

Provide a brief narrative describing existing regional or statewide cultural, recreational, entertainment or educational facilities or activities, and indicate how the proposed project will support or be strategically aligned with these existing projects.

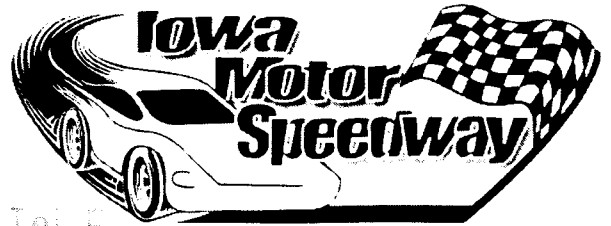


TABLE **Alignment with Other Projects**

The Newton Development Council has developed an aggressive Strategic Objectives and Strategies plan which is complimented by the development of the Iowa Motor Speedway.

With the Strategic Economic Development plan (attached), Objective 2 (Generate \$20 million in building permits per year) and Objective 3 (Encourage the growth and expansion of existing businesses) will receive an extra boost from the Iowa Motor Speedway. Building permits will be generated not only from the construction of the track itself, but also from peripheral development. A recent study by the Minneapolis-based McComb Group Ltd. suggests that potential exists to expand the Newton retail trade area and capture almost \$80 million in additional sales, which is an increase of more than 50 percent, especially with the recent construction of a 150,000-square foot Wal-Mart Super Center and other retail development. It is fully anticipated that economic growth and expansion will be spurred by the completion of the Iowa Motor Speedway – the local development office has received several business inquiries since the Iowa Motor Speedway project has become known.

As with the area's economic development strategies, the Iowa Motor Speedway's construction will also enhance the local Convention & Visitors Bureau (CVB) marketing plans and objectives. Key to the success of its plan is its target audience, which includes Local businesses, Price-conscious travelers, Senior citizens, Associations, Family reunions, Service and church organizations, Bank travel clubs, Travel agents, Internet shoppers, Tour operators, Truckers, and Meeting planners. As seen by the attendance at racing events across the country, these target audiences could all be prospective draws for the speedway, and Jasper County Iowa.

One of the primary goals and objectives of the CVB is to increase the total number of bus tours to Newton from 30 to 50, along with attracting 15 overnight tours. Bus tours are tremendously popular with race fans, and could allow the CVB to reach its goal with the first race date. And, as race fans typically enjoy more than one day during race dates, the overnight tour goal could also be reach.

Strategies of the CVB to reach their goals which are in line with the development of the Iowa Motor Speedway include; increasing the awareness of what the greater Newton area has to offer to leisure travelers, meeting planners, bus tour operators, seniors, local community, travel agents, truckers, family reunions, service and church organizations, and receiving monthly mention in the media. Considering the tremendous coverage the opening of the Kansas City Speedway received, there is little doubt that the Iowa Motor Speedway will afford Newton, Jasper County and Iowa numerous mentions in media throughout the state and the country.

Given the outstanding number of auto dirt tracks in Iowa, the Iowa Motor Speedway has an opportunity to work with these tracks and develop a 'feeder track' program. A Feeder Track program will allow several tracks to work together to increase patronage of races 'in a row.' In a similar manner that national sanctioned races schedule to allow drivers and fans to best participate in the races, a feeder track program will all Iowa tracks to schedule together, and allow not only local fans, but 'vacationing' fans to schedule their travel to meet up with race dates.

Newton, Iowa is in the third year of a program to increase the number of over night visitors to the community by 100 percent and establish Newton as a destination city for medium (200-400) sized meetings and conventions.

Newton has two meeting facilities capable of hosting medium sized conventions: the Sodexo Marriott DMACC Newton Conference Center seats 350 people banquet style boasts modern fiber optic communication capabilities and an auditorium which accommodates 325; and the Newton Inn Best Western which seats 500 banquet style and is a full service motel.

The Iowa Motor Speedway will complement convention business in several ways:

- It will bring more than 100,000 people to the community in the first year alone who otherwise may never have visited Newton.

- It will provide an major entertainment venue to a Newton convention that is not currently available.
- The Iowa Motor Speedway will provide Newton with a “Marquee” attraction which will entice a unique and popular convention and tourism market to Newton.

Three specific cultural and educational attractions, the Promised Land Retreat, the Jasper County Historical Museum and the International Wrestling Institute and Museum will expand their operations and exhibits to attract some of the more than 100,000 people who will visit the Iowa Motor Speedway during its first year of operation.

The Promised Land Retreat, a three-phase project three miles west of Newton, is set to open phase one summer/fall 2001. Phase one is composed of Noah’s Ark petting zoo, a fishpond with dock for feeding fish and fowl, “The Promise” outdoor stage/production facility, walking trails and seating areas. Construction of phase two and the enhancement of existing phase one facilities will be dependent upon funds.

Visitors to the Iowa Motor Speedway will be interested in other recreational opportunities in the Newton/Jasper County area. Demographics strongly indicate the typical racing fan is likely to be interested in visiting this type of facility. The increase in receipts to the Promised Land Retreat from visitors drawn initially to the region substantially contribute to the ability of the Retreat to meet their expansion timeline.

The award winning Jasper County Historical Museum has been featured in regional and national travel publications as well as in *USA Today*. The museum includes a 40-foot long bas-relief sculpture depicting the history of Jasper County as well as an extensive exhibit covering the history of the clothes washing machine (donated by the Maytag Corporation).

In anticipation of thousands of new visitors to the community, the museum is planning, a 20-year expansion of its facility. The first project will include a working blacksmith shop from the late 1800’s. This project is scheduled to begin with the final decision to construct the Iowa Motor Speedway. The museum will become an increasingly important resource on early Iowa life as it expands and is able to permanently display a larger portion of its extensive collections.

The International Wrestling Institute and Museum, located directly across Iowa Highway 14 from the Jasper Historical Museum, provides a comprehensive history of the sport of wrestling from biblical times through today. The museum covers Olympic Wrestling from 1896, and U.S. intercollegiate wrestling from 1928. Permanent displays include a Sullivan Trophy, awarded to the nation's outstanding athlete on an annual basis, an Olympic Gold Medal and artifacts from many legendary wrestlers including Frank Gotch and Dan Gable.

The Dean Rockwell Library, located in the museum, is considered to be the most extensive wrestling library in the world. The International Wrestling Institute and Museum has been featured in national media including Iowa Public Television, ESPN, the *Chicago Tribune*, and the *Minneapolis Tribune*. The Institute has sponsored cultural exchanges bringing wrestling teams from Russia, Turkey, Iran, and Uzbekistan to Iowa.

The Institute has worked with the Knoxville Raceway to bring visitors to Newton during their racing season, and is planning major expansions to accommodate visitors to the Iowa Motor Speedway, and wrestling fans across the region. The Institute is planning more than \$1 million in construction costs to develop an international wing and International Wrestling Hall of Fame.

Tourism is an important part of Newton's economic community. At the present time more 600 people are employed in the tourism and hospitality industry. The starting wage rate is in the range of \$7.50 to \$8.00 per hour.

In 1996, faced with the possible loss of \$60 million in tax base due to the legislature's decision to eliminate the tax on industrial machinery and equipment, the Jasper County Alliance for Economic Development established an aggressive six-year economic development plan. Largely due to the efforts of the Alliance, the City of Newton was able to grow its tax base from \$350 million in 1996 to \$405 million in 2000 including an actual loss of more than \$29 million due to the M&E rollback.

Attachments to this section include:

CVB Marketing Plan

Objectives and Strategies for Economic Development

Existing Iowa Race Tracks

Jasper County Convention & Visitors Bureau Marketing Plan

- I. Marketing Analysis
 - a. Target Audiences:
 - i. Local businesses
 - ii. Price-conscious travelers
 - iii. Senior citizens
 - iv. Associations
 - v. Family reunions
 - vi. Service and church organizations
 - vii. Bank travel clubs
 - viii. Travel agents
 - ix. Internet shopper
 - x. Tour operators
 - xi. Truckers
 - xii. Meeting planners
- II. Goals and Objectives
 - a. Increase the total number of bus tours to Newton from 30 to 50
 - b. Attract 15 overnight tours
 - c. Attract 10 conventions of 100 persons or more
 - d. Develop and publish a group tour manual/meeting guide for Newton
 - e. Develop and publish a group tour manual for Newton, Pella, Albia, and Marshalltown
 - f. Update all communications pieces
 - g. Develop and publish a Convention and Visitors Bureau specific web site
 - h. Improve motel managers attendance record at hotel/motel meetings
 - i. Receive a monthly mention in the media
 - j. Emphasize Greater Newton Area parks and recreation in all published promotional pieces and on the web site
- III. Strategies
 - a. Increase the total number of bus tours to Newton from 30 – 50
 - i. Publish a professional group tour manual/meeting planner's guide
 - ii. Target date: January 15, 2001
 - iii. Estimated budget: \$5,000
 - b. Create a bus tour event for Christmas 2001
 - i. Target date: December 5th and 6th, 2001
 - ii. Estimated budget: \$4,000
 - c. Continue to promote Newton at industry tradeshows
 - i. Target date: December 2001
 - ii. Estimated budget: \$3,000
 - d. Maintain new database system
 - i. Target date: Ongoing
 - ii. Estimated budget: \$500 (Additional training)
 - e. Attract 15 overnight tours
 - i. Work with Maytag and open the Innovation Center to five overnight tours only
 - ii. Target date: December 2001
 - iii. Estimated budget: \$0
 - f. Bus tour event (See above)
 - g. Attract 10 conventions of 100 persons or more
 - i. Continue membership in ISAE or similar organization (MPI)
 - ii. Target date: December 2001

- iii. Estimated budget: \$100
- h. Continue offering the "Site Tour from A-Z" event
 - i. Target date: March 2001
 - ii. Estimated budget: \$500
- i. Insert meeting planner leads from convention properties into database
 - i. Target date: February 2001
 - ii. Estimated budget: \$0
- j. Publish professional meeting planner's guide/group tour manual (See above)
- k. Increase awareness of what the greater Newton area has to offer to leisure travelers, meeting planners, bus tour operators, seniors, local community, travel agents, truckers, family reunions, service and church organizations.
- l. Update all communication pieces
 - i. Target date: January 15, 2001
 - ii. Estimated budget: \$5,000
- m. Develop and publish a Convention and Visitors Bureau specific web site
 - i. Target date: November 2000
 - ii. Estimated budget: \$1,500 (through 2001)
- n. Receive a monthly mention in the media
 - i. Target date: Ongoing
 - ii. Estimated budget: \$0
- o. Update all communications pieces (See above)
- p. Showcase Newton at the 2001 Iowa State Fair
 - i. Target date: August 2001
 - ii. Estimated budget: \$1,000
- q. Investigate costs to showcase Newton in Marion County during Knoxville Nationals and possibly showcase at the Fairgrounds
 - i. Target date: July 2001
 - ii. Estimated budget: \$500
- r. Continue renting billboards on I-80
 - i. Target date: Ongoing
 - ii. Estimated budget: \$20,000
- s. Continue advertising in magazine publications through the IDED Co-op program
 - i. Target date: April 2001
 - ii. Estimated budget: \$6,000
- t. Improve motel managers attendance record at hotel/motel meetings
 - i. Schedule dates in advance and distribute them at every meeting
 - ii. Target date: Ongoing
 - iii. Estimated budget: \$0
- u. Engage in fundraising activities to make up for the \$16,000 deficit
 - i. Target date: Ongoing
 - Estimated budget: \$0

Strategic Objectives and Strategies
For Economic Development
CHAMBER/ALLIANCE
2001-2003

Objective 1: Identify and secure funding sources for Economic Development

Responsibility: Staff and Board of Directors

Strategies

- Increase the number of donors to the NDC by 25%
- Increase the total dollar donated to the NDC by 10%
- Obtain pledge renewals from all present donors.

Completion date: March 1, 2001

Objective 2: Generate \$20 million in building permits per year

Responsibility: Staff and Community Development Director

Strategies

- Maintain an inventory of at least one speculative building
- Assist in the development and marketing of Metro East Business Park
- Aggressively market the Intermediary Re-lending Program
- Maintain contacts with IDED, PDI and similar organizations

Objective 3: Encourage the growth and expansion of existing businesses.

Responsibility: Staff, Community Development Director and Board

Strategies

- Complete and implement 19th Ave corridor study
- Re-institute an Executive Call program beginning in Jan. 2002
- Continue workforce development initiatives
- Inform members of services available to Alliance members.

Objective 4: Generate the construction of 140 new housing units by Dec 31, '02

Responsibility: Staff, Community Development Director, NHDC Board

Strategies

- Extend, pave and fully service North 11th Ave E
- Recruit at least one new single family housing developer to the community
- Recruit at least one new, market-rate, multi family developer to the community
- Assist at least one existing multi-family developer to expand their project
- Utilize the \$60,000 in Local Housing Assistance Program (LHAP) funds to aid in construction of up to five single-family homes

Continue to promote and enhance the existing tax abatement program

IOWA RACEWAYS

34 Raceway (Burlington, Iowa)

Races April 6 – September 8

3/8 mile dirt; Saturdays; Late Models

PROMOTER: Ron Jackson

Adams County Speedway

Promoter: Gail Hampel

Algona Raceway

Promoter: Joe Ringsdorf

Audubon Speedway (Audubon, Iowa)

4/10 mile dirt; Fridays; Modifieds, Stock Cars, Hobby Stocks –

PROMOTER: Mike Nichols

Benton County Speedway (Vinton, Iowa)

1/4 mile dirt; Sundays; Modifieds

PROMOTER: Mick Trier

Bloomfield Speedway (Bloomfield, Iowa)

Races April 20 – August 31

3/8 mile dirt; Fridays; Modifieds , Stock Cars, Hobby stocks

PROMOTER: Bob Weaklen

Boone Speedway (Boone, Iowa)

1/3 mile dirt; Saturdays; Modifieds , Stock Cars, Hobby Stocks

PROMOTER: Robert Lawton and Everett Sather

Buena Vista Raceway (Alta, Iowa)

Races held May 2 – August 29

3/8 mile dirt; Wednesdays; Modifieds, Stock Cars, Hobby Stocks

PROMOTERS: Buzz Patterson and Lori Kline

Butler County Speedway

Promoter: Howard Mellinger

CJ Raceway (Columbus Junction, Iowa)

1/2 mile dirt; Fridays; Stock Cars

PROMOTERS: Jeff and Faith Story

Cedar Falls Raceway

Promoter: Bob Griffin

Clay County Fairgrounds

Promoter: Dennis Houseman

Crawford County Speedway
Promoter: Howard Mellinger

Cresco Speedway
Promoters Martin and Julie Games

Davenport Speedway (Davenport, Iowa)
Races held April 27 – August 24
1/2 mile dirt; Fridays; Late Models
PROMOTER: Robert Wagener

Davenport Speedway
Promoter: Robert Wagener

Dubuque Fairgrounds Speedway
Promoter: Al Frieden

Echo Valley Speedway
Promoter: Lee and Sue Hansmeiers

Eddyville Raceway Park
Promoter: Gary Shearer

Eldon Speedway (Eldon, Iowa)
Races held April 14 – August 25
1/2 mile dirt; Saturdays; Modifieds , Stock Cars, Hobby stocks
PROMOTERS: Jim Durian and Joe Durian

Farley Speedway
Promoters: Al and Judy Frieden

Fayette County Raceway
Promoter: Jerry Blue

Flint Bottom Raceway
Promoter: Raymond Smith

Great Jones County Fairgrounds
Promoter: Jerry Blue

Greenbelt Speedway
Promoter: W.Allan Uhrhammer

Hamilton County Speedway (Webster City, Iowa)
1/2 mile dirt; Saturdays; Late Models

PROMOTER: Al Uhrhammer

Hancock County Speedway (Britt, Iowa)

4/10 mile dirt; Fridays; Modifieds , Stock Cars, Hobby Stocks

PROMOTERS: Dan and Sandy Danielsen

Hawkeye Downs Speedway

Promoters: Jim Amstutz

Hawkeye Raceway

Promoter: LaVerne Schumann

Humboldt County Dragway

Promoter: Shirley Mortensen

I-35 Speedway

Promoter: Joe Ringsdorf

Independence Motor Speedway (Independence, Iowa)

3/8 mile clay; Saturdays; Modifieds , Late Models, Stock Cars

PROMOTER: Dana Benning

Iowa State Fairgrounds Speedway (Des Moines, Iowa)

1/2 mile dirt; Fridays; Modifieds , Late Models, Stock Cars, Hobby Stocks – PROMOTER:
Mick Trier

Jackson County Speedway (Maquoketa, Iowa)

Races held April 28 – August 25

3/8 mile dirt; Saturdays; Late Models

PROMOTER: Robert Wagener

Knoxville Raceway

Director: Ralph Capitani

Lee County Speedway (Donnellson, Iowa)

3/8 mile dirt; Fridays; Late Models, Stock Cars

PROMOTER: Terry Hoenig

Marshalltown Speedway (Marshalltown, Iowa)

1/4 mile dirt; Fridays; Modifieds , Stock Cars, Hobby Stocks

PROMOTER: Robert Lawton

Nordic Speedway

Co-Promoter: Brian Peterson

Rapid Speedway

Promoter: Steve Rubin

Shelby County Speedway (Harian, Iowa)

Races held April 14 – September 15

4/10 mile dirt; Saturdays; Modifieds, Stock Cars and Hobby Stocks

PROMOTER: Buzz Patterson, Lori Kline and Tom Gutowski

Sioux Speedway

Promoter: Leon Mulder

Southern Iowa Speedway (Oskaloosa, Iowa)

Races held April 18 – August 29

1/2 mile dirt; Wednesdays; Modifieds , Stock Cars, Hobby stocks

PROMOTERS: Joe Durian and Jim Durian

Stuart Speedway (Stuart, Iowa)

1/4 mile clay; Sundays; Modifieds, Stock Cars, Hobby Stocks

PROMOTER: Mick Trier

Thirty-Four Speedway

Promoter: Ron Jackson

Tipton Speedway

Promoters: Bruce and Tammy Current

Tri-State Raceway

Manager: Bill Cassil

Warren County Fair Raceway

Co-Promoter: Jo Ellen Reynolds

West Liberty Raceway

Promoters: Al and Judy Frieden