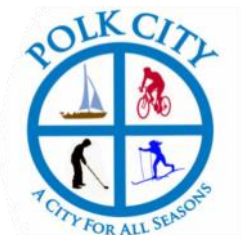
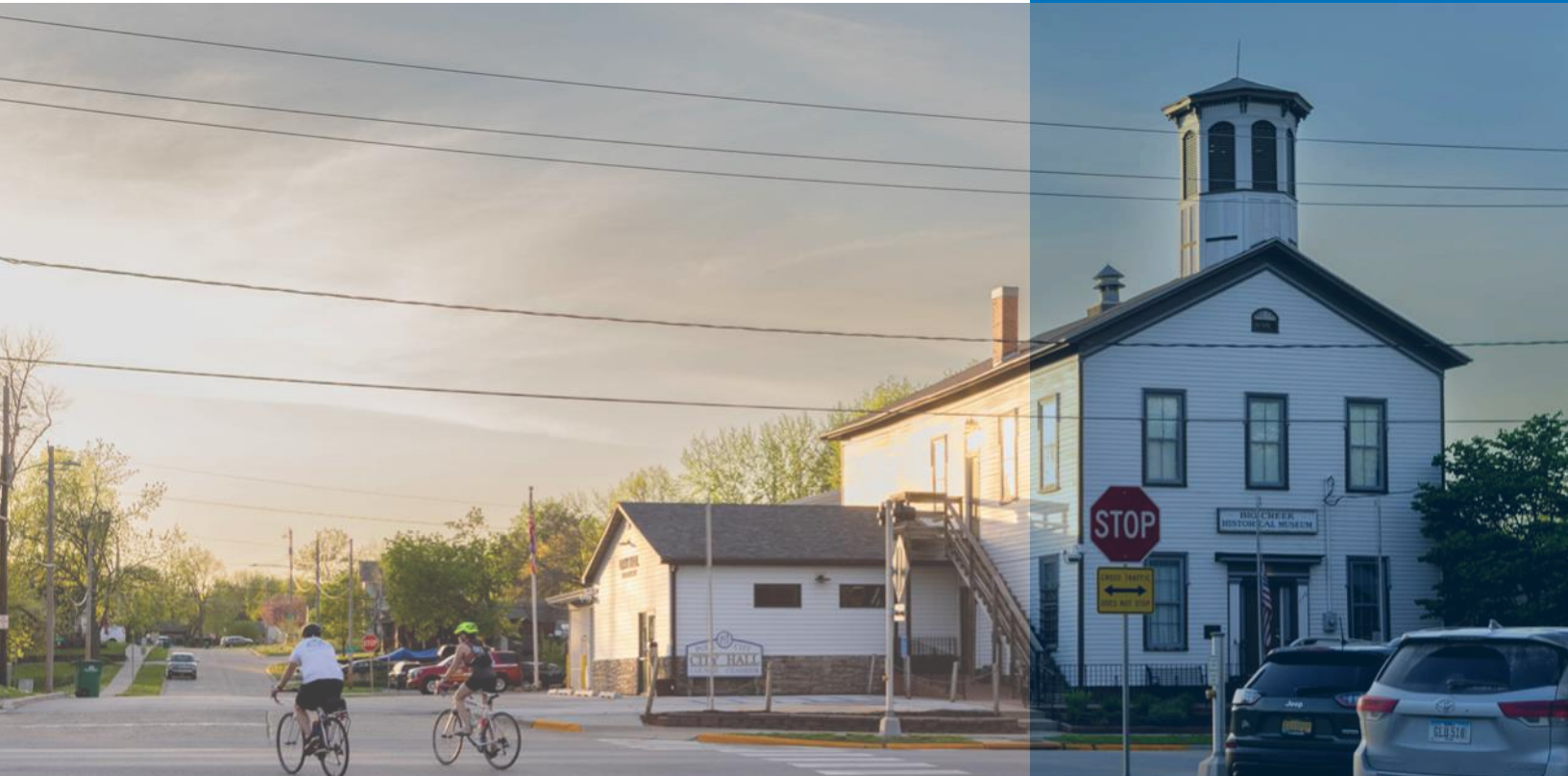


Explore Polk City



March 9 2023

Iowa Economic Development Authority

Polk City, Iowa

ACKNOWLEDGEMENTS

Thank you to members of our Explore Polk City Core and Advisory groups whose names are mentioned below and who dedicated their valuable time to our Vision Planning process by filling out surveys, attending meetings, reviewing the plan, officially endorsing the project, and writing letters of support. Our advisory group was selected for its commitment to volunteerism and knowledge of our community.

Explore Polk City Core Group

Monica Converse	GoPolkCity Executive Director, Community Visioning
Dave Dvorak	Polk City - City Council
Chelsea Huisman	Polk City - City Manager, GoPolkCity Board of Directors
Steve Karsjen	Polk City Mayor, Go Polk City, Community Visioning Coordinator
Jeff Walters	Polk City - City Council, Community Visioning

Explore Polk City Advisory Group

Logan Albaugh	Rock Valley Physical Therapy and Go Polk City
Brandon Converse	Kiwanis Club, Luana Savings Bank, Go Polk City Board of Directors
Rob Cupp	Cupp Insurance
Jessica Faue	Friends of the Parks, Community Foundation, January, and Community Visioning
Adam Fendrick	Polk County Conservation, High Trestle Trail Steering Committee
Denise Franck	Big Creek Historical Society
Lisa Hein	High Trestle Trail Steering Committee, Iowa Natural Heritage Foundation
Eric Hockenberry	Home State Bank, Go Polk City Board of Directors
Corey Hoodjer	Polk City Library Board, Community Visioning
Chad Johnston	Design Measure
Michael Kline	North Polk School District Superintendent, Go Polk City Board of Directors
Brian Knights	MidAmerican Energy Company
Tim McCann	DSM Trails and Greenways Committee, Community Visioning
Brian Nelson	Nelson Automotive, GoPolkCity Board of Directors President
Nick Otis	Parks Commission, Community Visioning
Scott Patterson	Bike Iowa and Community Visioning
Heather Raver	Anytime Fitness, GoPolkCity Board of Directors
Jeff Savage	Polk City Parks Commission
Mike Slatterly	Suntex Marina (Saylorville Lake)
Missy Smith	Polk County Conservation Nature Center Coordinator
Jason Thraen	Polk City Parks and Rec. Director, Friends of Parks, Community Visioning
Justin Vogel	McClure Engineering, Polk City Planning & Zoning Commission
Mandy Vogel	Polk City - City Council, BRAVO Board of Directors
Matt White	Community Visioning

ACKNOWLEDGEMENTS

Explore Polk City, whose members were appointed by the Polk City mayor, and with the full endorsement of the City Council, coordinated the Vision Planning process and application to Iowa Great Places.

The Explore Polk City core and advisory groups thank the Polk City Council members for a council resolution of the vision planning process for the Iowa Great Places application at its February 13, 2023 meeting. Thank you to the City of Polk City for agreeing to be the single entity that will serve as the primary applicant for both the designation and future grant funding applications.

Thank you to GoPolkCity who has been integral in the development of the Vision Plan.

Explore Polk City thanks those individuals and organizations who provided letters of endorsement for the Iowa Great Places application:

Brandon Converse, Secretary/Treasurer, GoPolkCity
Jessica Faue, Board Chair, Polk City Friends of the Parks
Michael Kline, Superintendent, North Polk School District
Richard Leopold, Director, Polk County Conservation
Jeff Walters, President, Polk City Kiwanis Club

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Plan Purpose and Scope



PURPOSE & SCOPE

Polk City is a fast-growing and vibrant community that's home to an engaged citizenry willing to bring their backgrounds and professional expertise to bear on planning for the city's future. Over the past few years, Polk City residents have stepped up to provide input on several planning documents and exercises. Using these and other planning activities, the goal of the Explore Polk City core and advisory planning groups was to assemble a competitive application for the Iowa Great Places program that contains a carefully thought out "vision" based on identifiable community goals that we can track for success from beginning to end. We have an excellent idea of what makes our community great; now it's time to move to the next step by developing a Vision Plan our community can enthusiastically support and follow into the future.

Adhering closely to the program designation guidelines outlined by the Iowa Great Places program, we have focused our strategic planning on eight core program areas, including Arts & Culture, Architecture, Diversity, Entrepreneurial Incentive for Business Development, Historic Fabric, Housing Options, Natural Environment, and Amenities.

PLAN PROCESS

We created our Vision Plan by drawing upon numerous documents, including our Imagine Polk City, A Bridge to the Future comprehensive plan, our various trails study documents, and our Community Visioning and other plans as well as input from a diverse set of residents and community leaders. Input into the process included information from the following key documents:

1. 2015 High Trestle Trail Connector study and 2022 update
2. 2016 Polk City, Imagine Polk City, A Bridge to the Future Comprehensive Plan
3. 2020 Iowa State University City-wide Survey
4. 2020 Facility Needs Assessment
5. 2021 Downtown Connectivity Trails Study
6. 2021 Community Visioning Plan
7. 2021 Polk City Community Survey
8. 2021 Regional Parks Master Plans
9. 2022 Sidewalk Connectivity Analysis
10. The 2023 Downtown Assessment Report (final report anticipated in Spring 2023)
11. Thirty Polk City residents and business owners participated in Core and Advisory Group planning. The Advisory group was asked to complete a survey to generate additional ideas on projects related to the eight core areas. These individuals were invited to provide their comments electronically or at a special meeting organized by the Explore Polk City Core committee, or both.
12. The Advisory group reviewed the Vision Plan and provided revisions.

What Makes Polk City Great?



WHAT MAKES US GREAT?

- Saylorville Lake includes 26,000 acres of water stretching 50 miles up the Des Moines River Valley to Polk City. The lake, campgrounds, and parks bring boaters, skiers, anglers and campers. Further Saylorville Marina is home to central Iowa’s only floating bar/restaurant.



- Big Creek State Park is a family-friendly park boasting the largest beach in Iowa’s state park system. Big Creek also hosts great fishing and biking opportunities, including access to the Neil Smith Trail.



- Our proximity to Saylorville Lake and Big Creek State Park brings over **2.2 million visitors** to the area annually. Many of those visitors stop by Polk City for dining, shopping, and other tourism activities.



WHAT MAKES US GREAT?

- The High Trestle Trail (HTT) is a 25-mile bike trail, passing through five towns and four counties and provides easy riding for all age levels. Polk City is partnering with Polk County Conservation and local landowners to become the link that joins Central Iowa's newest trail, the High Trestle Trail, to Iowa's oldest trail, the Neal Smith Trail. Polk City plans to construct a 1.1 mile section called the "Polk City Connector" to this trail in 2023.
- Iowa's Neal Smith Bike Trail, traversing through Polk City, hosts cyclists and other users from around the world.



WHAT MAKES US GREAT?

- The Tournament Club of Iowa golf course is Iowa’s only Arnold Palmer-designed golf. TCI’s beautiful 18-hole course encompasses 500 acres in Polk City. The course is open to the public, offering golf, simulated golf, dining, and event space.



- Polk City’s Town Square is the only historic Square in Polk County and has been voted one of the nine most beautiful Squares in Iowa. The Square is a one-acre community park surrounded by restaurants, shops and local businesses and houses the city’s historic bandstand and other features.



- Community festivals are abound in Polk City. These include the Four Seasons Festival in July, FallFest in October, and the Light up Polk City tree lighting ceremony in December. Hosting **over 10,000 visitors** each year, these festivals are designed to promote family fun and community spirit.



Explore Polk City Vision



VISION STATEMENT

Polk City’s vision is to exude a vibrancy that accentuates our arts and culture, and historic, charming and diverse family-friendly community, while supporting commercial growth and developing our reputation as “Central Iowa’s recreation destination.”

SUPPORTING STATEMENT

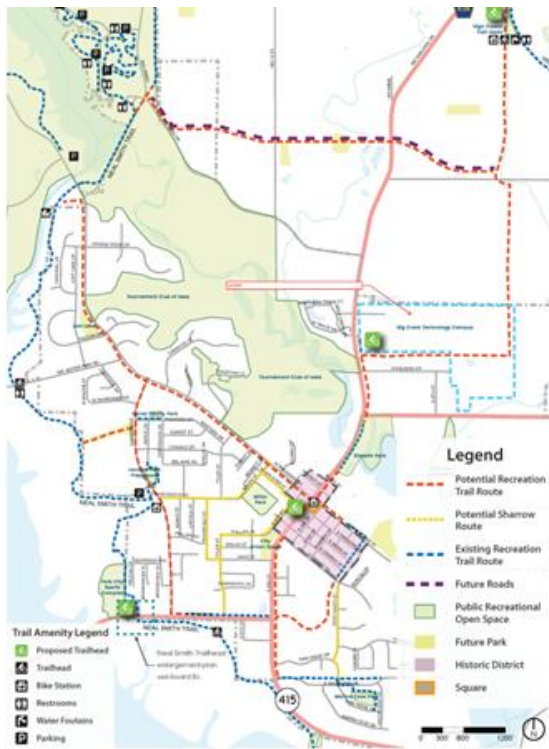
Our goals and objectives are centered around the core program areas outlined by the Iowa Great Places program. These goals are focused on helping advance our commercial growth as well as nurture and showcase the many natural opportunities our community provides for enhanced quality of life. Ultimately, we want to continue to see Polk City prosper as a welcoming community for all. Our goals build upon the many suggestions that have come out of our many planning documents.

Polk City is recognized for its environmental and recreational setting. Surrounded by dramatic bluffs and running ravines, the community has true authenticity, with focuses on quality of life, culture, and recreation. Tournament Club of Iowa is known as a destination, to visitors across both the State of Iowa and the Country. Through the Iowa Great Places designation, we would focus on continuing to showcase this state-of-the-art facility.

With an abundance of park and lake opportunities, the community also benefits from one of the most notable trail systems in the state. The Neal Smith Trail connects Big Creek State Park to the John Pat Dorrian Trail in downtown Des Moines. The High Trestle Trail is located approximately one mile to the east of the corporate limits and provides additional recreational connectivity in Central Iowa. One of the communities’ priorities is to connect these two central Iowa trail systems in the coming years.

Polk City’s Town Square is also a prime placemaking location. The community is focused around the Town Square, and is always seeking opportunities to enhance the public space, often referred to as the “heart of the community.” The Town Square is a quality place to many residents and visitors of Polk City, with businesses surrounding the commercial district, and an open park space in the center. The Town Square is always bustling, and our vision for the Town Square is to continue to enhance the space and to further make it a tourism destination to eat, drink, and shop locally.

Goals and Objectives



Trailhead and Cycle Track Plan



Trailhead and Cycle Track Perspective

ARTS AND CULTURE

Nurture “Arts and Culture” in all aspects of our community planning in order to demonstrate our commitment to the artistic and cultural growth of our community through events, artwork, historical displays, and murals.

Sub-Goal	Objective	Timeline	Implementation Partners
Arts and Murals	Establish an Arts Council to oversee project planning and implementation	0-2 years	Local artists, Parks and Recreation Department, Big Creek Historical Society, GoPolkCity
	Develop a Mural plan to identify mural locations, timeframes, and funding.	0-2 years	Community Visioning Murals Committee, Friends of the Parks, Parks and Recreation Department, local artists, future Arts Council
	Create artwork displays in the new City Hall showcasing artwork from local artists and historic information from the historical society	0-2 years	Local artists, Big Creek Historical Society, City of Polk City
	Establish art walk routes showcasing artwork throughout the community, Beebee Cemetery, historic bandstand, Big Creek Historical Society	5-10 years	Local artists, future Arts Council, Parks and Recreation, Department, Iowa DNR, US Army Corps of Engineers, Polk County Conservation, North Polk School District
	Art on large boulders along trails and in parks	2-5 years	Local artists, future Arts Council, Parks and Recreation Department, North Polk Schools.
	Art on the water tower	5-10 years	Community Visioning Murals Committee, Friends of the Parks, Parks and Recreation Department, local artists, future Arts Council
	Homecoming/Special Events (face painting, other artistic activities)	2-5 years	North Polk Schools, Polk City Chamber, FFA, Girl Scouts, Boy Scouts, Polk City Citizens, GoPolkCity



Polk City's first mural, located along North 3rd Street.

ARTS AND CULTURE

Sub-Goal	Objective	Timeline	Implementation Partners
Downtown Events	Music on the Square: Establish a community band that can hold concerts at the bandstand and historical museum	2-5 years	North Polk School District, Polk City Citizens, Big Creek Historical Society
	Re-establish Sounds on the Square with various musical events held on the square to include local bands	0-2 years	GoPolkCity, City of Polk City, local bands, local businesses
	Art in the park: events that showcase local artist exhibits to share and sell their artwork	1-3 years	GoPolkCity, local businesses, Farmers Market Committee
	Parades, including art, float, decorating, and other activities	2-5 years	City of Polk City, North Polk School District, future Arts Council, Parks Commission
	Piano in the park: display pianos in town for citizens to play. Paint pianos to showcase traveling music and art	3-5 years	Kids Create, Parks and Recreation Department
Other Events	Develop a public theater program to utilize the existing theater in the historic city hall building	5-10 years	North Polk School District, Arts and Culture Committee, Polk City citizens
	Wintertime kite festival at Big Creek State Park	5-10 years	Big Creek State Park, Iowa DNR, Parks and Recreation Department, Parks Commission
	Art piece for roundabout on North 3rd Street	4-10 years	City of Polk City, North Polk School District, future Arts Council, Parks Commission
	Native prairie at Northside Drive Cemetery	5-10 years	City of Polk City, Parks and Recreation Department, Big Creek Historical Society, Arbor League, Parks Commission



Precedent image: piano in the park.



Precedent image: art in the park or on the roundabout.



Precedent image: native plantings.

ARCHITECTURE

Provide incentives for “Architecture” improvements that build upon the unique charm of our downtown Square while presenting a coordinated look for structures on Bridge Road and other commercial districts.

Goal	Objective	Timeline	Implementation Partners
Architectural Improvements	Construct a pocket park across from the square and populate it with accoutrements, such as a bandstand, benches, and tables	0-2 years	Parks and Recreation Department, Friends of the Parks, Fenders Brewing
	Amphitheater on Home State Bank property: Bank partner to clean out wooded property behind bank and build an amphitheater that would connect to future bike trail	5-10 years	Home State Bank, Parks and Recreation Department, Kimberley Development, Whiterock Conservancy
	Establish a downtown plan for creating building uniformity on the downtown Square, providing a façade improvement support and funding to complete projects	0-10 years	Local businesses, City of Polk City, GoPolkCity, local civic organizations
	Historical Museum: upon completion of new City Hall in 2024, attention will turn to renovating existing City Hall back to its original structural capacity	5-10 years	Big Creek Historical Society, City of Polk City, National Register of Historic Places, future Arts Council
	City Hall: complete this project in 2024, paying attention to Arts and Culture opportunities, including a mural wall.	0-5 years	City of Polk City, Big Creek Historical Society, future Arts Council
	Bandstand/Bell Tower: renovation to original appearance	3-6 years	City of Polk City, Big Creek Historical Society, Arts and Culture committee
	Develop a new entertainment venue: vacate alley connecting to Pocket Park on Square and develop a walkway for back-of-business seating and entertainment	5-10 years	City of Polk City, Square businesses, Big Creek Historical Society, future Arts Council



Early 1900s filling station on the Square.



Filling station in 2022, repurposed into an ice cream shop.

DIVERSITY

Promote “Diversity” in everything we do, from hiring practices to community events to signage and connectivity.

Goal	Objective	Timeline	Implementation Partners
Promote Diversity	Inclusive Wayfinding signage to help people of all abilities move about	5-10 years	Community Visioning committee, City of Polk City, local businesses and organizations
	Develop an Arts Council to focus on creating opportunities for promoting arts and culture within the community	0-2 years	City of Polk City, Bravo Greater Des Moines, community volunteers
	RAGBRAI Ambassadors group for 2023 50th anniversary ride	0-6 months	City of Polk City, GoPolkCity, local businesses and organizations, community volunteers
	Promote diversity, equity and inclusion (DEI) for planning community events by including volunteers focused on DEI integration	0-2 years	GoPolkCity, Four Seasons Festival planning committee, City of Polk City
	Promote DEI with our business community – ask businesses to commit DEI by showcasing a visual designation within their business that all are welcome.	0-2 years	GoPolkCity, local businesses and organizations
	Promote more variety and ethnic restaurants to our community, develop an event focused on promoting ancestral or ethnic food, such as Taste of Polk City event	5-10 years	GoPolkCity, local businesses



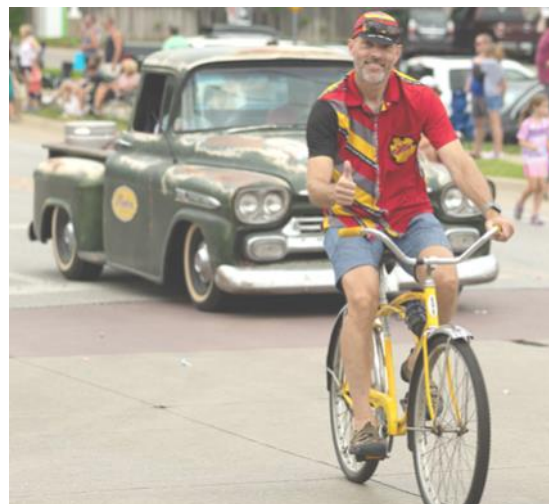
ENTREPRENEURIAL INCENTIVE FOR BUSINESS DEVELOPMENT

Provide effective “Entrepreneurial Incentives for Business Development” that nurture growth and thematic inclusivity in our entire business community in line with our goal to become central Iowa’s recreation destination.

Goal	Objective	Timeline	Implementation Partners
Entrepreneurial Incentive for Business Development	Develop a brand and logo to promote better marketing of recreation destination focus.	1-3 years	City of Polk City, GoPolkCity, local businesses
	Create a Curbside Appeal program to help local businesses make façade and other improvements.	0-2 years	City of Polk City, GoPolkCity, local businesses
	Upon completion of construction of city hall, remove northside lean-to on the existing city hall and develop that lot as a new commercial space in our city Square district.	2-10 years	City of Polk City, GoPolkCity
	Promote incentives to business expansion in the recreation and hospitality areas to support the eventual High Trestle Trail connector.	2-5 years	City of Polk City, GoPolkCity, existing business
	Develop an incentive program to support businesses with funding of grease traps and interceptors.	2-5 years	City of Polk City, GoPolkCity
	Work with Fenders Brewing to create a special beer for marketing Polk City.	0-2 years	Fenders Brewing, GoPolkCity



Buildings in need of curb appeal.



Fenders Brewing at the Four Seasons Festival Parade.

HISTORIC FABRIC

Nurture our “Historic Fabric” in ways that demonstrate our commitment to promoting what makes our community unique from both the historic and contemporary perspectives.

Goal	Objective	Timeline	Implementation Partners
Nurture Historic Fabric	Promote historical museum to showcase past and present functions and features. Preserve and improve museum. Focus on grant and low interest loans to assist financially with improvements. Develop a plan for improving outreach to community.	0-10 years	Big Creek Historical Society, City of Polk City, GoPolkCity
	Reimagine use for current city hall space. Investigate combining remodeling space for combined historical museum, new tourism office, and GoPolkCity office space.	0-10 years	City of Polk City, State of Iowa, Iowa Economic Development Authority, GoPolkCity, Big Creek Historical Society
	Create a historic walk/tour featuring actors portraying historical figures.	0-2 years	Big Creek Historical Society, Art and Culture committee
	Develop an official history of Polk City booklet that can be promoted to the community on websites, social, etc.	0-2 years	City of Polk City, Big Creek Historical Society, North Polk Schools
	Develop a Bandstand Maintenance Plan to prioritize improvements for the Historic Bandstand on the town Square. A focal point of downtown Square, the bandstand needs continuous improvements are due to the age.	0-10 years	City of Polk City, Big Creek Historical Society, local businesses
	Work with the Army Corp of Engineers to develop a traveling Saylorville Lake display to showcase the historical context related to the history of Polk City.	5-10 years	Army Corp of Engineers, City of Polk City, Big Creek Historical Society, Arts and Culture committee
	City Hall history display/timeline; Provide a display in the new City Hall/Community Center for the public to view. Work with Big Creek Historical Society to rotate historical information or artifacts on a quarterly basis. This will help to further engagement for the Historical Society.	0-10 years	City of Polk City, Big Creek Historical Society, Arts and Culture committee



Historic train depot in Polk City.



Big Creek Historical Building.

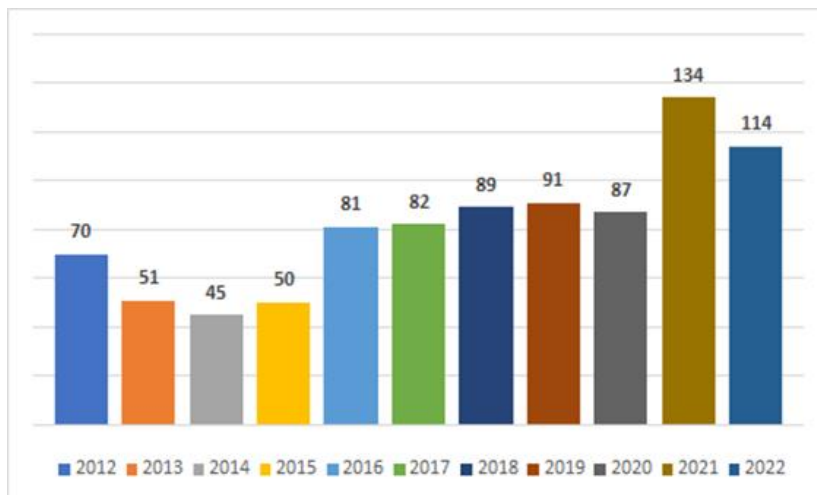


Bandstand at the square.

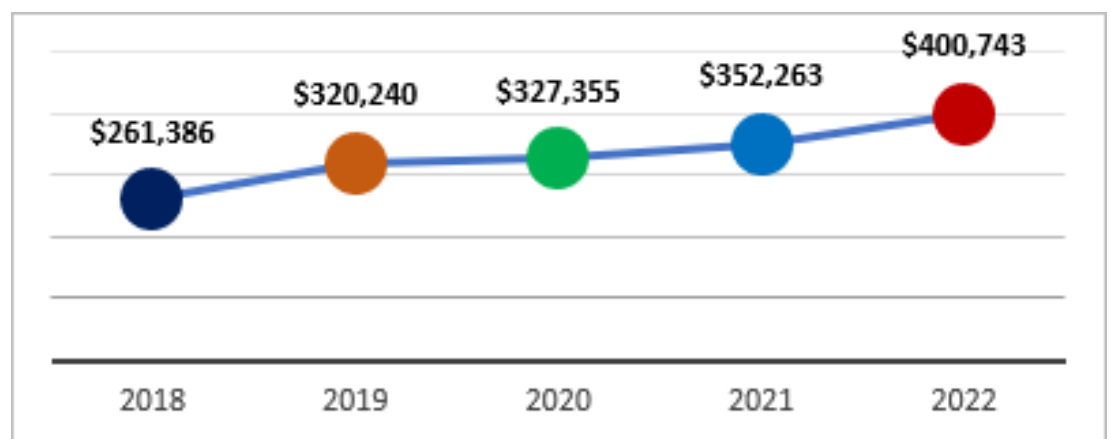
HOUSING OPTIONS

Provide diverse “Housing Options” that focus on expanded opportunities for affordable and senior housing.

Goal	Objective	Timeline	Implementation Partners
Housing Options	Expand housing types: Diversify housing options, focusing on providing housing stock other than Single Family Detached. Include smaller single-family homes, town-homes, and apartments.	0-10 years	City of Polk City, local developers, local contractors
	Prioritize second-story residential above commercial for mixed-use development: Further diversify commercial development, by assisting/incentivizing retail/service development on main level, and residential on second level.	0-10 years	City of Polk City, local businesses, local developers, local contractors
	Construct a retirement community for seniors, which could include independent and assisted living and memory care options.	1-5 years	City of Polk City, GoPolkCity, Maven Crux Development



Total new construction permits issued



Average single-family residential value

NATURAL ENVIRONMENT

Showcase existing “Natural Environment” opportunities to become the place people think of for their recreational needs in central Iowa.

Goal	Objective	Timeline	Implementation Partners
Natural Environment	Utilize Des Moines Water Trails Project guidance that allows for a scenic viewing area along Saylorville Lake near the current sports complex to promote bird-watching on the lake.	6-10 years	Army Corp of Engineers, City of Polk City, Friends of the Parks
	Acquire and protect sensitive areas: wetlands, streams, watersheds	1-10 years	Army Corp of Engineers, City of Polk City, Friends of the Parks, Trees Forever, Parks and Recreation Department
	Tree planting and community garden programs	0-10 years	Polk City Arbor League, City of Polk City, area garden centers, Parks and Recreation Department
	Natural areas development and enhancement, particularly within the planned Regional Park project.	0-10 years	Polk City Arbor League, City of Polk City, area garden centers, Parks and Recreation Department
	Partnership with Trees Forever to develop native prairie and riparian area with learning center at new Neal Smith Trail connection near Kwik Star along Bridge Road.	0-10 years	Trees Forever, Army Corp of Engineers, City of Polk City, Friends of Parks, Parks and Recreation Department
	Provide more trail connections to existing natural spaces that surround the community to allow for residents to easily immerse themselves in these spaces.	2-5 years	City of Polk City, Army Corps, DNR, local housing developers
	Promote interactive educational opportunities within our natural spaces, such as signage and QR codes.	0-5 years	DNR, Army Corps, Polk City residents, Polk County Conservation Service



Precedent image: tree planting along a trail.

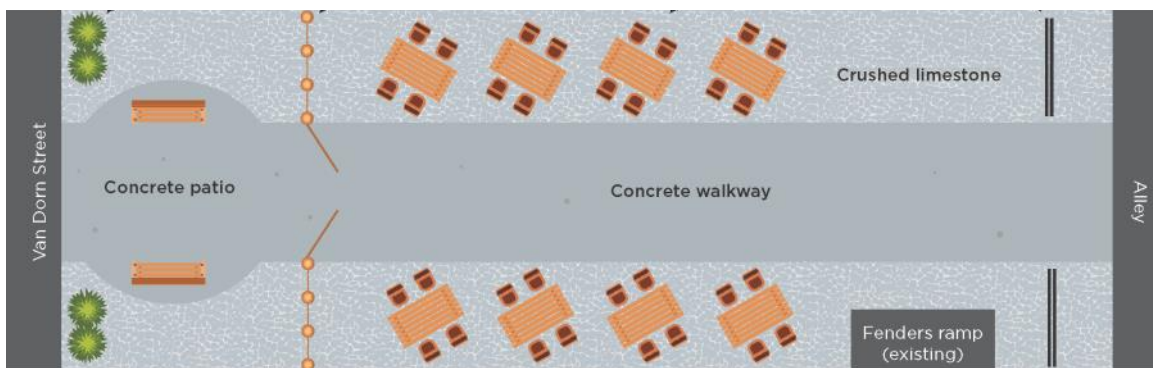


Precedent image: native plantings in a restored greenspace.

AMENITIES

Provide “Amenities” that build upon our existing diverse recreational opportunities but also create new opportunities to grow our commercial base.

Sub-Goal	Objective	Timeline	Implementation Partners
Downtown Improvements	Downtown amenities: benches, bike racks, trees, bury utilities, trash receptacles	0-5 years	City of Polk City, Friends of the Parks, local businesses and corporate partners
	Develop new entertainment district: Vacate downtown alley for expanded entertainment opportunities, similar to the Pocket Park, with a focus on expanding seating.	0-10 years	City of Polk City, Friends of the Parks, local businesses, GoPolkCity
	Town Square Downtown Assessment; In partnership with Iowa Economic Development Authority, conduct a downtown assessment outlining opportunities for improvement in the downtown district	0-2 years	City of Polk City, Iowa Economic Development Authority, 3 rd party consultant, local businesses, GoPolkCity
	Town Square Downtown Master Plan & Improvements; Complete a downtown master plan for future growth and improvements to the Town Square/Downtown area	0-10 years	City of Polk City, 3 rd part consultant, local businesses, general public, GoPolkCity
	Public restrooms at the square: Permanent outdoor public restrooms will be constructed at future new City Hall/Community Center building.	0-2 years	City of Polk City



Pocket park concept

PRECEDENT IMAGERY



Planters



Benches



Picnic tables



Park-it bike rack

AMENITIES

Sub-Goal	Objective	Timeline	Implementation Partners
Trails	HTT trail connector: Connect the Neal Smith Trail to the High Trestle Trail through Polk City	0-3 years	City of Polk City, local businesses, Polk County Conservation, Friends of the Parks
	Downtown trailhead to support the HTT connector: Build a trailhead at the future new City Hall/Community Center. Trailhead will include parking, restrooms and outdoor seating area	0-2 years	City of Polk City, local businesses, Polk County, Friends of the Parks
	Trail connections through town: Continue to identify and prioritize multi-use trails throughout the Community	0-10 years	City of Polk City, local businesses, Friends of the Parks, Parks and Recreation Department
	Trail through natural area at Regional Park	3-5 years	City of Polk City, Friends of the Parks, Parks and Recreation
	Centrally-located kiosk providing information on trail systems	0-10 years	City of Polk City, Friends of the Parks, Parks and Recreation Department
Additional City Amenities	Ice rink in a city park	1-4 years	Iowa Wild Hockey, Parks and Recreation
	Develop new multi-use Regional Sports Complex, which will provide trail connectors, sports facilities, natural spaces, and other amenities for the community to enjoy. The project addresses a shortage of recreational field space that our community needs	2-10 years	City of Polk City, Parks & Recreation Department, Friends of the Parks, North Polk Schools, local youth sports clubs, private donors
	Develop an indoor recreational center that would provide space for basketball, indoor soccer, and pickleball	5-10 years	City of Polk City, Parks & Recreation, Friends of the Parks, North Polk Schools, local youth sports clubs, private donors



Planning for the HTT connector.



Proposed Regional Park concept.

Plan Implementation



PLAN IMPLEMENTATION AND EVALUATION METRICS

The Explore Polk City Core committee will be responsible for monitoring the implementation of the Vision Plan, in partnership with the Iowa Great Places Advisory group and City of Polk City.

A special meeting will be called each year to review and celebrate achievements as well as plan for the following year's projects. Should new opportunities be identified or manifest themselves, these will be reviewed for addition to the overall plan. Explore Polk City Core committee will consider the Plan a living document with a focus on completing projects and adding new opportunities, when appropriate. Attention will be given to ensure the goals and obligations of the Iowa Great Places program are met.

The Explore Polk City Core and Advisory committee will work in concert with the City of Polk City on those projects that have been identified for completion through the Polk City comprehensive plan and Capital Improvements plan. Explore Polk City groups wish success for both entities on projects.

Explore Polk City
inspires us to promote
arts, culture, and
recreation that defines
Polk City as one of
Iowa's Great Places.

WHAT DOES SUCCESS LOOK LIKE?

Though some of our goals will be easily measurable through the annual review process, such as establishing an art gallery or expanding a trail, many goals are harder to quantify, since their impact is relatively subjective and/or ongoing. We will have to regularly look at several additional factors to determine if we have been successful. Success will be measured via:

1. Regular communication with businesses to determine success resulting from Vision Plan.
2. Connecting the Neal Smith Trail to the High Trestle Trail through Polk City.
3. Downtown square growth and prosperity through the addition of new restaurants and other entertainment venues.
4. Our non-profit organizations will have plenty of volunteers and resources to do their work.
5. Our tourism industry prospers through increased measurable tourist traffic using our trails and supporting our business both on our Square and Bridge Road.
6. Art of all kinds becomes commonplace along our streets and in our public spaces.
7. Our residents know our history and share it with others.
8. Existing businesses expand and new businesses locate here.
9. Have park-space and/or trails located within 0.25 miles of every residential property in town.



Vision Schedule

PROJECT SCHEDULE

Task	Year												
	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Establish an Arts Council	█	█	█										
Develop a Mural Plan	█	█	█										
Create artwork displays in the new City Hall showcasing local artists	█	█	█										
Establish art walk routes						█	█	█	█	█	█	█	
Implement art on large boulders			█	█	█	█	█	█					
Art on the water tower						█	█	█	█	█	█	█	
Homecoming/Special Events			█	█	█	█	█	█					
Music on the Square			█	█	█	█	█	█					
Re-establish Sound on the Square	█	█	█										
Art in the Park		█	█	█									
Parades			█	█	█	█	█						
Piano in the Park				█	█	█	█						
Develop a public theater program						█	█	█	█	█	█	█	
Wintertime kite festival at Big Creek State park						█	█	█	█	█	█	█	
Art for the roundabout on No 3rd						█	█	█	█	█	█	█	
Native Prairie at Northside Dr Cemetery						█	█	█	█	█	█	█	
Construct Pocket Park across from the square	█	█	█										
Amphitheater						█	█	█	█	█	█	█	
Establish a downtown plan for building uniformity	█	█	█	█	█	█	█	█	█	█	█	█	
Restore Historical Museum back to original structure						█	█	█	█	█	█	█	

PROJECT SCHEDULE

Task	Year													
	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	
City Hall	█													
Restoration of the Bandstand and Bell Tower				█										
Develop an entertainment venue						█								
Inclusive Wayfinding signage						█								
RAGBRAI Ambassadors 50th Anniversary	█													
Promote diversity, equity and inclusion (DEI) for community events	█													
Promote (DEI) with our business community	█													
Promote more variety and ethnic restaurants, develop an event—Taste of Polk City						█								
Develop a brand and logo to promote better marketing		█												
Create Curb Appeal	█													
Remove N Side lean-to on existing City Hall			█											
Promote incentives to business expansion to support High Trestle Trail connector			█											
Develop an incentive program to support business with grease traps/interceptors			█											
Work with Fenders to create a Polk City beer	█													
Promote historical museum to showcase past and present	█													
Reimagine use for current City Hall space	█													
Create a historic tour featuring actors portraying historical figures	█													
Develop official history of Polk City booklet to be promoted	█													
Develop Bandstand Maintenance plan	█													
Work with Army Corp to develop traveling Saylorville Lake display showcasing history of PC						█								

PROJECT SCHEDULE

Task	Year													
	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	
City Hall history display/timeline	Active													
Expand housing Types	Active													
Prioritize second-story residential above commercial	Active													
Construct retirement community		Active												
Utilize DSM Water Trails Project along Saylorville							Active							
Acquire and protect sensitive areas: wetlands, streams and watersheds		Active												
Tree planting and community garden programs	Active													
Natural areas development and enhancement—Regency Park Project	Active													
Partner with Trees Forever	Active													
Provide more trail connection		Active												
Promote interactive EDU opportunities within natural spaces	Active													
Increase Downtown amenities	Active													
Develop entertainment district	Active													
Town Square Downtown Assessment	Active													
Town Square Downtown Master Plan	Active													
Public restrooms at the square	Active													
HTT trail connector	Active													
Downtown trailhead to support HTT	Active													
Trail connections through town	Active													
Trails at Regional Park				Active										
Centrally located information kiosk	Active													
Ice rink in a city park		Active												
Develop multi-use Regional Sports Complex		Active												
Develop an indoor rec center						Active								