



AMERICA'S RIVER PHASE II



BILINGUAL EDUCATION CURRICULUM



COMMUNITY WIDE WIRELESS



COMMUNITY HEALTH CENTER



INDOOR/OUTDOOR PERFORMING ARTS CENTER



INTEGRATED WALKING, BIKING, HIKING TRAIL



LIBRARY SERVICES EXPANSION



MENTAL HEALTH AND SUBSTANCE ABUSE SERVICES



PASSENGER TRAIN SERVICE



WAREHOUSE DISTRICT REVITALIZATION

envision

TEN COMMUNITY PROJECTS BY 2010

LIZATION OF VACANT BUILDINGS . SCULPTURES IN PUBLIC PLACES . NO SATURDAY
RKING METER FEES . NEW HIGHWAY 20 BRIDGE DESIGN . INTERMODAL PARKING
RUCTURE . NEIGHBORHOOD-SPECIFIC COMMERCIAL DEVELOPMENT . PROMOTION
VOLUNTEERISM . COMPLEX FOR YOUNG WORKING PROFESSIONALS . WATERFRONT
ING . ORGANIC MARKET . HOSPITALITY EMPLOYEE/VOLUNTEER TRAINING . PACK-
G PLANT DISTRICT . STAR BREWERY AND SHOT TOWER RENOVATION . BASEBALL ST
M . ARTIST COLONY FEATURING VISUAL AND PERFORMING ARTS . DINNER TRAIN
BUQUE BELTWAY . COMMERCIAL DEVELOPMENT . LIGHTED BRIDGES AND SKYLINE
ECOLOGICAL TRAINING CENTER . CANALS IN THE PORT OF DUBUQUE . SUPPORT

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ENVIS10N2010.ORG

THANK YOU

McCullough Creative
 Net-Smart
 Powers of Communication
 Telegraph Herald
 Vernon Research Group

STEERING COMMITTEE

Nancy Van Milligen
 Steward Sandstrom
 Tom Barton
 Eric Dregne
 Shannon Gaherty
 Sue Hafkemeyer
 Kevin Lynch
 Jan Powers
 Bob Woodward

SELECTION COMMITTEE

Anthony Allen	Paul Hemmer
Dustin Baker	Linda Herbst
Vicki Bechen	Sr. Helen Huewe
Jason Betke	Cip Jungberg
Kelly Cooper	Eileen LeMay
Flint Drake	Wendy Scardino
Robert Eager	Michael Shubatt
Jerry Enzler	Deb Siegworth
Candace Eudaley	Robert C. Wild
Gary Gansemer	Katrina Wilberding
Mary Gassman	

FACILITATED BY



Thank you to Mike Ironside & Dubuque 365 for authoring these updates on the 10 ideas.

ENVISION...SO MUCH MORE THAN 10 IDEAS!

1

DUBUQUE'S ENVISION 2010 SERVED AS A CATALYST FOR DOZENS OF OTHER COMMUNITY PROJECTS:

Every Child/Every Promise, Accessdubuquejobs.com, Kennedy Mall revitalization, Mystique Community Ice Center, Distinctively Dubuque, Sustainable Dubuque, Dubuque 2.0, the Petal Project, Young Professionals of Dubuque, Project Hope and the beat goes on...

6

IMITATION IS THE SINCEREST FORM OF FLATTERY! Envision 2010 proved its sustainability as a replicable model for other communities. The Envision 2010 process has been recognized, honored and emulated by cities in Iowa, the Midwest and the nation.

2

GREAT LEADERSHIP DOES MAKE A DIFFERENCE! Envision 2010 created a portal for the emergence and development of new talent and leadership for our community.

7

LET'S GET EXCITED! Envision 2010 energized, excited and ignited a community hungry to get involved and answer the question "What's next for Dubuque?"

3

PROCESS MATTERS! Envision 2010 was not as much about the accomplishment of the 10 ideas in their purest sense, but more about trusting that the community would ultimately decide where our community was headed.

8

FAILURE IS NOT AN OPTION! The goal was not an ending but a launching pad to what is possible. The community decided what it needed to do to make our dreams/ideas a reality, what worked for our community and what didn't and how we needed to adapt and evolve our wants to what was the best fit for our community.

4

THE JOURNEY IS MORE IMPORTANT THAN THE DESTINATION! Envision 2010 taught us that our goals are perpetual and evolve and change with the needs of our community.

9

IT DOESN'T MATTER WHO GETS THE CREDIT! From America's River to All America City we know how to make things happen. We don't care who gets the credit -- we care about getting it done.

5

PUBLIC AND PRIVATE PARTNERSHIPS ARE THE KEY TO SUCCESS! Our deliberate actions to achieve great things have shown again and again that when we work together anything is possible.

10

DREAM BIG AND BIG THINGS HAPPEN! The ten ideas were all lofty and creative goals and we did not let circumstance limit our possibilities. Great things happen when you dare to dream big!

1

AMERICA'S RIVER PHASE II

GOAL

Expand the Mississippi River Museum campus with Rivers of America Museum, large screen theater, children's museum, science center, eco-tours, water taxis and river research center. Restore the Shot Tower, utilize the Brewery, introduce canals and boardwalks with restaurants, shops and recreational activities.

TODAY

With the opening of the National Mississippi River Museum & Aquarium's new National River Center in summer 2010, many of the America's River Phase II ideas have been realized. In addition to a variety of exhibits exploring the history, cultures, and ecosystems of America's rivers, the new museum includes a section specifically for educational children's activities, a research center, and a large screen 3-D/4-D theater as outlined in the original goal.

While some of the more ambitious ideas for the Port of Dubuque area – canals, boardwalks, and water taxis have not yet been realized, other initiatives outlined in the goal are in place or underway. In 2010, the historic Shot Tower underwent a \$600,000 rehabilitation project that included an archeological survey in and around the tower, repainting, masonry repairs, a new roof, new windows and new window sills. The once dilapidated Star Brewery is again bustling with life being home to the Stone Cliff Winery and tasting room, the stylish Star Restaurant (with its beautiful deck overlooking the Riverwalk), and the offices of Peninsula Gaming and Kurtz Communications.

In addition, other initiatives have been completed by the City of Dubuque in the Port. The City's Art on the River public sculpture program installed the fifth season of artwork at various locations on the Riverwalk and across the Port in July 2010. The City also completed the Dubuque Ice Harbor Transient Boat Dock Facility allowing boaters to dock at the Port within the Ice Harbor. The facility features 25 floating courtesy docks with eight 30-foot slips, fifteen 40-foot slips, two slips for broadside dockage, and an 80-foot, ADA-compliant access gangway.

Plans are currently underway to expand the existing courtesy boat dock facility. The expanded marina facility in the Ice Harbor will add an additional 43 slips and provide recreational boaters with a first-class, state-of-the-art facility to explore and enjoy the city. Target completion summer of 2011.



2

BILINGUAL EDUCATION CURRICULUM

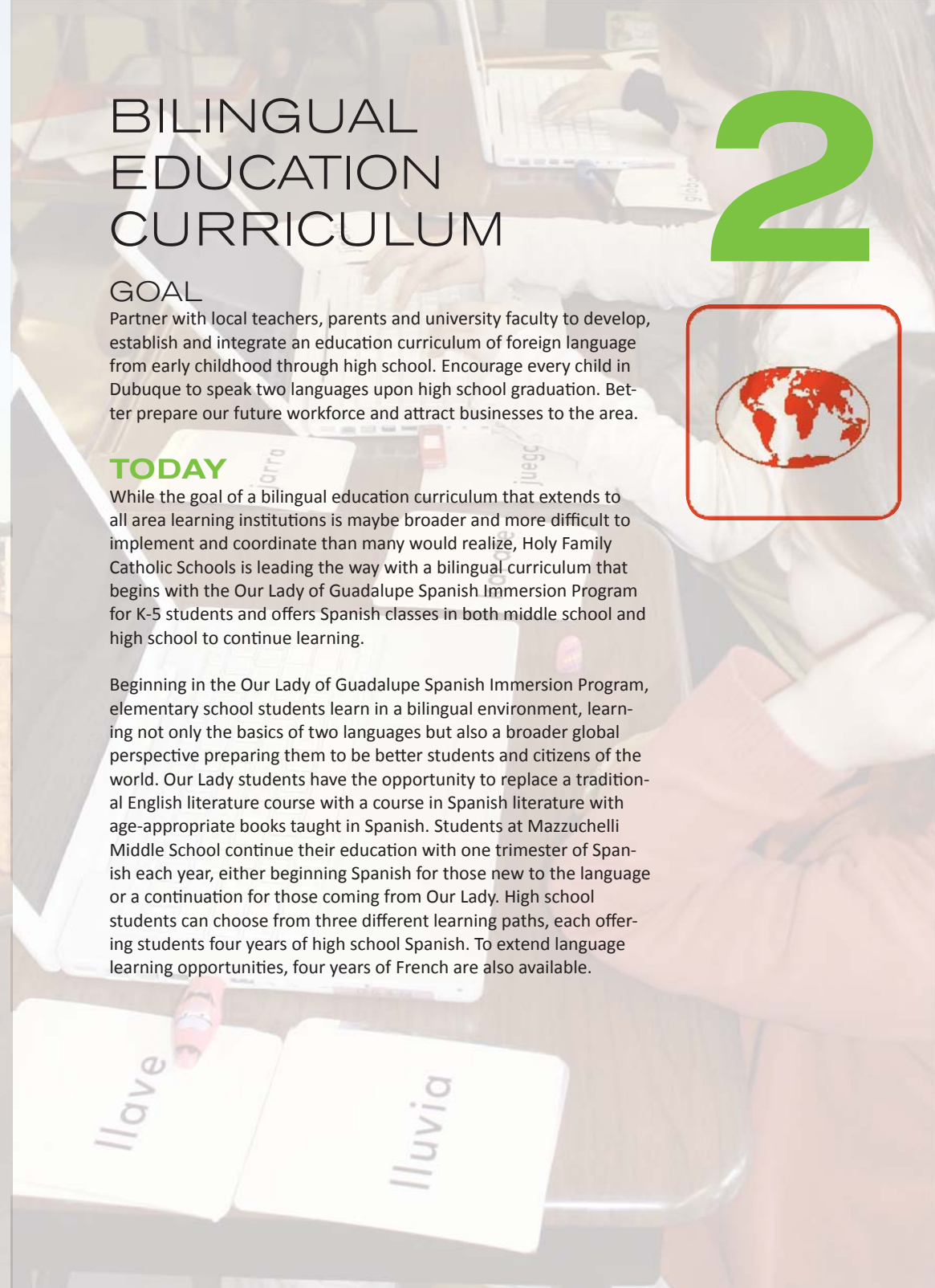
GOAL

Partner with local teachers, parents and university faculty to develop, establish and integrate an education curriculum of foreign language from early childhood through high school. Encourage every child in Dubuque to speak two languages upon high school graduation. Better prepare our future workforce and attract businesses to the area.

TODAY

While the goal of a bilingual education curriculum that extends to all area learning institutions is maybe broader and more difficult to implement and coordinate than many would realize, Holy Family Catholic Schools is leading the way with a bilingual curriculum that begins with the Our Lady of Guadalupe Spanish Immersion Program for K-5 students and offers Spanish classes in both middle school and high school to continue learning.

Beginning in the Our Lady of Guadalupe Spanish Immersion Program, elementary school students learn in a bilingual environment, learning not only the basics of two languages but also a broader global perspective preparing them to be better students and citizens of the world. Our Lady students have the opportunity to replace a traditional English literature course with a course in Spanish literature with age-appropriate books taught in Spanish. Students at Mazzuchelli Middle School continue their education with one trimester of Spanish each year, either beginning Spanish for those new to the language or a continuation for those coming from Our Lady. High school students can choose from three different learning paths, each offering students four years of high school Spanish. To extend language learning opportunities, four years of French are also available.



3

COMMUNITY WIDE WIRELESS

GOAL

Make Dubuque a “wireless” city by creating community-wide wireless accessibility to the Internet, available to residents, businesses, law enforcement, governments and visitors. Encourage economic growth, attract businesses and retain young people, provide technology tools to fire and police for greater safety.

TODAY

Since Mediacom, with the support of community sponsors, began free wi-fi access through much of downtown in 2006, the age of wi-fi has continued to grow to the point that public businesses without free internet access are rare compared to those that do. Beyond just downtown, most consumers expect wireless access in bars and restaurants. And luckily, perhaps due to the fact that we are a smaller city, most hotels in the area also provide free wireless in their facilities. When the plan was created, smart phones like the iPhone were not yet reality. So to some degree, the simple advancement of technology has left the need for public wi-fi by the curb. And with the recent arrival of IBM in the community, it might be safe to assume that technological advancement and options in the community will continue to arrive faster and better than ever. Dubuque is well sized and well placed geographically and infrastructure wise to be IBM’s much touted “Smart-City”.

Enjoy the free wi-fi internet that comes with your latte.



COMMUNITY HEALTH CENTER

GOAL

Build a Community Health Center that would provide high quality affordable medical, dental and preventive care for all, regardless of ability to pay, for those who are uninsured and underinsured. The Center would provide laboratory and x-ray services, patient case management, pharmacy services, translation and transportation assistance.

TODAY

One of the first initiatives to be completed, the Crescent Community Health Center opened in 2006 in the Washington Court Building at 1789 Elm Street, formerly known as the Dubuque Casket Company. A long-standing community goal even before the Envision 2010 effort, a community health center took on greater importance when named a top 10 Envision project, despite earlier challenges to secure funding.

Longtime champion of the project, Sister Helen Huewe enlisted support of existing Dubuque health care providers in funding the project, which was greatly helped by the creation of a \$1.3 million endowment for the center by the Schmid family of Crescent Electric Company. Further investment in the Crescent Community Health Center came through a \$500,000 Dubuque Racing Association Future Fund Grant, a \$1.3 million (over two years) State of Iowa Incubator Grant, and a \$250,000 City of Dubuque budget appropriation, among a variety of other grants and private donations. The Crescent Community Health Center was recognized as a Federally Qualified Health Center in August of 2007, securing an additional \$733,000 in federal funding.

Now a freestanding, not-for-profit corporation, the Crescent Community Health Center serves a diverse population of individuals and their dependents who are recipients of Medicaid and Medicare, as well as those who are uninsured and underinsured, with the mission “to improve and maintain the health and well-being of our communities by providing affordable, client-friendly and comprehensive, high-quality healthcare services in collaboration with other community organizations and resources.”

4



5

INDOOR OUTDOOR PERFORMING ARTS CENTER



GOAL

Build a state-of-the-art indoor and outdoor performing arts center to present the finest in music, opera, theater, dance and educational presentations. The facility could be constructed at the Port of Dubuque with true concert hall acoustics designed to serve local organizations, plus major touring artists and theater attractions.

TODAY

Initially focusing on the inevitable challenge of fundraising for a Performing Arts Center, including the possibility of forming a 501(c)(3) non-profit group, Envision organizers learned in the spring of 2007 about plans by the University of Dubuque to build a facility with a similar focus and began working toward a possible collaboration. The University conducted its own community focus groups drawing ideas from members of the Envision group, the Dubuque arts community, and University students, faculty and staff. In 2009, the University began searching for an architectural firm to design the estimated \$40 million project (\$30 million for construction and \$10 million in endowment for programming and operations). Currently, the University of Dubuque is working with local architects at Straka Johnson and with Conlon Construction on finalizing plans for an intended completion by January 2013.

Rendering provided by Straka Johnson.

6

INTEGRATED WALKING, BIKING, HIKING TRAIL SYSTEM



GOAL

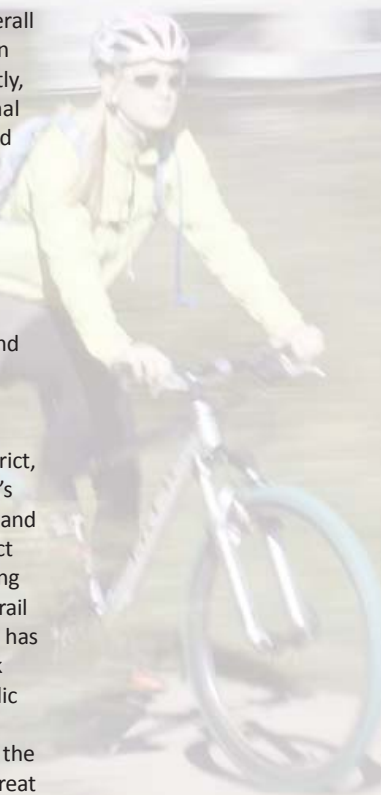
Create an integrated trail system throughout the Dubuque and Asbury communities to encourage recreation and wellness. Connect all of the trail systems to the Port of Dubuque Riverwalk, Heritage Trail, E.B. Lyons and Mines of Spain. Develop safe, paved trails, with a corresponding website and maps, plus restrooms, benches and bike racks.

TODAY

To advocate for the integrated bike/hike trail system proposed by Envision 2010, Tri-State Trail Vision, a local non-profit corporation formed in 2006. Working with the Tri-State Metropolitan Area, advocates were able to include the Tri-State Trail Plan as part of an overall Dubuque Metropolitan Area Transportation Study (DMATS) plan in 2008, which was adopted by the city of Dubuque in 2009. Currently, Dubuque County has nearly 80 miles of existing trails. An additional 132 miles of trails are planned with another 133 miles of proposed trails, which would bring the county's total miles of trails to 345.

The major ongoing new trail project in Dubuque is the continued extension of the NW Arterial Bike/Hike Trail. This trail will provide an important and safe connection for bike and pedestrian traffic between the 26-mile long Dubuque County Heritage Trail and the City of Dubuque's Heritage Trail Riverfront System on the north end of Dubuque and the west end of town.

In addition, the City will use a U.S. DOT TIGER grant to implement a Complete Streets reconstruction effort in the Historic Millwork District, ensuring safe connections for walkers and cyclists between the city's trail system, downtown employers, businesses and entertainment, and the Millwork District. A City Bi-Lingual Bike/Hike Trail Signage Project installed trailblazer signs and map kiosks in English and Spanish along the City's existing riverfront trail system, and added map kiosks at trail heads along the trail system in 2010. A bi-lingual trail brochure also has been produced for distribution in 2010. Currently, the Catfish Creek Bike/Hike Trail Feasibility Study has been drafted and is out for public review and comment. This study explores trail concepts from the Bergfeld Recreation Area on the west end to the Mines of Spain on the south end along the Middle Fork of the Catfish Creek. Altogether, great progress has been made and continues to be made in achieving the goals outline in the Envision 2010 process.



7

LIBRARY SERVICES EXPANSION

GOAL

Expand city library services by renovating the historic portion of Carnegie Stout Library and establishing a new westend location. Create space to expand the existing collection, increase computer/Internet resources and offer naturally lit reading areas and a coffee bar. Deepen the community's commitment to literacy for people of all ages.

TODAY

Completing a \$6.8 million renovation after 20 months of work and moving the collection around, the Carnegie-Stout Library has fulfilled much of the original vision as articulated by the Envision goal. The renovation of both the historic library and newer addition completed in August 2010 restored many of the historic features of the library and improved upon existing amenities.

The restoration of the original entrance provided the library with two serviceable entrances. The renovated library has five reading areas, four of which are on the second floor. Flooded with natural light, the second and third floor each feature a restored skylight and approximately two-dozen windows again opened to natural light. In moving the collection multiple times during the renovation, library staff has identified ways to streamline, enhance, and update the collection to better serve the community with e-books being the newest addition. The first floor is now an open, relaxed area more conducive to the needs of kids and young readers with the second floor fulfilling the needs of a more traditional library atmosphere with bright, quiet, and comfortable reading areas, and coffee bar.

Having already experimented with West End services during the renovation through the use of a pickup and drop-off service at Kennedy Mall, the Carnegie-Stout Library will further explore ideas to better serve the West End community now that renovations are complete. Though, what form a West End Library extension might take is yet to be determined, the Library board is committed to extended service, fulfilling the broader community vision for expanded library services.



MENTAL HEALTH AND SUBSTANCE ABUSE SERVICES

8

GOAL

Enhance and strengthen in and out-patient mental health and substance abuse services, including children with ADHD and autism. Advocate for an improved system of funding for mental health and substance abuse services for all in need. Expand support services for children with ADHD and autism to become a year-round continuum of care.

TODAY

In 2006, Hillcrest Family Services stepped in to assume operation for the Dubuque Mental Health Center (formerly known as the Gannon Center) and the Jackson County Mental Health Center. Hillcrest Mental Health and Counseling Centers provide mental health counseling services to individuals, families and children. Medication management, different kinds of therapy, peer support and crisis support are all offered. Hillcrest extended mental health services with the opening of the Hillcrest Wellness Center in the United Way Building at West 6th Street. The Wellness Center serves adults and aging adults in recovery from mental illness, substance abuse, physical injury or illness, and persons coping with acculturation stress such as veterans, persons recently released from prison, and new immigrants.

In addition to Hillcrest, the Substance Abuse Services Center (SASC), an off-shoot of the original Gannon Center continues to work with those in recovery from alcoholism and drug-abuse as it has for over 35 years. SASC celebrated the grand opening of a new \$300,000 renovated office and therapy space in the Nesler Center on Main Street.

Mercy Health Center also offers mental health and substance abuse services through Behavioral Health inpatient services as well as Mercy Turning Point Treatment Center. Inpatient services are available for patients experiencing the symptoms of depression, mood disorders, anxiety disorders and personality disorders. Treatment for Co-occurring Disorders is also available for those individuals who need both mental health and substance abuse services. Mercy Turning Point Treatment Center works closely with Mercy Behavioral Health Services, when inpatient detoxification and stabilization services are complete. Designed for adults and adolescents experiencing legal, employment, school, family and/or medical problems related to substance abuse, Mercy Turning Point Treatment Center outpatient substance abuse treatment services are provided by a team of highly-qualified personnel.



9

PASSENGER TRAIN SERVICE

GOAL

Develop a passenger train service for business and pleasure travel to out-of-town accommodations, meetings/convention, attractions or cultural events. Explore trains with fine dining and entertainment options to areas such as Chicago. Make it easier for tourists to visit our community via rail.

TODAY

Since being established as a top Envision 2010 goal, significant efforts have been made by Ride the Rail, a passenger rail coalition, the Dubuque Area Chamber of Commerce Convention and Visitors Bureau, the East Central Intergovernmental Agency (ECIA), and the City of Dubuque to reestablish passenger rail service between Dubuque and Chicago. An Amtrak study confirmed a route from Chicago to Dubuque through Rockford, Freeport, and Galena as feasible.

The Tri-State Alliance, which includes all the cities along the route worked with the Illinois legislature to pass the Illinois capital bill to fund the project, with the Illinois DOT applying to the federal government for a portion of the \$8 billion allocated for intercity and high-speed rail systems as part of the American Recovery and Reinvestment Act of 2009. Though the project was not chosen for funding by federal stimulus money, Illinois Governor Pat Quinn announced in January 2010 a state commitment of \$60 million to the Chicago-Dubuque route. With funding expected, track improvements are scheduled to tentatively begin in the spring of 2011, with anticipated service beginning in early 2013. Locally, officials are considering potential locations for a rail depot as part of a larger Inter-modal Transportation Center at the Port of Dubuque, downtown, or elsewhere, that would integrate passenger rail service into broader public transportation systems.

With passenger rail service on the "fast track" to completion, some are looking to take the service a step further, meaning faster. Through the advocacy efforts of groups like the Midwest High Speed Rail Association, a group which envisions a network of high speed rail radiating from the Midwest through the entire country, regional and national leaders are beginning to consider the further benefits of high speed rail. In May 2010, the Illinois Senate voted 59-0 to create the Illinois and Midwest High Speed Rail Commission with the intent of creating a roadmap for future bullet train lines in Illinois and neighboring states. The Chicago to Rockford portion of the Chicago to Dubuque line is one route under consideration for high speed rail, which would greatly decrease the time needed to travel the Dubuque to Chicago route.



WAREHOUSE DISTRICT REVITALIZATION

GOAL

Identify a Warehouse District by converting buildings into multi-use structures containing businesses, restaurants, shops and residences. Develop a registry defining buildings in the district, and include information regarding ownership, past usage, present status and structural integrity. Encourage investment by potential developers.

TODAY

Although excited and motivated by the inclusion of the Warehouse District, now known as Dubuque's Historic Millwork District, in the Envision 2010 top 10 ideas, stakeholders within the district cautioned that this was not a four-year project and voila "here are your 20 renovated buildings and plenty of great public space!"

Despite existing challenges, Envision 2010 has helped push planning of this truly unique urban space forward. Plans for several buildings and parking are near completion and the community's ability to secure the \$5.6 million TIGER (Transportation Investment Generating Economic Recovery) grant means construction will soon be full-bore on complete, green streets.

The Millwork District is a keystone to our region's aggressive economic development strategy. With one million square feet of historic warehouse space ideal for urban mixed-use development, the District is perfectly suited to attract entrepreneurs, designers, residents, institutions, and businesses prepared to fuel Dubuque's globally competitive and sustainable economy.

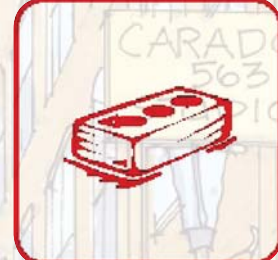
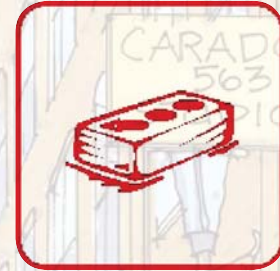
Goals have been set to improve water quality, to minimize the carbon footprint, to use the embodied energy of historic warehouse buildings (the greenest buildings are those already built), to preserve historical significance, to provide habitat, to create pervious surfaces, to define places for recreation, and to celebrate and encourage historical and cultural identity.

In looking forward on this massive reuse initiative in the area, the bottom line is this: After all three phases of this aggressive development are completed, the Millwork District will have 732 new housing units, 351,000 square feet of commercial/retail business space, 29 blocks of new streets, 12 blocks of improved streets, and three acres of green space.

In February 2010, the U.S. Department of Transportation (USDOT) announced that Historic Millwork District Revitalization was awarded \$5.6 million TIGER (Transportation Investment Generating Economic Recovery) grant.

The Iowa Department of Economic Development (IDED) awarded a Supplemental Community Development Block Grant (CDBG) of \$5.9 million to help fund the construction of 72 residential units at the Caradco Building, at 900 Jackson Street in Dubuque's Historic Millwork District. The City of Dubuque worked with Caradco Building, LLLP in submitting the grant application. The grant will assist with the development of 72 workforce housing units.

10



Rendering provided by City of Dubuque.

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