



WHY
ALTOONA
IS HAPPENING
NOW.

A NEW STAR IS RISING.
ALTOONA
NOW

ALTOONA NOW

THE ECONOMIC DEVELOPMENT INITIATIVE FOR THE CITY OF ALTOONA.

We're extending a hand, welcoming you to a new day in Altoona. Our Mayor, City Council and community leaders are inviting you to join a movement—a movement where businesses are breaking ground and families are setting down roots, where we're building what's next. Altoona is Iowa's rising star.

ALTOONA IS HAPPENING NOW. We're building brighter futures. We're riding the winds of change. We're out front and setting the pace.

BUT, WHY ALTOONA? WHY NOW? **HERE'S WHY:**





ALTOONA
IS A HOME
FOR GROWTH.
NOW.

Altoona is the place to live...for families to thrive with a high quality of life...for people who want big-city amenities and a small-town feel. We're the place to call 'home.'

LET'S GROW UP TOGETHER.



OUR EDUCATION INSPIRES.

Our students are preparing for what's next. The outstanding **Southeast Polk School District** has students working with the best technology under the best instruction. Education is paramount in Altoona, where our terrific library provides a children's area, computer room, reading zone and other learning opportunities.

OUR HOUSING FEELS LIKE HOME.

We have homes to fit any lifestyle — with affordable rentals, single-family homes and space for executive housing.

OUR COMMUNITY IS GROWING.

By 2019, Altoona's population is expected to reach more than 17,000. That's a 17% increase since 2010. With over 70% of the population aged 18+, our growing residential community is already taking advantage of our entertainment scene.

We're raising families, too. Of Altoona's 5,800 households, 71% are families, and nearly 75% are owner-occupied. Our people are building on Altoona's strong foundation, and it's happening now.





**ALTOONA
IS THE
PLACE TO
BUILD YOUR
BUSINESS.
NOW.**

With a high quality-of-life and rich opportunities, businesses and families of all sizes are joining the movement. Now is the time for commercial enterprise. Now is the time to build business in Altoona.

OUR LEADERS LISTEN.

Altoona's leadership is committed to growth. Together, we'll find creative solutions that foster development: for your business and for the greater community. Our leaders are accessible and willing to listen at every level. Now, let's get to work.

OUR PEOPLE ARE WELL-VERSED ACROSS FIELDS.

In Altoona, your business will benefit from low property taxes, a competitive business climate, and access to a multi-talented, growing workforce. You will find an experienced workforce across a number of industries including retail, manufacturing, engineering, business and management, and more. Companies like Wal-Mart, Facebook and Artistic Manufacturing Corporation are already taking advantage of these talents.

WE'RE AT AMERICA'S CROSSROADS.

Literally. With two major interstates, along with easy access to an international airport and rail system, we're ready to get you moving.

WE HAVE A STRONG FOUNDATION.

Altoona boasts a powerful, progressive infrastructure. Strategic and readily available, the system includes high-powered transmission lines and access to an extensive water supply. Your business will stay running with existing fiber optics, access to power and renewable energy sources. We're primed for what's next.

OUR FUTURE IS BRIGHT.

With occupancy rates rising across fields like manufacturing and commercial space, the region boasts an expanding, vibrant workforce. And retail sales are growing, too, increasing by 5.76% in 2013 and 7.60% in 2014. Our jobs and careers are building momentum, boosting local commerce and lifting Altoona and neighboring communities to greater heights. With access to a skilled workforce that's building, we are truly Iowa's rising star.



WE'RE BREAKING GROUND.

Altoona has 900 acres of development-ready land, making us an adaptable, expandable community. And, with prime opportunities to annex territory to the east, we have room to grow.



ALTOONA 'LIKES' NEW FACEBOOK FACILITY

There's yet another reason to 'like' Altoona, now that Facebook has built its new data centers in our city. After breaking ground on the first of three buildings on its 200-acre Altoona campus in 2013, and the second in 2014, Facebook recently announced they're already getting started with the third building. The tech giant's big move is the latest example of how Altoona is building what's next. Our business community is growing, and it's happening now.

Construction is running smoothly, thanks to our experienced local workforce. During Facebook's grand opening in November 2014, company officials noticed the speed and efficiency of the building process.

“ THIS IS THE FASTEST WE’VE EVER COMPLETED A FIRST BUILDING AT ONE OF OUR SITES. WE OWE A LOT OF THAT TO THE PEOPLE OF IOWA. ” – Brice Towns, Facebook

Facebook's Altoona data centers use some of the most advanced, efficient, and sustainable data center technology available, and the campus is run by 100 percent renewable energy, thanks to the new 200 MW wind project Facebook helped bring to Iowa. All of the designs for this hyperefficient facility have been contributed to the Open Compute Project, which Facebook started in 2011 to help the entire industry innovate faster and focus more on efficiency and sustainability.

Other tech powerhouses are making Iowa home, too. In addition to Altoona's Facebook complex, Microsoft and Google are spending a combined \$3.5 billion on other Iowa-based facilities. Major businesses see that Altoona is happening, and many are making our community home. With a strong Iowa workforce, strategic location, and powerful infrastructure, there's only one question: What will happen next for Altoona?



ALTOONA
IS WHERE
IOWA PLAYS.
NOW.

We're a place to play—which is good for work. Altoona draws potential clients and employees with our thrilling entertainment scene and outstanding facilities.

WE'RE IOWA'S PLAYGROUND.

OUR ATTRACTIONS DELIGHT.

Altoona draws people from around the country to our entertainment attractions, including Adventureland Amusement Park, Prairie Meadows Racetrack, Casino & Hotel and Bass Pro Shops. We're also close to exciting destinations with world-class fun, such as the Iowa Speedway and State Fair Grounds. And with a 10-minute drive to the outstanding dining and nightlife of downtown Des Moines, Altoona is an unbeatable destination—a rising star.

WE HAVE SPACE THAT MOTIVATES.

Our residents are on the move, with indoor and outdoor facilities encouraging their active lifestyle. An aquatic center, 20 miles of bike trails and 200 acres of recreational space are just the beginning of our well-kept amenities. Families enjoy playing in our state-of-the-art facilities, where youth sports programs provide fun ways to stay fit.



PREMIER SHOPPES DEVELOPING IN ALTOONA

The Shoppes at Prairie Crossing is an open-air, 200-acre development that will feature a powerhouse combination of shopping and dining, with potential for residential additions. The all-around entertainment experience is the latest development in Altoona's trend of attracting big moves. With the highest per-capita income in the region, we're the hottest choice for major retail developers.

The Outlets of Des Moines—an expanse of major-label outlet stores and restaurants positioned at the heart of The Shoppes—will be visible across the waters from Johnny's Steakhouse, another brand-new addition to Altoona's restaurant scene. Sitting adjacent to Prairie Meadows Racetrack, Casino and Hotel, Adventureland Amusement Park and Bass Pro Shops, the Shoppes are an attractive addition to Altoona's growing entertainment core.

RETAILERS AND DEVELOPERS VIEW THE SHOPPES AS A POWERFUL REGIONAL DRAW.

"The Shoppes at Prairie Crossing provides an ideal opportunity for us to be part of this market in an exciting development at a terrific location," said Douglass Karp, Executive Vice President of New England Development.

Altoona is Iowa's entertainment mecca. We have the infrastructure, the people and the prime greater Des Moines location. Now, with the addition of premier open-air center The Shoppes at Prairie Crossing, Iowa's rising star is reaching thrilling new heights.



WE ARE IOWA'S RISING STAR.

WE ARE ALTOONANOW.

AltoonaNow is more than an anthem—more than sound and fury. It's a call to action. We have the right tools—a powerful infrastructure, a strong workforce, an attractive living space. We have the right leaders, a collaborative group with a diverse skillset, coordinating a bright new future. Businesses are taking advantage, with leading innovators like Facebook making their big move to Altoona. We're Iowa's rising star, and we're inviting you to join our movement.

**WE'RE NOT POISED FOR GROWTH.
WE'RE NOT WAITING FOR DEVELOPMENT.
WE'RE HAPPENING NOW.**



LET EVERYONE KNOW HOW WITH
#ALTOONANOW

We want you to be a part of what's **happening now**. Show us how you're growing and what you're building in Altoona. Whether it's your business' grand opening or your child's first day at school, tell us what's happening now with **#ALTOONANOW**.



TO LEARN HOW ALTOONA IS HAPPENING NOW, VISIT **ALTOONANOW.ORG**.