefit from a downtown that is able to attract our citizens to their city center, and can lead to a more prosperous and successful community. The region and state can benefit from Muscatine's downtown being able to attract visitors and businesses to our community.

Again, we ask you to approve Muscatine's application. As a local employer in the area we support this project.

Regards,

Shawn Schrader
Monsanto Plant Manager
Muscatine, IA

Corporate: 100 1st Ave West · PO Box 808 · Oskaloosa, IA 52577 · 641/673-0411 · 800/825-6020 · Fax: 641/673-4740
Manufacturing: 2107 Stewart Road · PO Box 260 · Muscatine, IA 52761 · 563/263-2281 · 800/756-1205 · Fax: 800/374-6402
Web: www.musco.com · Email: lighting@musco.com



David Bernstein
C/o Alaina Santizo, IEDA staff
IEDA Board Chair
200 East Grand Avenue
Des Moines, IA 50309

Dear Mr. Bernstein,

As a representative of Musco Sports Lighting, I am writing this letter in support of the Muscatine Reinvestment District application before the Iowa Economic Development Authority on June 20, 2014.

Musco believes this is a significant project for the future of Muscatine. We ask that you strongly consider providing the requested support towards this project.

This project will provide much needed positive impact to the continued development of Muscatine's downtown district.

It will serve to anchor current and future development activities in this area.

It will provide quality overnight lodging options in a location more central to many of the significant businesses in the community.

It will provide much needed conference facilities for the community. Currently, Muscatine is greatly limited by the lack of large conference and meeting facilities. The availability of this type of space will directly benefit Musco as well as other businesses in town.

It will provide synergies with one of the most important resources of the community, the Mississippi River.

It will serve as an on-going focal point for Muscatine's unique relationship with the People's Republic of China.

It will provide significant community development and economic impact for Muscatine.

We ask you to approve this application.

Respectfully,

Brett Nelson
General Manager
Musco Sports Lighting
Muscatine, IA

Lighting . . . We Make It Happen.



June 6, 2014

Mr. David Bernstein
C/o Alaina Santizo, IEDA staff
IEDA Board Chair
200 East Grand Avenue
Des Moines, IA 50309

Dear Mr. Bernstein,

I am writing on behalf of HNI Corporation to express our support for the Muscatine Reinvestment District application before the Iowa Economic Development Authority June 20, 2014.

The project proposed for this district has the potential to be quite meaningful to Muscatine, the region, and the State of Iowa.

- Redevelopment of downtown Muscatine: The heart of the community is the downtown but like many Iowa communities, Muscatine's downtown revitalization efforts have been challenging. This project would be the economic development boost to stimulate other infrastructure investments such as professional/commercial offices, higher end residential living space, and retail investment.
- For Iowa corporations to maintain headquarters or significant operations in Iowa, communities need to have appropriate amenities supporting the ability for the companies to compete on a national scale. When HNI customers or vendors visit Muscatine on business, it is critical we have the types of facilities conducive for professional travel. Muscatine does not have a hotel offering meeting those standards today, causing people to stay in hotels, and consequently dining, in communities outside of Muscatine. Often, those alternative choices are found in bordering Illinois.
- Community amenities also enhance the local corporations' abilities to recruit talent, not only to the respective companies as new employees but to the communities and state of Iowa as new residents. Progressive communities are a factor in creating a healthy business environment. A healthy business environment creates jobs.

This project is important to our community and to Iowa.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary L. Carlson", written in a cursive style.

Gary Carlson
Vice President, Community Relations

Heinz North America



Division of H.J. Heinz Company, L.P.
1357 Iselt Avenue
Muscatine, Iowa 52761-4599

David Bernstein
C/o Alaina Santizo, IEDA staff
IEDA Board Chair
200 East Grand Avenue
Des Moines, IA 50309

Dear Mr. Bernstein,

I am writing on behalf of Heinz to express our support for the Muscatine Reinvestment District application before the Iowa Economic Development Authority June 20, 2014.

The project proposed for this district is important to the future of our community. Beyond the obvious value of new jobs and capital investment the project will provide quality lodging and needed conference and meeting space making it possible for large events for our community and our businesses to be held.

This initiative can be a catalyst for further development and utilization of our city center. Continued revitalization of our downtown area can enable Muscatine to draw and retain employees which is key to the long term success of our community as well as the state of Iowa.

It will provide an excellent venue for us to continue to grow our relationships with the People's Republic of China. These relationships are important from both social and economic perspectives.

Again, we ask you to approve Muscatine's application. We thank you for the work you do for Iowa, and look forward to hearing about the success of our project June 20.

Regards,

A handwritten signature in black ink that reads "Thomas C. Green". To the right of the signature is the date "6/2/2014".

Thomas C. Green
Senior Factory Manager
H.J. Heinz Company



June 10, 2014

Mr. David Bernstein
C/O Alaina Santizo, IEDA Staff
200 East Grand Avenue
Des Moines, IA 50309

Dear Mr. Bernstein,

I am sending this letter to offer my support for approval of the Muscatine Reinvestment District application coming before the Iowa Economic Development Authority on June 20, 2014.

I have personally known and worked with Tom and Ann Meeker for many years in my capacity as President of Community Bank & Trust. The Muscatine project, under their stewardship, will greatly benefit not only Muscatine, but the entire area of Eastern Iowa and Western Illinois. This project, situated with a view of the Mississippi river, has the potential to make Muscatine a featured destination for many people. In addition, the anticipated partnership with investors from the Peoples Republic of China can only strengthen a relationship that continues to prosper and grow.

Muscatine has long been a hub for manufacturing and development. Our local industries, both large and small, provide an excellent base for employment by providing good paying jobs and opportunities for growth. The addition of this downtown project will provide a catalyst for attracting businesses and visitors to Muscatine.

In closing, I support the Muscatine Reinvestment District and urge the IEDA to approve the Muscatine application.

Sincerely,

Gary D. Slight
President

229 Main Street
P.O. Box 268
Columbus Junction, Iowa 52738
(319) 728-2226

615 Cedar Street
P.O. Box 500
Muscatine, Iowa 52761
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2506 Park Avenue
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(563) 263-1057

206 Hwy. 61 N
P.O. Box 96
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210 W. 4th Street
P.O. Box 1120
Wilton, Iowa 52778
(563) 732-2077



David Bernstein
C/o Alaina Santizo, IEDA staff
IEDA Board Chair
200 East Grand Avenue
Des Moines, IA 50309

June 9, 2014

Dear Mr. Bernstein,

This letter is being sent on behalf of the Greater Muscatine Chamber of Commerce and Industry to express our support for the Muscatine Reinvestment District application before the Iowa Economic Development Authority June 20, 2014.

The project proposed for this district is important to the future of our community. Beyond the obvious value of new jobs and capital investment the project will be a catalyst for further development and utilization of our city center. Continued revitalization of our downtown area can enable Muscatine to draw and retain employees which is key to the long term success of our community as well as the state of Iowa.

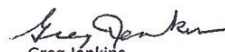
Our entire community will benefit from a downtown that is able to attract our citizens to their city center, and can lead to a more prosperous and successful community. The region and state can benefit from Muscatine's downtown being able to attract visitors and businesses to our community.

This initiative can provide an excellent venue for us to continue to grow our relationships with the People's Republic of China. These relationships are important from both social and economic perspectives.

Again, we ask you to approve Muscatine's application. Greater Muscatine Chamber of Commerce and Industry and our nearly four hundred members support this project.

Regards,


Doug Krieger
Board Chair


Greg Jenkins
President and CEO

Greater Muscatine Chamber of Commerce & Industry
102 Walnut Street • Muscatine, Iowa 52761 USA
563-263-8895 • 563-263-6373 • Fax 563-263-7662

Section E: Certification and Release of Information



SECTION E – Certification and Release of Information

I hereby give permission to the Iowa Economic Development Authority (IEDA) to engage in due diligence, make credit checks, contact the applicant's financial institutions, insurance carriers, and perform other related activities necessary for reasonable evaluation of this application. I also hereby authorize the Iowa Department of Revenue to provide to IEDA state tax information pertinent to the state income tax, sales and use tax, and state tax credits involved with the Iowa Reinvestment District.

I understand that all information submitted to IEDA related to this application is subject to Iowa's Open Record Law (Iowa Code, Chapter 22).

I understand that IEDA reserves the right to negotiate the financial assistance.

I understand this application is subject to final approval by IEDA and the Project may not be initiated until final approval is secured.

I hereby certify that all representations, warranties, or statements made or furnished to IEDA in connection with this application are true and correct in all material respect. I understand that it is a criminal violation under Iowa law to engage in deception and knowingly make, or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or subdivision.

FOR THE APPLICANT:



[Name, Title] Signature

2/2/15

Date

CITY OF MUSCATINE

