

STATUS REPORT ON FLORENCE REVITALIZATION

- Florence Futures
 - 501(c)3 Non-Profit Corp.
 - Mailing address: Florence Futures, P.O. Box 12121, Omaha, NE, 68112
 - Linda Meigs, Chair; Lowen Kruse, Vice-Chair; Brad Brummond Treasurer

- Florence Futures Development Fund
 - Goal: \$220,000.00
 - Banked: 116,567.75
 - Pledged: 95,000.00
 - Total Raised: \$211,567.75

- Master Plans
 - E-W Gateway Master Plan to site Visitor/Welcome Center at I-680/30th Street
 - N-S Master Plan to redevelop Downtown Florence (Young to Fillmore)
 - Consultant Selection Process
 - 9 Qualification Submittals received
 - 4 Short-listed for Interviews
 - Beringer Ciaccio and Olssen Associates selected

- Hotel/Motel/Restaurant/Family Plex for Downtown Florence
 - Hilton – 4 visits
 - Marriott – 3 visits
 - Settle Inn – 1 visit
 - AmericInn – 2 visits
 - Spent July 20 visiting four developers and one bank
 - Reviewing how to assemble land at two sites
 - Reviewing how to match hotel franchise with developers and bankers

- Hy-Vee Drug Store (NW Corner 30th and State)
 - Approved by Planning Board Agenda March 1, 2006
 - Approval by City Council scheduled for June 20, 2006
 - Groundbreaking in Fall 2006
 - Investment of \$7 million to open Fall of 2007

- North 30th Streetscape Project
 - \$200,000 in 2007 CIP for developing a concept design
 - Potential Funding Sources
 - * Future Street Bonds
 - * Future New CDBG Dollars
 - * Economic Development Administration Dollars
 - * State STP Dollars
 - * MAPA STP Dollars

 - Estimated streetscape construction cost is \$5 million

- Truck O&D Study by Schemmer & Associates
 - Sept. 19 – Final Report Due
 - November – City & State meeting to review results

* Mormon Church

- October 17, 2006 discussions with Salt Lake Church officials
 - Potential visit by Church to Florence in December
 - Taking an interest in developing a pageant (historical musical play)
- Tourism Concepts within Florence
 - High Tech Visitor/Welcome Center at I-680/30th Street Interchange
 - Mormon Winter Quarters
 - * Mormon Trail Center (70,000 – 90,000/year visitors)
 - * Mormon Cemetery
 - * Mormon Temple (25,000/year visitors)
 - Florence Mill
 - Railroad Depot
 - Historic Bank of Florence
 - Circle Tours radiating out and back from Florence (proposed)
 - Amphitheater (proposed)
 - Recreated Winter Quarters (proposed)
 - Missouri River Water Taxi Landing (proposed)
 - Stores, shops, restaurants in Florence and on Riverfront (proposed)
 - Musical Compositions on the Six Historical Eras (proposed)
 - Florentine Players
 - Neale Woods
 - Dodge Park
 - * Youth Sports Tournaments (proposed)
 - * Marina
 - Hummel Park
 - Trail System
 - * Missouri River Trail
 - North to Boyer Chute
 - South to Plattsmouth
 - * Route 36 – West to Lake Cunningham (proposed)
 - * Trail Head at Florence Visitor/Welcome Center (proposed)
 - Riverboat Landing at State Street and Missouri River (proposed)
 - North Mormon Ferry (by Mormon Bridge)
 - The “Hi-Tree”
 - Chip Davis Recording Studios/”Mannheim Steamroller”
 - Horseback Riding/Stables (proposed)
 - Bodmer Art Collection and Video Presentation (proposed venue with collection owner Joslyn Art Museum)
 - Sisters of Notre Dame
 - Florence Quilt Show (@ Mormon Trail Center)
 - Florence Gingerbread Displays (@ Mormon Trail Center)

Develop and Market Circle Tours from Florence Visitor/Welcome Center to These Existing or Proposed Sites to Maximize and Expand Tourism Visits:

Nebraska Sites

Lewis & Clark Scenic Byway
(US 75 North to South Sioux City)
Fort Atkinson
Fort Omaha/General Crook House
and Victorian Garden
Omaha, Ponca and Otoe Indian Sites
Manuel Lisa and Pierre Cabanne Fur Trader Posts
Mormon, California and Oregon Trails
Holland Performing Arts Center
Durham Western Heritage Museum
Old Market Historic District
Qwest Center
Lake Cunningham
Carter Lake
Boyer Chute
Lauritzen Gardens/Kenefick Railroad Park
Fontenelle Forest
Omaha Black Museum
Preston Love Jazz Museum
Strategic Air & Space Museum
Joslyn Art Museum
El Museo Latino (Latino Art/History Museum)
Boys Town
Freedom Park/US Naval Museum
Omaha Children's Museum
Henry Doorly Zoo
Zoo Fari
Cutler's Park Site
Joslyn Castle
Various Mormon Pioneer Settlement Sites
Missouri River Pedestrian Scenic Bridge (proposed)
Bus Tour Vendors (proposed)
Nebraska Wine Country
Horse Trails/Riding
Rosenblatt Stadium
- Omaha Royals Baseball
- College Baseball World Series
Various Nebraska State Parks
Notre Dame
President Ford's Birth Site
First National Bank Pioneer Wagon Sculptures
(10th and Capitol)

... and a whole lot more!

Iowa Sites

Lewis & Clark Trail
Lewis & Clark Monument
Hitchcock Nature Center
General Dodge House
Pottawattamie, Ottawa and Chippewa Indian Sites
Kanesville Tabernacle
Western Historic Trails Center
Rails West RR/Model RR Museum
Union Pacific Railroad Museum
Lake Manawa
Carter Lake
Council Bluffs Casinos
Squirrel Cage Jail
Air Force Museum
DeSoto Bend National Wildlife Refuge
"The Bertrand" – recovered 1860's Riverboat
Various Mormon Pioneer Settlement Sites
Shenandoah Music Hall of Fame/Everly
Brothers Museum
Wabash Trace Nature Trail
Missouri River Pedestrian Scenic Bridge (proposed)
Bus Tour Vendors (proposed)
Iowa Wine Country
Horse Trails/Riding
Various Iowa State Parks
Mormon Trail/Handcart Trails/
Underground Slave RR (Lewis, Iowa)
Bridges of Winterset, John Wayne's Birthplace
(Madison County, Iowa)
Danish Windmill/Museum (Elk Horn, Iowa)
Fairview (Pioneer Graves) Cemetery (Council Bluffs)

... and a whole lot more!