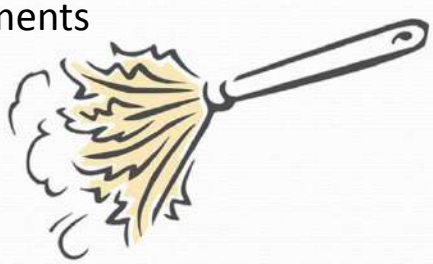
Welcome & Introductions

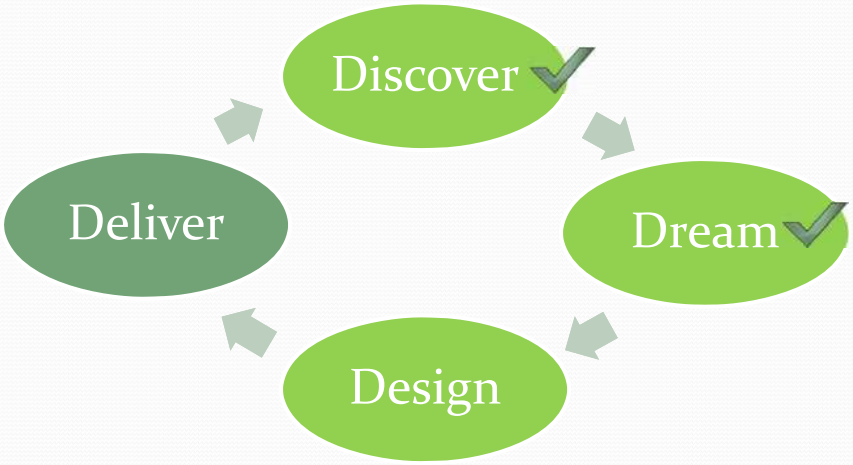
- Introductions
- Housekeeping – be comfortable
- Participate freely
- Respect all comments



The Process and Timeline

- Phase One: Committee Organization and Community Visioning – Done!
- Phase Two: Collection of Background Data – Done!
- Phase Three: Public Participation (Community Think Tanks) – Happening now!
- Phase Four: Plan Finalization – August – Nov.
- Phase Five: Final Public Review and Adoption – December

Appreciative Inquiry



Guttenberg's Vision:

Nestled between limestone bluffs and the mighty Mississippi River, Guttenberg is a scenic, safe and vibrant community. Residents and visitors enjoy recreational activities, riverfront parks and our historic downtown. Quality healthcare, schools, churches, thriving businesses and friendly people contribute to a welcoming environment. Guttenberg creates opportunities for all generations.

As Thomas A. Edison Said:

Vision without execution is hallucination!

Tonight's Goal:

To design ways to achieve our vision for:

- Economic Development

The Process

- Background information
- Element analysis
  - Examine Challenges
  - Identify Opportunities
- Select possible actions
- Prioritize actions

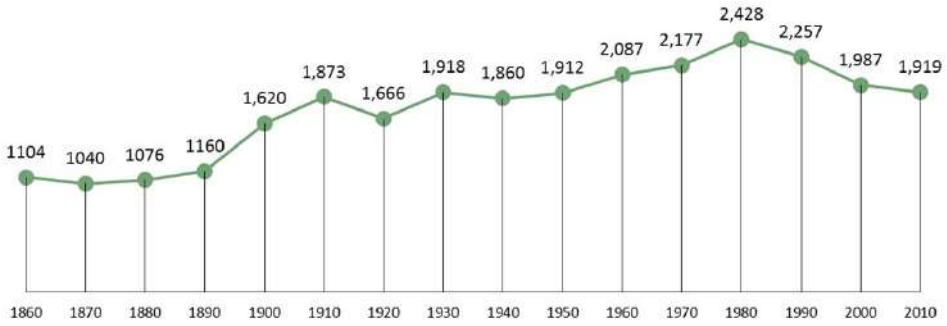
Demographics & Government Finances

Why do we look at demographics and finances?

- To look for trends – are we growing or declining, do we know why?
- To understand our population and financial assets – what do we have to work with?
- To help plan for the future– what will we need in the future to support our population and community?

Demographics

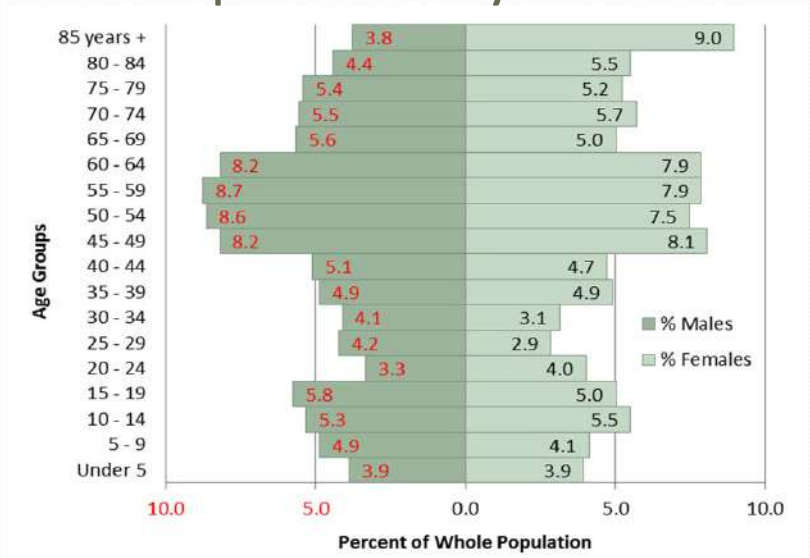
Population Counts Since 1860



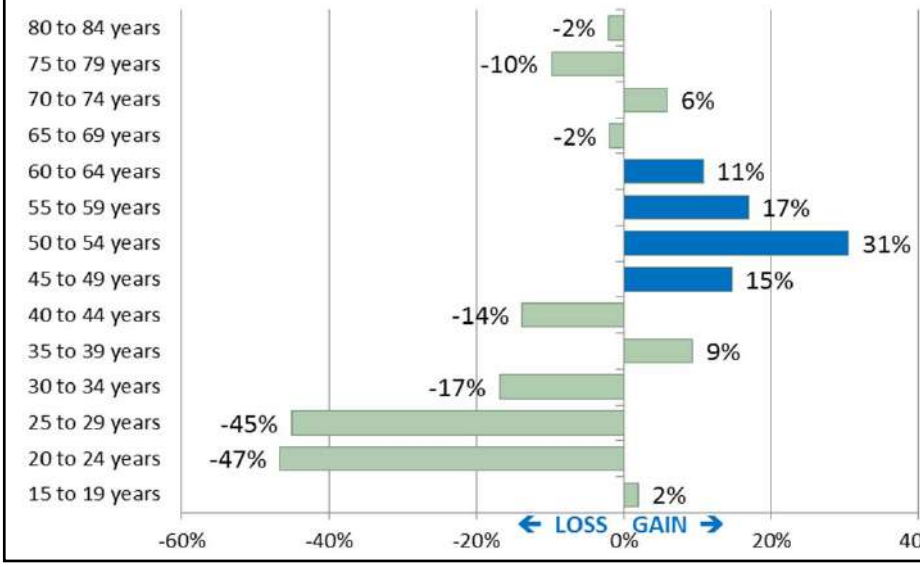
Demographics

Age Groups as a Percent of Population: 1980-2010

Population Pyramid

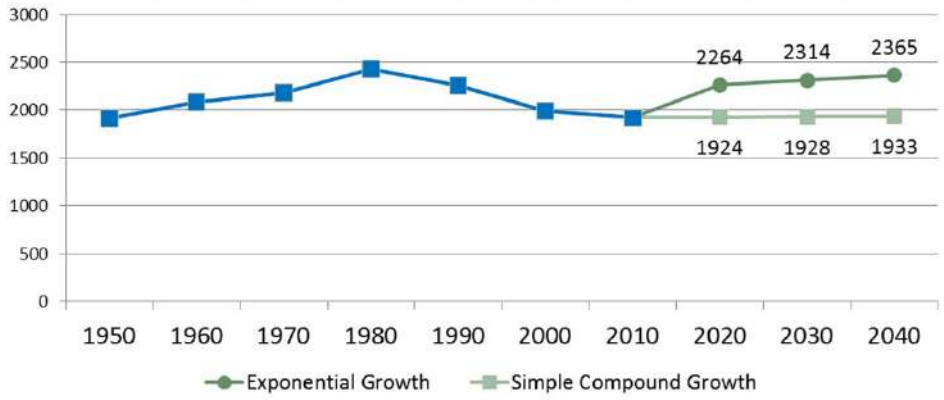


Brain Gain!



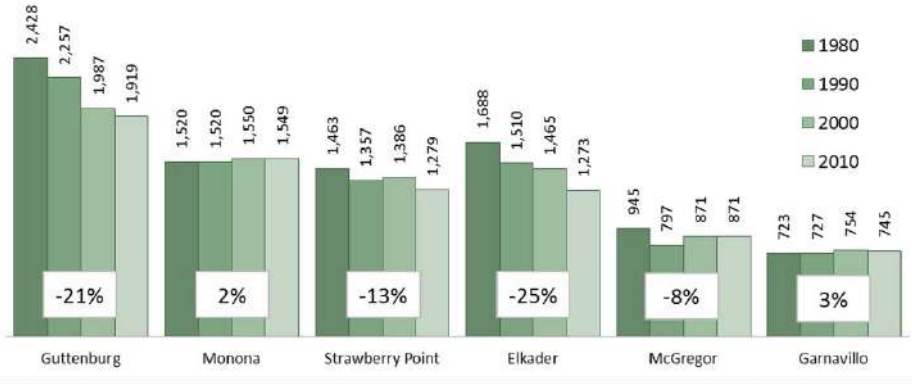
Demographics

Population Projections to 2040

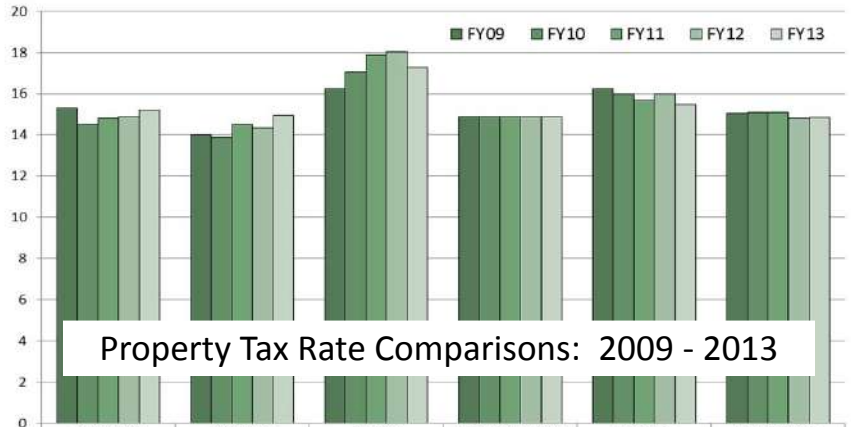


Population Change

City Population Comparisons 1980 - 2010



Government Finances

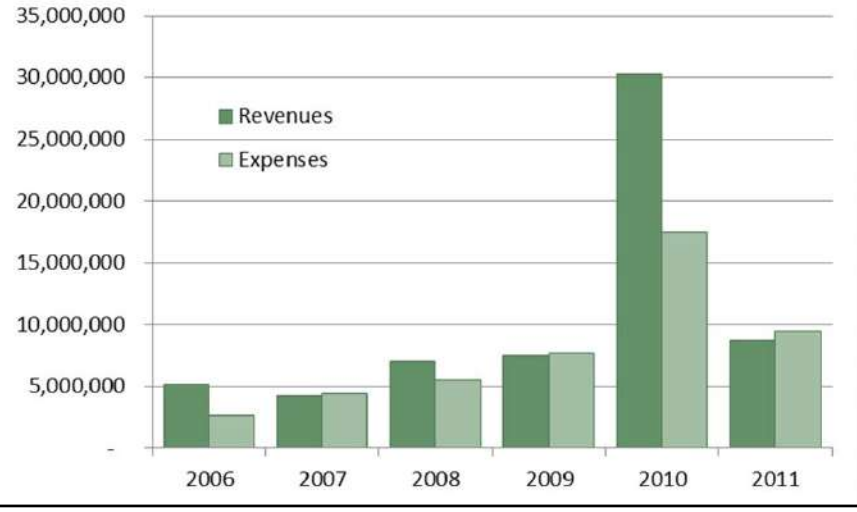


Property Tax Rate Comparisons: 2009 - 2013

	Garnavillo	McGregor	Elkader	Strawberry Point	Monona	Guttenberg
FY09	15.3094	13.99909	16.23423	14.87843	16.2116	15.0345
FY10	14.4848	13.89019	17.04464	14.87713	15.96921	15.09498
FY11	14.81261	14.48426	17.87647	14.87356	15.67789	15.0938
FY12	14.89151	14.33534	18.00633	14.87717	15.97716	14.82453
FY13	15.18284	14.94505	17.25926	14.87694	15.45564	14.82967

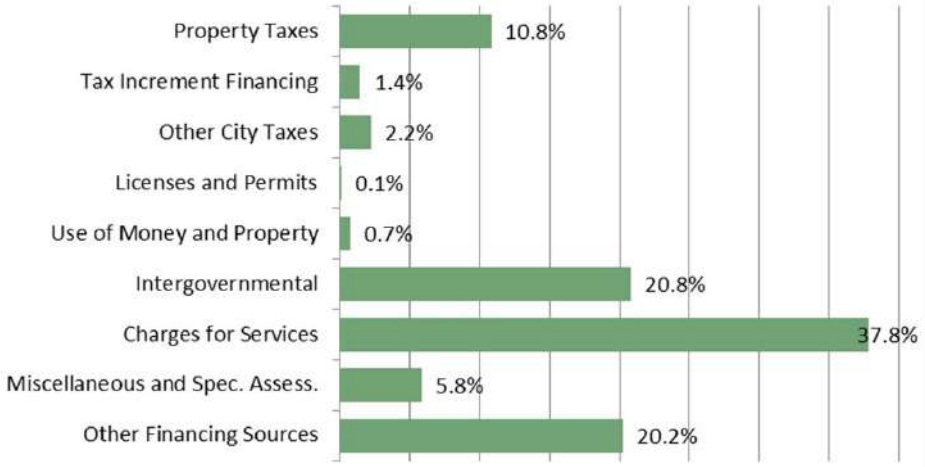
Government Finances

City Revenue and Expenses 2006 – 2011 (actuals)



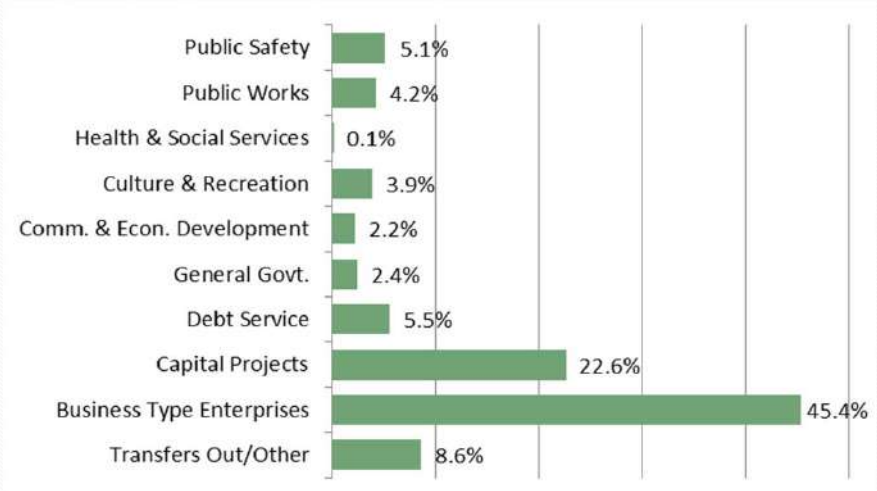
Government Finances

City Revenue Sources: Actual 2011



Government Finances

City Expense Items: Actual 2011



Let's Get Started!

Economic Development

Economic Development is…

The ability and capacity to act and innovate in order to respond effectively to changing circumstances

The end product of economic development is our population's quality of life

Growth ≠ Development

Element: Economic Development

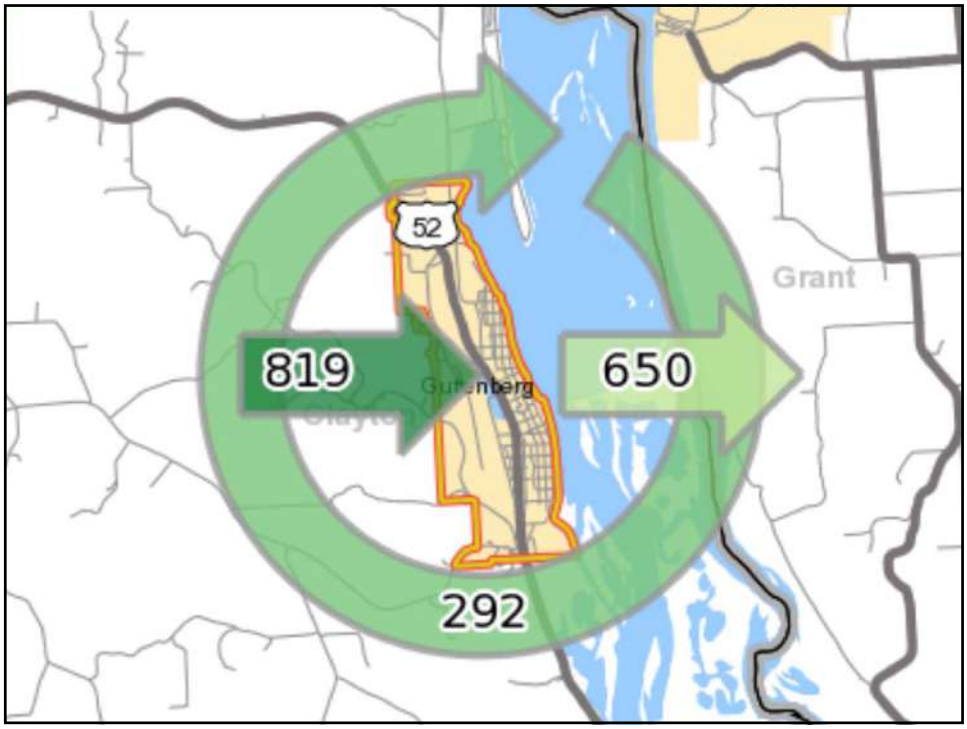
What do we need for economic development?

- A strong workforce – what is the educational level, unemployment level, etc. of our population?
- To understand our current business environment – business types, occupation types and income levels

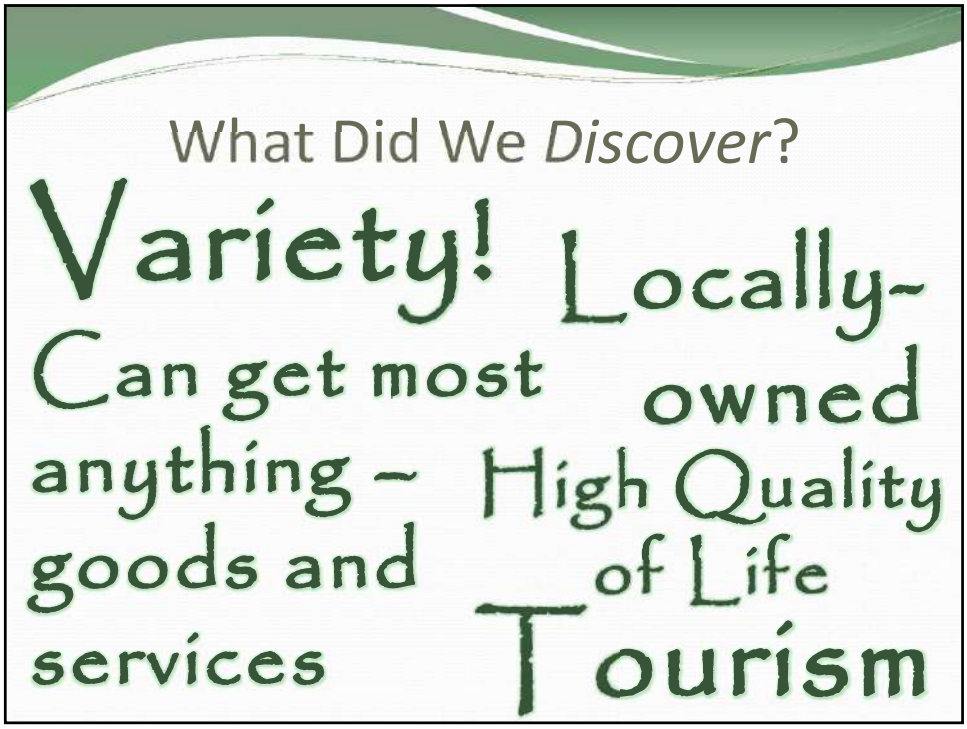
Data: Economic Development

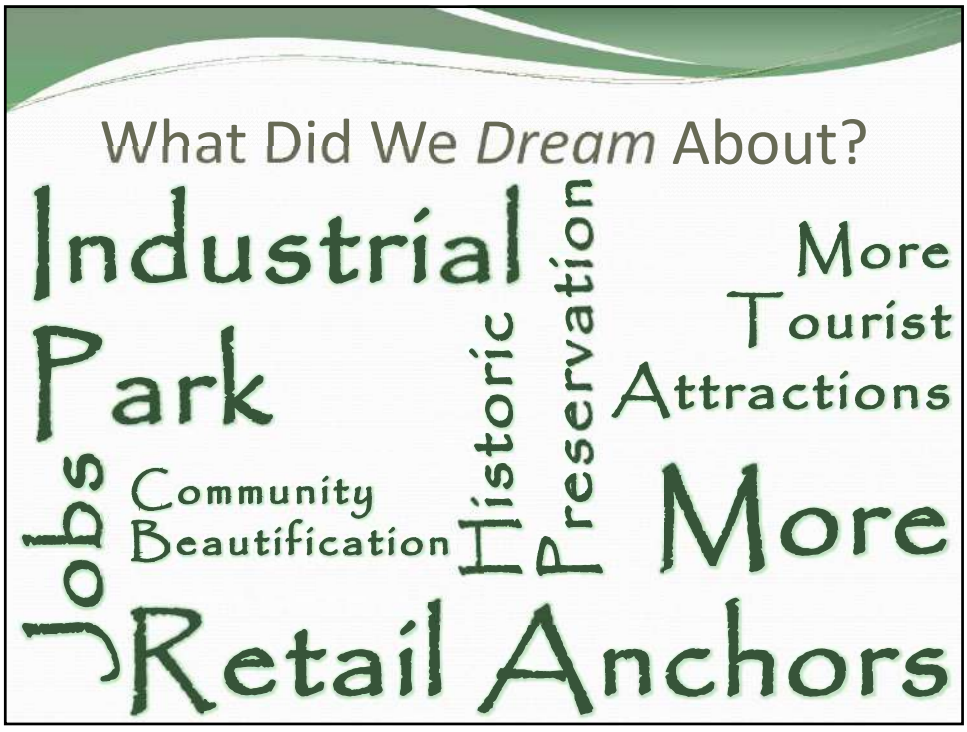
Workforce Quick Facts

- The largest concentration of workers are employed within the education and health care (29%) industry, followed by retail trade (19%) and manufacturing (15%)
- 57% of the population over the age of 16 is in the labor force
- 87% of families with children have both parents working
- Average household income is $47,393
- Howard County April unemployment rate was 6.1%
- 45% of the population over 25 has some post high school education
- On average, have a 22 minute commute to work



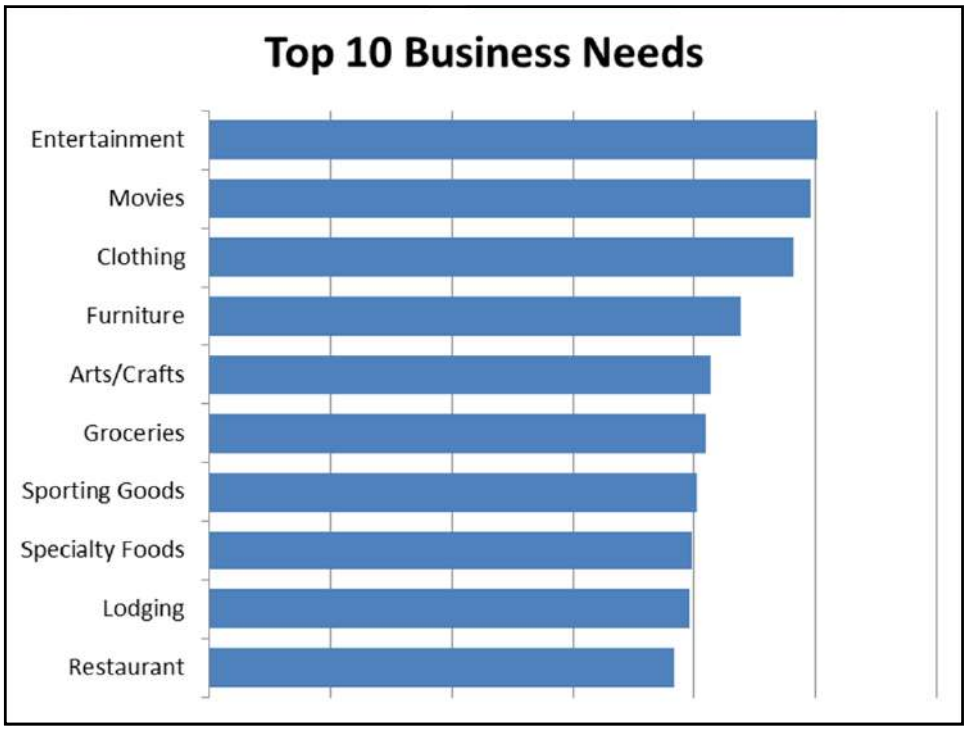
Where are Guttenberg's workers going?	
Stay in Guttenberg	31%
Elkader	6.2%
Dubuque	5%
Prairie du Chien	4.1%
Dyersville	3.5%
Waterloo	3.2%
Where are workers in Guttenberg coming from?	
Already in Guttenberg	26.3%
Elkader	2.3%
Dubuque	1.9%
Garnavillo	1.9%
McGregor	1.3%
Oelwein	1.3%

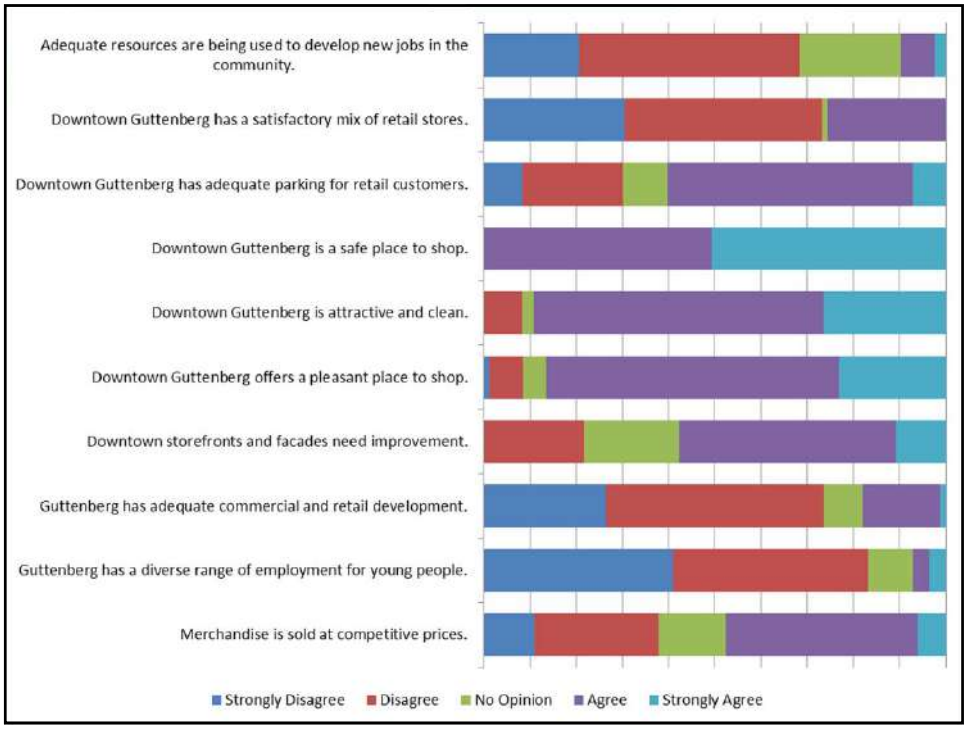

What Did We *Discover*?
Variety!
Locally-owned
Can get most anything – goods and services
High Quality of Life
Tourism

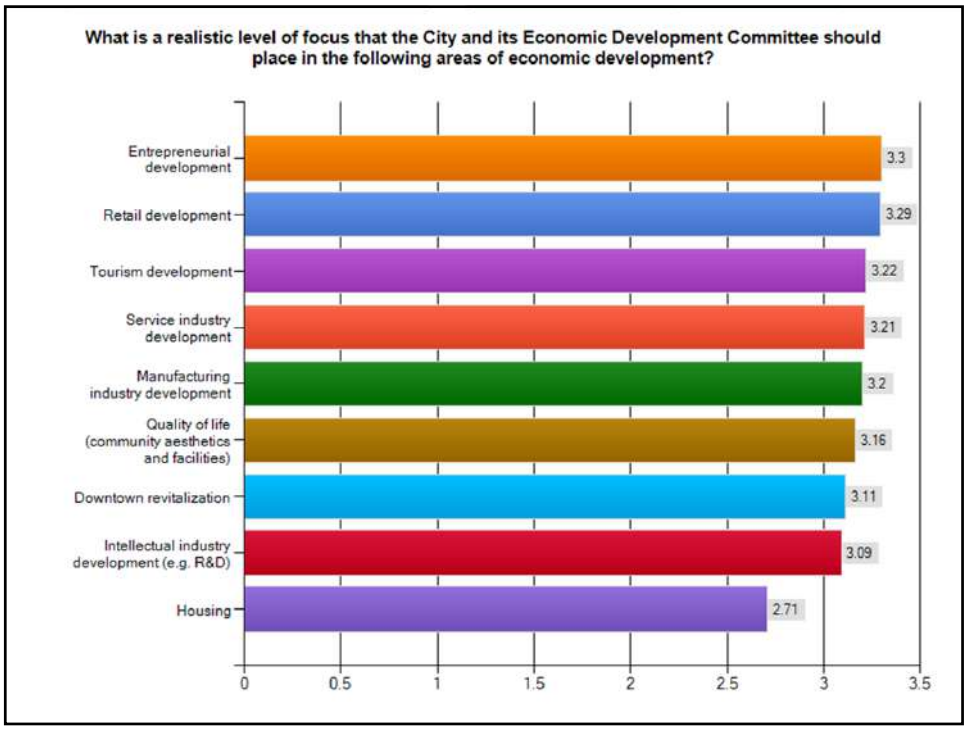

What Did We *Dream* About?
Industrial
Park
Jobs
Community Beautification
Historic Preservation
More Tourist Attractions
More
Retail Anchors

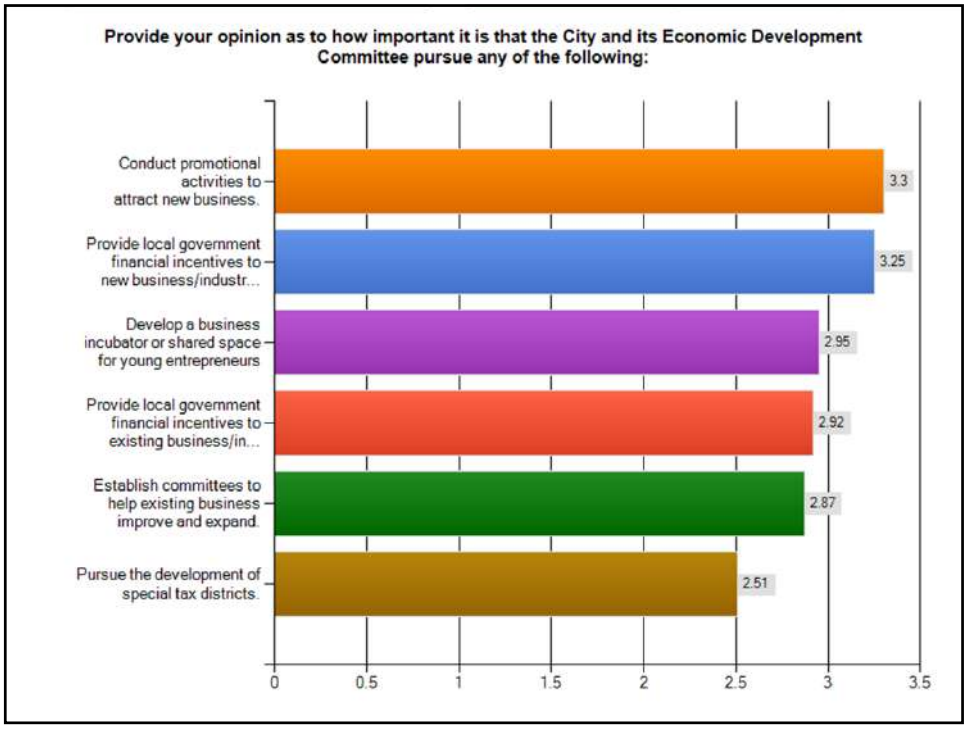
Economic Development Vision:

Guttenberg encourages and supports business, industry and tourism to create employment opportunities.




Adequate resources are being used to develop new jobs in the community.
Downtown Guttenberg has a satisfactory mix of retail stores.
Downtown Guttenberg has adequate parking for retail customers.
Downtown Guttenberg is a safe place to shop.
Downtown Guttenberg is attractive and clean.
Downtown Guttenberg offers a pleasant place to shop.
Downtown storefronts and facades need improvement.
Guttenberg has adequate commercial and retail development.
Guttenberg has a diverse range of employment for young people.
Merchandise is sold at competitive prices.
Strongly Disagree
Disagree
No Opinion
Agree
Strongly Agree


What is a realistic level of focus that the City and its Economic Development Committee should place in the following areas of economic development?
Entrepreneurial development
3.3
Retail development
3.29
Tourism development
3.22
Service industry development
3.21
Manufacturing industry development
3.2
Quality of life (community aesthetics and facilities)
3.16
Downtown revitalization
3.11
Intellectual industry development (e.g. R&D)
3.09
Housing
2.71
0
0.5
1
1.5
2
2.5
3
3.5


Provide your opinion as to how important it is that the City and its Economic Development Committee pursue any of the following:
Conduct promotional activities to attract new business.
3.3
Provide local government financial incentives to new business/industr...
3.25
Develop a business incubator or shared space for young entrepreneurs
2.95
Provide local government financial incentives to existing business/in...
2.92
Establish committees to help existing business improve and expand.
2.87
Pursue the development of special tax districts.
2.51
0
0.5
1
1.5
2
2.5
3
3.5

Workforce Education & Training
Business Development: Hwy 52 Corr.
Business Development: Downtown
Economic Development
Quality of Life
Business Development: Entrepreneurs
Business Development: Industry
Business Development: Tourism

Let's *Design*!

Prioritizing!

Final Questions or Comments?

Next Steps:	
Two more Community Think Tanks:	
Thursday, June 27th	Housing and Transportation
Wednesday, July 10th	Community Facilities & Services, Infrastructure and Utilities

Thank you

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Upper Explorerland Regional Planning Commission
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upper explorerland regional planning commission

www.uerpc.org

Guttenberg Comprehensive Smart Planning
2013