

Community Think Tank #2: Economic Development

Business Development: Industry	
Ideas:	
Focus on service industries	
Partner with Amish – into town, workshop/storefront (furniture, cabinets)	
Boating? Fishing? Camping? Find a manufacturer wanting to expand	
Local Business Partner – Dubuque Retailers – Entrepreneur who travels to Dubuque and Prairie for residents	
Technology Industry	
Ag & Automotive parts	
Business Park	
Transportation Industry (distribution center)	
Promoting empty industrial park	
Supporting existing healthcare industry	
Supporting manufacturing that's already here	
Workforce development	
Find existing space to create incubator space/building	
Support incentives for industry here to grow	
Build a bridge	
Use the GCEIC building (for incubator?)	
Barriers/Challenges:	
Trained Workers	
Larger pool of workers	
\$	
Transportation	
No East-West Hwy	
Workforce	
Finding and connecting with those that would benefit from an incubator space	

Best Ideas - Business Development: Industry – Full Group	
# Votes	Ideas:
3	Focus recruitment on service industries
3	Partner with neighboring Amish to bring their skills and goods to Guttenberg – provide or organize space, transportation, marketing and coordinator (or liaison)
	Recruit a manufacturer that makes outdoor activity gear “Made in Guttenberg”
5	Ask local businesses to carry “things we can’t get here” – just need to promote the information that local businesses can order things
2	Recruit an agricultural and automotive parts manufacturer or store
	Promote the industrial park
3	Turn the industrial park into or create a business park
1	Recruit technology firms – know our technology assets

Community Think Tank #2: Economic Development

Workforce Education and Training	
Ideas:	
Take advantage of what NICC has to offer	
Think locally – local jobs need local training for local people	
School should have a healthcare vocational program through NICC – CAN, CMA, even CPN.	
School develop school to work on voc. program skilled trades – welding, electric, plumber, carpenters	
Get appropriate people to do person to person promotion	
Grant \$	
Recruit local person to be NICC-CRHS Coordinator	
Barriers/Challenges:	
Lack of interest from local school and industry leaders	
Provide space and equipment for local training – machinists, welders, healthcare/nursing	
Getting the school to take on the program - educators	

Best Ideas – Workforce Education and Training – Full Group	
# Votes	Ideas:
1	Take advantage of what NICC has to offer
1	Provide local training for local workers
10	Get the school to add healthcare and any other vocational program that fits our jobs (like welding). These are available from NICC.
1	Recruit a local person to be NICC/CRHS coordinator
3	Conduct a survey of local employers – what do they need?

Community Think Tank #2: Economic Development

Business Development: Hwy 52 Corridor	
Ideas:	
Streetscape – trees	
Fast Food (McDonald’s, Burger King, etc.)	
Sidewalks, crosswalks – elevate the trails for walking and biking over 52	
Additional car dealership	
Hotel	
Fishing in pond – stock and promote – and dredge if needed	
Move industry to industrial park	
Need a stoplight	
Strengthen a (circle) trail at Buechel Hill	
Ponds – can we improve?	
Exit or truck lane at bottom of North Hill	
Decorate Kann’s buildings, murals?	
Camouflage canal with wild flowers	
Awards to attractive businesses	
Bury or relocate the canal – to open up space for development	
Rotary – get on the fishing/pond project	
Barriers/Challenges:	
Competition to existing businesses	
Funding	
Available lots	
Private industry makes their own decisions regarding location	
DOT	

Best Ideas – Business Development: Hwy 52 Corridor – Full Group	
# Votes	Ideas:
4	Improve appearance – streetscape – add trees
8	Install sidewalks/crosswalks, etc. to “connect” the area and make it safer.
	Recruit another car dealership
6	Utilize the ponds – fishing, etc. for kids
5	Explore the feasibility of moving all industry to the industrial park (ISU study? incentives?)
	Install a stoplight on Shiller
	Expand roadway to allow more room for traffic at the bottom of the hill – or slow that traffic down before it gets to the hill

Community Think Tank #2: Economic Development

Business Development: Entrepreneurs	
Ideas:	
Services for the elderly	
Golf Carts	
Shared office/work (storefront), Entre. Center	
Capital support for start-up	
Coordinated networking	
Assistance with planning – services that require support – business plan writing assistance, entrepreneurial training, career counseling	
Cultivate and organize existing entrepreneurial network	
Sophisticated internet infrastructure – make Guttenberg 100% wi-fi.	
Wellness/healthcare entrepreneurs to dovetail with existing industry	
Encourage technically skilled entrepreneurs – plumbing, electric, etc.	
Zoning Changes	
Increased population=increased opportunities=more tax base	
Grants, revolving loan fund	
Grant writing committee	
Link to city on computers to attract entrepreneurs	
Get people with capital in touch with entrepreneurs – fund? System? Angel investors?	
Organize task force to address this – out of GTD	
Incubator for new biz	
Entrepreneur competition – winner gets 1 year rent-free in an appropriate space	
Young professionals organization – YPC	
Mentor/mentee program – look at University entrepreneurship programs as a model	
Barriers/Challenges:	
Lack of capital	
Attract and identifying entrepreneurs	
City ordinance to allow golf carts	
High rents for downtown storefronts?	

Best Ideas – Business Development: Entrepreneurs – Full Group	
# Votes	Ideas:
1	Develop a list of community “needs” that could be met by “entrepreneurs” (housekeeping, transportation, yard care, shopping for the elderly, handyman, etc.)
2	Develop a shared office space
	Develop an entrepreneur’s networking group
2	Offer business technical assistance: business plan writing, mentor programs, etc.
4	Develop citywide wi-fi
2	Create a future land use plan (and zoning changes if needed) that identifies future areas for housing
1	Recruit a taxi service

Community Think Tank #2: Economic Development

Business Development: Downtown	
Ideas:	
Fair and equitable property taxes (it recently was reassessed)	
Large signage pre-city limits directing highway traffic to downtown historic district	
Buy local campaign	
Zoning changes for entrepreneurship	
Business owners work cohesive	
Improve look of downtown – historical? German?	
Good, healthy restaurant or add (more options) healthy to existing restaurants	
Increase diversity of business	
Antique Mall	
In-town sandbar (one you can walk to), beach, the ponds	
Put up signs (work with property owners and DOT)	
City budget increased for business development	
Advertising and marketing	
Angle parking on east side through entire business district	
Self-guided walking tour through parks – native prairie flowers, monuments, eagle watching binoculars, lock and dam, lockmaster’s house	
Barriers/Challenges:	
Taxes	
Inadequate signage – people just drive on 52	
Investment to promote	
Winter time	
Bureaucracy	
Parking, especially if more business is developed	

Best Ideas – Business Development: Downtown – Full Group	
# Votes	Ideas:
1	Keep tabs on property valuations to ensure fairness
6	Install large directional signage outside the city limits that tells visitors what’s in Guttenberg
1	Institute a “buy local” campaign
3	Create a recruitment strategy (what do we want?) and implement
3	Develop more flexible zoning for small entrepreneurs
11	Encourage business owners to work together (merchant’s group, retail group?)
11	Improve the look of downtown – hire an architect or Main Street Iowa to design a drawing, historic in nature to work from – include in recruitment strategy.
5	Develop outdoor “spaces” along the river (patios, cafés, beach), places for people to gather

Community Think Tank #2: Economic Development

Business Development: Tourism	
Ideas:	
Chain hotel/motel with pool – accommodations	
Hwy 52 corridor development/improvement/promotion	
Relocate Industry/mfg to industrial park	
Develop more “stop – get out of your car” experiences – riverfront	
German Christmas market	
German development/flavor on River Park Drive	
Make downtown look more German	
Bike path – also on Hwy 52	
River rides – transportation from marina, campgrounds, islands to city	
Expand Buechel Hill Trail and Park and top	
Develop key tourist attraction	
Ferry boat to Cassville	
Promote kayaking on River (become center for Miss. River Kayak Trails) – rental place	
Cafes, patios, little shops, pubs, and look <u>German</u>	
Bike trails for young kids	
German food in restaurants or German restaurant/brewpub	
Reroute/cover canal	
Incentives to Kann	
\$/bond issue	
Development of underutilized lots = more \$	
Block grant	
More trees and screening on Hwy 52	
Find financial sponsors	
Design standards for historic bldgs.	
Destination restaurant and special events	
Sunday market/music	
New marina – music/food	
More tourist-friendly i.e. motorcycles	
Barriers/Challenges:	
Available space/land-locked	
Who’s going to do it	
Canal/flood control system	
Aesthetics of manufacturing – move to industrial park \$	
Funding	
Docking for Riverboat	
Finding the right fit	

Best Ideas – Business Development: Tourism – Full Group	
# Votes	Ideas:
3	Recruit a chain hotel with a pool
2	River Rides
2	Revisit “Iowa Living Roadways” concepts to continue sprucing up Hwy 52 Corridor
	Recruit “need to stop!” businesses or activities
1	Host a German Christmas Market
11	Consider a German theme in new designs
2	Install a bike path along Hwy 52 with elevated highway crossings at each end

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5	Expand hill trail and add park at the top
2	Develop a ferry boat to Cassville
1	Open a Kayak/canoe/bike rental
2	Promote Kayaking
2	Develop a children's bike trail
	Encourage restaurants to have German specialties

Quality of Life	
Ideas:	
	More to do in the winter
	More culture – live music, art
	Better local communication
	Recreation Center/Community Wellness Center
	More Day Care options
	More higher paying jobs
	Walkable community/bikeable community – add golf carts
	Rec Center
	Sidewalks on the highway
	Lighting on the highway
	Develop the ponds
	Use/promote activities in our park
	Local email system to communicate ideas
	Fund raising programs
	Post High School career counseling and training
	Grant writing
	Communicate benefits to community projects
	Cultivate leaders/celebrate leaders
	Develop intentionally a fellowship of thinkers/doers
	Nice restaurant with a diverse menu
	Sidewalk to connect to north and south overlooks
Barriers/Challenges:	
	Low population
	Lack of sponsorship to cover cost
	Willingness/Funding
	Qualified workers
	Locations

Best Ideas – Quality of Life – Full Group	
# Votes	Ideas:
2	Host more activities in the winter
	Host more music activities
9	Build a community/wellness center
	Ensure connectivity throughout the community (address sidewalk gaps, etc.)
	Develop more daycare options
	Focus business recruitment on high-paying industries