



City of Coralville  
Iowa River Landing Reinvestment District



# Letter of Introduction

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Kelly Hayworth, City Administrator  
City of Coralville  
1512 7th St, Coralville, IA 52241



February 29, 2016

Alaina Santizo, Iowa Reinvestment District Program Manager  
Iowa Economic Development Authority  
200 E Grand Ave, Des Moines, IA 50309

Dear Alaina:

It is our extreme pleasure to submit this final application for the Iowa River Landing Reinvestment District in Coralville. In the months since our provisional award in June 2015, we've worked collaboratively with our private and public partners to further develop all of the elements of this proposal—including the Iowa Arena, Iowa Fitness and Sports Performance Institute, Drury Hotel, a second hotel, museum, parking ramp, and retail and residential space.

Detailed information is enclosed regarding our research and progress over the last eight months. A summary of notable changes or developments follows:

- **Feasibility study, market analysis, and pro forma for the Iowa Arena:** As you know from our original application, an arena in the Iowa River Landing has been part of our master plan for many years. The first feasibility study was conducted by Convention, Sports, and Leisure (CS&L) in 2005 and was updated in 2008. The 2008 update was tabled for several years as we dedicated our resources to recovery and reconstruction after historic flooding impacted Coralville in that same year. The study was again updated in 2015 and included with our original Iowa Reinvestment District application. In August 2015, the City engaged Spectra (formerly Global Spectrum) to develop an operational pro forma for the Iowa Arena. We also selected Stafford Sports, a nationally respected, independent, sports consultant and sports advisory firm for public assembly venues. An executive summary, including pro forma, is enclosed with this application.
- **Iowa Arena size and cost:** As a result of our work with Stafford Sports, we determined the correct size for the arena based on conservative demand projections. This will ensure a positive annual cash flow without debt service naming rights revenue needed to support annual operation. Right-sizing the arena has taken the capacity from 7,000 to 4,216 fixed seats (6,216 total capacity).
- **University of Iowa impact:** The Stafford Sports executive summary reflects months of work and time spent in Coralville meeting with potential tenants and various groups who would use arena space. The impact on the types of events and attendance at events are expected to be significant. Students, faculty and staff associated with the University of Iowa comprise roughly 55,000 of the community's 130,000 population, including students (42%). This active population is a common participant at entertainment, recreation and athletic activities and events.

Stafford Sports projects University population attendance driving events that include, but are not limited to, concerts, athletics events, speakers and club events. Stafford also projects local high schools participating in similar events and end-of-year commencements. The proposed adjoining Iowa Fitness and Sports Performance Institute and Fieldhouse would also have a very strong connection to the University of Iowa that has the potential to yield many new positive partnership possibilities between the city, university, and state. Planning has commenced on a partnership between University of Iowa Sports Medicine and

# Letter of Introduction

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University of Iowa Hospitals and Clinics and Chicago-based Athletico, which would lease and manage this particular space.

Funding for the design and construction of the proposed facility is not, in any way, provided by the University of Iowa, and future use and/or leasing of spaces within the facility are to be confirmed through ongoing evaluation of use needs. Needless to say, the programming and attendance of events to be hosted within the facility would be greatly impacted by the university population and programs.

- **Feasibility studies for hotels, museums, retail and residential space, and Iowa Fitness and Sports Institute:** Each of these project component have been reviewed by an independent professional for feasibility. Those studies are included in this proposal.
- **Economic impact analysis of district:** A district economic analysis has been completed by C.H. Johnson Consulting and is enclosed. This report projects \$32.8M in reinvestment district allowed tax revenues over 20 years, far outweighing the amount allowed by the state to help support it. The report also states that over this same 20-year period, total economic impact of the district will be in excess of \$1.4 billion.
- **Fundraising update:** As stated during our application and at our June presentation, the City of Coralville will not begin construction until all \$190M of the Iowa River Landing Reinvestment District has been secured. As of the time of this update, the City of Coralville has secured financial commitments for \$166M (87%) of the total district. The balance (13%) relates to the Iowa Arena where the City is currently in the midst of negotiating a 20-year naming rights agreement, a planned final local fundraising campaign, and future facility use/leasing agreements.
- **Unique in nature:** There is interest by, and benefit to, the University community through opportunities in the form of both internships and event day positions, associated with events hosted in the arena. It will prove to be very beneficial for students to connect UI classroom topics to a career and will provide a unique opportunity for students to experience the successful operation of such a versatile facility. As stated in the initial application, the Iowa Fitness and Sports Performance Institute would also offer services and expertise not found anywhere else in the state and will therefore meet relevant needs of local and regional athletes as well as residents.

We are requesting a total of \$12M to support Coralville's district. Approval of this amount will play a significant role in moving our project from vision to reality and continue the momentum that has already begun.

Thank you for your work with us as we have proceeded through this process. Your assistance has been very helpful and the process of proceeding from the initial to final application has been useful for us in improving and fine-tuning our project. We look forward to continued work with you on this exciting and transformative Iowa initiative. Please feel free to contact me for any additional information.

Sincerely,

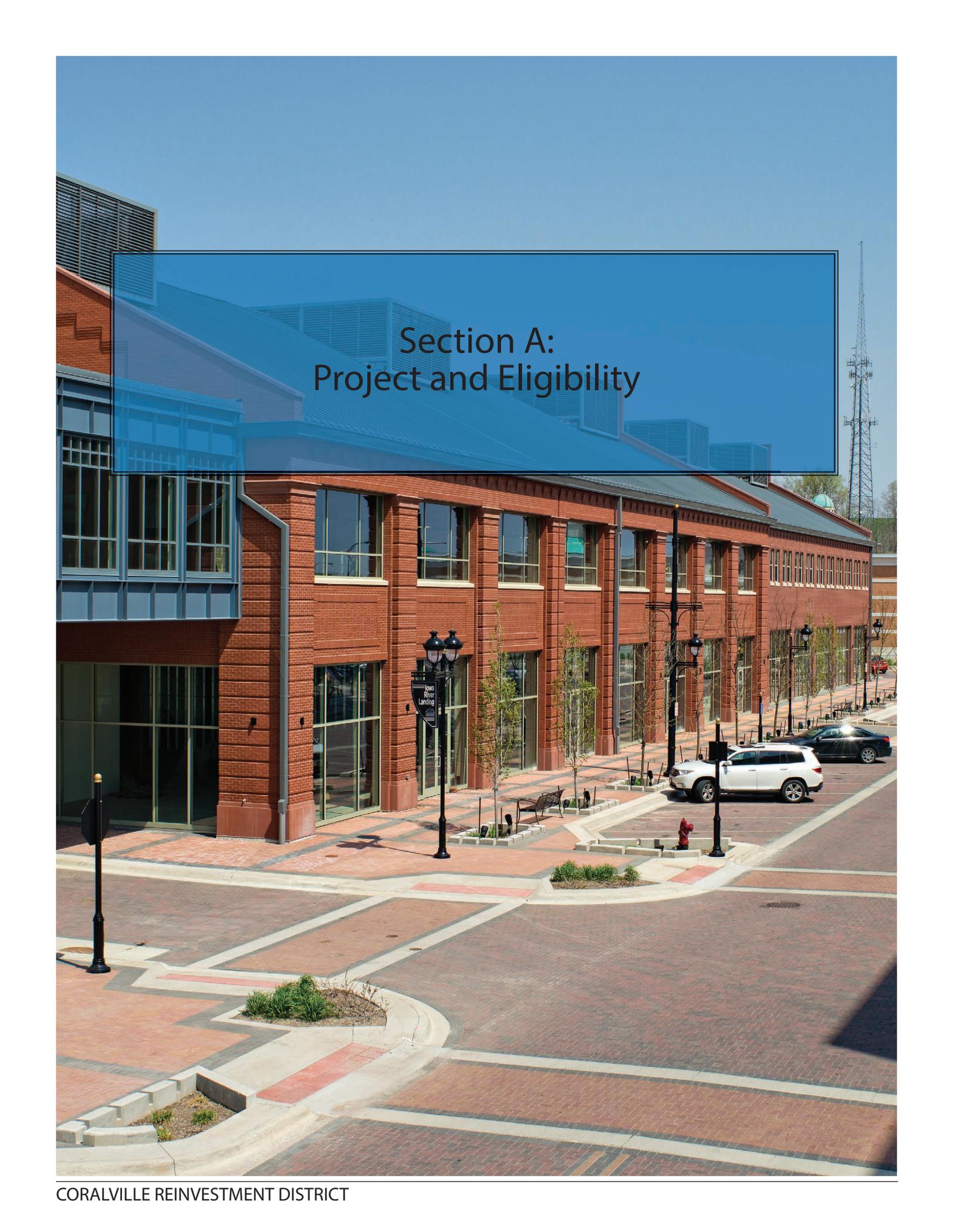


Kelly Hayworth, City Administrator  
City of Coralville

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## Section A: Project and Eligibility

# Section A: Project and Eligibility

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**Name of Project/District**

Iowa River Landing Reinvestment District

**Date Submitted**

February 29, 2016

**Final Application**

X

**Applicant**

City of Coralville

**Contact Information**

Kelly Hayworth

1512 7th St

Coralville, IA 52241

319.248.1700

khayworth@ci.coralville.ia.us

**Federal ID Number**

42-600-4814

**Size of Proposed District**

23.18 acres

**Are the parcels contiguous, physically connected?**

Yes. The 23.18 acre district consists of 20 parcels east of 1st Avenue, north of E 7th Street, and west of Quarry Road in Coralville.

**Please provide an overview of the proposed Iowa Reinvestment District. Please demonstrate in your explanation the real property will be directly and substantially benefited by development.**

Iowa River Landing has become a premiere destination and gateway to the Coralville community—offering cultural attractions, a major conference center, boutique retail, entertainment, world class health care, private residences, a park, wetlands, museums and much more. The addition of a 6,216 seat multi-use arena and fitness/sports performance center would be a significant anchor to the already thriving area serving to enhance its reputation as a major regional attraction, improving the quality of life for local residents and visitors alike.

When the city's community planning and vision committee considered the impression Coralville made upon drivers viewing the industrial area along Interstate 80 during the mid-1980s, it considered how the community could differentiate itself going forward. A lot was at stake.

The 180-acre parcel at the intersections of the Iowa River, Interstate 80 and First Avenue in Coralville had been an unplanned industrial park with a perception of environmental problems, a waste transfer station, and more than 75 individual land owners. It needed environmental cleanup, flood protection and reinvestment.

The decennial U.S. Census shows Iowans continued to move from rural to urban areas. Likewise, young Iowa-born men and women were fleeing the state for lack of work opportunities and perceptions about quality of life. As the Creative Corridor between Coralville/Iowa City and Cedar Rapids proved to be one of the fastest growing areas in the state, attracting and retaining people to live in the community with enhanced quality of life initiatives became essential. *Continued on next page.*

## Section A: Project and Eligibility

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By 1988, the city council had identified the area as a priority for economic redevelopment, envisioning a new gateway to the community, a hotel and conference center to meet the needs of the nearby University of Iowa and area businesses, and a riverfront recreation and entertainment district. The Iowa River Landing was born. Today, Iowa River Landing is an attractive, growing neighborhood that serves as that community gateway the City of Coralville envisioned.

Fifty-four acres have already been redeveloped into two premier hotels, an upscale department store, a medical clinic serving more than 300,000 patient visits annually, a brewery, a wetlands park, two museums, mixed-use buildings, and more. It is a model for sustainable community development using techniques such as recycling and reusing buildings, installing storm water planters and permeable pavement, using LED street lighting, and providing electric car charging stations.

In recognition of the City of Coralville's conversion from brownfield to attraction, the Environmental Protection Agency awarded Iowa River Landing the 2008 Region 7 Phoenix Award. The City was also recognized in 2009 as an Iowa Great Place. This designation, managed by the Iowa Department of Cultural Affairs, was instrumental in helping develop out the popular Iowa River Landing Sculpture Walk.

Iowa River Landing consists of recreational, commercial, cultural, and residential uses that will enhance the quality of life in the Coralville community for years to come. Through careful planning and aggressive pursuit of opportunities, Coralville's vision has progressed into reality with the many ongoing Iowa River Landing projects.

Among features in development at Iowa River Landing are new, mixed-use, commercial- and residential-condominium structures; a transportation facility that will connect Iowa River Landing to downtown Iowa City and the University of Iowa; and additional hotel capacity.

Iowa River Landing has created hundreds of permanent jobs and provided a venue for hundreds of conferences with their associated economic impact. It has become an economic engine for both the state and region.

With the backdrop of the Iowa River, the Landing combines the charm of a natural setting with contemporary urban details to attract visitors and new residents to the Coralville/Iowa City area.

## A.1 Resolution

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### RESOLUTION NO. 2015- 47

RESOLUTION APPROVING THE PROPOSED PRELIMINARY DISTRICT PLAN FOR THE IOWA RIVER LANDING REINVESTMENT DISTRICT AND DIRECTING THE CITY ADMINISTRATOR TO SUBMIT A PREAPPLICATION TO THE IOWA ECONOMIC DEVELOPMENT AUTHORITY FOR PROVISIONAL APPROVAL OF SAID REINVESTMENT DISTRICT.

WHEREAS, in 2013, the Iowa Legislature enacted the "Iowa Reinvestment District Act" (the "Act") which establishes a program administered by the Iowa Economic Development Authority ("IEDA") that allows certain state hotel and motel, and sales and use tax revenues to be reinvested in a designated reinvestment district; and

WHEREAS, the Act and the administrative rules adopted by IEDA for the program requires the submission of a preapplication for provisional approval of a proposed reinvestment district; and

WHEREAS, the City Administration with the assistance of the Iowa City-Coralville Convention and Visitors' Bureau have prepared a preapplication for the proposed "Iowa River Landing Reinvestment District" (the "District").

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Coralville, Johnson County, Iowa, as follows:

1. That the City of Coralville makes the following findings of fact in support of the proposed "Iowa River Landing Reinvestment District":
  - a) The City of Coralville intends to establish a reinvestment district which will be known as the "Iowa River Landing Reinvestment District."
  - b) The Reinvestment District is located east of 1<sup>st</sup> Avenue and south of Interstate 80 in the area depicted on Exhibit "A" attached hereto and is legally described on Exhibit "B" attached hereto.
  - c) The Reinvestment District is entirely located within the Mall and Highway 6 Urban Renewal Area within the City of Coralville.
  - d) The area in the Reinvestment District is suitable for redevelopment, and each parcel location within said Reinvestment District will be directly and substantially benefited by development and redevelopment in said Reinvestment District.
2. That the Preliminary District Plan for the proposed Iowa River Landing Reinvestment District is hereby approved.
3. That the City Administrator is directed to submit said preapplication to the IEDA seeking provisional approval of the Iowa River Landing Reinvestment District and the preliminary District Plan.

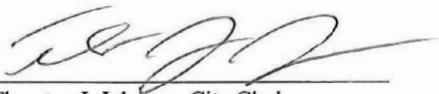
# A.1 Resolution

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Passed and approved this 10<sup>th</sup> day of March, 2015.

  
\_\_\_\_\_  
John A. Lundell, Mayor

ATTEST:

  
\_\_\_\_\_  
Thorsten J. Johnson, City Clerk

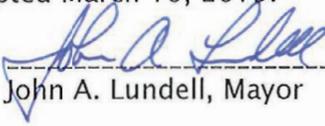
## A.1 Resolution

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The above foregoing Resolution 2015-47 was introduced by Council Member Dodds moved for its adoption. This motion was seconded by Council Member Goodrich after discussion, the following roll was called:

AYES: Gross, Gill, Dodds, Goodrich, Hoeft  
NAYS: None  
ABSENT: None

Whereupon the Mayor declared the motion duly carried and the Resolution duly adopted March 10, 2015.

  
-----  
John A. Lundell, Mayor

ATTEST:

  
-----  
Thorsten J. Johnson, City Clerk

### CERTIFICATE

I, Thorsten J. Johnson, City Clerk of the City of Coralville, Johnson County, Iowa, hereby certify that the foregoing Resolution No. 2015-47 was duly passed by the City Council on March 10, 2015 at a Regular meeting of said City Council held in City Hall.

Seal

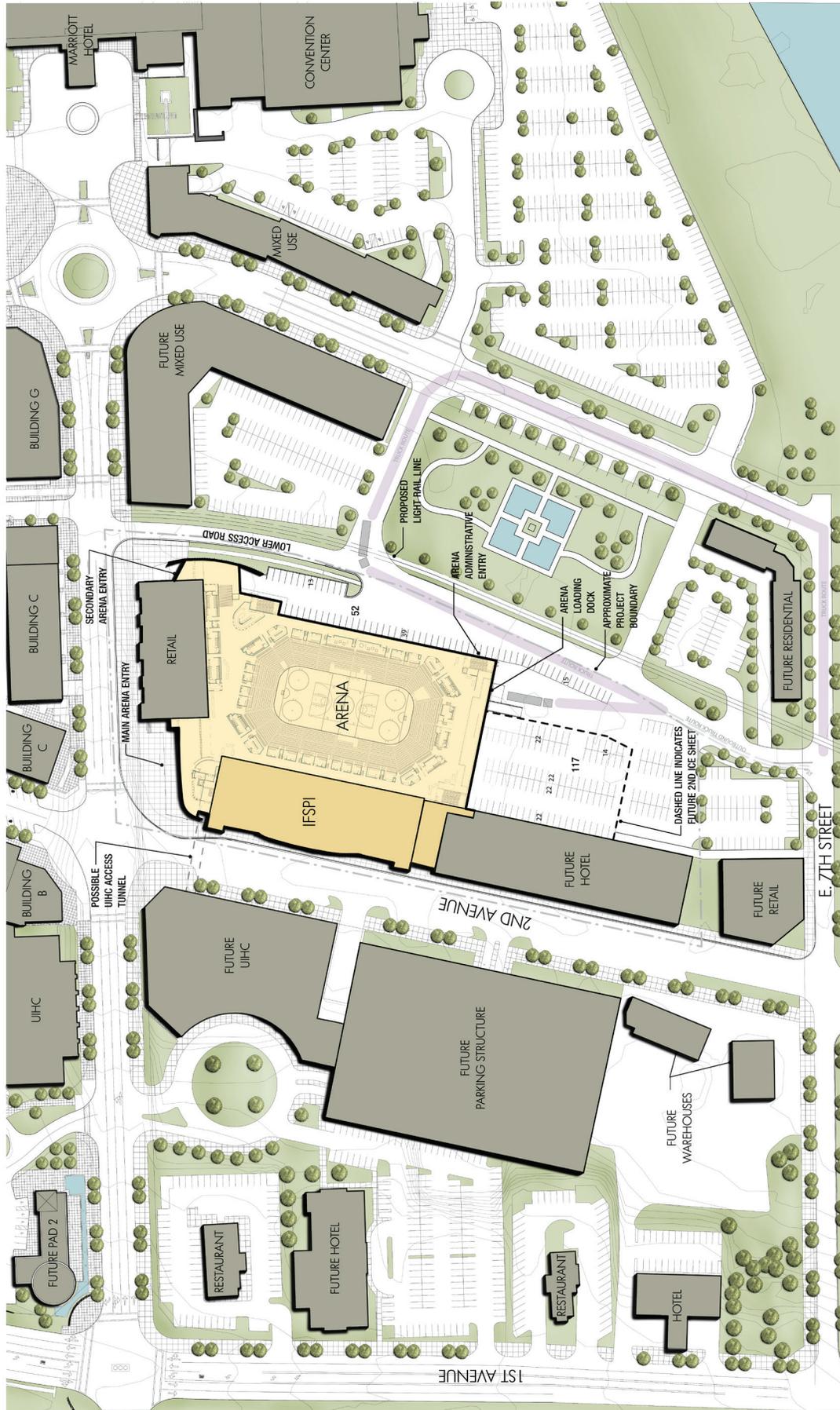
  
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Thorsten J. Johnson, City Clerk

## A.2 Zone Documents

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The resolution of slum and blight and designating an urban renewal area, passed on July 10, 2001, is included in the Addenda at the end of the application, along with associated amendments, district boundaries, and corresponding maps.

# A.3 Detailed Map

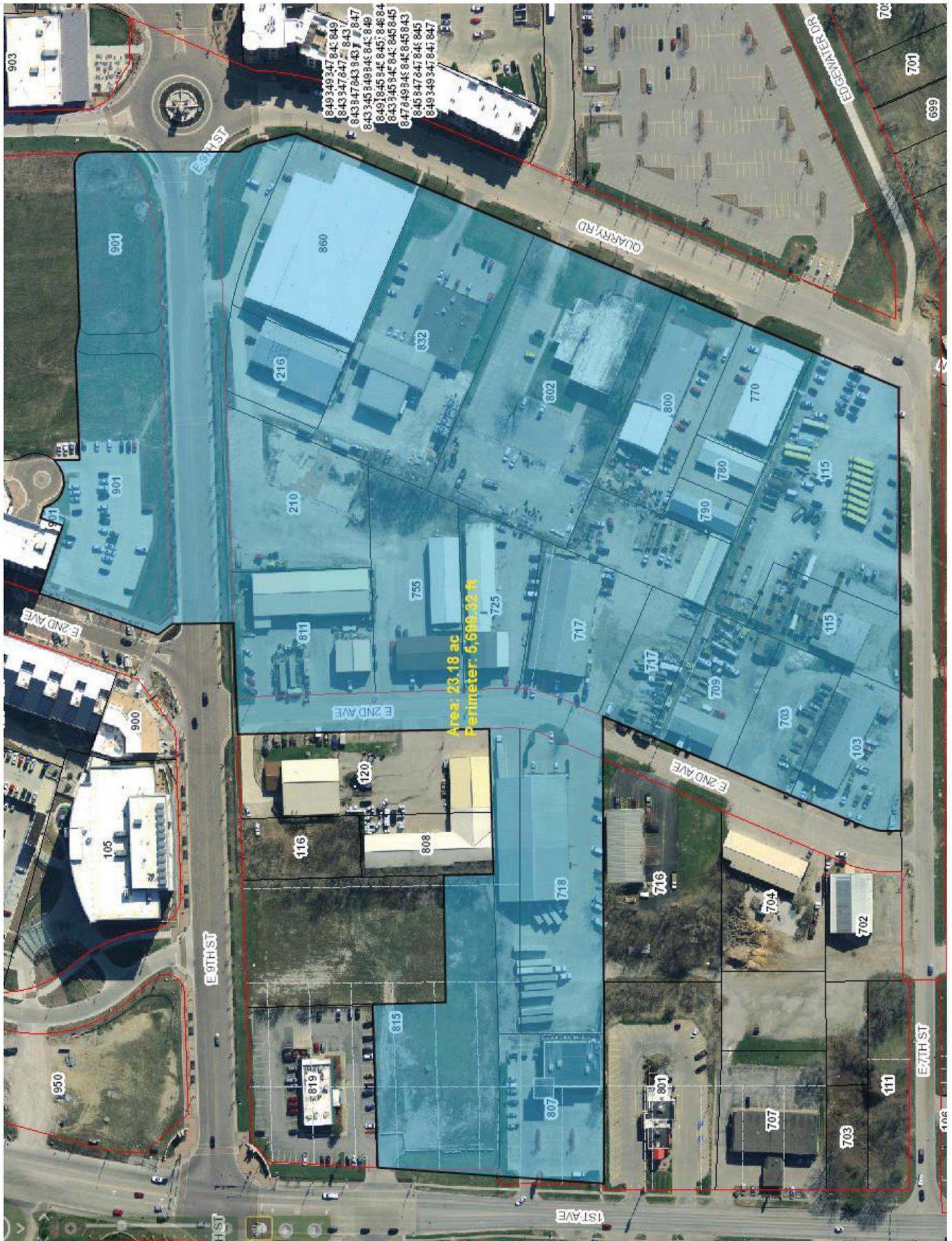


**LEGEND**

- ARENA
- IFSPI BUILDING
- BUILDING BY OTHERS
- APPROX. PROJECT BOUNDARY
- PROPOSED TRUCK ACCESS ROUTE
- PROPOSED OUTBOUND TRUCK ROUTE

**IOWA ARENA**  
 SD01 - SCHEMATIC PROXIMITY PLAN  
 11/24/15 | © 2015 JLG ARCHITECTS

# A.3 Detailed Map



## A.3 Detailed Map



Early rendering of the Iowa River Landing looking to the south, showing the Marriott, Von Maur, arena, intermodal facility, clinic (actual orientation altered), and Drury hotel. First Avenue runs along the right side of the photo.



Early rendering of the Iowa River Landing looking to the north showing the clinic, retail development, Von Maur, hotel, and arena (foreground).

## A.4 Parcel Owners

1. 901 E. 9th Street  
Watts Group IRL, LLC  
2346 Mormon Trek Blvd  
Iowa City, Iowa 52246

2. 901 E. 9th Street  
City of Coralville  
1512 7th Street  
Coralville, Iowa 52241

3. 860 Quarry Road  
City of Coralville  
1512 7th Street  
Coralville, Iowa 52241

4. 832 Quarry Road  
James and Gloria Koeppel  
PO Box 1550  
Iowa City, Iowa 52244

5. 802 Quarry Road  
Northwestern Bell Telephone Co  
Iowa City, Iowa 52240

6. 770, 800 Quarry Road  
Stephen and Jane King  
1169 IWV Road SW  
Oxford, Iowa 52322

7. 780, 790 Quarry Road  
Bruce and Melanie Hauptert  
3692 Forest Gate Dr NE  
Iowa City, Iowa 52240

8. 115 E. 7th Street  
Pathry, Inc.  
920 Applewood Ct #2  
Coralville, Iowa 52241

9. 103 E. 7th Street  
Richard C. Kiefer Revocable Trust  
3371 Wentworth Place  
Iowa City, Iowa 52240

10. 703, 709 E. 2nd Avenue  
Richard C. Kiefer Revocable Trust  
3371 Wentworth Place  
Iowa City, Iowa 52240

11. 717 E. 2nd Avenue  
JFSehr Rentals, LLC  
717 E. 2nd Avenue  
Coralville, Iowa 52241

12. 725 E. 2nd Avenue  
City of Coralville  
1512 7th Street  
Coralville, Iowa 52241

13. 755 E. 2nd Avenue  
City of Coralville, Iowa  
1512 7th Street  
Coralville, Iowa 52241

14. 811 E. 2nd Avenue  
Norbert and Virginia Bertling  
820 Clubhouse Rd #4E  
North Liberty, Iowa 52317  
*Under contract for purchase by the  
City of Coralville*

15. 210 E. 9th Street  
City of Coralville  
1512 7th Street  
Coralville, Iowa 52241

16. 216 E. 9th Street  
City of Coralville  
1512 7th Street  
Coralville, Iowa 52241

17. E. 2nd Avenue right-of-way  
City of Coralville  
1512 7th Street  
Coralville, Iowa 52241

18. 718 E. 2nd Avenue  
City of Coralville  
1512 7th Street  
Coralville, Iowa 52241

19. 807 1st Avenue  
Park Ridge Midwest Realty Group, LLC  
Arlene Marie Sciortino Trust  
16141 Swingley Ridge Rd #205  
Chesterfield, MO 63017  
*Under contract for purchase by the  
City of Coralville*

20. 815 1st Avenue  
DDC Hotels, Inc.  
721 Emerson Rd, Ste 200



## A.5 Legal Description

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### **LEGAL DESCRIPTION IOWA RIVER LANDING INVESTMENT DISTRICT**

Beginning at the southeast corner of Lot 1, Iowa River Landing, Part Five, Coralville, Iowa, according to the plat thereof recorded in Plat Book 58 at page 41, Plat Records of Johnson County, Iowa, and its intersection with the north right-of-way line of E. 9<sup>th</sup> Street; thence south to the south right-of-way line of said E. 9<sup>th</sup> Street; thence westerly along said south right-of-way line of E. 9<sup>th</sup> Street to its intersection with the west right-of-way line of E. 2<sup>nd</sup> Avenue; thence south along said westerly line of E. 2<sup>nd</sup> Avenue 360 feet; thence west 210 feet; thence north 97.21 feet; thence west 169.18 feet; thence north 83.55 feet; thence west 235.77 feet more or less to the east right-of-way line of 1<sup>st</sup> Avenue; thence southerly along said east right-of-way line to the southwest corner of Lot 19, Bowers Subdivision, Coralville, Johnson County, Iowa, according to the plat thereof recorded in Plat Book 4 at page 207, Plat Records of Johnson County, Iowa; thence west 780.41 feet, more or less, to a point where the east right-of-way line of E. 2<sup>nd</sup> Avenue intersects with the west line of Lot 5, Marner & Kiefer's 1<sup>st</sup> Subdivision, Coralville, Iowa, according to the plat thereof recorded in Plat Book 17 at page 46, Plat Records of Johnson County, Iowa; thence southwesterly along said easterly right-of-way line of E. 2<sup>nd</sup> Avenue to its intersection with the north right-of-way line of E. 7<sup>th</sup> Street; thence east along the north right-of-way line of E. 7<sup>th</sup> Street to its intersection with the west right-of-way line of Quarry Road; thence northeasterly along said east right-of-way line of Quarry Road to the northeast corner of Lot 2, Prem Subdivision, Coralville, Iowa, according to the plat recorded in Plat Book 32 at page 139, Plat Records of Johnson County, Iowa; thence northeast to a point where the south right-of-way line of E. 9<sup>th</sup> Street meets the north line of the abandoned E. 9<sup>th</sup> Street right-of-way line in said Prem Subdivision; thence north to the north right-of-way line of said E. 9<sup>th</sup> Street; thence west along said north right-of-way line of said E. 9<sup>th</sup> Street to the point of beginning.

AND

Lots 1 and 2 and the southerly 90 feet of Lot 3, all in said Iowa River Landing, Part Five.

Said parcel includes 23.18 acres, more or less.

## A.6 Substantiated Benefit

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Beginning in the 1980s, the City of Coralville envisioned a better use for its industrial park, a blighted area framed by the Iowa River and Interstate 80, which over 58,000 vehicles travel each day. Uses have included a truck stop, million-gallon petroleum tank, adult dance and entertainment establishments, auto body repair shop, salvage yard, and a waste hauling and transfer business. City leaders envisioned a better use for this property as a gateway for visitors to the University of Iowa and its medical care and sporting events, the Veterans Administration Medical Center, and Coralville businesses. A vision for the Iowa River Landing was born—a vision of an entertainment, shopping, and residential district.

Today, much of the property north of 9th Street has been redeveloped and over \$340 million has been invested in transforming a brownfield area into a riverfront destination with opportunities to live, work, and play for visitors and residents of this community of 20,000. This application will launch a new phase of redevelopment and transformation in the Iowa River Landing to replace vacant land; outdoor storage; and older, pole-type and sheet-metal structures of varied levels of maintenance.

The projects in this pre-application, with a 6,216 seat arena, Iowa Fitness and Sports Performance Institute, a permanent home for the Antique Car Museum of Iowa and Johnson County Historical Museum, two new hotels, a 750-space parking ramp on three levels, and several mixed-use buildings, total over \$140 million in public and private investment. Thus far, redevelopment in the Iowa River Landing has yielded property values of 300% or more of the original assessments; similar results are expected from this phase.



Section B:  
District Plan

**CORALVILLE**

## Section B: District Plan

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In the chart below, please list each proposed project within the district and total capital investment associated with the project. Please provide a name for each project that corresponds with references throughout the application. New retail establishments cannot exceed 50% of the total cost expected for the district. At least one project within the district must have a capital investment of \$10 million or more.

| <b>Proposed Project</b>                     | <b>Total Cost</b>    |
|---|----------------------|
| Iowa Arena                                  | \$46,502,506         |
| Iowa Fitness & Sports Performance Institute | \$22,609,037         |
| Retail/Museum                               | \$8,962,000          |
| Drury Hotel                                 | \$34,407,000         |
| Hotel 2/Mixed Use                           | \$22,938,000         |
| Parking Ramp                                | \$17,400,000         |
| Mixed Use 1                                 | \$14,595,000         |
| Building C                                  | \$14,788,056         |
| Building G                                  | \$9,052,434          |
| <b>Total Project Budget</b>                 | <b>\$191,254,033</b> |

**Amount of State Assistance Pre-Approved: \$9,500,000**

*Cannot exceed 35% of total cost proposed within the district and should be supported by expected tax revenues within the district over 20 years or less.*

**Additional State Assistance Requested: \$2,500,000**

**Provide a description of how the state assistance will be used within the Reinvestment District and identify the gap in financing needed to complete the proposed projects in the district.**

All IRD funds will be directed to the financing of Iowa Arena. Land acquisition from the city valued at \$5.5M, in addition to other grants, new market tax credit, naming rights, and private sector combine to match the total project cost.

**Provide a detailed description of each project listed in the chart above. With the description, copy the project "Funding Sources and Uses" chart provided below for each project and include it with the project description.**

Charts are included in relation to each project included in the district.

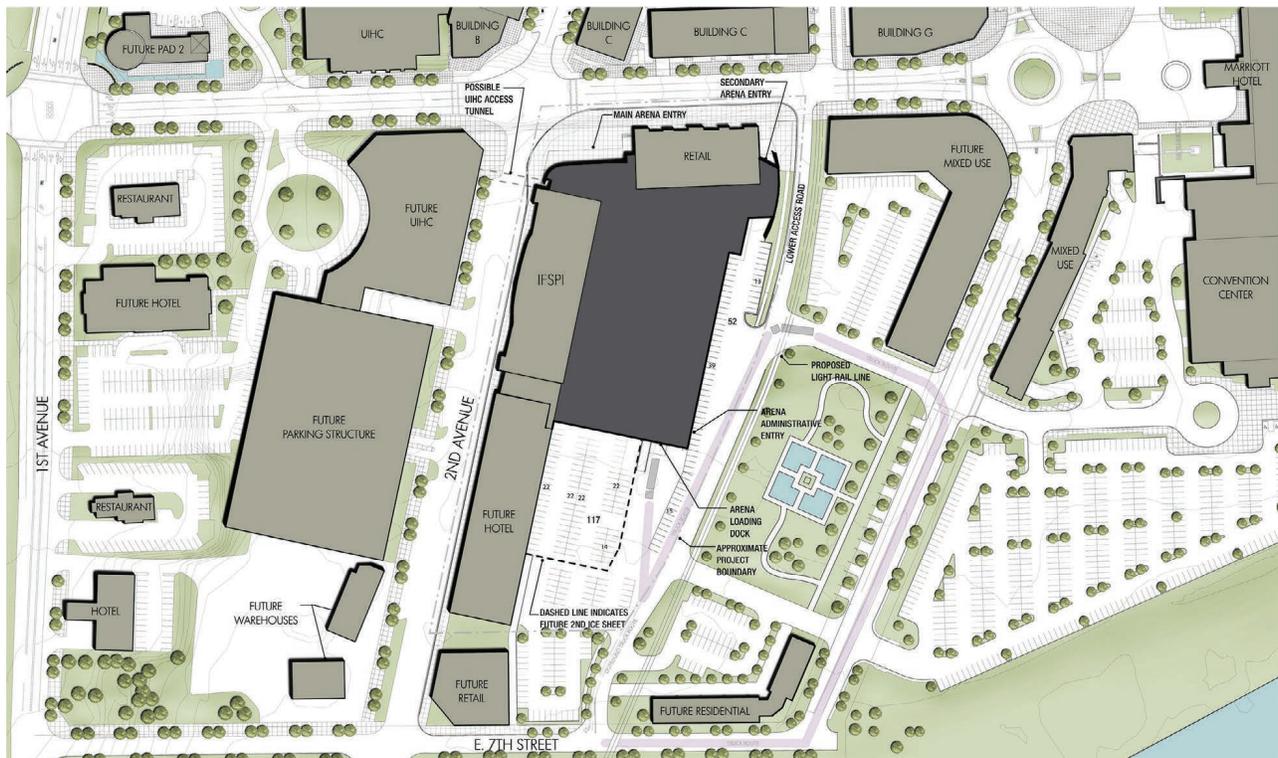
## B.1 Iowa Arena

### Description

The Iowa Arena will be a 6,216 seat multi-purpose facility located on 9th Street at the gateway to the Iowa River Landing. An independent pro forma completed by Stafford Sports revealed that this decreased number of seats, in contrast with the original 7,000 fixed-seat facility, more accurately matches the anticipated annual event program. Thus, the upper bowl was removed from schematic drawings and costs were adjusted proportionately. The arena will contain a single full-size sheet of ice to support the demands of the University of Iowa Club hockey team, the Iowa Ice Hawks and Iowa City/Coralville Youth Hockey teams, the Blizzards. Developers are also continuing to target a USHL collaboration.

The arena's hockey configurations, ability to host a variety of event types, and physical proximity to the Iowa Fitness & Sports Performance Institute will allow this facility to meet the community and region's unique needs. More detailed information as to the demand and resident/visitor diversity of this arena can be learned in Section D and through the CS&L Market, Financial, Economic Impact, and Funding Analysis in the Addenda. *Continued on next page.*

| Funding Uses                |                     | Funding Sources              |                     |
|-----------------------------|---------------------|------------------------------|---------------------|
| Site Preparation            | \$1,563,857         | Reinvestment Tax Credit      | \$9,500,000         |
| Site Acquisition            | \$3,575,000         | Additional State Request     | \$2,500,000         |
| Building Construction       | \$32,249,090        | Brownfield Grant             | \$1,000,000         |
| Building Remodeling         | - 0 -               | New Market Tax Credit        | \$4,000,000         |
| Fixtures                    | \$5,353,025         | Land Sales                   | \$5,500,000         |
| Architectural Design        | \$1,612,084         | Naming Rights                | \$8,000,000         |
| Engineering Design          | \$1,074,722         | Corporate Giving             | \$10,000,000        |
| Construction Admin          | \$1,074,728         | Individual Giving            | \$500,000           |
| Other                       | - 0 -               | Sponsorship                  | \$5,502,506         |
| <b>Total Project Budget</b> | <b>\$46,502,506</b> | <b>Total Funding Sources</b> | <b>\$46,502,506</b> |



## B.1 Iowa Arena

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*Since state approval in June of 2015, the City of Coralville has been working alongside a number of development partners and consultants. The following list is meant to provide a brief description of each relationship. If more information is desired, please don't hesitate to request it.*

### **JLG Architects**

214 Broadway  
Fargo, ND 58102  
701.738.2213  
Primary Contact: Lonnie Leffen, CEO

JLG Architects have provided the City of Coralville with architectural design and cost bid assistance since January of 2015. The City connected with them through USHL tenant discussions. All conceptual and work to date has been led by JLG.

### **Knutson Construction**

2351 Scott Blvd SE  
Iowa City, IA 52240  
763.525.3083  
Primary Contact: Vital Brouillard, Vice President of Preconstruction Services

Knutson Construction was sub-contracted by JLG Architects to provide cost-bid estimate services following schematic design in October/November of 2015. Knutson provided bid estimates for both the arena and IFSPI.

### **Spectra**

3601 S Broad St  
Philadelphia, PA 19148  
215.389.9477  
Primary Contact: Peter Zingoni, Director of Business Development and Client Relations

Spectra (formerly known as Global Spectrum) is a national recognized arena and event operator. They are most recognized in Iowa for their management of the Wells Fargo Arena on behalf of Polk County. Spectra has provided the City of Coralville with programming and operations consultation since January of 2015.

### **United States Hockey League (USHL)**

The City of Coralville has been in confidential negotiations with a current USHL owner. Coralville has made it very clear to this potential owner that it will not be open to the relocation of an existing team to Coralville from another Iowa community. All negotiations to date have been related to the addition of a new USHL franchise or possible relocation of an underperforming franchise from outside of Iowa.

### **Learfield Communications**

Hawkeye Sports Properties  
1150 5th Street, Ste 268  
Coralville, IA 52241  
319.338.7474  
Primary Contact: Gabe Aguirre, General Manager

Hawkeye Sports Properties, owned and managed by Learfield Sports, is the official multimedia rights holder for University of Iowa Athletics. The City of Coralville has had ongoing discussions with Learfield Sports since the October of 2015 in relation to arena advertising and suite/club ticket sales. Learfield has a strong office presence in both the City of Coralville and City of Des Moines. The City desires to come to a long-term agreement to where Iowa Arena can be sold as an additional asset within the Hawkeye Sports portfolio rather than hire an agency who would compete with Learfield and UI Athletics.

## B.1 Iowa Arena

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### **Stafford Sports**

180 Tuckerton Rd, Ste 10

Medford, NJ 08055

609.714.3330

Primary Contact: Carl Hirsh, Principal

Stafford Sports was contracted by the City of Coralville in October of 2015 to provide an independent programming and operations pro forma for the Iowa Arena. The firm was recommended to us by representatives in Polk County and elsewhere around the country. Their work concluded in late January 2016 and an executive summary has been included with this final report.

### **University of Iowa Athletics**

1 Carver Hawkeye Arena

Iowa City, IA 52240

319.335.9435

Primary Contact: Gary Barta, Athletics Director

The City of Coralville has held ongoing discussions related to the Iowa Arena project since the late 1990's. Over the past few years, these discussions have taken place between the City and UI Athletics Director Gary Barta. While rent/lease negotiations are still ongoing, UI Athletics has an interest in having the Iowa Arena become the home competition venue for UI Women's Volleyball and a few possible "one-off's." These would include an occasional gymnastics event, possible smaller men's wrestling dual, tennis, or concerts, speakers, lectures, and commencements, the latter being more associated with the University of Iowa as a whole. Iowa Arena schematic design reflects all necessary requirements provided by UI Athletics.

### **University of Iowa Sports & Recreation Management**

University of Iowa

Iowa City, IA 52240

317.431.5618

Primary Contact: Dan Matheson, Professor

The City of Coralville, Stafford Sports, and Spectra have held ongoing discussions related to all available arena management educational opportunities associated with the Iowa Arena. Professor Matheson is one of the nation's leading Sports/Recreation Management educators and joins the City of Coralville in desiring for this to become a "working lab" of sorts. This will compliment what is expected to be taking place for medical students in the adjoined UI Sports Performance Institute operated by UI Sports Medicine and University of Iowa Hospitals and Clinics.

## B.1 Iowa Arena

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### **Expected Timeline**

Contingent on application approval, the Iowa Arena is expected to break ground September 2016 with an April 2019 completion date.

### **Detailed Budget**

Please see Knutson Construction cost bid included in Addenda.

### **Expected Debt & Status of Expected Financing**

The Iowa Reinvestment District financing has been successful in leveraging the private sector investment, of which has proven successful in closing the financing gap. The only financing expenses for the arena will be the 20-year carrying fees associated with the Iowa Reinvestment District rebate and the financing of construction and multi-year capital pledges. All are recognized in the budget.

### **Expected State Tax Revenue**

State sales tax projections over 20 years total \$3,987,000. This number is based on the Stafford Sports report summarized in the following pages.

### **Feasibility Study**

For full study, please see CS&L's Market, Financial, Economic Impact, and Funding Analysis in Addenda.

*Projected annual gross revenues:* Year 1 projected gross revenues are \$2,473,000 and \$4,336,420 by year 20, as shown on page 29.

*Economic impact:* Please see CS&L Market, Financial, Economic Impact, and Funding Analysis for a review of the arena; see C.H. Johnson Consulting's Economic Impact Analysis for a review of the entire district. Both are included in the Addenda.

*Number of expected visitors:* Total visitors for FY2019 are conservatively projected at 299,100 based on Stafford Sports' program pro forma.

*Unique characteristics:* Noted in the preceding description and Section D.

## B.1 Iowa Arena - Stafford Sports Summary

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### Iowa River Landing Arena Business Plan Executive Summary

Stafford Sports was retained by the City of Coralville to develop a Business Plan for the Iowa River Landing Arena.

Stafford's approach to developing the Plan was to evaluate the Project at a strategic level while conducting independent research and analysis of the essential business components. Our approach focused on the development of those partnerships and tenancy relationships that are necessary to ensure the viability of the Project. We analyzed the needs of tenants and user groups and provided those requirements to the Project design team to create a venue that is market driven.

For development of the Plan, Stafford conducted an independent analysis of the Arena project, even though the City had previously retained two firms for consulting services. Our methodology was based on a review of demographic and economic information supplied to us, on-site meetings with local and regional presenters of events and user groups and interviews with industry promoters of music, sports and entertainment. Although Stafford did review previous documents submitted by other City consultants, our work product was based on our independent review of the Arena project.

Stafford evaluated available demographic and economic statistical information supplied by the Iowa City Area Development Group and the Iowa City/Coralville Area Convention and Visitors Bureau. Stafford reviewed information regarding population data including growth, age grouping, gender and ethnicity as well as household size and levels of income in order to determine the potential level of support for the Arena. Stafford found that these demographic and economic trends are positive indicators of the market's ability to support the type and nature of projected events at the Arena.

Stafford undertook multiple on-site visits to the market to meet with local and regional user groups. Meetings were conducted with University of Iowa officials, local user groups, concert promoters of area venues, event and festival planners, community organizations and civic and business leaders.

Stafford's meetings with the University included departments and constituencies who would potentially use the Arena for activities such as commencements, sporting events, concerts, lectures, speakers and student activities. These meetings included administrators of all relevant University departments as well as administrators and coaches of the University's athletics programs. Stafford met with local scholastic organizations including high school officials as well as organizers of youth hockey, basketball, volleyball and wrestling. In addition to these on-site meetings, Stafford interviewed administrators of scholastic and youth sports who currently use other statewide facilities.

## B.1 Iowa Arena - Stafford Sports Summary

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Based on our discussions with University officials, Stafford recommended the creation of a long-term Partnership between the University of Iowa and the Arena. Detailed discussions between the City and University officials are taking place regarding the scope of the Partnership. The Partnership would provide the University with access to the Arena for multiple dates annually. The Arena would be designed with the University's brand in all public spaces and would provide the University with usage for its multiple campus entities. University events held at the Arena would include commencements (both University-wide and individual colleges/schools), Athletics (women's volleyball and gymnastics home matches as well as camps and clinics by Hawkeyes coaches), University club hockey home games, as well as lectures, speakers and concerts by the University's student programming (SCOPE) department. The Arena would also make available to the University ongoing experiential learning opportunities in the form of internships and day of event related positions.

Our local interviews with local and regional user groups and leaders have indicated that the Arena will meet an unfilled need in the community. The Arena will serve the local and greater regional community as a destination facility that will host scholastic sports such as boys and girls basketball, girls volleyball and boys wrestling. For these sports, the Arena will host neutral site games, tournaments featuring multiple schools and high school playoffs.

Presenters of youth basketball, volleyball, wrestling and cheerleading view the Iowa River Landing Arena as an asset that will help to address the lack of available statewide facilities for their programs. Organizers indicated that they plan to make frequent use of the Arena for both in-state and multi-state youth tournaments in all three sports.

Stafford interviewed the prospective owner of an existing United States Hockey League (USHL) franchise regarding the potential to bring a new franchise to the Coralville market. The interview was a continuation of previous discussions between the City and the owner. Stafford's interview focused on operating specificity including how a partnership could be developed between the City and the USHL franchise in the areas of season, individual and group tickets, advertising/sponsorship, marketing and public relations and audience development in the Coralville/Iowa City marketplace. Further discussions between the City and USHL ownership are taking place regarding the scope of the Partnership.

Stafford also conducted interviews with potential industry users in music, sports and entertainment in order to analyze and quantify future demand for touring events. Stafford utilized our long-standing industry relationships with event decision-makers to determine the type and quantity of touring events that would potentially play in the Arena. Interviews were conducted with concert promoters, presenters of family shows and producers of entertainment and sports touring shows. As a result of these interviews, Stafford determined that the Arena would be able to host multiple concerts, family shows, sports and entertainment events. The Arena will at times compete with other venues in the State who have established relationships with industry event presenters.

## B.1 Iowa Arena - Stafford Sports Summary

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Stafford engaged in multiple conversations with the architectural design team in order to understand the existing facility program. As a result of these conversations, our review of the facility program, and our estimates of event activity, Stafford recommended that the Arena's seating capacity be right-sized to accommodate the type and quantity of University, community and touring events.

Based on our interviews with market and industry experts, discussions with arena operators in the Iowa market, our experience as former operators and current industry practitioners, our internal database and available information on comparable facilities, Stafford reviewed and compared all available revenue and expense categories such as rental rates, ticket prices, per capita spending, premium seating, parking, concessions and catering revenue, ticketing income and commercial rights (naming rights, pouring rights, advertising and sponsorship), full and part time staffing wages and benefits, repairs and maintenance, general and administrative costs and other facility overhead costs.

The attached pro forma reflects our belief in the operating results in year one of the project with our assumptions for tenancies.

# B.1 Iowa Arena - Annual Operational Budget



## Iowa River Landing Arena Operating Pro Forma

| ARENA REVENUE SUMMARY             |                   |
|-----------------------------------|-------------------|
| <i>(all figures in thousands)</i> |                   |
|                                   | Year 1<br>2018-19 |
| <b>Revenues:</b>                  |                   |
| Event Rental Income               | \$314             |
| Luxury Suites                     | 293               |
| Club Seat Premiums                | 142               |
| Club Seat Tickets                 | 22                |
| Concessions                       | 375               |
| Parking                           | 448               |
| Catering                          | 4                 |
| Novelties                         | 39                |
| Advertising                       | 260               |
| Other Income                      | 125               |
| Facility Surcharge                | 419               |
| Ice Rental                        | 32                |
| Naming Rights                     | 0                 |
| <b>Total Revenues</b>             | <b>\$2,473</b>    |
| <b>Expenses:</b>                  |                   |
| Salaries and Benefits             | \$970             |
| Event Building Costs              | 850               |
| Gen. and Admin.                   | 293               |
| Maintenance                       | 260               |
| Arena Management Fee              | 180               |
| <b>Total Expenses</b>             | <b>\$2,553</b>    |
| <b>NET OPERATING INCOME</b>       | <b>(\$80)</b>     |

# B.1 Iowa Arena - Event Program & Projected Revenue

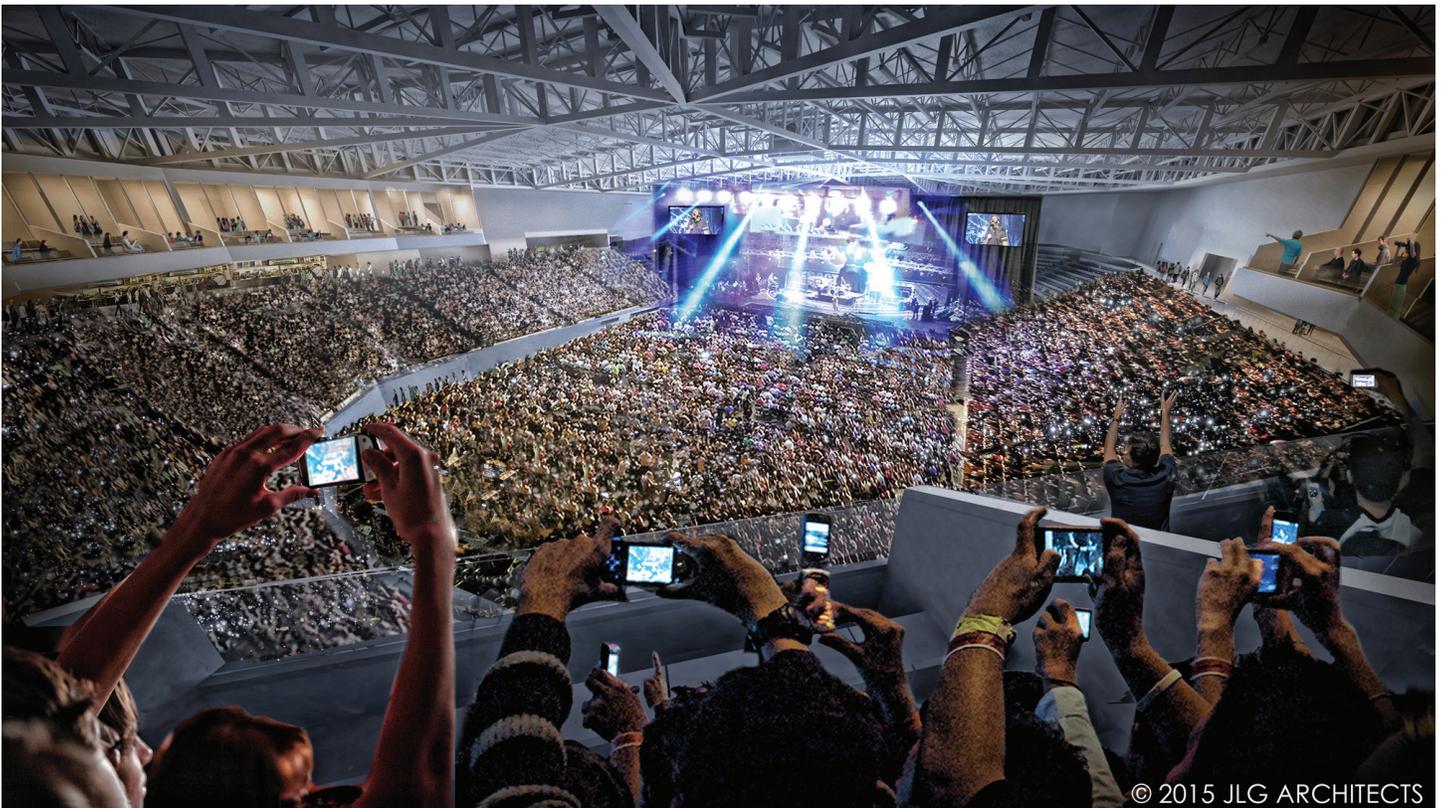
## Summary of Event & Attendance Estimates for Coralville's Iowa Arena

| Event Type                      | Number of Annual Events | Average Annual Attendance |
|---------------------------------|-------------------------|---------------------------|
| University of Iowa              |                         |                           |
| Women's Volleyball              | 16                      | 32,000                    |
| Women's Gymnastics              | 5                       | 7,500                     |
| Hawkeyes Club Hockey            | 13                      | 9,100                     |
| SCOPE Concerts                  | 2                       | 9,000                     |
| Lectures                        | 2                       | 1,000                     |
| Speakers                        | 2                       | 1,000                     |
| Commencements                   | 4                       | 16,000                    |
| Sporting Events                 |                         |                           |
| USHL                            | 32                      | 88,000                    |
| Pro Wrestling                   | 1                       | 2,500                     |
| MMA/ Boxing                     | 1                       | 1,500                     |
| Bullriding/Rodeo                | 2                       | 6,000                     |
| Motor Sports                    | 2                       | 6,000                     |
| College Tourn-Wrestling         | 1                       | 4,500                     |
| College Gymnastics              | 1                       | 4,000                     |
| International Wrestling         | 1                       | 5,000                     |
| Concert Events                  |                         |                           |
| Full                            | 6                       | 27,000                    |
| Small                           | 2                       | 3,700                     |
| Family Shows                    |                         |                           |
| Disney Live                     | 2                       | 5,000                     |
| Circus                          | 5                       | 12,500                    |
| Globetrotters                   | 1                       | 3,500                     |
| Sesame St                       | 4                       | 4,800                     |
| Miscellaneous                   | 2                       | 4,000                     |
| Other Sports                    |                         |                           |
| Scholastic Volleyball           | 3                       | 7,500                     |
| Scholastic Basketball           | 3                       | 7,500                     |
| Scholastic Wrestling            | 4                       | 16,000                    |
| Cheerleading                    | 3                       | 6,000                     |
| Youth & Club Hockey             | 3                       | 3,000                     |
| Civic/Community Events          |                         |                           |
| Religious                       | 1                       | 2,500                     |
| Meetings/Banquets               | 2                       | 3,000                     |
| Community Events/HS Graduations | 6                       | 12,000                    |
| <b>TOTAL</b>                    | <b>132</b>              | <b>299,100</b>            |

### Iowa Arena

| Year         | Projected Revenue      | Retail Sales Tax      |
|--------------|------------------------|-----------------------|
| FY2019       | \$2,473,000.00         | \$148,380.00          |
| FY2020       | \$2,547,190.00         | \$152,831.40          |
| FY2021       | \$2,623,605.70         | \$157,416.34          |
| FY2022       | \$2,702,313.87         | \$162,138.83          |
| FY2023       | \$2,783,383.29         | \$167,003.00          |
| FY2024       | \$2,866,884.79         | \$172,013.09          |
| FY2025       | \$2,952,891.33         | \$177,173.48          |
| FY2026       | \$3,041,478.07         | \$182,488.68          |
| FY2027       | \$3,132,722.41         | \$187,963.34          |
| FY2028       | \$3,226,704.08         | \$193,602.25          |
| FY2029       | \$3,323,505.21         | \$199,410.31          |
| FY2030       | \$3,423,210.36         | \$205,392.62          |
| FY2031       | \$3,525,906.67         | \$211,554.40          |
| FY2032       | \$3,631,683.87         | \$217,901.03          |
| FY2033       | \$3,740,634.39         | \$224,438.06          |
| FY2034       | \$3,852,853.42         | \$231,171.21          |
| FY2035       | \$3,968,439.02         | \$238,106.34          |
| FY2036       | \$4,087,492.19         | \$245,249.53          |
| FY2037       | \$4,210,116.96         | \$252,607.02          |
| FY2038       | \$4,336,420.47         | \$260,185.23          |
| <b>Total</b> | <b>\$66,450,436.11</b> | <b>\$3,987,026.17</b> |

## B.1 Iowa Arena - Visual Aid



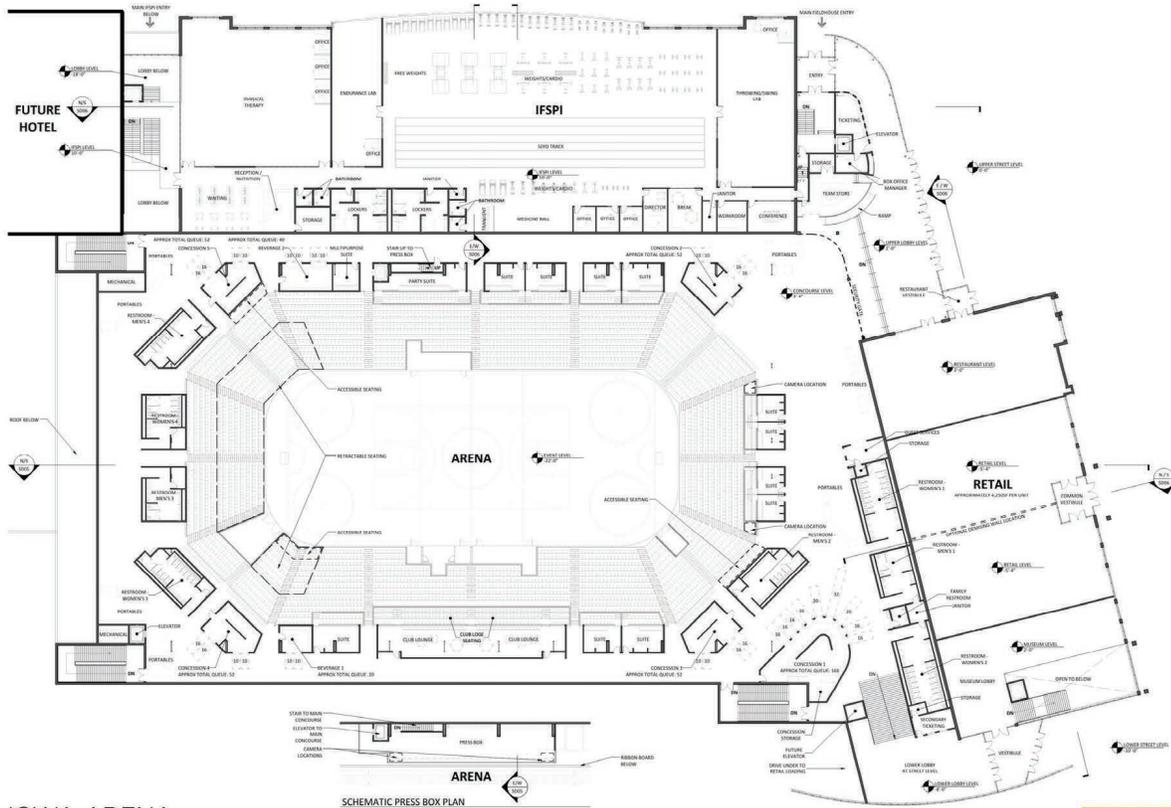
© 2015 JLG ARCHITECTS

## B.1 Iowa Arena - Visual Aid

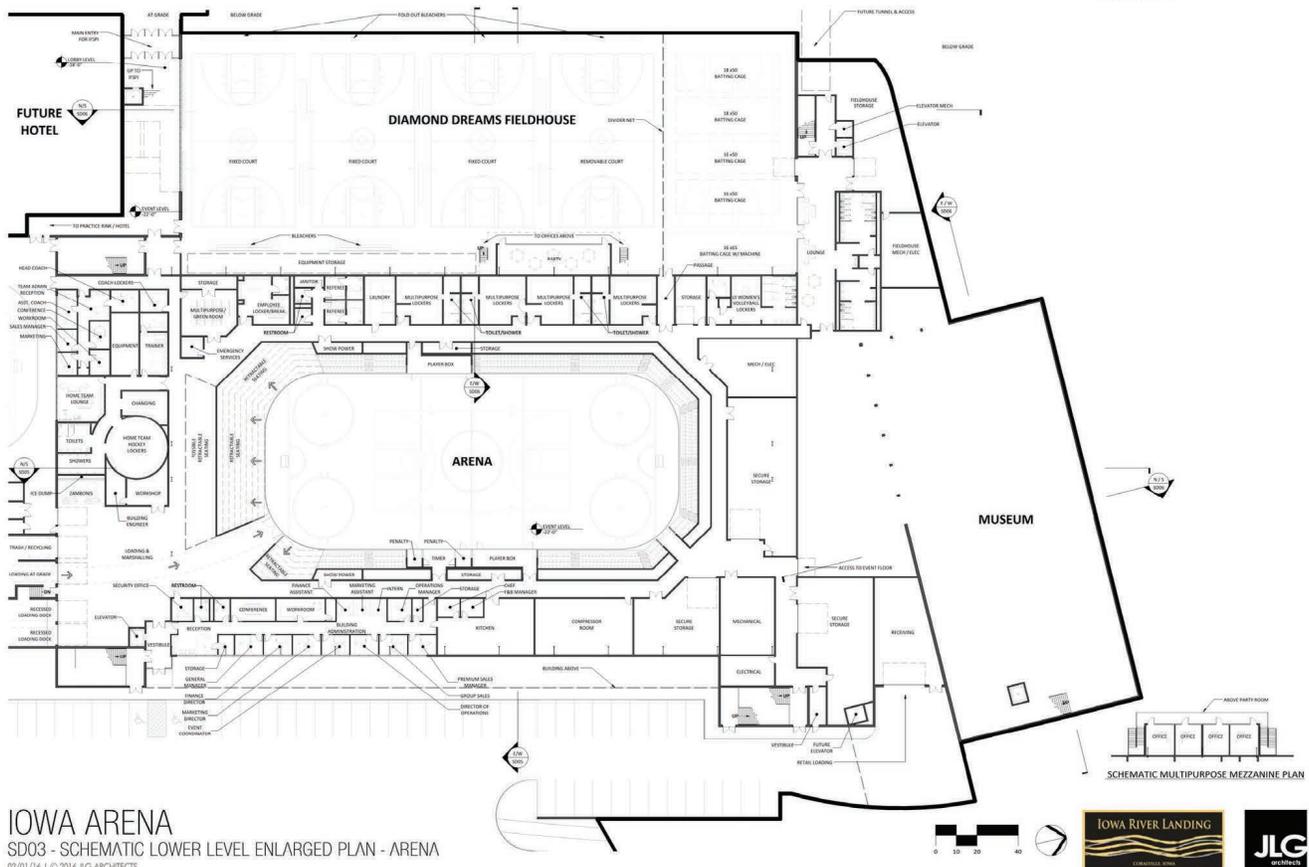
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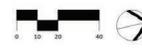
# B.1 Iowa Arena - Visual Aid



IOWA ARENA  
SD04 - SCHEMATIC CONCOURSE LEVEL ENLARGED PLAN - ARENA  
02/01/16 | © 2016 JLG ARCHITECTS



IOWA ARENA  
SD03 - SCHEMATIC LOWER LEVEL ENLARGED PLAN - ARENA  
02/01/16 | © 2016 JLG ARCHITECTS







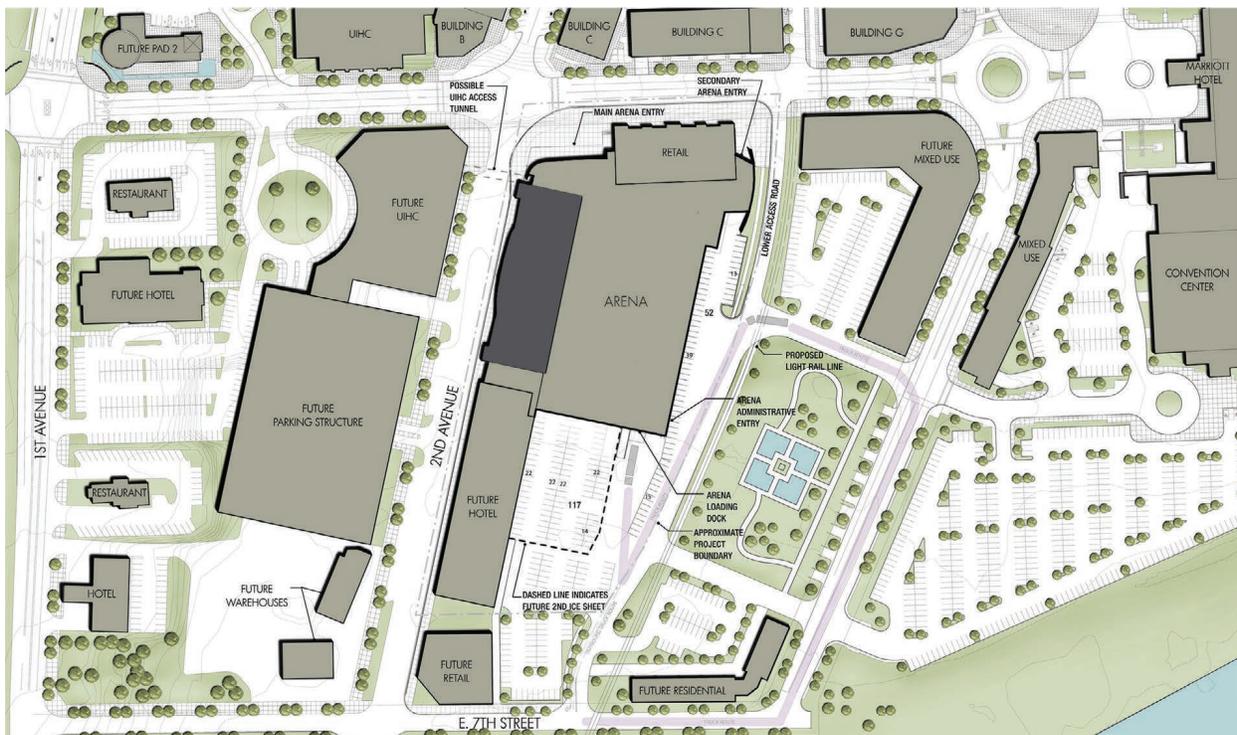
## B.2 Iowa Fitness & Sports Performance Institute

### Description

There is simply nothing like the Iowa Fitness & Sports Performance Institute (IFSPI) anywhere in the state of Iowa. The Institute will operate as a one-of-a-kind, state of the art, multi-use facility for athletes of all ages and disciplines, with opportunities for community-engaging curriculum through youth sports and elite level (collegiate and professional) sports science apparatuses. Without the presence of health-insurance financed revenue, the economic implications of this business are sound and fertile for local operators and investors. The two-level IFSPI facility would be directly connected to the proposed Iowa Arena, and many athletic/training events would share crossover opportunities. With its central, highly visible, and convenient location, these facilities are positioned for immediate success. *Note: Numbers below come from a Knutson Construction cost estimate; costs may change as this is a private development.*

**Lower Level Fieldhouse Plan** – Youth sports clubs and middle/high school athletes from across Iowa and our region will benefit from four indoor multi-purpose courts. These areas would be used for practicing and competing year-round. This directly improves the highly competitive local landscape for these facilities, which currently forces kids to practice at odd hours and limits their opportunities for achievement. *Continued on next page.*

| Funding Uses                |                     | Funding Sources              |                     |
|-----------------------------|---------------------|------------------------------|---------------------|
| Site Preparation            | \$1,247,042         | City of Coralville           | \$1,825,000         |
| Site Acquisition            | \$1,825,000         | Private Investment           | \$20,784,037        |
| Building Construction       | \$18,518,579        |                              |                     |
| Building Remodeling         | - 0 -               |                              |                     |
| Fixtures                    | - 0 -               |                              |                     |
| Architectural Design        | \$519,600           |                              |                     |
| Engineering Design          | \$415,680           |                              |                     |
| Construction Admin          | \$83,136            |                              |                     |
| Other                       | - 0 -               |                              |                     |
| <b>Total Project Budget</b> | <b>\$22,609,037</b> | <b>Total Funding Sources</b> | <b>\$22,609,037</b> |



## B.2 Iowa Fitness & Sports Performance Institute

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Multiple sets of locker rooms, a kitchen, and private space for referees make this an idea location for organized regional and state year-round tournaments. Dedicated programs on this surface will also be available to those training for collegiate or advanced competition. This private and group instruction will take place daily and be operated by a staff of elite level coaches and trainers. Similarly, specialty camps for all levels of youth sport will be scheduled over the summer months. Due to University of Iowa Athletics, the Coralville area is home to many current and retired world-class professional athletes. These individuals are eager for an opportunity to train, instruct, and lead the region's youth in their respective sporting disciplines.

**Concourse Level Plan** – The second level of the space is dedicated to sports science and advanced training metrics in a human performance lab. Physical therapists, nutritionists, specialized strength and conditioning coaches, and other industry professionals will lead evaluation and instruction. Several different groups of consumers will utilize these spaces.

Graduating collegiate athletes have a very limited window of opportunity to train for a professional career. These individuals will utilize all aspects of the IFSPI facility to train on a daily basis. They will benefit from elite level instruction and consultation in the human performance lab on the topics of biomechanics, nutrition, psychology, strength and conditioning, and speed and agility. This group will heavily utilize the weights and cardio area, as well as the four-lane, 50-yd track surface. Education on proper training techniques will also help to prevent injuries like ACL tears, an invaluable element of this training equation for aspiring professionals.

Athletes of all ages participating in sports with a throwing or leveraging motion (e.g. golf, baseball, hockey) will have access to the aforementioned biomechanical analysis equipment. Adjacent classroom space will allow these athletes to use the data and analysis gathered to improve their "throwing" motion with proper form, reducing the likelihood of subsequent injury.

Adult professional and amateur athletes like cyclists, triathletes, and marathon runners are actively looking to improve their fitness levels. The Human Performance Lab will give them the edge they are looking for, in the form of advanced metrics and analytics. Maximum aerobic testing, lactate threshold evaluation, and sweat fluid electrolyte loss assessments will provide custom and highly valuable results for this audience. This testing would be available to the general public by appointment.

Currently all elite level athletes leave Iowa for these specialized training opportunities. For example, former Iowa great and NFL kicker Nate Kaeding formerly traveled to Indianapolis each off-season to receive this sort of high level specialized training. With the presence of IFSPI, athletes will not only stay in Iowa for these specialized training programs, but more and more athletes will also start calling Iowa home for their off-season.

## B.2 Iowa Fitness & Sports Performance Institute

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*Since state approval in June of 2015, the City of Coralville has been working alongside a number of development partners and consultants. The following list is meant to provide a brief description of each relationship related to development of the adjoining Fieldhouse and Iowa Fitness & Sports Performance Institute (IFSPI). If more information is desired, please don't hesitate to request it.*

### **University of Iowa Hospitals & Clinics, University of Iowa Sports Medicine**

200 Hawkins Drive  
Iowa City, IA 52242  
319.353.5108

Primary Contacts: Aaron Bontrager & Brandon Johnson

UI Sports Medicine (UIHC) has been the lead developer for this adjacent private development. This project has been in development since the fall of 2014 and discussions between UIHC and the City of Coralville began in January 2015. UIHC will be constructing a second medical office building immediately south of their current IRL clinic and as part of this move intends to relocate its Orthopedics services. As seen on the map on page 13, IFSPI will be physically connected to the Iowa Arena and immediately east of this new Orthopedics location.

### **Athletico**

625 Enterprise Drive  
Oak Brook, IL 60523  
630.575.6234

Primary Contact: Nicole Gatens, Director of Business Development

Athletico Physical Therapy has been in partnership development discussions with UI Sports Medicine since the spring of 2015. Its founder and UI graduate Mark Kaufman began his company in 1991 with his first office in Chicago. Since then, the company has grown to operate in more than seven states employing over 4,000 clinical and administrative staff, and offers more than 40 specialty rehabilitation, outreach, and fitness services.

### **Diamond Dreams**

216 E 9th Street  
Coralville, IA 52241  
319.358.0707

Primary Contacts: Brian Mitchell & Kyle Sherman

The City of Coralville has partnered with Diamond Dreams since January of 2015 in planning the connecting 40,000 sq ft fieldhouse. Diamond Dreams currently operates a similar 8,000 sq ft facility on land immediately adjacent to the planned arena site. Since the spring of 2015, Diamond Dreams has held ongoing planning and programming meetings with UIHC and Athletico regarding this private development. Diamond Dreams is planned to operate the fieldhouse just below the UIHC/Athletico space. For detailed map of this layout, please see page 41.

### **JLG Architects**

214 Broadway  
Fargo, ND 58102  
701.738.2213

Primary Contact: Lonnie Leffen, CEO

JLG Architects have provided the City of Coralville with architectural design and cost bid assistance since January of 2015. As part of this work, they have provided initial design and cost bid estimate information to UIHC. That information has been included with this application and can be found in the Addenda. Over the past few weeks, UIHC has begun refining design and cost estimates with the local architect firm Neumann Monson. Kevin Monson is the direct point of contact at 319.338.7878.

## B.2 Iowa Fitness & Sports Performance Institute

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### **Knutson Construction**

2351 Scott Blvd SE

Iowa City IA

763.525.3083

Primary Contact: Vital Brouillard, Vice President of Preconstruction Services

Knutson Construction was sub-contracted by JLG Architects to provide cost-bid estimate services following schematic design in October/November of 2015. Knutson provided bid estimates for both the arena and IFSPI. All information relate to IFSPI can be found in the Addenda.

### **Expected Timeline**

Contingent on application approval, the Iowa Fitness & Sports Performance Institute (IFSPI) is expected to break ground September 2016 with an April 2019 completion date.

### **Detailed Budget**

Please see Knutson Construction cost bid included in Addenda.

### **Expected Debt & Status of Expected Financing**

This project will be privately financed.

### **Expected State Tax Revenue**

State sales tax projections over 20 years total \$2,940,000. This number is based on 6% of current retail sales for both the IPSI and lower level fieldhouse space.

### **Feasibility Study**

This project has been reviewed by Wes Rehwoldt, Director of Management/Senior Vice President of Crossroads Partners, included in this section. Please inquire if additional material is required.

## B.2 Iowa Fitness & Sports Performance Institute - Feasibility

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February 23, 2016

Mr. Kelly Hayworth  
1512 7th St  
Coralville, IA 52241

Mr. Hayworth,

I am writing this letter in support of the efforts by Athletico and the University of Iowa Hospitals and Clinics (UIHC) to create a physical/occupational therapy and sports performance center at the Iowa River Landing complex.

For my part, over the past 20 years, I have encouraged the growth of Indoor Sports and have experienced the enthusiastic reactions of the communities and local and regional sports organizations, to the facilities I have helped bring to the market. I have been part of the team involved in the design and conceptual presentations of facilities and programs to several organizations and municipalities: Benedictine University Sports Centre, Bolingbrook Sportsplex, Columbus Indiana Sports Center, Effingham Indoor Sports and Community Pool Center, The Glenview Park District Indoor Sports Center, and the Techny Fieldhouse in Northbrook, IL, to name a few.

More importantly, I have been an integral part of the development, construction, and operational management of major indoor sports facilities in the Chicagoland area such as The Darien Sportsplex, The St. Charles Sportsplex, and The International Ice Arena in Bollingbrook. I was also part owner/operator of the largest indoor fieldhouse facility in the Chicagoland area, The McCook Athletic and Exposition Center (The MAX). I had the pleasure of incorporating Athletico's professional development of superior athletic based training and enhancement programs in our facilities. They promoted educational, training, enhancement and rehabilitation programs to the athletes who utilized our facilities, in addition to supporting the physical rehabilitation of all members of the community.

My opinions herein are based on discussions and review of the projected plans in support of the hard work and forward planning that is so evident on this project. Coralville's sport performance facility will provide economic opportunities by creating athletic and programming alliances with the Iowa River Landing development, Iowa City/Coralville, and the University of Iowa Hospitals and Clinics. The local community will benefit from a central athletic and enhancement/wellness alternative in such a premier sports facility development. While the primary focus for these facilities will be on providing practice and competition areas for organized clubs, teams and leagues, this program will also accommodate and accentuate the enhancement needs of teams and the individual athlete. Athletico and UIHC will be joint venturing in a physical/occupational therapy and sports performance center geared at supporting members of the community of all ages. Athletico will be able to provide superior quality service and results due to the highly qualified staff in this state-of-the-art facility. In addition, its aim will be to treat the full continuum of care for all members of the community, and to focus on injury prevention and skill enhancement. Additionally, this program will insure full injury recovery and a safe return to sport. Staff, programming, pricing and the facility will be its main competitive advantages.

**INTEGRATED PROPERTY SOLUTIONS**

T: 847-239-7500 F: 847-239-7520 E: [info@xr-partners.com](mailto:info@xr-partners.com)

1300 E. Woodfield Road, Suite 150, Schaumburg, IL 60173

[www.xr-partners.com](http://www.xr-partners.com)

## B.2 Iowa Fitness & Sports Performance Institute - Feasibility

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Adult and youth sports are a way of life for individuals and families today – this location and more importantly, this program, would provide a unique set of opportunities of Sports, Retail and Lodging venues, and enhance community participation and wellness. From what I have reviewed of the plans and programs, this multi-faceted project will allow this facility and the Athletico/UIHC Therapy and Performance program to be a definitive asset and will showcase the local community, drawing visitors and guests.

I project that this complex and these programs will be able to draw top competition events from local and regional markets and also to provide professional training and enhancement for its athletes. The Athletico/UIHC program would be a viable asset to the Iowa River Landing district as a whole, as well as local and regional competitive sports, the community, and to Iowa City/Coralville.

Regards,



Wes Rehwoldt  
Senior Vice President

INTEGRATED PROPERTY SOLUTIONS

T: 847-239-7500 F: 847-239-7520 E: info@xr-partners.com  
1300 E. Woodfield Road, Suite 150, Schaumburg, IL 60173

[www.xr-partners.com](http://www.xr-partners.com)

## B.2 Iowa Fitness & Sports Performance Institute - Letter of Intent

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*Office of the Vice President for Medical Affairs  
& Dean, Carver College of Medicine*

*301 College of Medicine Administration Building  
Iowa City, IA 52242-1101  
319-335-8064 Tel  
319-335-8478 Fax  
www.uihealthcare.org*

February 26, 2016

**VIA E-MAIL AND STANDARD MAIL**

The City of Coralville  
1512 7<sup>th</sup> Street, P.O. Box 5127  
Coralville, IA 52241

Re: Non-binding Letter of Lease Intent for Building Adjacent to Proposed Arena

Mr. Hayworth and Mr. Schamberger:

The University of Iowa intends to lease space adjacent to the City of Coralville's proposed arena to develop a sports performance facility with sports medicine and physical therapy services. Of this space, a portion is anticipated to be leased to DD Sports, LLC d/b/a Diamond Dreams to continue to conduct their current business.

The facility plans currently include sports programming and camps, specialized performance improvement, and physical rehabilitation and therapy. It is intended that the primary population to be served with the rehabilitation and therapy service will most likely be drawn from the local community, within a 50 mile radius.

The University of Iowa's intent to hold the lease for the proposed sports performance facility is contingent upon: (1) successful formation of a joint venture to operate the sports performance facility; (2) the City of Coralville accomplishing the following: (a) receiving the State grant award for which it has applied; (b) agreeing to use covenants acceptable to the University of Iowa for the Iowa River Landing development; (c) procuring a suitable builder for the building that is able to work with all parties to develop a mutually agreeable building design; (d) working with all parties to make sure the space will fulfill the needs of the parties; (e) establishing a rent that reflects fair market value and allows the project and affected leases to remain financially viable; and (3) successful negotiation with Diamond Dreams on acceptable lease terms with appropriate review of the financial ability of Diamond Dreams to meet those obligations.

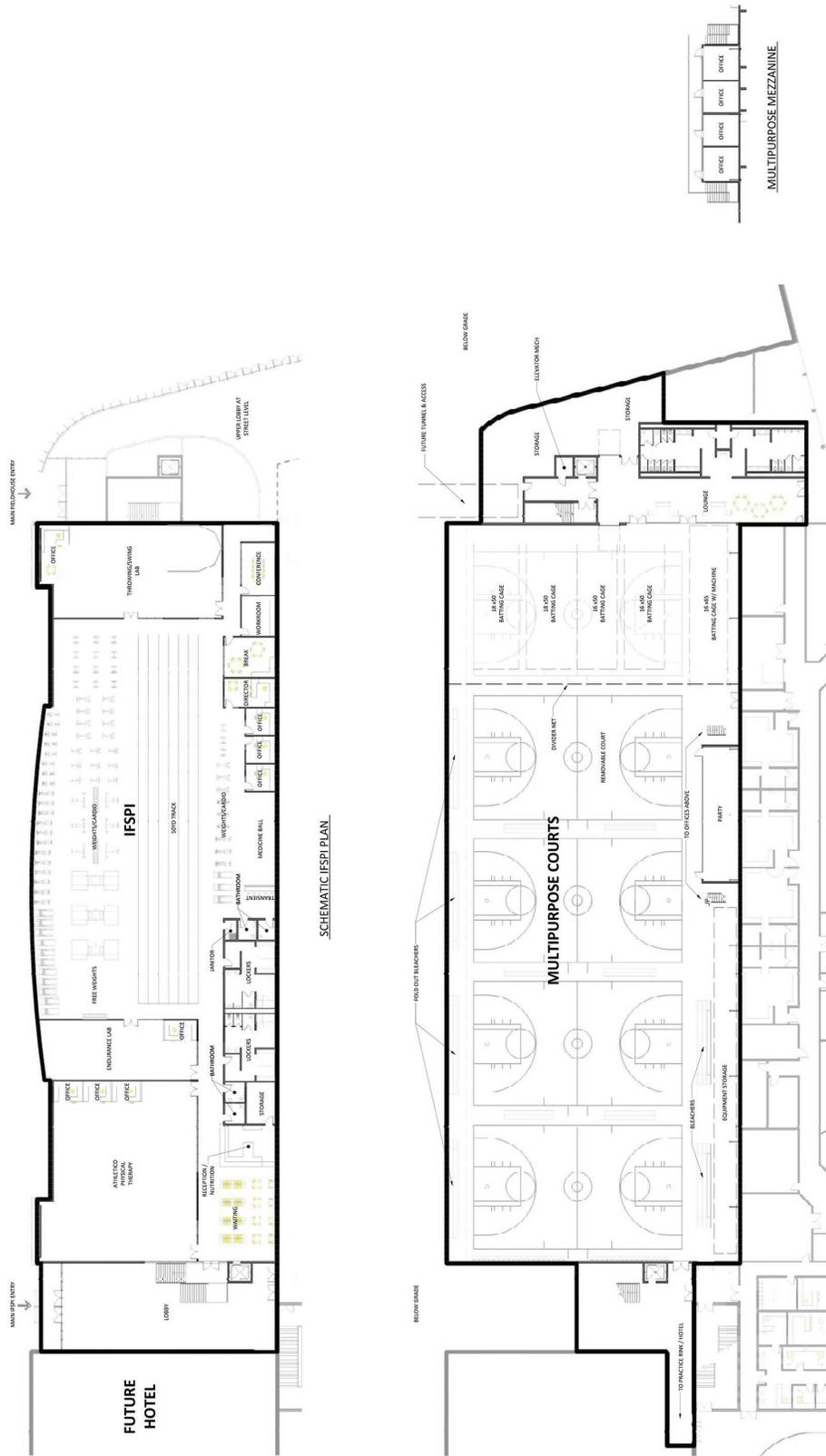
Sincerely,

A handwritten signature in blue ink, appearing to read "Jean E. Robillard".

Jean E. Robillard M.D.  
Vice President for Medical Affairs  
& Dean, Carver College of Medicine

cc: Ken Kates  
Joe Clamon  
Larry Marsh  
Chris Miller  
David Kieft

# B.2 Iowa Fitness & Sports Performance Institute - Visual Aid



IOWA RIVER LANDING ARENA  
 SD06 - SCHEMATIC HUMAN PERFORMANCE PLANS ENLARGED  
 10/28/15 | © 2015 JLG ARCHITECTS



## B.2 Iowa Fitness & Sports Performance Institute - Visual Aid



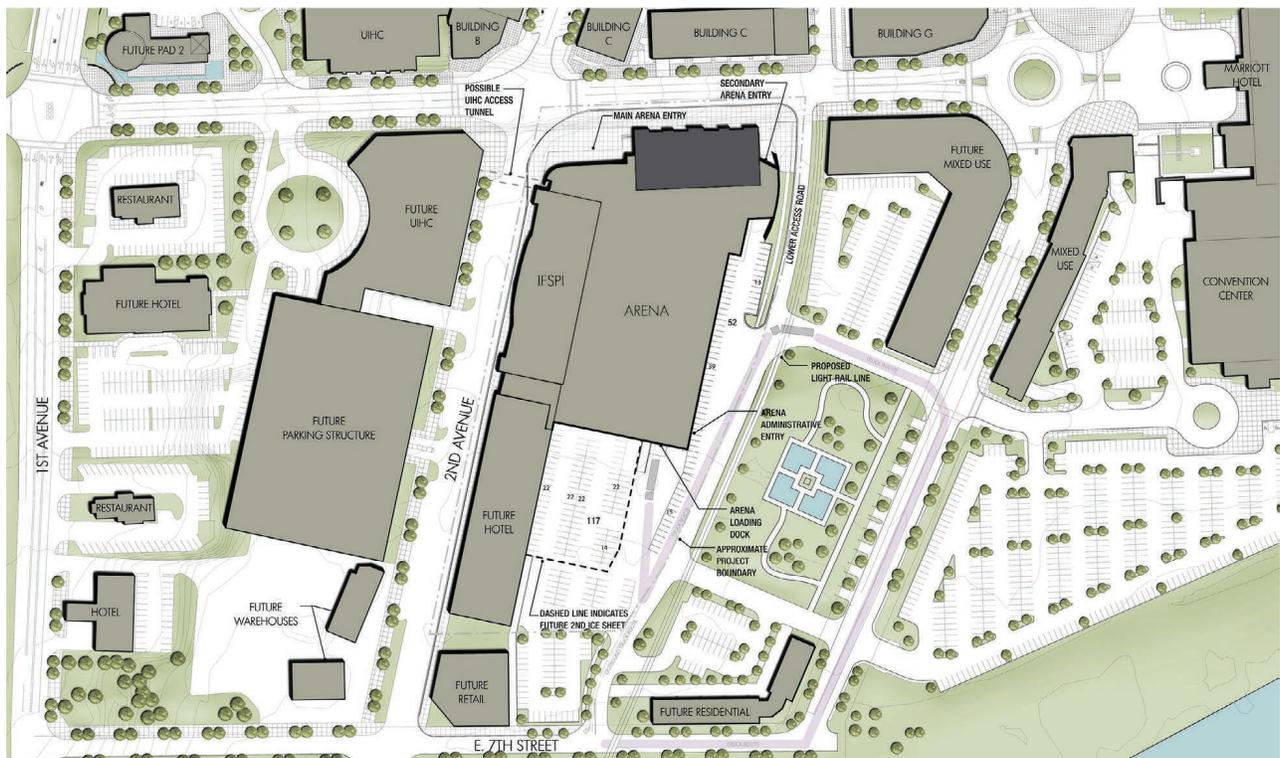
## B.3 Museum/Retail

### Description

The Museum/Retail building is a mixed-use, multi-story building on the north end and adjacent to Iowa Arena, on the south side of E 9th Street in the Iowa River Landing. This space will be developed by Hodge Construction of Iowa City. This space will be 75,000 square feet, with 25,000 square feet dedicated to a permanent home for the Antique Car Museum of Iowa and Johnson County Society Historical Museum; 25,000 square feet dedicated to office space; and 25,000 square feet dedicated to retail space. One-third or 33% of this project is a new retail establishment.

The Museums are currently located in an older building owned by the City of Coralville as a temporary location until permanent space can be secured. The Antique Car Museum of Iowa and Johnson County Historical Society Museum will be located on the ground level of the Museum/Retail building to facilitate transfer of exhibits and vehicles. Use of this space will be at no cost to the Museums and will be supported by the City of Coralville. *Continued on next page.*

| Funding Uses                |                    | Funding Sources              |                    |
|-----------------------------|--------------------|------------------------------|--------------------|
| Site Preparation            | \$320,000          | Brownfield Grant             | \$1,000,000        |
| Land Acquisition            | \$375,000          | Vision Iowa CAT Grant        | \$500,000          |
| Building Construction       | \$7,500,000        | Private Investment           | \$7,462,000        |
| Building Remodeling         | - 0 -              |                              |                    |
| Fixtures                    | - 0 -              |                              |                    |
| Architectural Design        | \$300,000          |                              |                    |
| Engineering Design          | \$30,000           |                              |                    |
| Construction Admin          | \$187,000          |                              |                    |
| Other                       | \$250,000          |                              |                    |
| <b>Total Project Budget</b> | <b>\$8,962,000</b> | <b>Total Funding Sources</b> | <b>\$8,962,000</b> |



## B.3 Museum/Retail

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The Antique Car Museum of Iowa was founded in 2006 and showcases over 70 automobiles dating from 1899 to the 1980s, as well as a replica of an early 20th-century Skelly gas station, and a model train display operated by the Hawkeye Model Railroad Club of Iowa City.

The Johnson County Historical Society Museum is home to the society's more than 10,000 historic artifacts that portray the heritage of the county, from the Meskwaki to early settlers to contemporary times. Exhibits and displays include an authentic handcart commemorating the Mormons' historic trek westwards from Iowa, a replica of the beloved Blue Top Motel, and a 19th century millstone.

### **Expected Timeline**

Work on this project will begin in September 2016 and be complete in April 2019.

### **Detailed Budget**

Secured by private developer; see chart on previous page.

### **Expected Debt & Status of Expected Financing**

This project will be privately financed by Hodge Construction.

### **Expected State Tax Revenue**

State sales tax projections over 20 years are \$11,751,623. This number is based on 6% of sales projections using a 3% growth factor as referenced on page 23 of C.H. Johnson Consulting's Economic Impact Analysis in Addenda.

### **Feasibility Study**

Feasibility for this project is addressed in a report completed by Appraisal Associates Company, an independent appraiser, located in the Addenda.

## B.3 Museum/Retail - Visual Aid

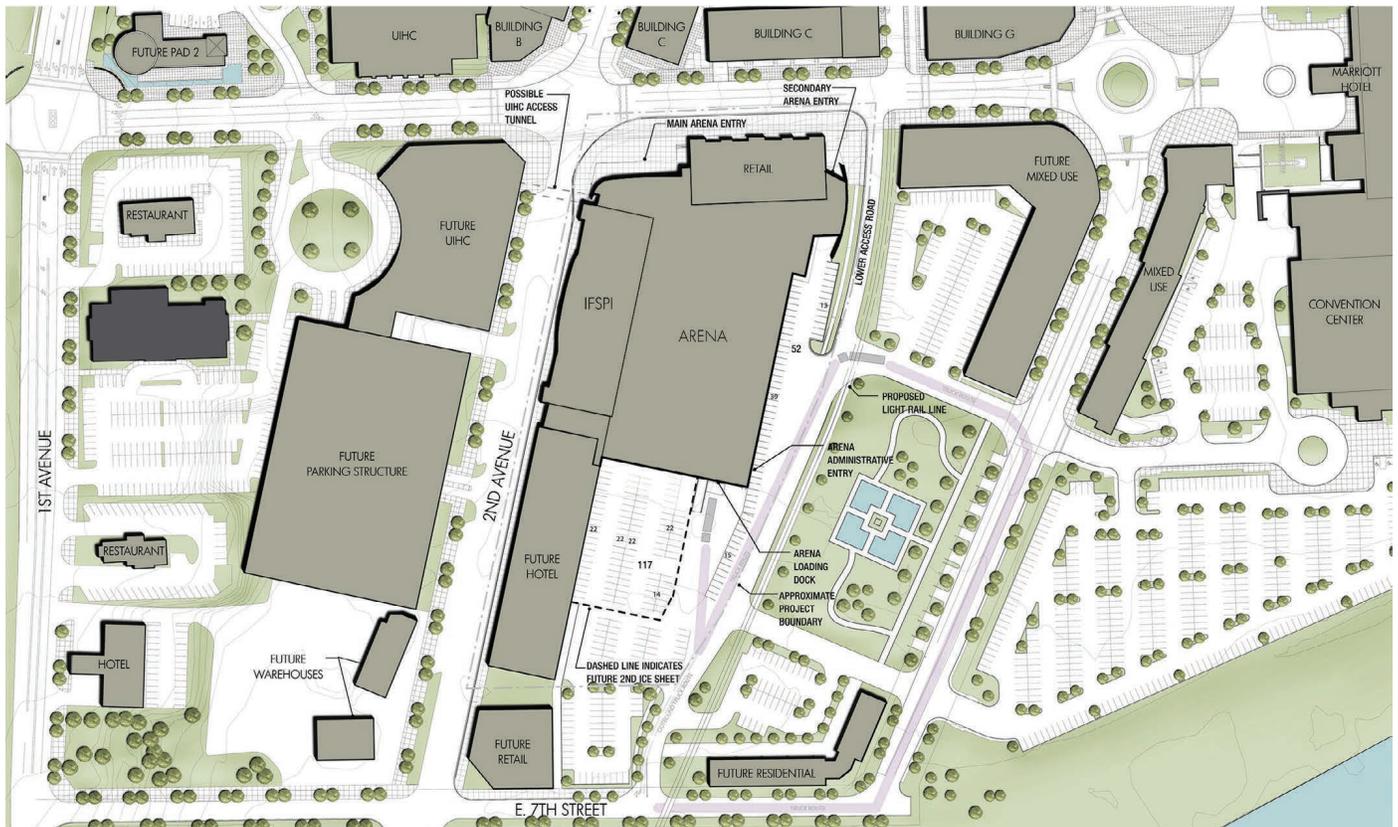


## B.4 Drury Hotel

### Description

The Coralville Drury Hotel will be a new lessor. It will be just the second Drury property in the state of Iowa, with the first located in West Des Moines. The Iowa River Landing location will be a 180-room facility with a limited amount of meeting and conference space. Keeping with Drury Hotel traditions, guests will be treated to complimentary food and drinks during certain hours and Wi-Fi service.

| Funding Uses                |                     | Funding Sources              |                     |
|-----------------------------|---------------------|------------------------------|---------------------|
| Site Preparation            | \$2,250,000         | Private Investment           | \$34,407,000        |
| Building Acquisition        | - 0 -               |                              |                     |
| Building Construction       | \$26,400,000        |                              |                     |
| Building Remodeling         | - 0 -               |                              |                     |
| Fixtures                    | \$3,600,000         |                              |                     |
| Architectural Design        | \$807,000           |                              |                     |
| Engineering Design          | \$150,000           |                              |                     |
| Construction Admin          | \$1,200,000         |                              |                     |
| Other                       | - 0 -               |                              |                     |
| <b>Total Project Budget</b> | <b>\$34,407,000</b> | <b>Total Funding Sources</b> | <b>\$34,407,000</b> |



## B.4 Drury Hotel

### Expected Timeline

The Drury Hotel will break ground March 2017 for a completion date of June 2018.

### Detailed Budget

Secured by private developer; see chart on previous page.

### Expected Debt & Status of Expected Financing

This project is privately financed.

### Expected Hotel/Motel & Excise Tax Revenue

The Drury Hotel is projected to generate \$7,979,698 in excise tax and \$11,175,424 in hotel/motel tax over the 20 year allowable period. See below or page 20 of C.H. Johnson Consulting's Economic Impact Analysis for the first 10 years in tax revenue, the growth factor of which has been applied through to the 20th year.

| Iowa River Landing Reinvestment District, Coralville, Iowa  |                |                |                |                |                |                |                |                |                |                |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Drury Hotel (H1) (Opening Summer 2018)  |                |                |                |                |                |                |                |                |                |                |
| Estimated Tax Revenues Resulting from Total Direct Spending by Hotel Guests, In and Outside Hotel (\$Million) |                |                |                |                |                |                |                |                |                |                |
|   | 2018*          | 2019           | 2020           | 2021           | 2022           | 2023           | 2024           | 2025           | 2026           | 2027           |
| <b>Total Direct Spending (1)</b>  |                |                |                |                |                |                |                |                |                |                |
| 1 Rooms   | \$2.2          | \$5.0          | \$5.7          | \$5.9          | \$6.1          | \$6.3          | \$6.5          | \$6.7          | \$6.9          | \$7.1          |
| 2 Food and Beverage   | 1.4            | 3.4            | 3.8            | 3.9            | 4.1            | 4.2            | 4.3            | 4.4            | 4.6            | 4.7            |
| 3 All Others  | 0.6            | 1.3            | 1.4            | 1.5            | 1.5            | 1.5            | 1.6            | 1.6            | 1.7            | 1.7            |
| <b>4 Total</b>  | <b>\$4.2</b>   | <b>\$9.7</b>   | <b>\$10.9</b>  | <b>\$11.3</b>  | <b>\$11.7</b>  | <b>\$12.0</b>  | <b>\$12.4</b>  | <b>\$12.7</b>  | <b>\$13.1</b>  | <b>\$13.5</b>  |
| <b>Tax Revenues</b>   |                |                |                |                |                |                |                |                |                |                |
| 5 State Sales Tax (2)   | \$0.119        | \$0.283        | \$0.315        | \$0.324        | \$0.333        | \$0.343        | \$0.353        | \$0.364        | \$0.375        | \$0.386        |
| 6 Local Hotel/ Motel Tax (3)  | 0.154          | 0.347          | 0.396          | 0.415          | 0.428          | 0.441          | 0.454          | 0.467          | 0.481          | 0.496          |
| 7 Excise Tax on Rooms (3)   | 0.110          | 0.248          | 0.283          | 0.297          | 0.306          | 0.315          | 0.324          | 0.334          | 0.344          | 0.354          |
| <b>8 Total</b>  | <b>\$0.382</b> | <b>\$0.878</b> | <b>\$0.993</b> | <b>\$1.036</b> | <b>\$1.066</b> | <b>\$1.098</b> | <b>\$1.131</b> | <b>\$1.165</b> | <b>\$1.200</b> | <b>\$1.236</b> |

Notes:

\*Reflecting a half-year operation.

1) Total Direct Spending corresponds directly to Line 13 thru 16 in Table 3-10.

2) Sales Tax is calculated off food and beverage and all other revenues, and NOT applied to room revenues.

3) Local Hotel/ Motel Tax and Excise Tax are calculated off room revenues only.

Source: Johnson Consulting

### Feasibility Study

Please see pages 13-18 in C.H. Johnson Consulting's Economic Impact Analysis in Addenda.

## B.4 Drury Hotel - Visual Aid

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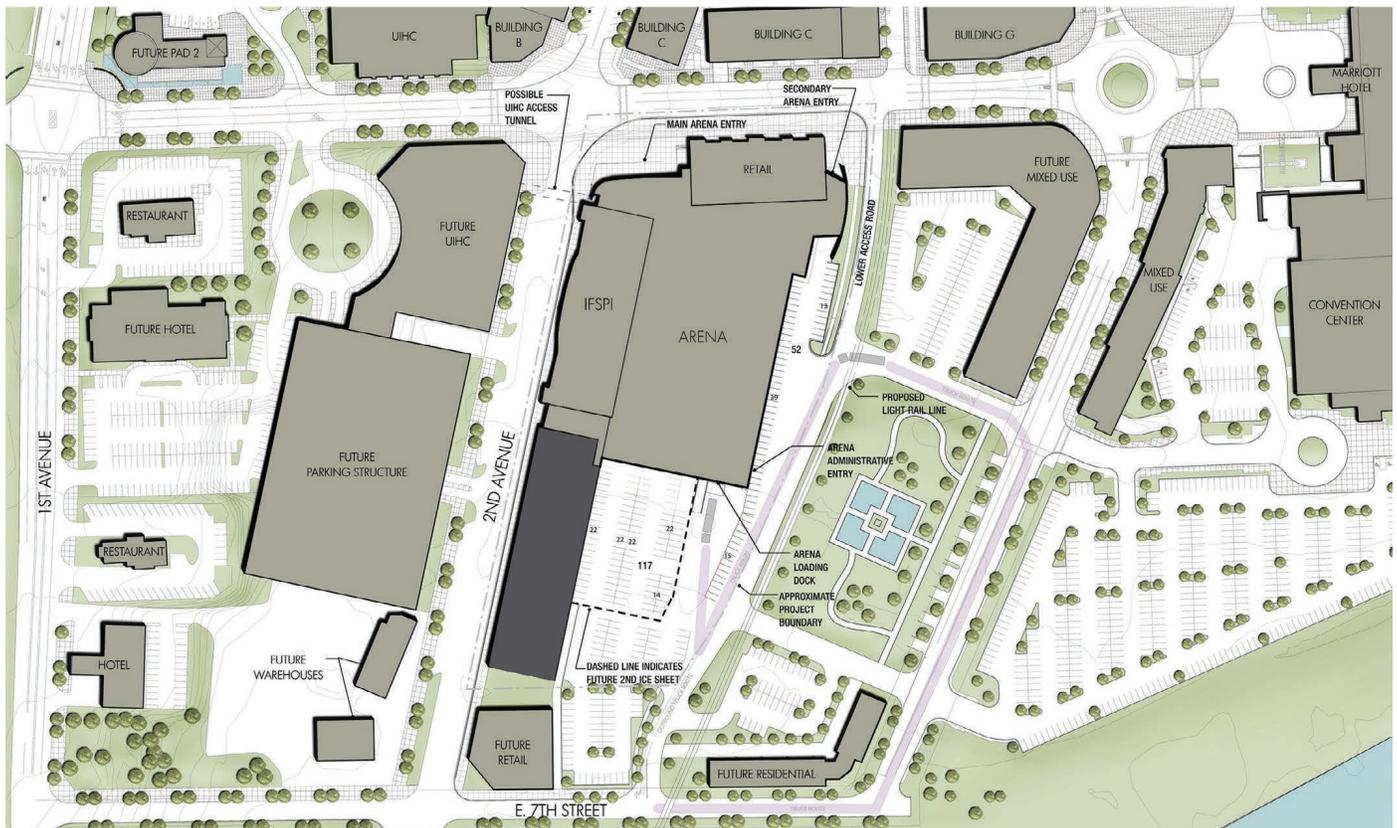


## B.5 Hotel 2/Mixed Use

### Description

Hotel 2 will be a new lessor that currently owns and operates two additional hotels within the market and three others throughout Iowa and Nebraska. Since the pre-application, the flag has been identified and made public as Staybridge Suites. The developer has already secured financing. This mixed-use building will feature a 120-room hotel property, with a physical connection and walkway to the Iowa Fitness & Sports Performance Institute. To maximize the commercial value of the property, the main level will provide 6-8,000 square feet of retail space. This decision will allow for easy flow of foot traffic to area businesses from the arena and surrounding attractions.

| Funding Uses                |                     | Funding Sources              |                     |
|-----------------------------|---------------------|------------------------------|---------------------|
| Site Preparation            | \$1,500,000         | Private Investment           | \$22,938,000        |
| Building Acquisition        | - 0 -               |                              |                     |
| Building Construction       | \$17,600,000        |                              |                     |
| Building Remodeling         | - 0 -               |                              |                     |
| Fixtures                    | \$2,400,000         |                              |                     |
| Architectural Design        | \$538,000           |                              |                     |
| Engineering Design          | \$100,000           |                              |                     |
| Construction Admin          | \$800,000           |                              |                     |
| Other                       | - 0 -               |                              |                     |
| <b>Total Project Budget</b> | <b>\$22,938,000</b> | <b>Total Funding Sources</b> | <b>\$22,938,000</b> |



## B.5 Hotel 2/Mixed Use

### Expected Timeline

Staybridge Suites will break ground July 2016 for completion in April 2019.

### Detailed Budget

Secured by private developer; see chart on previous page.

### Expected Debt & Status of Expected Financing

This project is privately financed through the University of Iowa Community Credit Union.

### Expected Hotel/Motel & Excise Tax Revenue

Staybridge Suites is projected to generate \$5,073,511 in excise tax and \$7,090,562 in hotel/motel tax over the 20 year allowable period. See below or page 20 of C.H. Johnson Consulting's Economic Impact Analysis for the first 10 years in tax revenue, the growth factor of which has been applied through to the 20th year.

| Iowa River Landing Reinvestment District, Coralville, Iowa<br>Staybridge Suites/ Mixed-Use (H2) (Opening Spring 2019)<br>Estimated Tax Revenues Resulting from Total Direct Spending by Hotel Guests, In and Outside Hotel (\$Million) |                            |                |                |                |                |                |                |                |                |                |                |
|--|----------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|  | 2019*                      | 2020           | 2021           | 2022           | 2023           | 2024           | 2025           | 2026           | 2027           | 2028           |                |
| <b>Total Direct Spending (1)</b>   |                            |                |                |                |                |                |                |                |                |                |                |
| 1  | Rooms                      | \$1.5          | \$3.3          | \$3.8          | \$4.0          | \$4.1          | \$4.2          | \$4.3          | \$4.5          | \$4.6          | \$4.7          |
| 2  | Food and Beverage          | 0.9            | 2.3            | 2.6            | 2.6            | 2.7            | 2.8            | 2.9            | 3.0            | 3.1            | 3.1            |
| 3  | All Others                 | 0.4            | 0.9            | 1.0            | 1.0            | 1.0            | 1.0            | 1.1            | 1.1            | 1.1            | 1.2            |
| 4  | <b>Total</b>               | <b>\$2.8</b>   | <b>\$6.5</b>   | <b>\$7.3</b>   | <b>\$7.6</b>   | <b>\$7.8</b>   | <b>\$8.0</b>   | <b>\$8.3</b>   | <b>\$8.5</b>   | <b>\$8.8</b>   | <b>\$9.0</b>   |
| <b>Tax Revenues</b>  |                            |                |                |                |                |                |                |                |                |                |                |
| 5  | State Sales Tax (2)        | \$0.079        | \$0.189        | \$0.210        | \$0.216        | \$0.222        | \$0.229        | \$0.236        | \$0.243        | \$0.250        | \$0.258        |
| 6  | Local Hotel/ Motel Tax (3) | 0.103          | 0.232          | 0.264          | 0.277          | 0.286          | 0.294          | 0.303          | 0.312          | 0.322          | 0.331          |
| 7  | Excise Tax on Rooms (3)    | 0.073          | 0.166          | 0.189          | 0.198          | 0.204          | 0.210          | 0.217          | 0.223          | 0.230          | 0.237          |
| 8  | <b>Total</b>               | <b>\$0.256</b> | <b>\$0.586</b> | <b>\$0.663</b> | <b>\$0.692</b> | <b>\$0.712</b> | <b>\$0.734</b> | <b>\$0.756</b> | <b>\$0.778</b> | <b>\$0.802</b> | <b>\$0.826</b> |

**Notes:**

\*Reflecting a half-year operation.

1) Total Direct Spending corresponds directly to Line 13 thru 16 in Table 4-3.

2) Sales Tax is calculated off food and beverage and all other revenues, and NOT applied to room revenues.

3) Local Hotel/ Motel Tax and Excise Tax are calculated off room revenues only.

Source: Johnson Consulting

### Feasibility Study

Please see pages 13-18 in C.H. Johnson Consulting's Economic Impact Analysis in Addenda.

## B.5 Hotel 2/Mixed Use - License Agreement

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February 8, 2016



InterContinental Hotels Group

Three Ravinia Drive  
Suite 100  
Atlanta, GA 30346-2149  
[www.ihg.com](http://www.ihg.com)

**VIA OVERNIGHT COURIER**

Lincoln P. McIlravy  
4220 210th Street NE  
Solon, Iowa 52333

**RE: LICENSE AGREEMENT DATED MARCH 3, 2015 (AS SAME MAY HAVE BEEN AMENDED, THE "LICENSE") BETWEEN LINCOLN P. MCILRAVY, INDIVIDUALLY ("LICENSEE") AND HOLIDAY HOSPITALITY FRANCHISING, LLC ("LICENSOR") FOR THE STAYBRIDGE SUITES® CORALVILLE, IA/#17802 ("HOTEL")**

Dear Mr. McIlravy:

Enclosed please find two copies of the Addendum to License (the "Addendum") for the above referenced Hotel. Time is of the essence; therefore, please sign both copies of the Addendum and return them to me by no later than **February 15, 2016**. Once this is accomplished, a fully executed copy of the Addendum will be forwarded to you for your files.

Should you have any questions, feel free to contact me at 770-604-5226

Sincerely,

Kimberly Onley  
Regional Franchise Licensing Specialist  
Franchise Licensing and Compliance

# B.5 Hotel 2/Mixed Use - License Agreement

## ADDENDUM TO LICENSE AGREEMENT

This Addendum (the "ADDENDUM") is made and entered into as of this \_\_\_\_ day of \_\_\_\_\_, 201\_, by and between Holiday Hospitality Franchising, LLC, a Delaware limited liability company ("Licensor") and Lincoln P. McIlravy, Individually ("Licensee"). This Addendum supplements that certain License Agreement dated March 3, 2015 between the parties (the "License"), relating to a license to operate a Staybridge Suites® hotel located at Coralville, IA/#17802 (the "Hotel"). To the extent there is any conflict between the License and this Addendum, this Addendum shall govern and control.

1. The Agreement is hereby amended by deleting in its entirety where the address appears on the cover page, the last sentence of the Paragraph 1 and the first sentence of the Guaranty, and replacing it with the following:

East 9th St. and East 2nd Ave. Coralville, IA 52241

2. Except as expressly stated in this Addendum, no further additions, modifications or deletions to the Agreement are intended by the parties or made by this Addendum. All other terms and conditions of the Agreement are in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Addendum as of the day and year first above written:

LICENSEE:

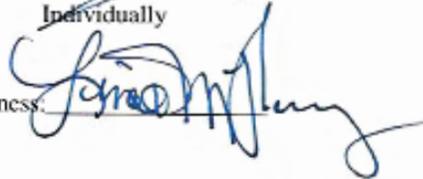
LICENSOR:

**HOLIDAY HOSPITALITY FRANCHISING, LLC**

By: Six Continents Hotels, Inc.,  
its sole managing member

By:   
Lincoln P. McIlravy  
Individually

By: \_\_\_\_\_  
Jenny Tidwell  
Vice President  
Franchise Licensing and Compliance

Witness: 

Attest: \_\_\_\_\_  
Asst. Secretary

# B.5 Hotel 2/Mixed Use - Funding Approval

---



2355 Landon Road • PO Box 800 • North Liberty, IA 52317 • 800.397.3790 • [www.uiccu.org](http://www.uiccu.org)

December 21, 2015

Re: Lincoln and Lisa McIlravy or assigned entity

To: Whom It May Concern

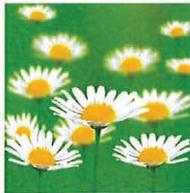
This letter is to inform you that the University of Iowa Community Credit Union is pleased to provide this letter of commitment for Lincoln and Lisa McIlravy or their assigned entity. This shall serve as a financing commitment for the construction and operation of a new Hotel adjacent to the new Arena at the Iowa River Landing. Lincoln and Lisa have the financial capability and UICCU has financed several similar projects for them in the past.

If you have any questions regarding this letter please contact the undersigned at 319-341-3074.

Sincerely,

A handwritten signature in black ink, appearing to read 'Scott Wilson'.

Scott Wilson  
Sr. Vice President  
University of Iowa Community Credit Union



B.5 Hotel 2/Mixed Use - Visual Aid

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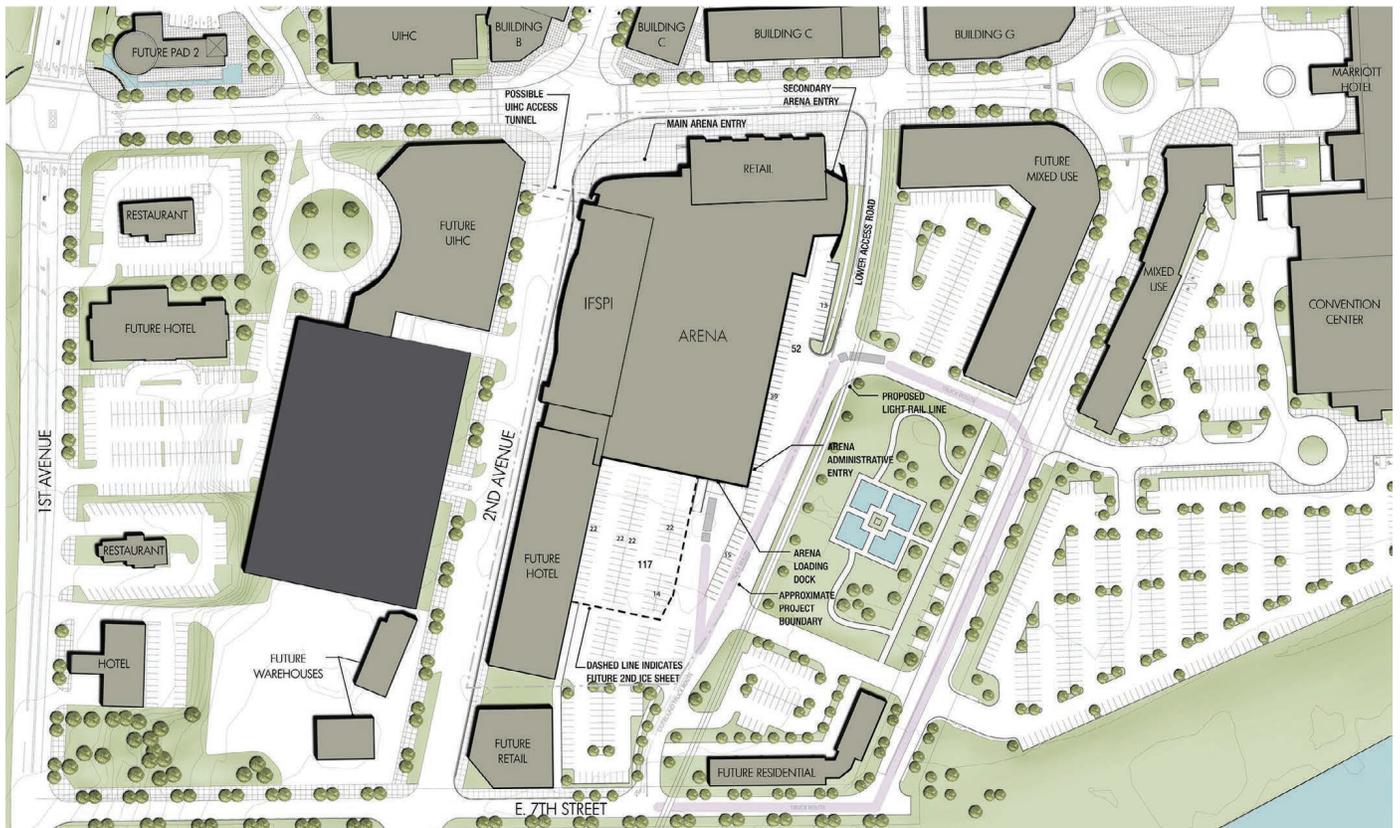


## B.6 Parking Ramp

### Description

Located along E 2nd Street, this 750-space ramp is a three-level structure that will serve Drury Inn guests, University of Iowa Hospital and Clinic patients, and arena patrons. The addition of this ramp to the Iowa River Landing will increase availability of parking as the amenities increase.

| Funding Uses                |                     | Funding Sources              |                     |
|-----------------------------|---------------------|------------------------------|---------------------|
| Site Preparation            | \$500,000           | City Parking Revenue Bond    | \$17,400,000        |
| Building Acquisition        | - 0 -               |                              |                     |
| Building Construction       | \$15,500,000        |                              |                     |
| Building Remodeling         | - 0 -               |                              |                     |
| Fixtures                    | \$200,000           |                              |                     |
| Architectural Design        | \$600,000           |                              |                     |
| Engineering Design          | \$400,000           |                              |                     |
| Construction Admin          | \$150,000           |                              |                     |
| Other                       | \$50,000            |                              |                     |
| <b>Total Project Budget</b> | <b>\$17,400,000</b> | <b>Total Funding Sources</b> | <b>\$17,400,000</b> |



## B.6 Parking Ramp

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### **Expected Timeline**

Planning for the parking ramp will begin March 2016 with a April 2019 completion date.

### **Detailed Budget**

See chart on previous page.

### **Expected Debt & Status of Expected Financing**

Not applicable.

### **Expected State Tax Revenue**

Not applicable.

### **Feasibility Study**

Not applicable.

## B.6 Parking Ramp - Visual Aid

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## B.7 Mixed Use 1

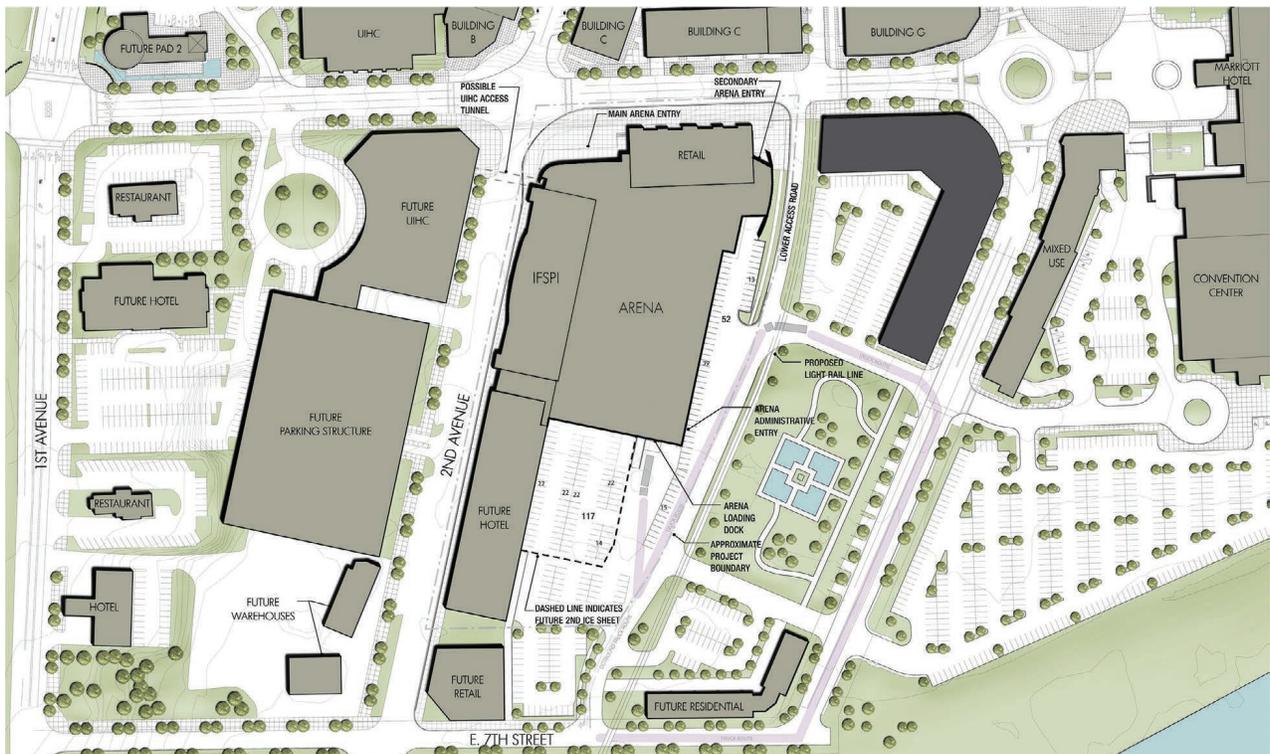
### Description

The Quarry Road Mixed Use building is a mixed-use, three-story building on the corner of E 9th Street and Quarry Road. This space will be developed by Hodge Construction of Iowa City.

This space will include 120,000 square feet, with 40,000 square feet for ground-level, indoor parking; 20,000 square feet for retail space; and 60,000 square feet for residential condominiums. Of the total, 17% will be a new retail establishment.

The existing building on this site is an older, industrial-style building owned by the City of Coralville. The building currently houses the Antique Car Museum of Iowa and Johnson County Historical Society Museum. The building will remain in place until the new location for the Museums has been built adjacent to the arena and they can relocate. When the Museums have relocated to their new, permanent home, demolition of the building will occur and new construction will begin.

| Funding Uses                |                     | Funding Sources              |                     |
|-----------------------------|---------------------|------------------------------|---------------------|
| Site Preparation            | \$600,000           | Private Investment           | \$14,595,000        |
| Land Acquisition            | \$720,000           |                              |                     |
| Building Construction       | \$12,000,000        |                              |                     |
| Building Remodeling         | - 0 -               |                              |                     |
| Fixtures                    | - 0 -               |                              |                     |
| Architectural Design        | \$480,000           |                              |                     |
| Engineering Design          | \$45,000            |                              |                     |
| Construction Admin          | \$300,000           |                              |                     |
| Other                       | \$450,000           |                              |                     |
| <b>Total Project Budget</b> | <b>\$14,595,000</b> | <b>Total Funding Sources</b> | <b>\$14,595,000</b> |



## B.7 Mixed Use 1

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### **Expected Timeline**

Work on this project will begin in July 2018 and be complete in June 2019.

### **Detailed Budget**

Secured by private developer; see chart on previous page.

### **Expected Debt & Status of Expected Financing**

This project will be privately financed by Hodge Construction.

### **Expected State Tax Revenue**

Retail and restaurant tax revenue for the entire district over 20 years is estimated to total \$25,602,000, as referenced on page 34 of C.H. Johnson Consulting's Economic Impact Analysis in Addenda.

### **Feasibility Study**

Feasibility for this project is addressed in a report completed by Appraisal Associates Company, an independent appraiser, located in the Addenda.

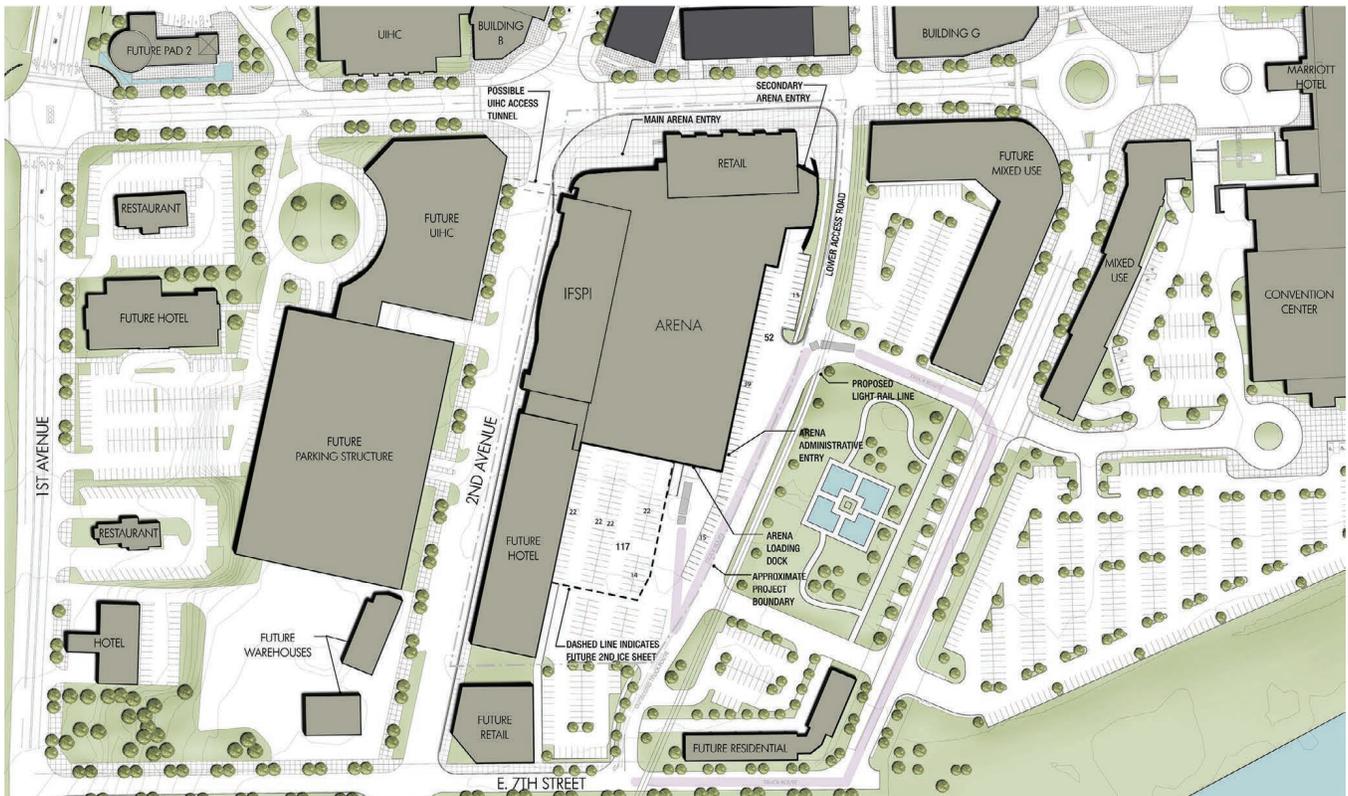
## B.8 Building C

### Description

For the purpose of this proposal, Building C is presented as a single project, though there will be two separate structures. Building C is composed of mixed use, multi-story buildings on the corner of E 2nd Avenue and E 9th Street in the Iowa River Landing. This is a development of Watts Development Group, with the work of San Diego-based Oliver McMillan and OPN Architects of Cedar Rapids. The project includes underground parking, first floor retail space, 12 luxury townhomes for owner occupancy, and 64 urban condominiums available for lease in a variety of styles, including efficiency and one- and two-bedroom units. Total square footage for the project is 158,781; of that, 16,811 or 11%, will be a new retail establishment.

Completion of this project will create opportunities for people to live, work, and play in the Iowa River Landing or take advantage of the Coralville Intermodal Transit Facility for public transportation to employment in locations throughout the Iowa City/Coralville metropolitan area.

| Funding Uses                |                     | Funding Sources              |                     |
|-----------------------------|---------------------|------------------------------|---------------------|
| Site Preparation            | \$630,800           | Private Investment           | \$14,788,056        |
| Land Acquisition            | \$926,957           |                              |                     |
| Building Construction       | \$11,956,563        |                              |                     |
| Building Remodeling         | - 0 -               |                              |                     |
| Fixtures                    | - 0 -               |                              |                     |
| Architectural Design        | \$489,275           |                              |                     |
| Engineering Design          | \$45,000            |                              |                     |
| Construction Admin          | \$305,000           |                              |                     |
| Other                       | \$434,461           |                              |                     |
| <b>Total Project Budget</b> | <b>\$14,788,056</b> | <b>Total Funding Sources</b> | <b>\$14,788,056</b> |



## B.8 Building C

---

### **Expected Timeline**

Work on this project began in the fall of 2015 and is expected to be complete in the summer of 2016.

### **Detailed Budget**

Secured by private developer; see chart on previous page.

### **Expected Debt & Status of Expected Financing**

This project is privately financed by Watts Development Group.

### **Expected State Tax Revenue**

Retail and restaurant tax revenue for the entire district over 20 years is estimated to total \$25,602,000, as referenced on page 34 of C.H. Johnson Consulting's Economic Impact Analysis in Addenda.

### **Feasibility Study**

Feasibility for this project is addressed in a report completed by Appraisal Associates Company, an independent appraiser, located in the Addenda.

## B.8 Building C - Visual Aid

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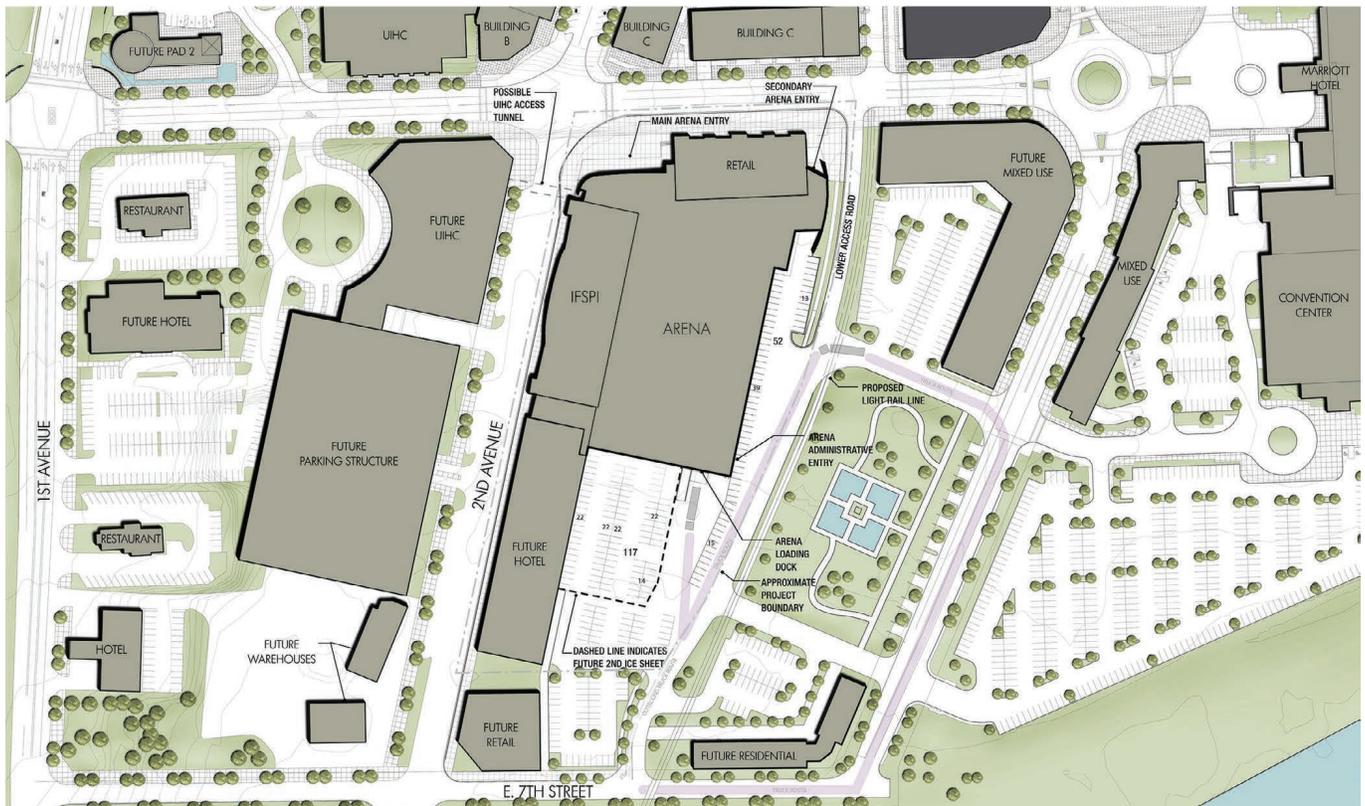
## B.9 Building G

### Description

Building G will be a mixed use, multi-story building east of Building C on E 9th Street in the Iowa River Landing. The building will have 40 stalls of underground parking below four floors. Level one will have 14,000 square feet of commercial space, part of which could be occupied by a restaurant, and levels two, three and four will make up 36 condos of 700-1,600 square feet each. One-fourth, or 25%, of this project will be a new retail establishment. This project will be undertaken by a private developer with private financing.

This project will create further opportunities for people to live, work, and play in the Iowa River Landing, or take advantage of the Coralville Intermodal Transit Facility for public transportation to employment in locations throughout the Iowa City/Coralville metropolitan area.

| Funding Uses                |                    | Funding Sources              |                    |
|-----------------------------|--------------------|------------------------------|--------------------|
| Site Preparation            | \$520,513          | Private Investment           | \$9,052,434        |
| Building Acquisition        | \$512,400          |                              |                    |
| Building Construction       | \$7,332,444        |                              |                    |
| Building Remodeling         | - 0 -              |                              |                    |
| Fixtures                    | - 0 -              |                              |                    |
| Architectural Design        | \$294,203          |                              |                    |
| Engineering Design          | \$29,873           |                              |                    |
| Construction Admin          | \$181,048          |                              |                    |
| Other                       | \$181,953          |                              |                    |
| <b>Total Project Budget</b> | <b>\$9,052,434</b> | <b>Total Funding Sources</b> | <b>\$9,052,434</b> |



## B.9 Building G

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### **Expected Timeline**

Work on this project will begin in 2017 with completion in 2019.

### **Detailed Budget**

Secured by private developer; see chart on previous page.

### **Expected Debt & Status of Expected Financing**

This project is privately financed by Watts Development Group.

### **Expected State Tax Revenue**

Retail and restaurant tax revenue for the entire district over 20 years is estimated to total \$25,602,000, as referenced on page 34 of C.H. Johnson Consulting's Economic Impact Analysis in Addenda.

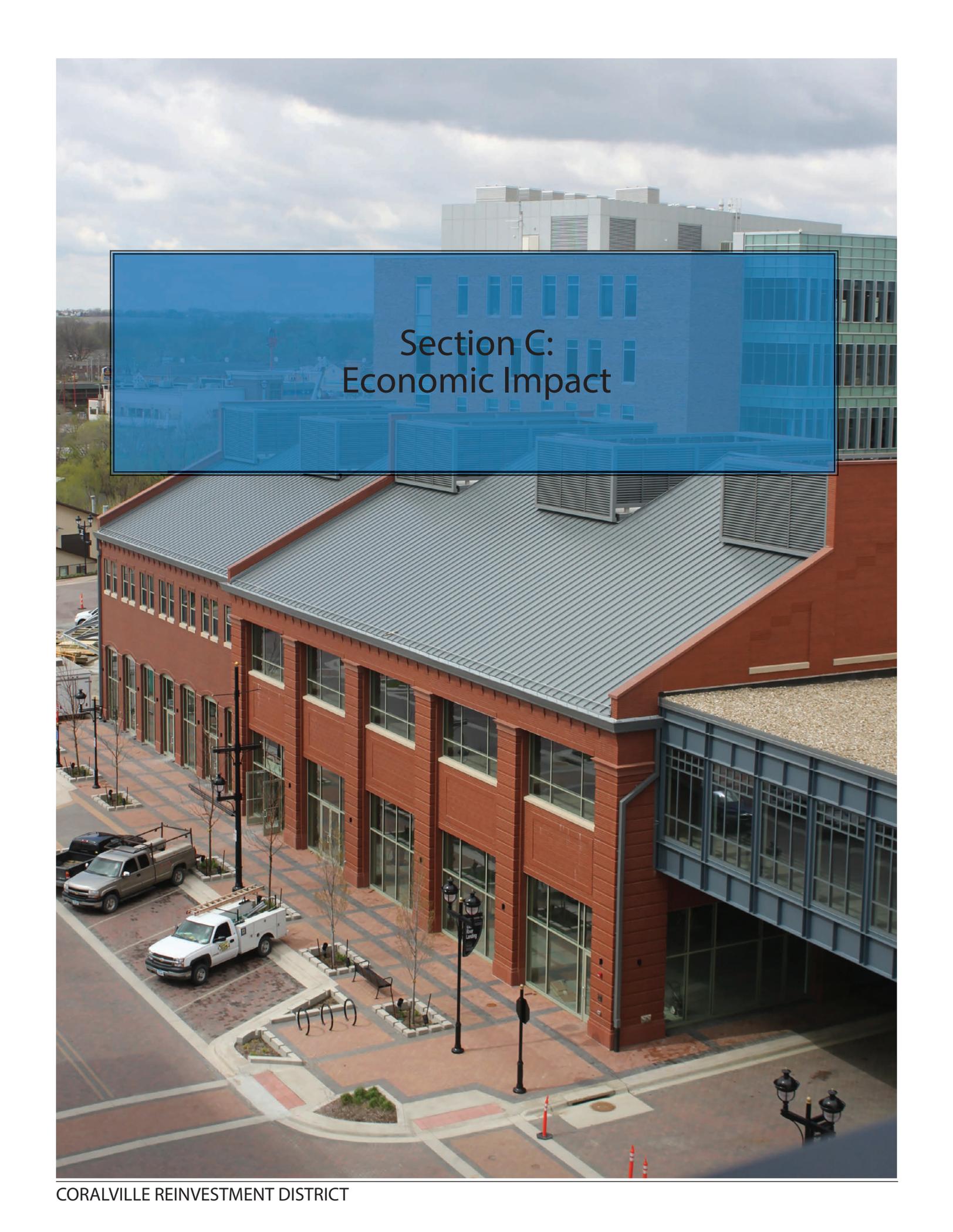
### **Feasibility Study**

Feasibility for this project is addressed in a report completed by Appraisal Associates Company, an independent appraiser, located in the Addenda.

# B.9 Building G - Visual Aid

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An aerial photograph of a modern, multi-story brick building with a grey metal roof. The building features large windows and a prominent entrance. In the foreground, there is a paved plaza with a pattern of red and grey bricks, a white utility truck, and several black street lamps. In the background, other buildings and a cloudy sky are visible. A semi-transparent blue rectangular box is overlaid on the upper portion of the image, containing the text "Section C: Economic Impact" in a white, sans-serif font.

Section C:  
Economic Impact

## Section C: Economic Impact

---

**Please provide a detailed analysis of the expected of the proposed Reinvestment District. Assess the fiscal and financial impact of the proposed district on business or on other economic development projects within the projected market area. Your explanation should include the development activity within the Reinvestment District, as well as the associated and related activity adjacent to the district. Clearly designate what activity will be within the district versus leveraged activity outside the district.**

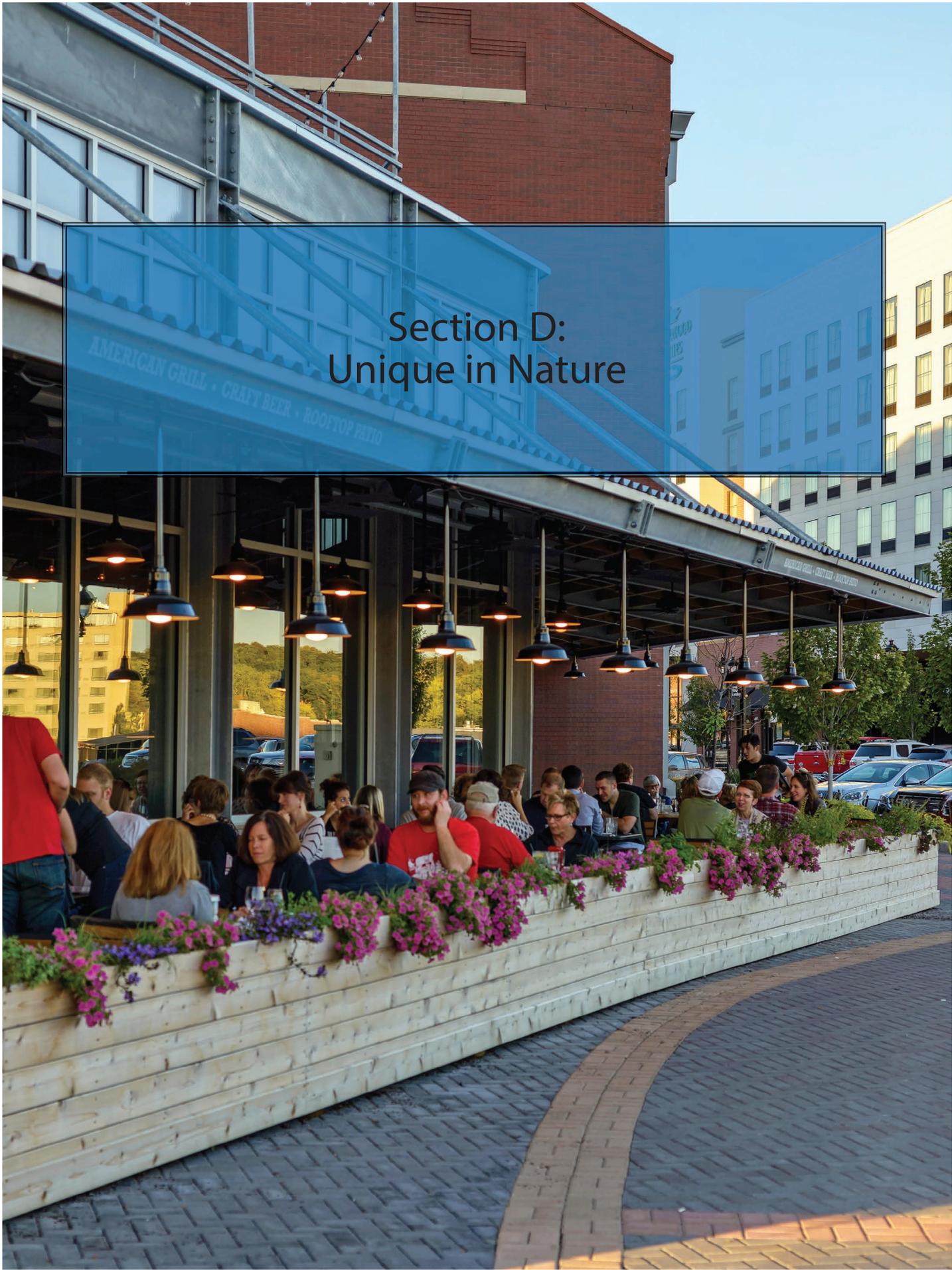
**Thoroughly demonstrate the economic impact on the municipality, region and state by including all assumptions and inputs considered in your analysis. To the degree possible, the economic impact data should represent the “net impact” to the market area and state.**

The proposed Iowa Arena and Reinvestment District projects will add exponentially to the activity and livelihood of the renewal area. The Landing is an ideal place to house an arena and high caliber sport performance facility, whose patrons are offered many amenities to prolong their visit. Longer stays turn into more dollars invested in the community, thus leveraging the Iowa River Landing’s standing as a desirable destination, one that people will return to often. This is the key to sustained business and continued development – repeat visitors who will act as marketers themselves, bringing additional people and dollars to the area, which in turn, actively create jobs and extend from one industry to another as businesses purchase goods from their own providers. \$367 million in travel expenditures was spent in 2014 within Johnson County and \$5.9 million was collected in total state revenue receipts. Expanding Coralville’s offerings, particularly in the Iowa River Landing, will contribute to a healthy economy in the county and region.

It would be remiss not to mention the role of the adjacent University of Iowa Hospitals and Clinics (UIHC). The Hospital’s outpatient clinic in the Iowa River Landing is an impetus for traffic to Coralville. Visits to Iowa River Landing clinic climbed from approximately 6,000 per month its first month in October 2012 to more than 9,500 in August 2013, according to an Iowa Board of Regents spring 2014 report. These patients come from counties throughout the entire state thanks to UIHC’s outstanding reputation as a quality service provider. The clinic’s position in the Landing is an opportunity for Coralville to leave a lasting impression on visitors and generate new dollars that will stay and cycle through the greater community. World-class healthcare and a sport and event facility with such close access to retail and dining options is an attractive combination.

C.H. Johnson Consulting’s 2015 analysis of Coralville’s Reinvestment District projects over \$1.4 billion in total economic impact, \$788M of which is direct spending; increased earnings of \$529M; and 552 jobs added over 20 years. Arena, hotel, retail, and restaurant taxes are estimated to reach \$65.4M over the same 20-year period.

*Please see the Economic Impact Analysis completed for the district by C.H. Johnson Consulting in Addenda for the full report. Combined economic and fiscal impacts listed by category and year can be found on pages 26 and 27 of the report. Economic impact solely for the arena is also reviewed in CS&L’s Market, Financial, Economic Impact and Funding Analysis.*



Section D:  
Unique in Nature

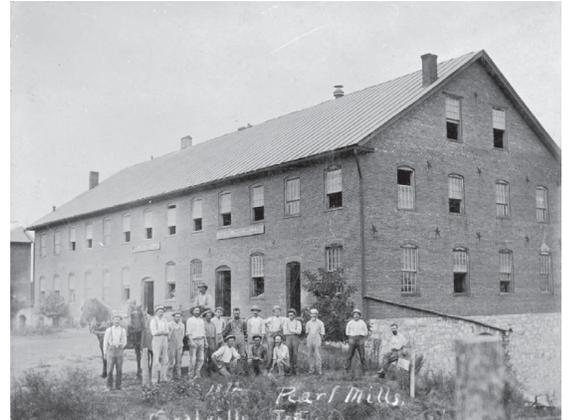
## Section D: Unique in Nature

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**Justify and demonstrate that the district meets the definition of “unique nature,” shown below. Provide a comprehensive discussion of how the projects, within the proposed Reinvestment District, meet this requirement. Include a discussion about how the proposed district aligns with the community’s larger economic development strategy.**

**“Unique nature” means a quality or qualities of the projects to be developed in a district which, when considered in the entirety, will substantially distinguish the district’s projects from other existing or proposed developments in the state.**

The City of Coralville was developed following the construction of a dam on the Iowa River in 1843. In 1873, Coralville became the home to the Coral Mill, an economic engine of the community that operated day and night, grinding grain for the region. In the 1920s and 1930s, many companies came to the community to take advantage of the unusually high quality limestone in the area, similar to the best found along the Mississippi. In the late 1900s, the city experienced a significant decline in the industrial sector, resulting in many abandoned or underutilized properties in the industrial park along the Iowa River. This industrial park, now recognized as the Iowa River Landing, consisted primarily of wood framed metal buildings constructed in the 1960s. Site usage was comprised of mainly truck stops, fueling stations, auto body repair shops, storage facilities, salvage yards and adult entertainment venues. Over the past 20+ years, the aesthetics of the Iowa River Landing and the Reinvestment District have been drastically transformed into a beautiful gateway to the community, surrounding areas and the University of Iowa campus, Athletics, and Hospitals and Clinics.



This transformation has been imperative to our community’s economic vitality and continued growth, though it has remained important that we align our development plans with preserving our community’s rich heritage.



Today, in the Iowa River Landing and Reinvestment District, residents and travelers experience brick-cobbled streets and roundabouts, clock towers, extensive landscaping, water features, trail connections, pedestrian bridges, and green spaces that create a sense of place while paying tribute to this limestone and riverfront heritage.

The recently established Iowa River Landing Reinvestment District is the final phase in a nearly 20-year master plan to reshape the official gateway to the Coralville and Iowa City community at I-80’s Exit 242.

### **Aligning with Larger Economic Development Strategy**

The proposed plan strategically aligns with the City of Coralville’s master economic and community development strategy. Since the mid-1990s, the redevelopment of the Iowa River Landing’s 185-acre site has been a primary task for the community as evident in years of strategic goal planning with the University of Iowa’s Institute of Public Affairs. Prior to redevelopment, this area encompassed more than 110 mostly underutilized or abandoned parcels owned by 74 separate individuals. Today, the district is anchored by the Coralville Marriott Hotel & Conference Center, University of Iowa Hospital and Clinics, and a variety of retailers and dining establishments due to the City’s innovative vision to create this “riverfront district” gateway. *Continued on next page.*

## Section D: Unique in Nature

Coralville is proud of its leadership and community determination to develop, implement, and see success in all phases of the Iowa River Landing's development. This success was globally recognized in 2008 when Coralville was named National 1st Runner-up for The Phoenix Award, showcasing the City's successful solution of a redevelopment project as a model for communities around the world.



The completion of the Iowa River Landing, driven by this Reinvestment District, will accommodate the community's accelerating demand for commercial, retail, residential, and other quality of life activities.

### Economic Impact and Quality of Life

The completed Iowa River Landing Reinvestment District with its Iowa Arena and Iowa Fitness & Sports Performance Institute (IFSPI) anchors will provide substantial economic and social impact on the community and state. As stated in Section B.2, there is currently no other development like the IFSPI in the state of Iowa. The target market segments will be middle and high school students, elite level athletes, health and fitness conscious adults, and youth sports. Our community and state will welcome graduating collegiate athletes from all schools across the Midwest wishing to spend two months training for professional opportunities. We will attract cyclists, tri-athletes, and runners interested in testing aerobic capacity, VO2 max, speed, explosiveness, and power - all things that are currently sending Iowans out of state to accomplish. The market potential is significant in that our community and state already lays claim to some of the most renowned experts in this field.

Over the past 10 years, the Iowa River Landing has added substantially to the area's quality of life. The cornerstone tenant was the Coralville Marriott Hotel & Conference Center. Prior to this 286-room hotel, 60,000 sq ft asset, Iowa was truly the only Big Ten market destination lacking conference and meeting facilities. In just the first year and a half after opening its doors, the hotel had secured dozens of state association and regional education/medical conferences. These conferences have generated millions of new expenditures to the community and state. In 2012, the community hosted the largest amateur sporting event ever selected to take place in the Iowa City/Coralville community. It was also its first visit to the state of Iowa - the U.S. Olympic Wrestling Team Trials. As leadership at USA Wrestling and the U.S. Olympic Committee will attest, the event would not have come to Iowa without the Iowa River Landing's Coralville Marriott Hotel & Conference Center serving as the needed second headquarter hotel and space. *Continued on next page.*

### Coralville/Iowa City National Rankings & Designations

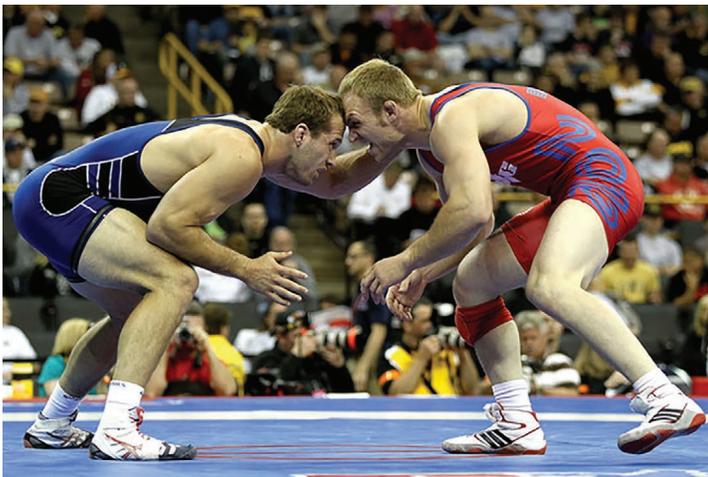
- #4 "Best College Towns"  
- American Institute for Economic Research, 2015
- #5 "Best-Performing Small Cities"  
- Milken Institute, 2015
- #6 "Easiest Cities to Find a Job"  
- ZipRecruiter.com, 2015
- #6 "The 10 Smartest Cities in America"  
- MarketWatch, 2015
- #2 "Best Small Cities for Successful Aging"  
- Milken Institute, Nov 2014
- #1 "Best Place for an Encore Career" on "Best Places to Retire"  
- Time.com's Money, 2014
- #10 "Top Places to Live 2014: Best Places to Walk and Bike"  
- Time.com's Money, 2014
- #12 "Top Places to Live: Youngest Places"  
- Time.com's Money, 2014
- #10 "Top 100 Places to Live in 2015"  
- Livability.com, 2014
- 9 UI Health Care specialties named "Best Hospitals"  
- U.S. News & World Report, 2015
- "15 Cities for Creative 20-Somethings That Aren't New York or LA,"  
- .Mic, 2014
- #12 "Small Cities- Leading Location for Economic Growth"  
- Area Development Magazine, 2014
- Both Public High Schools, "Top 10 High Schools in Iowa"  
- U.S. News & World Report, 2014
- 23 U of I Graduate Programs & Colleges, "25 Best Colleges in U.S."  
- U.S. News & World Report, 2014
- "Top 50 Healthiest Counties for Kids"  
- U.S. News & World Report, June 2013

## Section D: Unique in Nature

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This event brought more than \$5.8M to the state, filled every hotel room in the community, and its compression filled the majority of hotels in nearby Cedar Rapids. Area leaders are excited to be currently finalizing plans for this event to return to Iowa in 2016 in preparation for the Rio de Janeiro Olympic Games.

The quality of life improvements to this district have been significant thanks to a community-led nature in which it has developed. This collaborative nature has resulted in artwork created exclusively by Iowans, a library featuring works by authors associated with the University of Iowa Writers Workshop, and beautifully landscaped grounds. Additionally, it has been nearly 10 years that the Iowa River Landing has been home to the Johnson County Historical Society and Antique Car Museum of Iowa. Through the development of this Arena, a connected mixed-use development will provide a new and permanent home for both the Johnson County Historical Society and Antique Car Museum of Iowa.

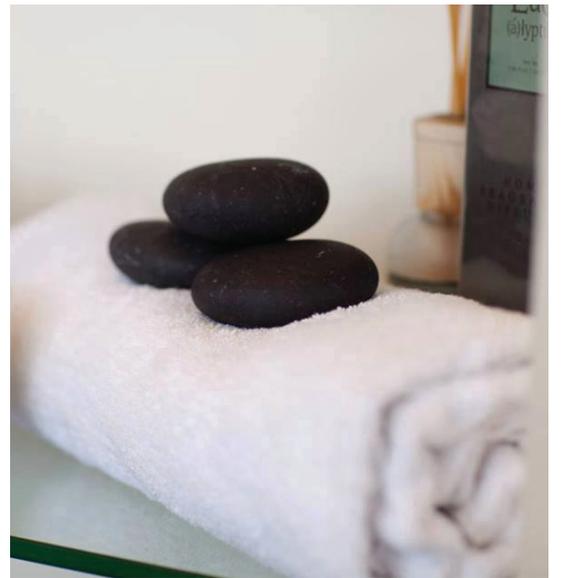


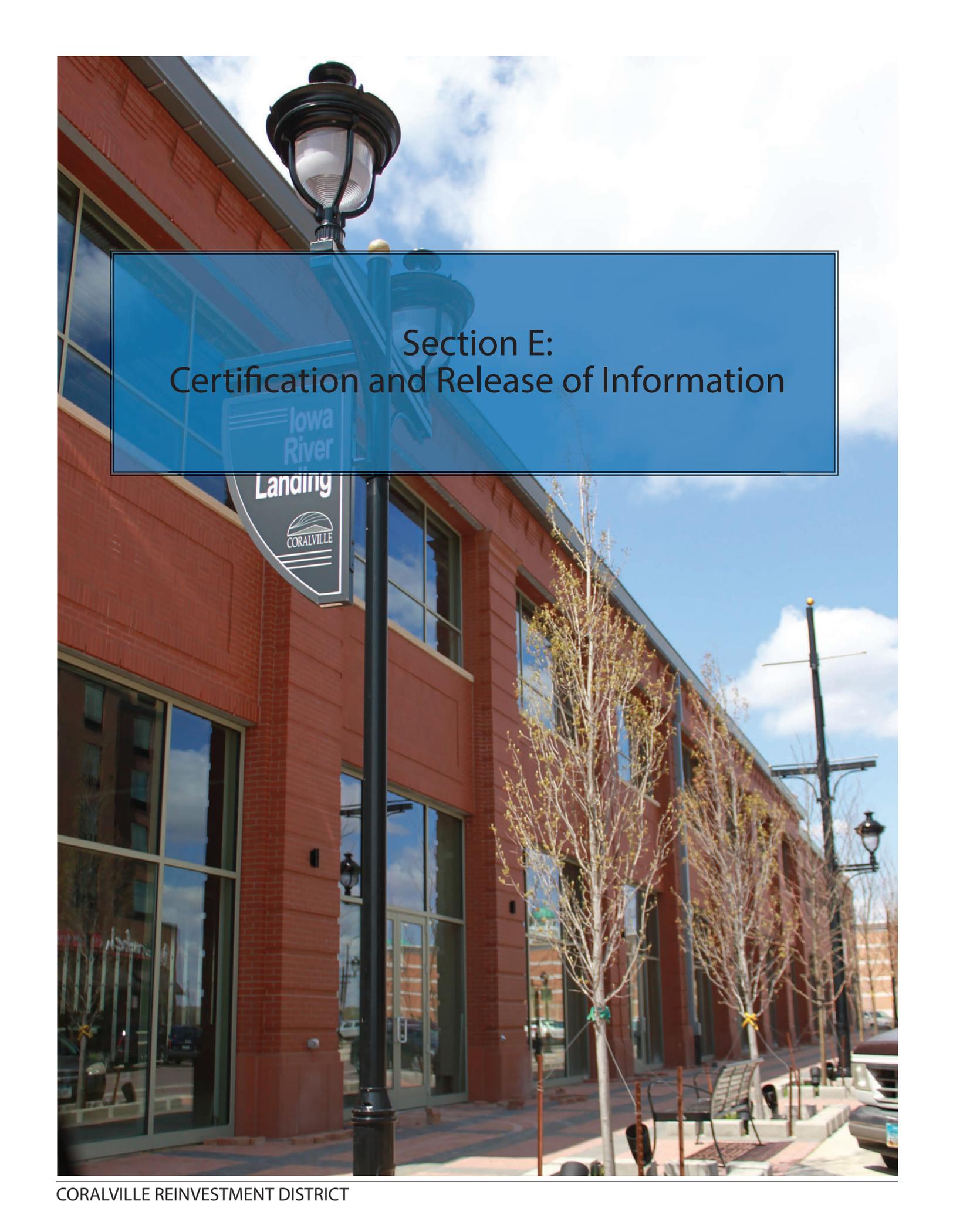
A new 6,216 seat arena immediately propels us to that next level. The Olympic Trials are unique in that they occur during the University of Iowa's Carver Hawkeye Arena "off-season." Our community has significant potential to draw dozens of new tournaments and sporting events to the proposed Iowa Arena. Carver Hawkeye Arena is not air-conditioned, which renders it unhelpful during Iowa's hot summers. It also has little to no weekly parking options due to University of Iowa Hospitals and Clinics demands. The Iowa Arena at Iowa River Landing will have an ample supply of parking options and will be the most accessible and centrally located (population based) arena in the state. It will enable Iowa to welcome even more national and international wrestling and other events to our state.

One of the most significant unique elements is the opportunity for the arena to be a learning hub for students. With 23,000 undergrad students in Coralville's backyard, this facility would provide hands-on, real-world teaching to supplement classroom topics for University of Iowa students studying sport, event, or facility management. Instructors have already shown interest in developing experiential learning opportunities as well as formal internships at the arena. Students involved in SCOPE Productions, the University's Student Commission on Programming Entertainment, would also be given greater opportunity to bring quality and affordable concerts and entertainment to the campus and community in a new and well accommodating venue. This organization is completely student-run and provides a means for relevant learning to students interested in the music industry.

## Section D: Unique in Nature

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## Section E: Certification and Release of Information

## Section E: Certification and Release

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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:

---

Kelly Hayworth, City Administrator

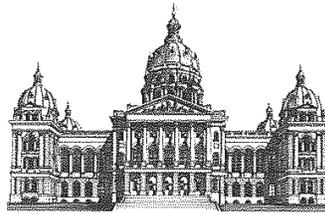
---

Date



Section F:  
Letters of Support

ROBERT E. DVORSKY  
STATE SENATOR  
*Thirty-seventh District*  
Cedar and parts of Johnson &  
Muscatine Counties  
Statehouse: (515) 281-3371



**The Senate**  
State of Iowa  
*Eighty-sixth General Assembly*  
STATEHOUSE  
Des Moines, IA 50319

COMMITTEES  
Appropriations, *Chair*  
Education  
Rules and Administration  
State Government  
Transportation, *Vice Chair*  
Health and Human Services  
Appropriations Subcommittee

HOME ADDRESS  
450 Third Ave #3  
Coralville, IA 52241  
H: (319) 351-0988  
robert.dvorsky@legis.iowa.gov

March 11, 2015

Mayor John Lundell  
City of Coralville  
1512 7<sup>th</sup> Street  
Coralville, IA 52241

Dear Mayor Lundell,

I am writing to express my strong enthusiasm for the City of Coralville’s Iowa Reinvestment District application for construction of a 7,000-seat arena in the Iowa River Landing District.

As we both know this has been a longtime Iowa River Landing goal so it is especially great to see how this project could truly be kick started through Iowa’s Reinvestment District program. As Kelly Hayworth, Coralville City Administrator, Josh Schamberger, President of the Iowa City/Coralville Area Convention & Visitors Bureau, and others will recall, I immediately thought of this program being the opportunity Coralville needs to truly leverage the private sector and get this IRL phase final development complete.

I stand ready to assist in any way I can as I am well aware of the community betterment and economic development benefits associated with this project for both Coralville/Iowa City and the state of Iowa. The Iowa Ice Hawks, Hawkeye Wrestling Club, and concert opportunities are very exciting but I am also enthusiastic about the City’s partnership with Brian Mitchell’s team at Diamond Dreams. The Iowa Fitness & Sports Performance Institute is certainly the unique jewel in this project and their direct relationship with the arena and the University of Iowa Health Care Facility is terrific.

Please know that I will do all that I can to assist with this visionary project for our community and state.

Sincerely,

Senator Bob Dvorsky  
Iowa District 37

**David J. Jacoby**  
STATE REPRESENTATIVE  
*Seventy-Fourth District*  
Statehouse: (515) 281-3221  
e-mail – david.jacoby@legis.iowa.gov



**COMMITTEES**  
Ways & Means, *Ranking Member*  
Commerce  
Transportation

**HOME ADDRESS**  
2308 North Ridge Drive  
Coralville, IA 52241  
Cell: (319) 430-9793  
e-mail – davejjacoby@aol.com

**House of Representatives**  
State of Iowa  
*Eighty-Sixth General Assembly*  
STATEHOUSE  
Des Moines, Iowa 50319

March 11, 2015

Mayor John Lundell  
City of Coralville  
1512 7<sup>th</sup> Street  
Coralville, IA 52241

Dear Mayor Lundell,

It is with both pleasure and excitement that I write this letter of support to you for Coralville’s Iowa Reinvestment District Application. I am very aware of the proposed arena project and its potential from my time as a Coralville Council Member and the ongoing communications and updates in my current role representing District 74 in the Iowa House of Representatives.

The Iowa River Landing has developed very strategically over the past decade and today serves as a destination attractor in and of itself. The surrounding dining, retail and lodging will serve this 7,000-seat arena project well and create a complete entertainment and cultural district atmosphere. It will also take the Iowa River Landing to the next level.

An arena of this size and location will attract many new visitors to the state of Iowa and our community. I know the local Iowa Ice Hawks club is anxious to welcome teams from IL, MN, and WI to play in Iowa. I also know from personal experience how lucrative the amateur sports market is for a community. My family and many of my neighbors have traveled pretty far distances for sporting events and competitions. It will be great to see Coralville and Iowa City now in that game.

I am ready and willing to help in whatever way you deem appropriate here. Please call if I can speak further to this application’s merit or project vision.

Sincerely,

Representative Dave Jacoby  
Iowa House District 74



March 12, 2015

City of Coralville  
The Honorable Mayor John Lundell  
1512 7<sup>th</sup> Street  
Coralville, Iowa 52241

**RE: Iowa River Landing Arena**

Dear Mayor Lundell,

I am writing to offer support to the Iowa River Landing Arena project. The transformation and redevelopment of the Iowa River Landing over the past 15 years has been tremendous! It has been beneficial to the entire region, and something Coralville can be extremely proud of.

The proposed arena will certainly continue the transformation of the Iowa River Landing and the I-80 Corridor.

I am excited to see the benefits of your efforts throughout Johnson County, and look forward to watching a concert or sporting event in the new arena!

Sincerely,

A handwritten signature in cursive script that reads "Amy Nielsen".

Amy Nielsen  
Mayor



OFFICE OF THE PRESIDENT

101 Jessup Hall  
Iowa City, Iowa 52242-1316  
319-335-3549  
Fax 319-335-0807

February 26, 2016

Mayor John Lundell  
The City of Coralville  
1512 7<sup>th</sup> St / P.O. Box 5217  
Coralville, IA 52241

Dear Mayor Lundell,

Thank you for the opportunity to submit a letter of support for the proposed Iowa Arena in Coralville.

A project of this magnitude will have a dramatic and positive impact upon our entire community, and for those reasons, among others, I am enthusiastic about this proposal.

As you know, Coralville has partnered with the University of Iowa and University of Iowa Hospitals and Clinics on its facility at Iowa River Landing. This collaborative relationship has allowed our entire community to grow, and I look forward to continuing this special friendship.

The Iowa Arena, as proposed, will provide entertainment and recreational space in addition to what we at the University of Iowa can provide on our campus. Even with the UI's new facilities coming online in the fall of 2016, there is certainly a community need identified in your prospectus for an arena as proposed.

Looking to the future, the university is continually reviewing its use of academic and athletic space, with an eye toward maximizing efficiency and serving those within the university community. This consistent assessment may provide avenues for further collaboration between the university, Coralville, the Iowa Arena and the Iowa River Landing project.

Again, thank you for the opportunity to voice our support of this proposal.

Sincerely,  


J. Bruce Harreld  
President  
University of Iowa



March 3, 2015

Mayor John Lundell  
City of Coralville  
1512 7<sup>th</sup> Street  
Coralville, IA 52241

Dear Mayor Lundell,

The Iowa City/Coralville Area Convention & Visitors Bureau understands that Coralville plans to submit an *Iowa Reinvestment District* application for development of a 7,000-seat arena and Iowa Fitness & Sports Performance Institute at the Iowa River Landing. We are not only very supportive of this application, but have also been excited to participate in its development.

As you are well aware, the City's master plan for the Iowa River Landing has long included the development of this arena. In 2008 the City worked with its development partners to conduct a CS&L feasibility study and market analysis. That report provided strong insight into the concert and amateur sports potential for our community. This is an area that our organization is very excited about as it is a much underserved part of our communities' infrastructure. We are contacted almost weekly by planners from around the region wanting to bring or develop out a sporting event here in the home of the Iowa Hawkeyes. Between residential demands, UI Athletics schedules, or UIHC parking restraints on current facilities, it is almost impossible to assist with these requests.

We are incredibly confident that this multi-purpose arena will open its doors with a very full schedule of state and regional basketball, volleyball, ice hockey, soccer, wrestling, and track events. We also expect the arena to open with an equally strong concert calendar through the City's planned collaboration with *Global Spectrum* and the University of Iowa student population. We would welcome an opportunity to visit directly with IEDA or their representatives further about this arena's amateur sports, concert, and quality of life potential.

Please don't hesitate to let us know how we can assist further in this process or longstanding vision for our community.

Warm regards,

Joshua Schamberger  
President

Cc: Kelly Hayworth, City Administrator

March 12, 2015

Serving the communities  
of Coralville, Iowa City,  
North Liberty and Solon.

The Honorable Mayor John Lundell  
City of Coralville  
1512 7th Street  
Coralville, IA 52241



Dear Mayor Lundell,

I write in support of Coralville's Iowa Reinvestment District application, which will allow the construction of a 7,000-seat arena in the Iowa River Landing. The Iowa City Area Chamber of Commerce exists to actively foster a better business environment, which will be the precise outcome of this project.

The most critical business need in our community is the acquisition and retention of talent. A venue of this quality will contribute to the quality of place that is important to knowledge workers, which will enhance the pool of available workers.

As the local Chamber of Commerce, we appreciate working closely with you and other Coralville officials, and we have high confidence in the efficacy and attractiveness of your projects. The City of Coralville continuously produces aesthetically attractive, vibrant venues that are frequented and enjoyed by residents from the entire community. We look forward to working with you to promote the arena and its programming.

Please let us know how we can assist with support for this project.

Warm regards,

A handwritten signature in cursive script that reads "Nancy Quellhorst". The signature is written in black ink and is positioned above the printed name and title.

Nancy Quellhorst  
President & CEO

325 E. Washington  
Suite 100  
Iowa City, IA 52240  
Telephone: (319) 337-9637  
Fax: (319) 338-9958  
[www.iowacityarea.com](http://www.iowacityarea.com)



Mayor John Lundell  
City of Coralville  
1512 7<sup>th</sup> Street  
Coralville, IA 52241

Mayor Lundell,

As the economic development group for our area, we are acutely aware that the only way we can continue to grow our economy is to attract the talented workers our companies need. To grow our population in an age when people are incredibly more mobile than at any other time in our country's history, we must create new amenities for recreation and lifestyle. Iowa may never have beaches or mountains, but we can imagine and build new communities which appeal to those who seek a quality Midwestern life where neighbors still care for each other.

Coralville has demonstrated great vision in creating the Iowa River Landing district and this arena would be a dramatic compliment to the area sports and arts offerings. We have no doubt that as more people visit our area to attend concerts, sporting events and tournaments, they will come to realize that Iowa is more than just a place to visit, but a community where they can put down roots and thrive.

As our population grows, so too does Iowa's economy. Companies are eager to locate operations in our state, but are currently reluctant to do so given our low unemployment. As more people learn our secret, we will grow in many positive ways. This arena will be one more powerful arrow in our quiver and we look forward to seeing it come to fruition.

If we can be of any assistance along the way, please do not hesitate to contact us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Heltz', is written over a light blue horizontal line.

President, ICAD Group



Hank Abate  
Senior Vice President of Arenas and Stadiums

3601 South Broad Street  
Philadelphia, PA 19148  
Tel.: 215.389.9468  
Fax: 215.952.5651  
[habate@global-spectrum.com](mailto:habate@global-spectrum.com)  
[www.global-spectrum.com](http://www.global-spectrum.com)

March 11, 2015

Mayor John Lundell  
City of Coralville  
1512 7th Street  
Coralville, IA 52241

Dear Mayor Lundell,

On behalf of Global Spectrum, I am pleased to express our interest in and support of the proposed Iowa River Landing Mixed Use Arena project in Coralville, Iowa. We have been attentively following this project since we first learned of it and believe that there is significant potential success for this type of venue in the Coralville market.

Global Spectrum is one of the world's largest and most respected private venue management companies with 130 facilities including 52 arenas and 33 conference/convention centers in our current client portfolio. Global Spectrum is also the world leader in managing university arenas, with 16 university accounts including 24 venues under our management.

As we have previously discussed at length with Trumbull Consulting, Global Spectrum is thrilled at the opportunity to provide pre-opening and management services for this exciting project. We have conducted extensive research and feel confident that this arena would be financially sustainable—quickly becoming a staple for the University of Iowa as their sports performance facility as well as an economic driver for the surrounding Coralville community.

### **Iowa Events Center**

Our company is no stranger to success in the opening and operating of similar venues—demonstrated locally by our performance at the Iowa Events Center in Des Moines. This complex consists of the 16,980-seat Wells Fargo Arena; the 100,000 square foot Hy-Vee Hall; and Community Choice Credit Union Convention Center at the Veteran's Memorial, a 28,000 square foot ballroom with 21 flexible meeting rooms and 5,000 square feet of pre-function space. Global Spectrum began managing this complex in 2004, more than a year prior to its opening. In this time, we have been able to successfully grow events and revenues for the venue, continuing to attract a diverse set of events. Our successes here have provided the City of Des Moines with increased exposure and visitors. Some examples of our key achievements at the Iowa events Center include:

- The Greater Des Moines Convention and Visitors Bureau (CVB) secured 48 new bookings and 37,713 new rooms as part of 110 bookings at Iowa Events Center with a total of 83,349 room nights
- Wells Fargo Arena was recently awarded a preliminary round of the 2016 NCAA Men's Basketball Tournament
- NCAA Division I Wrestling Championships held at the complex in 2013 had an economic impact of \$15M to the greater Des Moines area
- A sampling of notable, sold-out events Global Spectrum has hosted at the Iowa Events Center includes Carrie Underwood, Bon Jovi, and Kenny Chesney
- Successfully secured the National Hockey League's Minnesota Wild American Hockey League affiliate, the Iowa Wild, as the building's tenant

Our team of experienced professions will be able to provide the Iowa River Landing Mixed Use Arena project with the same dedication and expertise, ultimately resulting in similar successes and achievements.

**Minor League Hockey Experience**

Because our parent company owns the NHL Philadelphia Flyers, the Chairman of Comcast-Spectacor, Ed Snider, is an NHL Governor. As a result, we have direct access to key officials of all hockey leagues and, therefore, can represent the arena's best interests in any hockey lease negotiations. Global Spectrum manages several arenas with minor league hockey tenants as outlined below.

- AHL *Adirondack Flames*, Glens Falls Civic Center, Glens Falls, NY
- AHL *Hartford Wolf Pack*, XL Center, Hartford, CT
- AHL *Iowa Wild*, Wells Fargo Arena, Des Moines, IA
- AHL *Lehigh Valley Phantoms*, PPL Center, Allentown, PA
- AHL *Hamilton Bulldogs*, FirstOntario Centre, Hamilton, Ontario
- AHL *Portland Pirates*, Cross Insurance Arena, Portland, ME
- AHL *Springfield Falcons*, MassMutual Center, Springfield, MA
- ECHL *Colorado Eagles*, Budweiser Events Center, Loveland, CO
- ECHL *Missouri Mavericks*, Independence Events Center, Independence, MO
- SPHL *Fayetteville Fireantz*, Crown Coliseum, Fayetteville, NC
- OHL *London Knights*, Budweiser Gardens, London, Ontario
- OHL *Oshawa Generals*, General Motors Centre, Oshawa, Ontario
- OHL *Windsor Spitfires*, WFCU Centre, Windsor, Ontario
- USPHL *Philadelphia Flyers Junior Hockey*, Flyers Skate Zone, Voorhees, NJ
- WHL *Everett Silvertips*, XFINITY Arena at Everett, Everett, WA
- BCHL *Penticton Vees*, Penticton Memorial Arena, Penticton, BC, Canada
- KHL *Admiral Vladivostok*, Fetisov Arena, Vladivostok, Russia
- NCAA *Ohio State University Buckeyes*, Jerome Schottenstein Center, Columbus, OH
- NCAA *University of Massachusetts Amherst Minutemen*, Mullins Center, Amherst, MA
- NCAA *University of Massachusetts Lowell River Hawks*, Tsongas Center, Lowell, MA
- OUA *Ryerson Rams*, Mattamy Athletic Centre, Ryerson University, Toronto, Ontario
- ACHA *Virginia Tech Hokies*, Roanoke Civic Center, Roanoke, VA

In order to further demonstrate our experience in venue management, we have enclosed for your review our complete Client List, our University Clients, and our Sports Tenant List.

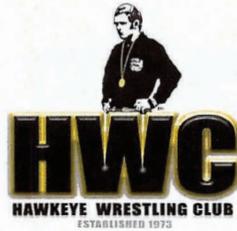
If you have any questions or would like to further discuss Global Spectrum or our interest in the Iowa River Landing Mixed Use Arena project, please do not hesitate to contact me directly.

Thank you for your time and consideration.

Sincerely,



Hank Abate  
Senior Vice President



March 9, 2016

Mayor John Lundell  
 City of Coralville  
 1512 7<sup>th</sup> Street  
 Coralville, IA 52241

Dear Mayor Lundell,

There are very few who can deny the sense of pride felt when one of our nation’s athletes stands atop the podium on the world stage, with a gold medal draped around his neck. Especially when it’s a homegrown talent from the state of Iowa.

Since its inception in 1973, the focus of Hawkeye Wrestling Club (HWC) has always been to provide the training, coaching and resources necessary to help our athletes pursue their dreams of becoming World and Olympic Champions. The money raised through the HWC goes directly to benefit the athletes helping with living expenses, training and traveling needs. Maybe the most important aspect of the HWC is its pursuit in trying to get the best post-collegiate athletes to train with the HWC together in Iowa City/Coralville to attain the ultimate prize in wrestling... World and Olympic gold medals.

Iowa City was recognized several years back as a UNESCO City of Literature. An obvious and worthy designation that validates the literary heritage of our town and gown. That stated, Iowa’s reputation and recognition in the sport of wrestling likely supersedes all. As one of the original Olympic sports we are known throughout the world for our achievements and greatness on the mat. Iran, Russia, Japan, Turkey...trust us, they have heard of Dan Gable, Iowa Wrestling, the Hawkeye State.

This visionary Coralville arena holds great promise for advancing the work of HWC and our state. It will immediately provide the communities only summertime air-conditioned space to hold regional/national tournaments and camps. We are also very excited by its direct connection to the proposed *Iowa Fitness & Sports Performance Institute*. A development that beyond us, our training staff and team at UI Sports Medicine are interested in aligning with.

Through the completion of an arena of this size and capacity, the HWC can aggressively partner with our municipal friends in Iowa City, Coralville, North Liberty and at the CVB to go after even more USA Wrestling and International events. Through their assistance, we are again close to securing the 2016 Olympic Wrestling Trials which in 2012 provided more than \$5M in visitor expenditures to the state of Iowa.

With the successful development of this arena there is NO reason we can’t go bid on UWW Junior Worlds or other longstanding and internationally recognized summertime tournaments. Let’s go get it. Call us for any additional help you need here, Mayor.

Warm regards,

Tim Gissel  
 HWC President

Tom Brands  
 HWC Board Member

Terry Brands  
 HWC Board Member

**P.O. Box 246, Iowa City, IA 52240**

Wednesday, March 11, 2015

Mayor John Lundell  
City of Coralville  
1512 7<sup>th</sup> Street  
Coralville, IA 52241

Dear Mayor Lundell,

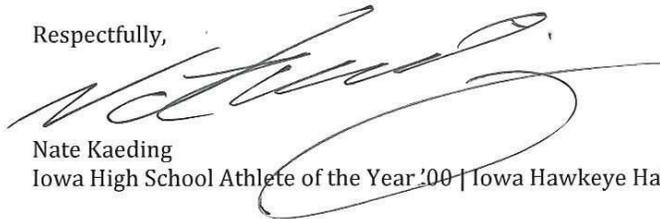
As a father of three young and aspiring athletes living in the Iowa City/Coralville area, and as a former youth, collegiate, and professional athlete who has seen first hand the importance of expert coaching and top flight facilities, I am ecstatic about the potential impact of the *Iowa Fitness and Sports Performance Institute*. This facility, as currently proposed, will undoubtedly attract world-class health and strength/conditioning professionals who will serve as invaluable resources to Iowa athletes of all ages and skill sets.

The state of Iowa needs a premier facility that is committed to the health, safety, and extraordinary achievement of its athletes. A place where a parent can bring their toddler to a fun class that teaches proper movement and balance. A place where a 65 year-old marathon runner can improve their gait in a state-of-the-art analysis lab. A weight room where Olympic wrestlers and professional athletes train alongside teenagers aspiring to make their High School starting lineup. An institute with direct access to a variety of medical professionals who can provide both comprehensive assessment programs that prevent ACL injury and also treat and manage concussions.

The challenges an athlete faces today are much different than the one's I encountered when I started my journey decades ago as a youth. More athletes are specializing in one skill or sport at an earlier age. With that specialization comes repetition, and with repetition comes injury. It's imperative that sport specific training incorporate medical guidance so as to prevent these injuries. Plus, science and technological advances have provided real advantages for those with access to the best equipment and analysis. Without this sort of equipment in our state, our athletes lose ground.

I believe whole-heartedly that we have the opportunity, right here in Coralville, to create a one stop shop for the high achieving 21<sup>st</sup> century athlete. An institute that is on par, or better, than the offerings I've witnessed first hand in other communities around the country. I strongly support the construction of this facility and personally stand ready to assist in bringing the vision to life in any way you may need.

Respectfully,



Nate Kaeding  
Iowa High School Athlete of the Year '00 | Iowa Hawkeye Hall of Fame | Nine Year NFL Veteran

# Iowa Ice Hawks



Monday, March 9, 2015

Mayor John Lundell  
City of Coralville  
1512 7<sup>th</sup> Street  
Coralville, IA 52241

Dear Mayor Lundell,

The mission of the Iowa Ice Hawks is to provide a place for college students to grow into young men while pursuing the game that they love. Our goal is to grow into a DI club hockey program, and ultimately be the next team to join the Big 10 hockey conference. We want to be involved in the community and be role models for young hockey players in the area.

In the past 10 years we have gone from a one team club to a two team club. We are currently competing at the DII and DIII levels and would like to have the chance to compete at the DI level. For this to happen, we need an ice rink near campus. We are currently playing out of the Coral Ridge mall, so our potential for growth has come to a halt due to league regulations. We are the most expensive and one of the most respected clubs on campus due to our 6 month long season and traveling all over the country to play. We recently traveled to Las Vegas, the Florida Gulf Coast, and Miami. With the approval of the proposed rink, we would quickly advance, catching the eye of locals and the University which is crucial in the process of getting an NCAA program.

#### State of Iowa Opportunities

Teams that would be able to come play us include Iowa State, Illinois, Illinois State, Minnesota, Michigan State, Indiana, and many other schools in the Midwest. When we play in Ames, there is a 3,000 sellout crowd every time. When they play us in the mall, the result is far from the same. With the building of a new facility, we will be able to push for the opportunity to host playoffs and the regional tournament. Other opportunities for us include hosting youth development camps, partnering with youth programs to get players more involved in the community, and hosting tournaments during the season. This would be beneficial for the Coralville area as we would bring in a lot of traffic with teams, parents, and fans traveling in to watch games.

At the end of the day, the proposed arena would completely change the future of our club. We have been growing our reputation on campus and growing the club in numbers since its institution in 1974. We would love to continue our development and the proposed arena is key to making this happen. We strongly support the construction of the facility and all the opportunities for our club and the community that come with it.

Best regards,

Handwritten signatures of Kyle Ver Woert and Bobby Acri in black ink.

Kyle Ver Woert & Bobby Acri  
Co-Presidents | Iowa Ice Hawks

**Iowa City · Coralville Hockey**

Home of the Blizzard

March 10, 2015

Mayor John Lundell  
City of Coralville  
1512 7<sup>th</sup> Street  
Coralville, IA 52241

Dear John,

The Iowa City- Coralville Hockey Association (ICH) has been active since 1995 and is comprised of dedicated board members, parents, players and coaches from Coralville, Iowa City and the surrounding communities. We provide an opportunity to area children, ages 4 to 15, to learn one of the greatest sports ever - ice hockey. Our mission is to promote athletic competition emphasizing mutual respect, good sportsmanship among players, leadership, responsibility, commitment, fairness and cooperation; all important qualities that our local youth will use as they grow and develop into the young men and women of our community.

ICH has grown steadily over the past 10 years, having over 80 youth skaters this season and serving as the umbrella organization for 8 adult league teams as well. We are excited to announce the addition of an all-girls U-14 regional team to the organization in the fall, which will draw young women from across the state. The addition is important to the organization, but places an even greater premium on the limited availability of ice time offered by Coral Ridge Mall, our current location. An additional expansion goal (really a dream) is to create a high school hockey team in the community. Currently, players who age out of our youth league must go to Cedar Rapids for high school hockey.

Our official season runs from October through the first or second week of March, with skills practices starting in mid-August and small-games sessions occurring in late spring and summer. We also host an adult learn-to-play hockey session in the spring. Our youth teams travel competitively and host teams from Cedar Rapids, the Quad Cities, Dubuque, Waterloo, Des Moines, Ames and Mason City, as well as teams from outside the state. Because teams travel from a significant distance, games are limited to Friday evenings, Saturdays and Sundays and are typically scheduled in pairs to make it worth the trip. We host three to four tournament weekends between mid-December and the end of February, drawing teams as far away as Chicago, St. Louis and Wisconsin. The number of teams has always been limited by the amount of available ice time.

The Iowa City-Coralville Hockey Association would be very interested in a new ice rink with space for off-ice training, dedicated locker rooms, storage space, and appropriate fan seating. As you may be aware, we have struggled with ice/facility conditions, adequate ice time for games

and lack of appropriate locker rooms in our current location at the Coral Ridge Mall. It is, however, a popular location for visiting teams.

I'm confident that a new arena would result in continued growth in our organization. We are seeing the number of adults in the community (often affiliated with the University) who come from hockey locations such as Minnesota, the East Coast and especially Canada, continue to grow. They are looking for hockey opportunities for their children, and often become engaged as parent coaches.

Thank you very much for the opportunity to express interest in this exciting development. Please feel free to contact me with any questions.

Sincerely,



Lisa Mascardo  
Past-president  
Iowa City-Coralville Hockey Association  
319-330-0313



March 10, 2015

Mayor John Lundell  
City of Coralville  
1512 7<sup>th</sup> Street  
Coralville, Iowa 52241

Dear Mayor Lundell:

The University of Iowa Bicycle Racing Club is open to all male and female students enrolled at the university. The purpose is to provide training and racing experiences for those who would like to pursue the sport of bicycle racing. Bicycle racing is also a life sport that can continue long into life and therefore something that we feel is a very important skill.

Early in the club's tenure on campus, a few members would train alongside three local racing clubs in Johnson County. Now they are large enough to host their own workouts as well as their own races. The main season takes place during the Spring Term and their home race weekend is usually in late March or early April when they hold a criterium, road race, and team time trial. The club also travels throughout the Midwest to compete with other university and college teams.

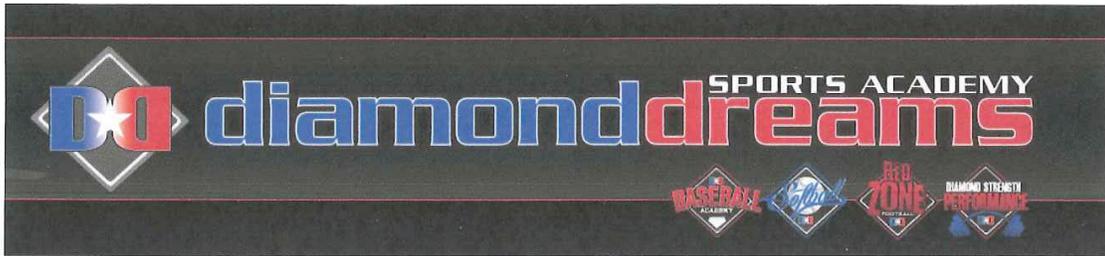
Bicycle racing is extremely challenging and requires a carefully designed training program to be successful. The club currently hosts 2-3 workouts per week as a club and expects the members to also do at least 2-3 workouts on their own. The idea of the Iowa Fitness & Sports Performance Institute located in Coralville would be ideal for club members and their alumni to test their fitness under laboratory conditions. This would show student athletes where they excel as well as areas of needed improvement.

The Sports Performance venue would be an ideal addition to the Iowa River Landing and the club supports it. Almost every cycling athlete would want to use it for testing. Feel free to make further contact through the club website at <http://iowacycling.org>.

Sincerely,

A handwritten signature in black ink that reads "Wayne Fett". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

Wayne Fett  
Advisor  
319-541-9955



March 12, 2015

Mayor John Lundell  
City of Coralville  
1512 7<sup>th</sup> Street  
Coralville, IA 52241

Dear Mayor Lundell,

Please accept this letter as our show of support for the proposed Iowa Fitness and Sports Performance Institute. It is of our utmost belief that this facility would have an extraordinary impact on the lives of many -- ranging from local youth athletes to those who would travel into the region from, we believe, all over the country.

The opportunity to build this facility in our community comes at a terrific time, as technology and education in this field has never been better. This includes proper training and high-level technical analysis that has been proven to significantly impact sports performance and reduce injury. This is of significant importance as it is our goal to develop young athletes into lifelong participants in sports. Injuries due to improper training can cause people, young and adult, to turn away from athletic endeavors.

At Diamond Dreams Sports we have had the opportunity to train athletes in a variety of sports for the past 12 years. Our first-hand experience has been very gratifying; as we have seen athletes develop their physical skills and, more importantly, their confidence as individuals. With the Iowa Fitness and Sports Performance Institute the increase in ability and confidence would be immeasurable and athletes would have access to knowledge unlike anywhere else in our region. This institute would attract top nationwide talent and leaders in the field of sports training, medicine and rehabilitation and would promote health and fitness in ways inaccessible to us today.

As business owners in this community and as parents of young athletes, we are very eager to assist in any way that we can to bring the proposal of this institute to fruition. We look forward to the positive impact this would have on our community and state.

Sincerely,

Brian L. Mitchell on behalf of Diamond Dreams Sports Academy



3/10/2015

Mr. Bryan Stolz  
Coralville Marriott Hotel and Conference Center  
300 East 9<sup>th</sup> Street,  
Coralville, IA 52241

Mayor John Lundell  
1512 7<sup>th</sup> Street  
Coralville, IA 52241

**Dear Mayor Lundell,**

The Coralville Marriott Hotel and Conference Center is excited at the opportunity of bringing an arena to the Iowa River Landing. As anchor of the Iowa River Landing, we continue to see the growth of the area as positive as it brings in more guests to experience our great city.

Over the years, as development in the Iowa River Landing has continued, we have seen steady growth in occupancy and revenue. We currently employ over 130 associates who are residents of the area and also spend their income here. With existing retail, restaurants and lodging – we continue to see increased interest in travel and business.

An Arena of this size is an amenity that will draw people to the area in youth sports, collegiate level sports, religious groups and concert opportunities. All revenue streams to the hotel and the Iowa River Landing. This kind of venue would further allow us to grow our base occupancy and further attract new travelers to this area.

We look forward to the continued growth of the Iowa River Landing and to supporting great ventures like this that will continue to showcase the area.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bryan Stolz".

Bryan Stolz  
General Manager  
Coralville Marriott Hotel and Conference Center

Coralville Marriott Hotel and Conference Center



Homewood Suites by Hilton Coralville – Iowa River Landing  
921 E. 2<sup>nd</sup> Avenue  
Coralville, IA 52241

Dear Mayor Lundell:

As a hotel owner and operator in the Iowa River Landing, I am writing this letter of support for the City of Coralville's efforts to build the Iowa Fitness & Sports Performance Institute and Arena in the Iowa River Landing.

The project is important to our business because it will provide not only a great venue for concerts, sporting events and other great shows that will improve the communities quality of life, it will also provide a platform for athletes and physicians to work side by side to evaluate and analyze athletes of all ages to help improve overall performance and minimize injuries.

The sports facility will also provide a state of the art venue that will attract youth teams from across the Midwest and will allow the city of Coralville and the surrounding area to showcase one of the state's newest and unique districts, the Iowa River Landing. The economic impact created by the venue would increase substantially. By constructing the facility, the area would see additional hotel developments which would result in significant lodging tax increases as well for the city.

I am grateful for the opportunity to show my support for the Iowa Fitness & Sports Performance Institute and Arena project. We strongly recommend and support the awarding of the grant to the City of Coralville. If I may be of any other assistance, please contact me at [lmcllavy@southslope.net](mailto:lmcllavy@southslope.net) or 319-331-2051.

Sincerely,

A handwritten signature in blue ink, appearing to read 'L. McIlravy', is written over a light blue circular stamp.

Lincoln McIlravy  
Owner  
Homewood Suites by Hilton Coralville – Iowa River Landing



BY CHOICE HOTELS

Quality Inn  
209 W 9<sup>th</sup> St  
Coralville, IA 52241

Mayor John Lundell  
City of Coralville  
1512 7th Street  
Coralville, IA 52241

Wednesday, March 11<sup>th</sup>, 2015

Dear Mayor Lundell,

I am writing this letter to you in regard to the construction of the IRD arena. I strongly support the construction of this facility as it will benefit many of the businesses in this town by bringing a significant number of teams and fans to this area.

Teams that would be able to come to the area for this facility include Iowa State, Illinois, Illinois State, Minnesota, Michigan State, Indiana, and many other schools in the Midwest. This facility once built will definitely make a big difference. I look forward to seeing an arena built in the Iowa River Landing.

Thank you for your time to read this letter.

Best regards,  
Sopan Patel  
Quality Inn.



**Kinseth  
Hospitality  
Companies**

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March 12, 2015

Mayor John Lundell  
City of Coralville  
1512 7<sup>th</sup> Street  
Coralville, IA 52241

Dear Mayor Lundell,

I'm am writing to voice Kinseth Hospitality's support for the proposed arena to be located in the Iowa River Landing. The proposed would certainly help to benefit the metro area with a new arena that could help bring and generate events that will help to build the economic base our community needs and provide more diverse events and entertainment options.

As an operator of 4 hotels in the Iowa City/Coralville area and with another in development in Downtown Iowa City we would support and encourage this great project.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ben Kinseth', written in a cursive style.

Ben Kinseth  
Vice President  
Kinseth Hospitality Company

Kinseth Hospitality Companies  
2 Quail Creek Circle  
North Liberty, IA 52317  
(319) 626-6600  
(319) 626-8350 fax



BY CHOICE HOTELS

Comfort Inn & Suites  
214 W 9<sup>th</sup> St  
Coralville, IA 52241

Mayor John Lundell  
City of Coralville  
1512 7th Street  
Coralville, IA 52241

Wednesday, March 11<sup>th</sup>, 2015

Dear Mayor Lundell,

I am writing this letter to you in regard to the construction of the IRD arena. I strongly support the construction of this facility as it will benefit many of the businesses in this town by bringing a significant number of teams and fans to this area.

Teams that would be able to come to the area for this facility include Iowa State, Illinois, Illinois State, Minnesota, Michigan State, Indiana, and many other schools in the Midwest. This facility once built will definitely make a big difference. I look forward to seeing an arena built in the Iowa River Landing.

Thank you for your time to read this letter.

Best regards,  
Sopan Patel  
Comfort Inn & Suites.

A handwritten signature in black ink, appearing to read "Sopan Patel", with a flourish at the end.

# Addenda





CORALVILLE REINVESTMENT DISTRICT