

Think Tank II: July 8, 2014

Economic Development – Downtown and Retail	
What's working Downtown	What's not working Downtown
Some really nice buildings	Some buildings and sidewalks in very poor condition (not ADA compliant or accessible at all)
Gazebo and flowers	No open or available buildings for retailers
Nice businesses (café, bar/grill, grocery store and more)	Some owned by people who aren't in town, hard to contact
Post Office	There's no middle ground (in the condition of buildings)
Some good storefronts (dollar store, old library)	
Gas stations (with diesel)	
Co-op upgrades	
Compact/walkable downtown	
Bank and telephone company downtown	
What's working in retail elsewhere	What's not working in retail elsewhere
Broad spectrum of businesses: upholstery, heating/plumbing, beauty shops, K&K Gardens, Art Studio...	Empty school

Economic Development – Entrepreneurs and Micro businesses	
What's working?	What's not working?
Nearby local food businesses like J&J Produce and Country View	Nearby businesses don't associate themselves with Hawkeye – or feel like they are a part of Hawkeye
Other nearby businesses too – Country Chrome, Walvatne Tractor Repair...	Need better engagement with the Mennonite community
Strong Mennonite community	
Software developer	

Economic Development – Industry	
What's working?	What's not working?
Filling the industrial park	Industrial park still has openings
Have "lots to suit"	Transportation infrastructure (not on a highway)
Fiber optics to the industrial park	Water/sewer needed at Industrial Park
Utilities are set	
Transportation infrastructure (not too much traffic on roads)	

Economic Development – Ag/Recreation/Tourism	
What's working?	What's not working?
Ice-skating rink	Not capitalizing on the name "Hawkeye"
Wonderful recreational facilities (outdoor)	Lacking the "cluster" or supporting businesses
K&K Gardens – destination shopping	Need more community involvement from Ag businesses
Great ag businesses – Co-op, FS, Pioneer...	
Home cooking at restaurants	

Economic Development – Commercial/Office	
What's working?	What's not?
Phone company	Not a lot of space for this type of enterprise
The office in the legion hall	

Economic Development - Workforce	
What's working?	What's not?
Good mix of workers – blue collar, white collar, self-employed	

Economic Development – Quality of Life (the basis and the result of economic development)
Downtown Park
Flower Pots
Have basic needs available
Recreation facilities

Ideas to “Get Ready” for Development
Idea:
Work with city council and county officials to enforce codes (improve community appearance)
Fundraise for new Christmas ornaments (the old ornament that is now broken made the community look “like a Norman Rockwell painting”)
Consider ways to cost share with building owners to improve the condition of buildings – need to be in good shape to house businesses
Contact (reach out) to building owners to discuss property improvements
Decide (inventory) downtown buildings to determine the likelihood of empty lots vs. renovation
Understand the community's attitude on competition vs. cooperation – how do they see new business?
Consider ways to develop office space in the school (this is being worked on) and Historical Society building
Reach out to local entrepreneurs to determine their needs – building?
Create a list of “benefits of being in Hawkeye” for entrepreneurs
Consider ways to develop Gouldsburg-related businesses (outfitters, canoe rentals, fishing, recreational trails, ATV, hunting...)
Develop a walking trail from Hawkeye to Gouldsburg
Promote existing wind energy and communication infrastructure (fiber optics) to potential businesses
Develop a plan to attract/contact “green technologies” that fit with existing portfolio
Develop a “Design Review” process for new buildings in downtown and maybe elsewhere

Ideas to Attract Business
Idea:
Approach existing businesses about carrying a line of hardware items
Reach out to trade schools/community colleges/UIU for potential plumbing and heating, hardware, culinary entrepreneurs
Contact culinary entrepreneurs about fine dining in Hawkeye
Help owner tear down Hawkeye Hatchery – recruit volunteers to help empty it and then tear it down
Contact CrawDaddies in Waverly about recreational/outfitter business
Plan (map, sketch) out an ATV trail, review with property owners, take to DNR

Ideas to Support Existing Business
Idea:
Encourage local purchases (Post Office, Christmas punch card that goes into a drawing)
Develop [a plan/incentives/promotion...] to bring home-based businesses to Main Street
Provide business succession planning resources to local business owners who may be thinking of retiring
Develop a list of the benefits of doing business in Hawkeye to “bring in” nearby businesses
Approach ag businesses for community involvement (more than just asking for money)
Market small “hometown” businesses
Market Hawkeye’s available sites
Form a Chamber of Commerce group
Send city leaders and stakeholders on visits to other small communities to see what is working there
Consider a City Manager who could enforce codes/ordinances
Develop a funding source of some type for businesses (revolving loan fund, grant cost share...)

Attendees, Think Tank II:

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