

**WOODBURY COUNTY BOARD OF SUPERVISORS AGENDA ITEM(S) RE**

#9a

Date: 4/14/16

Weekly Agenda Date: 4/19/16

DEPARTMENT HEAD / CITIZEN: Erika Newton, Executive Director – Tyson Events Center

SUBJECT: Roger Brooks Community Assessment

**ACTION REQUIRED:**

Approve Ordinance

Approve Resolution

Approve Motion

Give Direction

Other: Informational

Attachments

**WORDING FOR AGENDA ITEM:** Update on the Roger Brooks Community Assessment

**EXECUTIVE SUMMARY:** Roger Brooks is known as an expert on destination branding. He was in Sioux City the week of April 4<sup>th</sup> assessing Sioux City's assets and developed a number of recommendations on what Sioux City's "niche" should be in attracting more visitors to spend more dollars in our community. On April 8<sup>th</sup>, he presented his findings to the public at the Sioux City Convention Center. His discoveries included a review of 60 critical items that all determine whether our community is considered a place to invest in, move to, establish a business in, or visit for leisure purposes. The presentation was 2.5 hours long.

**BACKGROUND:** In August 2015, Erika Newton requested \$5,000 from Woodbury County to help pay for the Roger Brooks Community Assessment project. The total cost (\$25,000) was cost shared by the Siouxland Chamber/TSI, Downtown Partners, City of Sioux City, and Woodbury County.

**FINANCIAL IMPACT:** 0

**RECOMMENDATION:** Acknowledge the update.

**ACTION REQUIRED:** None

*Approved by Board of Supervisors March 3, 2015.*

**Heather Satterwhite - Fwd: Here you go!**

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**From:** David Gleiser  
**To:** Satterwhite, Heather  
**Date:** 4/14/2016 10:24 AM  
**Subject:** Fwd: Here you go!  
**Attachments:** 4-19-16 ROger Brooks Assessment Update.docx

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Please include the attachments in Erika's email as backup material for this agenda item. I'll also send you another email from her with more info.

>>> Erika Newton 04/12/16 8:47 AM >>>

I wanted to make sure all of our partners got the e-mail from Roger Brooks below. I will send you one more e-mail from him with a couple of additional attachments. Please let me know if everything does not come through the way it's supposed to.

Thanks to all of you for partnering with us to bring Roger to Sioux City. I hope you found his suggestions and findings useful. I think it's a great foundation to continue to build on - we've already got great things in the works! Feel free to distribute these files to your board members, committee members, etc.

Thank you!  
Erika

>>> Roger Brooks <delivery@yousendit.com> 4/11/2016 9:02 PM >>>

**HIGHTAIL**

## Files have been sent to you

from [roger@rogerbrooksteam.com](mailto:roger@rogerbrooksteam.com) via [Hightail](#).

Hi Erika!

Thanks so much for having us secret shop Sioux City. It's an amazing city with great promise in this new age of downtowns. Please remember that the Assessment is a "conversation starter" and not meant to provide all the answers. If you decide to do a Branding program, we would go through the assessment suggestions, dig into each, and then determine which would be converted to recommendations complete with costs, instructions and far more detail.

Hopefully people saw it as constructive and not critical. The city does an amazing job with great additions like the convention center, art center, sports fields, Tyson Center and the list goes on.

Attached are several files including:

- The Assessment as a PDF with one slide per page (there are 485 slides so

you don't want to print this one out!)

- The assessment with two slides per page
- The assessment with four slides per page
- A folder with each slide saved as a JPG in case you want to insert them into the video for better viewing, or want to use any of them as examples for future projects.

The Findings & Suggestions Report will be coming your way within the next 90 days.

All the best!

Roger

4 files were sent to you.

 [Assessment slides.zip](#)

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 [SiouxCityAssessment.pdf](#)

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 [Assessment4SlidesPerPg.pdf](#)

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 [Assessment2SlidesPerPg.pdf](#)

**Download Files**

Your files will expire on **April 25, 2016 19:02 PDT** unless you **Save to folders**, then you will have online access anytime.

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If you Save to Folders you can use the **Desktop App**, **Mobile App** and **iPad App** to access your files from anywhere.



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