

Prairie City 5-Year Hometown Pride Plan

October 2015

1. Market Prairie City as a quality place to live that is close to the Des Moines metro area, with a great school district

- Build relationships with realtors— monthly open house
- Get in “Near Des Moines” section of Des Moines Register
- Establish relationship with health care providers
- Establish business incubator/co-work space; DMACC or Drake relationship?
- Downtown wi-fi
- Get the word out on community events through social media; bloggers
- Enhance relationship with media
- Address odor from regional landfill west of town
- Convert RR right-of-way to ped/bike trail
- Market school system
- Create more residential lots; expand housing types

2. Construct the Monroe-Prairie City-Mitchellville trail and associated trailhead facilities. Plan for the future extension into the Des Moines metro trail system

- Engage design firm for conversion of RR to ped/bike trail
- Create trailhead
- Stay on radar of Central Iowa Regional Transportation Planning Association
- Obtain grants for implementation
- Engage community, and other communities along the trail; promote health benefits
- Create Friends group
- Name the trail

3. Encourage businesses to locate in Prairie City

- Engage Drake/DMACC entrepreneur activities
- Ramp up marketing of 10 acres by Casey’s
- Downtown building rehabilitation— create space for new businesses to locate
- Promote new businesses

4. Strengthen relationship with the Neal Smith National Wildlife Refuge

- Monthly Mayor/City Administrator coffee with Refuge Administrator
- Enhance City website information about the Refuge
- Formalize the association between the City and the Refuge
- Hold City functions at the refuge

5. Encourage investment and rehabilitation of downtown structures

- Evaluate use of CDBG funds
- Evaluate use of Tax Increment Financing (TIF)
- Reach out to developers/entrepreneurs; rehab a building into a co-work space
- Facilitate working with contractors
- City investment in the public realm including Garden Square
- Wi Fi downtown
- Discuss with local bank

6. Maintain and enhance City infrastructure and services

- Get handle on needed stormwater management improvements
- Sanitary sewer infiltration
- Improve streets with sidewalks and curb/gutter
- Refurbish ambulance
- Expand library
- Educate citizens about future needs; minimize surprises

7. Community activities and beautification

- Coordinate with Prairie City Garden Club
- Coordinate with local service clubs
- Work with Parks Board
- Find appropriate community service projects for school youth engagement
- Create public gardens