

Cedar Rapids, Iowa

Sandi Fowler

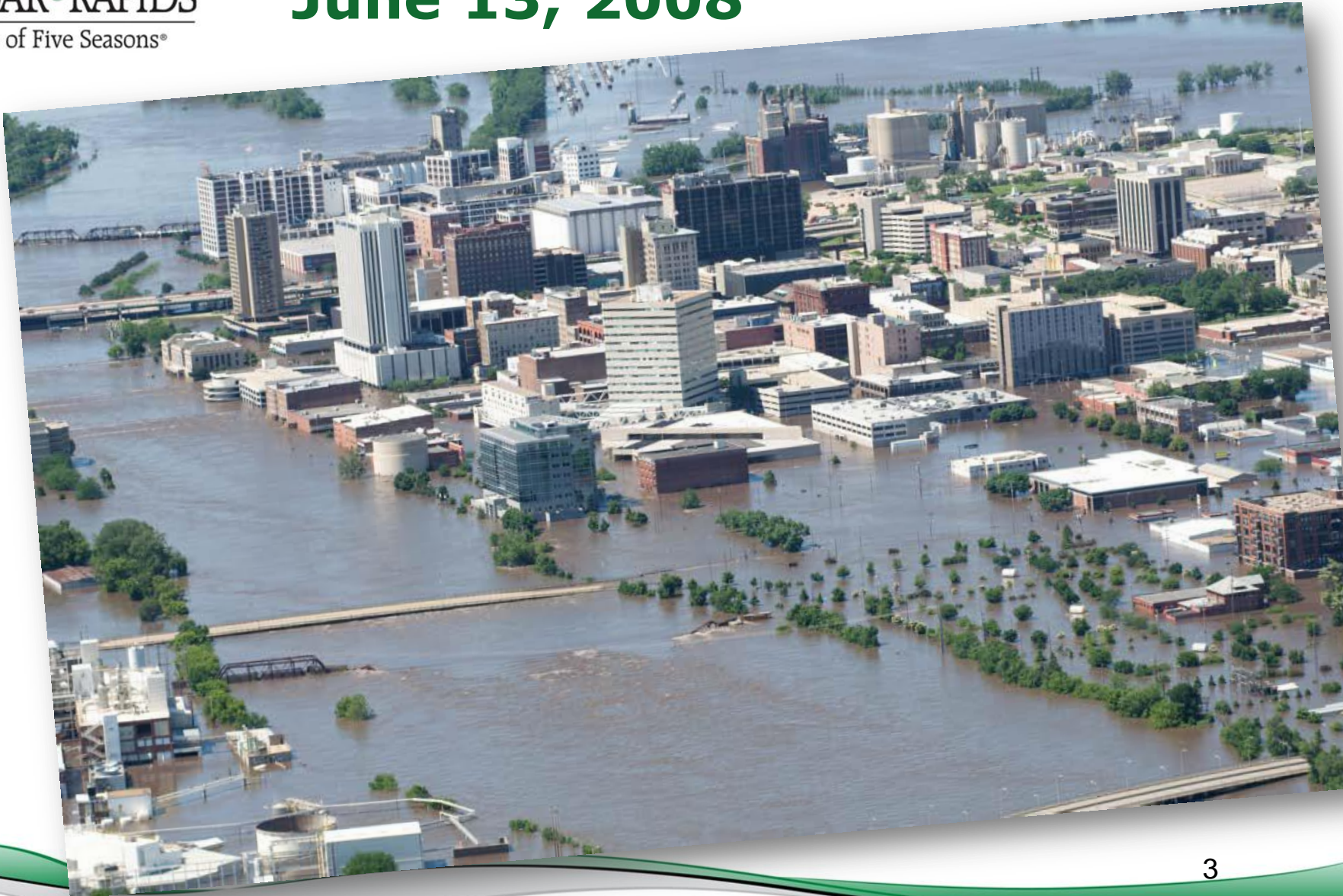
Assistant City Manager

Maria Johnson

Communications Division Manager



June 13, 2008



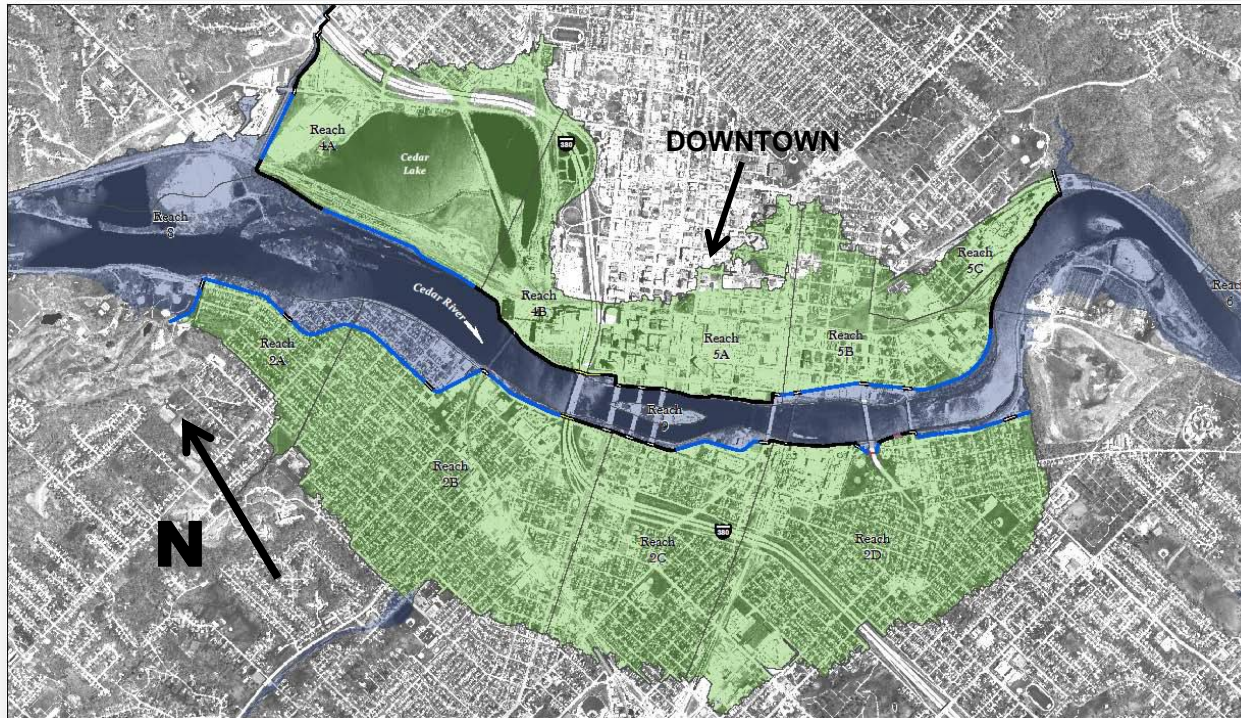
June 13, 2008



June 13, 2008



Flood Impact



10 square miles

Flood Impact

People Impacted

- 18,623 people in impacted area
- 10,000 displaced
- 7,749 parcels flooded
 - 5,900 residential



Flood Impact

Facilities Impacted

- 310 City facilities flooded
- 6 major City buildings damaged and displaced
 - City Hall
 - Central Fire Station
 - Animal Control
 - Public Works
 - City Bus Terminal
 - Main Public Library



Flood Impact

Facilities Impacted

- 3 of 4 collector wells and 46 vertical wells disabled
- Cedar Rapids Community School District central offices and one elementary school
- Eight iconic cultural assets displaced and destroyed
- More than 42,000 tons of debris removed

Recovery



Recovery

Six Years Later

- 82% of businesses reopened
 - Beating national average of 55%



Photo compliments of CRACB

Recovery

- 1,300 buyouts
- 1,700 demos



Photo compliments of CRACB

City and Public Comebacks



City Hall
Opened June 2012



City and Public Comebacks

U. S. Cellular Center &
DoubleTree by Hilton
Opened May 2013

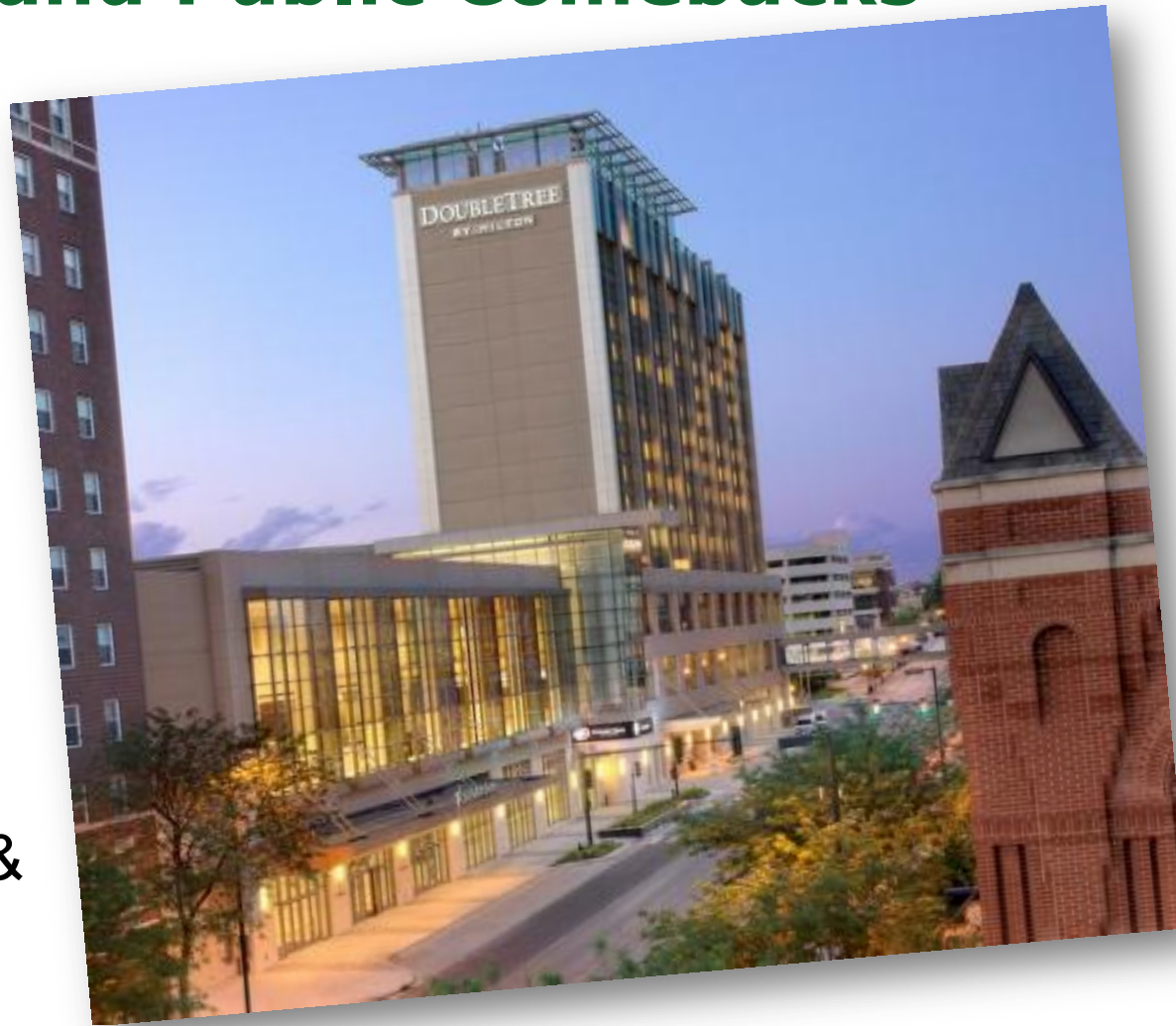


Photo compliments of CRACB

City and Public Comebacks



Cedar Rapids
Public Library
Opened August 2013



City and Public Comebacks

Paramount Theatre
Opened October 2012



Riverfront Amphitheatre
and Levee
Opened August 2013



City and Public Comebacks

City Services Center
Completed October 2014



Animal Care & Control
Opened October 2013



City and Public Comebacks



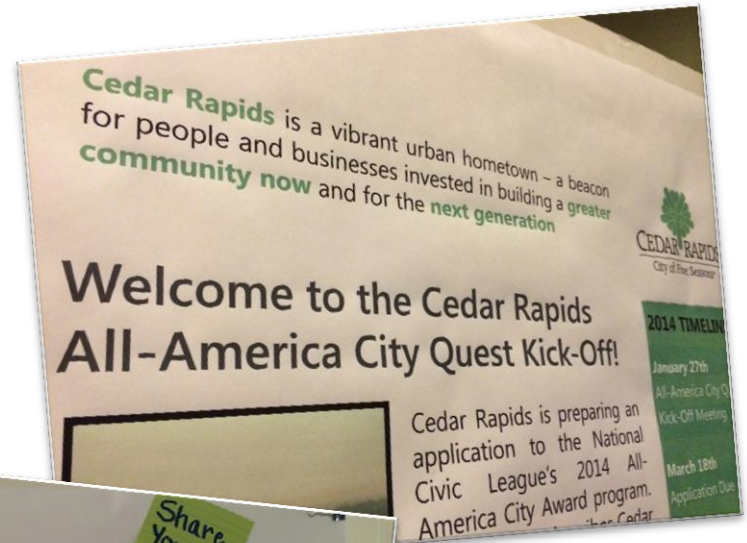
Central Fire Station
Opened October 2013

Application Process

- Created team
- Determined focus:
 - Neighborhood Revitalization
 - Commitment to Arts and Culture
 - Creating a Culture of Health and Well-being

Application Process

Quest for Award Kick-off event



Presentation Preparation



Community Engagement

Social Media Contest



The graphic is a promotional poster for the Cedar Rapids Summer Sweepstakes. It features a green background with a white Cedar Rapids logo at the top center. Below the logo, the text "Cedar Rapids Summer Sweepstakes" is written in a green, sans-serif font. To the left of the text are two photographs: one of a water park slide and another of a golf course. Between the photos is a small shield-shaped logo with the text "All-America City". Below the photos, the text "How to earn entries for your chance to win:" is followed by a list of three items, each preceded by a green arrow. To the right of the text is a dark green rectangular box with white text that reads "PARTICIPATE IN OUR SWEEPSTAKES FOR YOUR CHANCE TO WIN YOUR CHOICE OF: 12 ROUNDS OF GOLF TO ANY CITY GOLF COURSE OR A FAMILY POOL PASS FOR 4". Below this box is a large green arrow pointing downwards, and at the bottom right, the text "Fill Out the Entry Form Below" is written in white.


Cedar Rapids
Summer Sweepstakes



How to earn entries for your chance to win:

- ▶ Fill out the sweepstakes form to enter to win and receive 1 entry
- ▶ Tweet about the contest and receive 1 entry
- ▶ Write why you think Cedar Rapids is an All-America City by sharing what you enjoy about living, working or playing in Cedar Rapids on our Facebook wall or by writing a review on our Facebook page and receive 1 entry.

PARTICIPATE IN OUR SWEEPSTAKES FOR YOUR CHANCE TO WIN
YOUR CHOICE OF:
12 ROUNDS OF GOLF
TO ANY CITY GOLF COURSE OR A
FAMILY POOL PASS FOR 4

Fill Out the Entry Form Below

Community Engagement

The response was amazing!

782 new Facebook likes during the contest period

Facebook posts about the contest generated **280** likes, **145** shares, **71** comments and **20** positive reviews

72 Twitter posts using the hashtag #AAC14CR

Community Engagement

Here are just a few of the great responses our citizens wrote about why they think Cedar Rapids is an All-America City:

Matt Trosky Cedar Rapids is an All-America city because of the opportunity it affords to others. There is top quality education coupled with a growing business district and sustained economy! Not to mention the choice of golf courses to play.

Jeni Buchanan Cedar Rapids is one of those places that can fit any life style from its rich history to its wide spread culture beautiful parks amazing trails to its tiny family restaurants and great schools there's nothing missing here

Amanda Morgan Cedar Rapids is an All-America City because of all the kid-friendly, free activities that encourage the community to come out and get to know your neighbors.

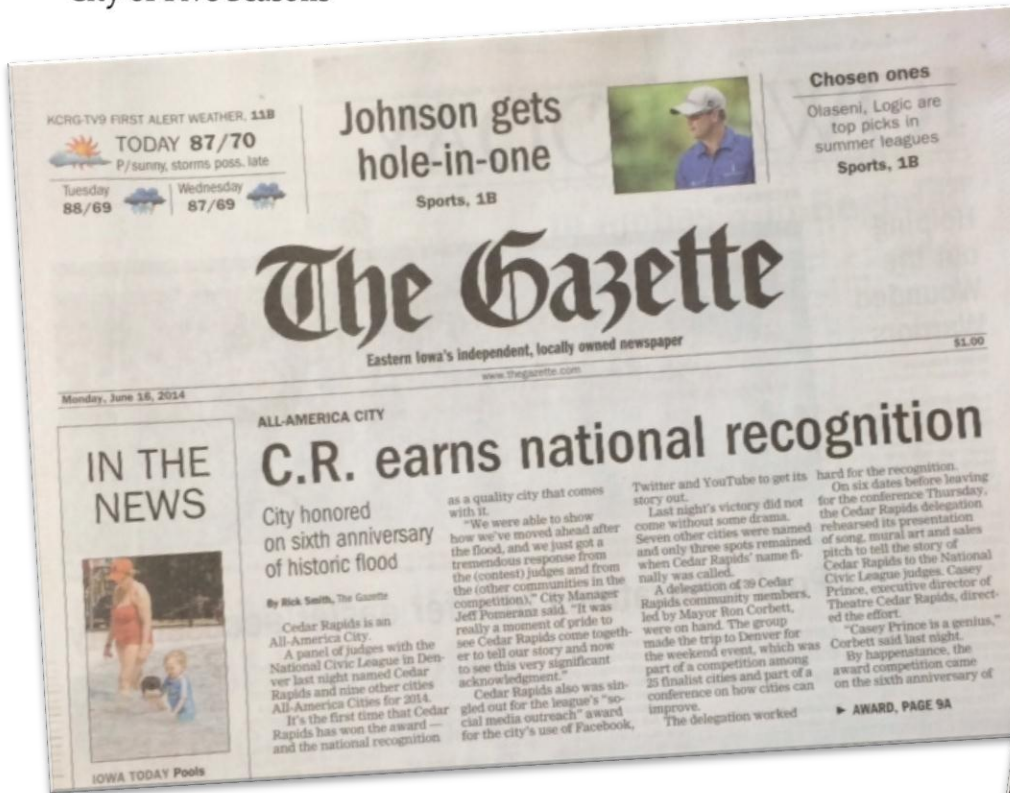
Tammy Kay Prohaska Cedar Rapids... Home Sweet Home

Community Engagement

More social media initiatives



All-America City Impact



All-America City Impact

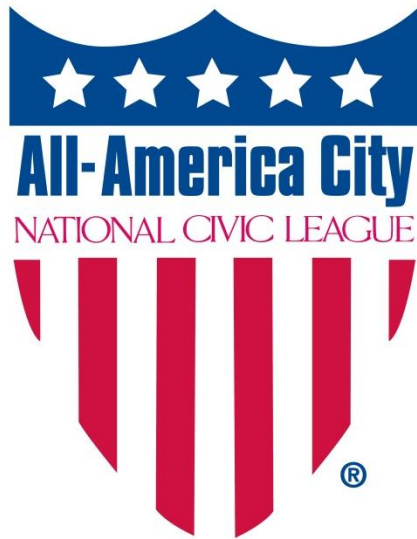


Promotion

- Community celebration
- Dan Bern concert
- AAC night at the park
- Float in 4th of July Parade
- Banners
- Videos
- City magazine
- Promo items – pins, water bottles, t-shirts
- Community events

All-America City Impact

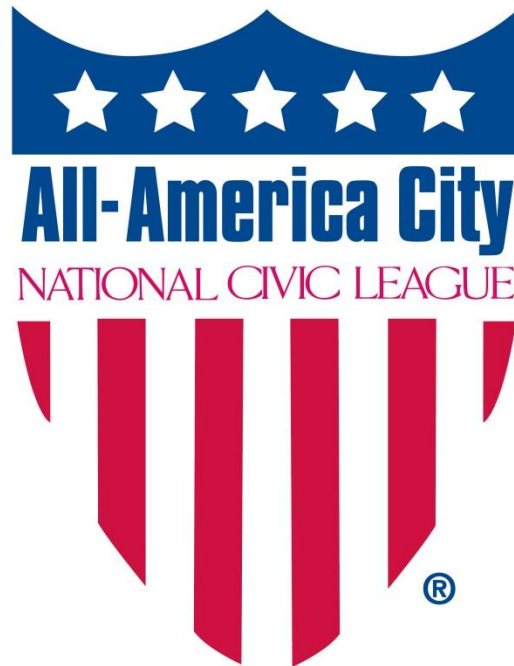
Cedar Rapids



2014

Economic development
Community pride
Citizen engagement
Cedar Rapids advocates

Cedar Rapids



2014