

Susan Klootra

Subject: FW: 2016 Tourism Conference Sponsorship

From: South Dakota Department of Tourism [mailto:travelsmart@travelsd.com]

Sent: Tuesday, September 08, 2015 1:30 PM

To: Susan Klootra <Susan.Klootra@northsiouxcity-sd.gov>

Subject: 2016 Tourism Conference Sponsorship



**Best Western Ramkota Hotel and Conference Center
Pierre, South Dakota**

Conference Sponsorship Opportunities

Are you looking for a way for your company or organization to build business relationships with partners from South Dakota's visitor industry? There is no better place than the annual South Dakota Governor's Conference on Tourism in Pierre.

By sponsoring the conference, you'll immerse yourself and your brand with more than 600 visitor industry members from across South Dakota and the United States. During this two-day conference, you'll connect with decision-makers and lend credibility and familiarity to your name, face and organization.

If you've already registered to be a sponsor of and/or to host an exhibitor booth at the 2016 conference, **thank you** for your support! If you haven't, please review the following sponsorship package options and information about our exhibitor booths. The [sponsorship form](#) can be found at SDVisit.com.

In order to ensure inclusion in all print materials, please abide by the return date of October 1. Sponsorships received after this date are accepted and will be included on the website.

Organizations may not partner to obtain a higher sponsorship level.

GOLD SPONSORSHIP

\$5,000+

- Listed by business name with logo and website address prominently placed in the conference program book, in conference emails and online at SouthDakotaTourismConference.com, along with signage at sponsored session
- Will work with you individually on unique opportunities to showcase your brand
- A short promotional video played prior to sponsored session
- **Three** complimentary full conference registrations
- **One** complimentary exhibitor booth
- **One** reserved Destinations Luncheon table for eight to ten
- **One** reserved Awards Night Gala banquet table for eight

GRANITE SPONSORSHIP

\$2,000+

- Listed by business name with logo and website address in the conference program book, online at SouthDakotaTourismConference.com, and on conference signage
- Verbal recognition prior to sponsored session
- **Two** complimentary full conference registrations
- **One** complimentary exhibitor booth
- **One** reserved Awards Night Gala banquet table for eight

COPPER SPONSORSHIP

\$1,000+

- Listed by business name with logo and website address in the conference program book, online at SouthDakotaTourismConference.com, and on conference signage
- Verbal recognition prior to sponsored session
- **One** complimentary full conference registration
- **One** reserved Destinations Luncheon table for eight to ten

QUARTZ SPONSORSHIP

\$250+

- Listed by business name with logo and website address in conference program book and online at SouthDakotaTourismConference.com

EXHIBITOR BOOTH

\$425 per booth

List each person working in the booth and their complete business address information on the sponsorship form and enclose a registration fee of \$225 for each additional worker (i.e. booth and one person is \$425, booth and two people is \$650, booth and three people is \$875, etc.).

- Booth fee includes full conference registration for **one** attendee
- Additional booth workers must pay full conference registration fee of \$225
- Booth Hours of Operation expectations are Wednesday, January 20, 8 a.m.-5 p.m., and Thursday, January 21, 8 a.m.-3 p.m.
- Set-up is Tuesday, January 19, 3-8 p.m. (CST); set-up is only allowed during listed time; space includes electricity, six-foot table, two chairs and table covering
- Tear-down is Thursday, January 21, 3-4 p.m. (CST)
[Early tear-down must be approved by the conference committee ahead of time. Exceptions will be made for threatening weather conditions.]
- Booth location assignment is determined by the conference committee

DESTINATIONS LUNCHEON TABLE

\$100 per table

Table occupants must be registered conference attendees. Legislators are considered registered guests. The luncheon is Thursday, January 21, 12-1:15 p.m.

- Decorate **one** luncheon table for eight to ten to represent your business, attraction or city
- Provide brochures/other promotional materials for your table guests
- Provide each guest with a gift (valued from \$5-10, each) to allow them to take your experience home with them
- There are a limited number of tables – first-come, first-served
- Set-up is Thursday, January 21 (time TBD)

RESERVED AWARDS NIGHT GALA TABLE

\$150 per table

Table occupants must be registered conference attendees. Legislators are considered registered guests. The banquet is Thursday, January 21, starting at 7 p.m.

- **One** table for eight with "Reserved for (your company/organization name)" on table tent card
- There are a limited number of reserved tables – first-come, first-served

With questions or for more information, contact Eileen Bertsch at Eileen.Bertsch@TravelSouthDakota.com or 605-773-3301.



Susan Kloostra

Subject: FW: Youth Volunteer Corps of Siouxland

From: Taylor Neff [<mailto:tneff@yvc.org>]
Sent: Thursday, October 01, 2015 2:07 PM
To: Paula Bosco Damon <boscodamon.paula@gmail.com>
Subject: Youth Volunteer Corps of Siouxland

Hi Paula (and team),

Hope all is well in North Sioux!

I am excited to introduce you to Erik Chavarria, the Program Coordinator (via AmeriCorps) who is working to launch Youth Volunteer Corps of Siouxland. Erik is recruiting students ages 11-18 to serve and planning volunteer projects in South Sioux, Sioux City and North Sioux.

There are several service projects that could be done in North Sioux City parks and Adam's Nature Preserve. Erik (YVC@nwsymca.org) will follow up with you to discuss the possibility of the NSC Parks and Rec Board hosting one of the first Youth Volunteer Corps projects. It will be so much easier for him to recruit youth volunteers when there are projects to talk about! Here is just a quick list of ideas:

- Start a community garden or work in an existing one
- Do a river, beach, stream or lake clean-up
- Cut back invasive species at a nature reserve or park
- Weed and harvest at a community-focused organic farm
- Mulch trails at a nature sanctuary or park
- Work with the city to build a rain garden or butterfly garden at a neglected local park
- Work with an environmental group to cut invasive cedar trees and sell them as holiday trees
- Clean up a vacant lot or neglected park
- Hold a Trash Olympics at a litter-filled area, where you offer awards for "Grossest Item", "Most Unusual Find", "Biggest Haul", etc.
- Plan and promote a carpooling/biking/walking campaign
- Organize, promote and staff a community recycling drop-off event
- Build compost bins and install them in highly-trafficked parks with instruction plaques (if possible, place them in a park with a community garden for a constant fertilizer source)

Erik will follow up shortly. Thanks so much for your continued support!

Best wishes,



Taylor Neff, AmeriCorps VISTA - Affiliate Expansion Coordinator
Youth Volunteer Corps
1025 Jefferson Street, Kansas City, MO 64105
816-472-9822 x206 ▪ www.yvc.org
[Facebook](#) ▪ [Twitter](#) ▪ [Blog](#) ▪ [YouTube](#)

Susan Kloostra

Subject: FW: Invitation - 14th Tri-State Governors' Conference

From: Teresa Rosenboom [mailto:trosenboom@siouxlandchamber.com]

Sent: Friday, September 25, 2015 11:21 AM

To: Susan Kloostra <Susan.Kloostra@northsiouxcity-sd.gov>

Subject: Invitation - 14th Tri-State Governors' Conference



14th Tri-State Governors' Conference

***Iowa Governor Terry Branstad
Nebraska Governor Pete Ricketts
South Dakota Governor Dennis Daugaard***

Thursday, October 22, 2015
12:00 Noon - 2:30 p.m.

Marina Inn Hotel & Conference Center
385 East 4th St.
South Sioux City, Nebraska

**\$40.00 per person
(Tables will seat 8)**

ITINERARY

12:00 noon - 1:00 p.m.
Lunch including Governors' Remarks

1:00 p.m. - 2:30 p.m.
Issues Presentation

[Register Online](#)

~ OR ~

[Click here, if you would like to download a registration form.](#)

[Add to Calendar](#)

HEALTHCARE

ISSUE

Healthcare costs are on the rise and the Affordable Care Act presents many challenges. Employers are facing much uncertainty about implementation of this new legislation. Employers need more information on how each state will comply with the new regulations, including the creation of the insurance exchanges. Employers are also interested in learning more about the numerous insurance mandates resulting from the federal reform legislation.

SUPPORT REQUESTED

The Siouxland area requests that the Governors work to make implementation of the Affordable Care Act as efficient as possible. Much information is still needed so that employers can develop their own internal strategies and policies to comply with the new regulations and ensure that their employees are covered.

BACKGROUND

There are many questions that remain unanswered regarding the Affordable Care Act (ACA) as to how it will work. Siouxland employers are most concerned about the following:

- Federally Qualified Health Centers (FQHCs) were created by Congress in 1989 to provide comprehensive, primary healthcare services in medically underserved areas to all residents, regardless of their ability to pay. Today there are more than 1200 FQHCs. It is estimated that with the Affordable Care Act, FQHCs will double the number of patients seen at FQHCs. What role will FQHCs play in your state with the implementation of the Affordable Care Act?
- Please summarize what your state has done and what your state plans to do to communicate your state initiatives to employers, consumers, and providers.
- It appears under the new reform that health insurance carriers will be getting less for their services than they are currently. They will be passing these losses along to their customers in the form of increased premiums. What is built in to the system to stop this from happening to protect employers that are trying to provide employees with this benefit? What will be offered to employers to aid in the administration of the ACA?
- With the demand for primary care physicians in the ACA, how are you planning for the increased need for primary care providers and providing funding and incentives for these primary care physicians?
- With the push back of the employer mandate until 2015, some employees could go to the public market place and receive a subsidy in 2014. In 2015 the employer meets their safe harbor requirements so the employee is no longer eligible for a subsidy. Won't this create some angst with the employees in 2015 when the employer is trying to meet their requirements because the employee won't be eligible for a subsidy and could potentially pay more?
- What are Nebraska, South Dakota and Iowa doing to coordinate plans and services for patients who live in one state and their source of primary care and acute care is in another state?
- Providers are at risk of not being paid when patients enrolled in ACA exchange products are late paying their premiums. The area of most concern pertains to how claims will be handled in the "grace period" mandated by the regulations governing the Exchanges.

AUTHOR(S)

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REGIONAL ECONOMIC DEVELOPMENT & WORKFORCE RECRUITMENT

ISSUE

Due in large part to the strong agricultural sector, our tri-state economy remains strong and poised for growth. However, several local companies have announced recent expansions and could face difficulty in the near future securing the workforce needed. The recent success of the Siouxland region can only continue if we are able to recruit additional skilled workers to the area.

SUPPORT REQUESTED

Siouxland community leaders urge the Governors of Iowa, Nebraska, and South Dakota to work together to create a tri-state public/private partnership in an effort to actively recruit a skilled workforce to the area. The partnership would have to include state and local governments and businesses in the tri-state area in order to be successful. There must be oversight and it should include a strong marketing component.

BACKGROUND

We have had many successes in the past year including Site Selection Magazine awards for top economic development group and #1 metro; the expansion of several local companies, including CF Industries, Sabre Towers & Poles, Gerkin Windows & Doors, CHS, Nutra Ferma, Nutra Flo, and Hepar; and the addition of a downtown casino. Metro area unemployment is under 5%. However, it will be difficult to build on this success if we do not have the skilled workers to fill the open positions. Area employers and economic development professionals in the area are feeling the effects of a tight labor force. Western Iowa Tech Community College in Sioux City, Iowa and Northeast Community College in South Sioux City, Nebraska have created and tailored programs, such as local welding initiatives, to assist with the skills gap issue, but more is needed.

Therefore, we actually have two concerns. The first is the skills gap in the current workforce. More work is needed to better identify those that have a skills gap and get them the training necessary as well as continuing to work with the high schools in the area.

The second is the lack of available workforce. We need to attract people to live in our region. The individual states all actively recruit for their respective states but we need to think outside the box and find even more coordinated, creative ways to provide incentives to attract a skilled workforce to Siouxland.

Since much of the deterrent to relocate would involve moving expenses and housing, one suggestion would be to provide free rent to people for a limited time, maybe 6 months, or provide for moving expenses to prospective employees. This could possibly be funded in part by diverting a small portion of withholding taxes to a recruitment fund (at least on the Iowa and Nebraska side since South Dakota does not have an income tax).

The tri-state region of Iowa, Nebraska, and South Dakota has much to offer a prospective workforce – low cost of living, quality of education in our schools, safe communities, and many amenities. The real key to success, however, will be in communicating that message and targeting the right population, along with determining what incentives are most likely to attract the desired workforce to our area.

AUTHOR(S)

Bob Scott, Mayor, City of Sioux City, Iowa, bob@rescottco.com, 712.279.6102

Kory Menken, Executive Director, North Sioux City Economic Development Corporation, kory.menken@northsiouxcitydevelopment.com, 605.232.4510

Lance Hedquist, City Administrator, City of South Sioux City, Nebraska, lhedquist@southsiouxcity.org, 402.494.7517

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Kelly Conolly, Vice President, J & L Staffing and Recruiting, kelly@jleusa.com, 712.224.2090

ESSENTIAL AIR SERVICE PROGRAM

ISSUE

Sioux Gateway Airport/Col. Bud Day Field has a \$218 million local economic impact. It is imperative that we continue to have commercial air service to support economic development, business retention, and future growth of our community. The Sioux Gateway Airport Board of Trustees, City of Sioux City, and Siouxland Chamber of Commerce are continuing efforts to attract additional service, expand the number of flights, and add an additional hub to accommodate those fliers that need to go west or south from Sioux City. Due to the recent economic conditions in the airline industry the opportunities to add service are limited. While it is everyone's hope that we will be able to succeed in expanding service and attracting a new carrier, we are forced to depend on the Essential Air Service (EAS) program to provide the basic service we rely on. Congress recently passed a multi-year FAA reauthorization bill which included continuation of the EAS program. It now becomes important to follow through with the appropriations process to ensure that adequate funding is provided for the EAS program and to overcome any attempts to limit or reduce EAS that would diminish our ability to access the program.

SUPPORT REQUESTED

The tri-state community requests the continued support of the Governors of Iowa, Nebraska, and South Dakota for the EAS program. As Congress looks at appropriations for the coming year, we ask that the EAS program budget be maintained at sufficient levels to meet the current contract obligations.

BACKGROUND

The tri-state community has always supported the Sioux Gateway Airport/Col. Bud Day Field as the regional airport. For the past several years, air service has been limited to one carrier, which was Delta Air Lines prior to April 2012.

On July 15, 2011, Delta Air Lines filed a termination of service notice for Sioux City with the U.S. Department of Transportation (USDOT). This action triggered the Essential Air Service (EAS) process. The USDOT then sent out a Request for Proposal (RFP) for carriers on September 13, 2011 with a 30-day due date.

On October 14, 2011, two airlines submitted competitive bids for the Sioux City service and American Eagle Airlines was selected by the USDOT to provide service to Chicago with two flights per day using 44-seat regional jets.

American Eagle began service on April 3, 2012 and Delta Air Lines discontinued their service to Minneapolis on the same day. This change left Sioux City with one airline and basic service under the EAS program. The USDOT contract is for two years; however it includes a waiver of the hold in requirements that allows American Eagle to leave this market if they give written notice to the USDOT. USDOT will begin the solicitation process at the beginning of next year to receive proposals for a new 2 year contract starting April 2014. We believe that because of the continued excellent performance of our air service market, new EAS proposals will be requesting a much smaller subsidy amount for the next two years.

American Eagle has shown their ability to build service in other EAS markets and has been successful in eliminating the need for EAS in those markets. During the past few years prior to 2011, enplanements had been declining at Sioux Gateway Airport, but the 2011 enplanement numbers showed a substantial increase over 2010 and the load factors have been higher than normal for the past 18 months since American Eagle began service to Chicago. This increase in enplanements is indicative of the demand for service from Sioux City to other areas of the country. Access to the EAS program ensures our ability to retain air service while we work with American Airlines to build our market and to become self-supporting, eliminating our need for EAS in the future.

AUTHOR(S)

Curt Miller, Airport Director, City of Sioux City, Iowa, cmiller@sioux-city.org, 712.279.0170

INTERSTATE 29 RECONSTRUCTION PROJECT

ISSUE

Transportation infrastructure is critical for economic development. Interstate 29, which runs through the downtown corridor of the Sioux City IA-NE-SD MSA, is currently under construction. Completion of this six-lane project will help to facilitate future growth in the region.

SUPPORT REQUESTED

Community leaders request support from the Governors to work collaboratively towards a continuous and free-flowing transportation system utilizing Federal Highway Transportation funds. We request the continued support for federal funding assistance to complete the Interstate 29 corridor project through Sioux City.

BACKGROUND

Interstate 29, constructed in 1958, remains the most important surface transportation link in Siouxland. Reconstruction of the Interstate began in August 2008. The reconstruction, estimated at \$400 million, will replace aging infrastructure, improve safety, and correct traffic operations utilizing modern design standards. Committed funding is needed to continue the widening and reconstruction of the entire 10.5 mile-long route starting just south of the Sgt. Bluff/Sioux Gateway Airport/Col. Bud Day Field interchange to the Iowa/South Dakota border.

The I-29 reconstruction project through Sioux City has been broken down into three segments. These segments are being planned, designed, and constructed separately. Segment 1 begins near Sergeant Bluff and ends approximately one-quarter mile south of the Burlington Northern Santa Fe (BNSF) Railroad bridge over the Missouri River. Construction of Segment 1 began in August 2010.

Segment 2 is the downtown portion of I-29 in Sioux City. The project area begins approximately one-quarter mile south of the Burlington Northern Santa Fe (BNSF) railroad bridge over the Missouri River and ends west of the Hamilton Boulevard interchange. Currently an environmental impact statement (EIS) and record of decision (ROD) have been signed and completed. Construction began in 2012.

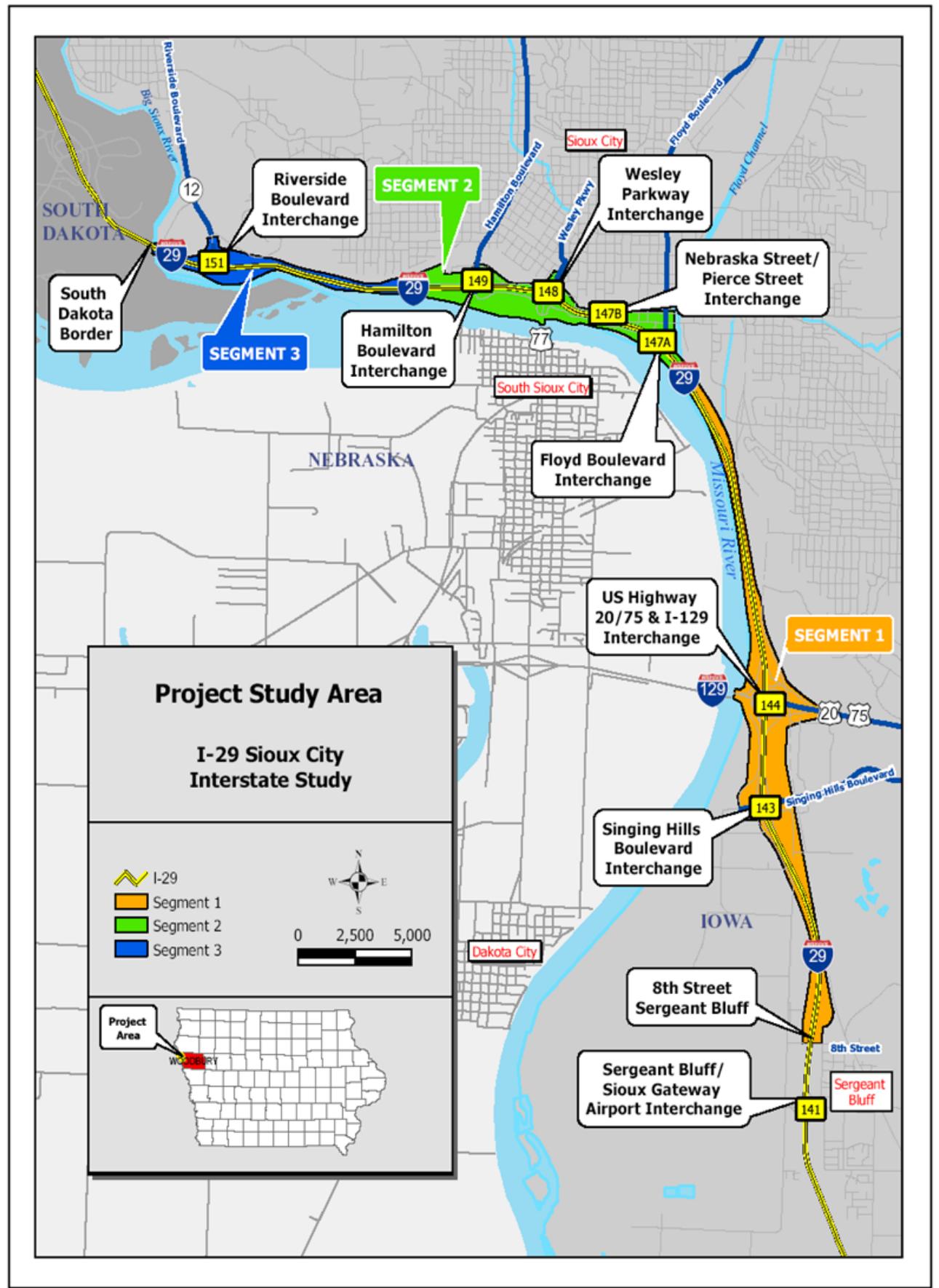
Segment 3 is the northern most portion of I-29 in Sioux City. The project area begins just west of the Hamilton Boulevard interchange and continues west to the Big Sioux River at the South Dakota state line. Segment 3 construction began in 2008 and was completed in 2012.

The IDOT is currently finishing up work for the 2013 construction season on Segments 1 and 2. Segment 1 is expected to be completed by the end of November. Work has been completed on Segment 3. Segment 2, which includes the downtown area, is currently underway as well. There will be much activity on Segment 2 in 2014 and the work will continue through 2018.

The Iowa Department of Transportation (IDOT) has included the much needed reconstruction of Interstate 29 (I-29) through Sioux City in their 2014-2018 Transportation Improvement Program. The project currently has \$241.3 million committed for interstate reconstruction in fiscal years 2014-2018. Continued challenges of the project include funding, construction staging, utility relocation, and local government agency and railroad coordination.

AUTHOR(S)

Jade Dundas, Public Works Director, City of Sioux City, Iowa, jdundas@sioux-city.org, 712.279.6957



U.S. HIGHWAY 20 & NEBRASKA HIGHWAY 35

ISSUE

Provide an efficient, safe, and modern transportation system for northwest Iowa, northeast Nebraska, and southeast South Dakota.

SUPPORT REQUESTED

Community leaders request support from the Governors of Iowa, Nebraska, and South Dakota to work collaboratively toward a continuous and efficient transportation system. Support is requested in seeking additional funding through various sources to complete a four-lane U.S. Highway 20 in Iowa and to complete a four-lane Highway 35 in Nebraska. Specifically, funding is requested for the segment of Highway 20 from Merville to Correctionville, Iowa. In addition, it is requested that the balance of the existing funds allocated to the Nebraska Highway 35 project be released for land acquisition and the design of the interchange.

BACKGROUND

U.S. Highway 20

One of the very first coast-to-coast highways in the United States, U.S. Highway 20, starts in downtown Boston and travels through Massachusetts, New York, Pennsylvania, Ohio, Indiana, Illinois, Iowa, Nebraska, Wyoming, Idaho, and Oregon. U.S. Highway 20 is a direct route from Iowa's manufacturing and food processing industries to the northeastern United States, one of the world's largest and wealthiest markets.

With just 32 miles of the project left to be designed and programmed for construction, the Iowa Department of Transportation (IDOT) held public hearings on design of the next segment through Correctionville during the summer of 2013. When complete, the statewide four-lane U.S. Highway 20 will serve the manufacturing, agriculture, value-added ag, and service industries as well as the traveling public in northwest Iowa while providing relief for an over utilized Interstate 80. Completing U.S. Highway 20 in Iowa will provide a crucial link between the major Midwestern hubs of Chicago and Denver. It will also connect the only two cities of 20,000 population or greater in Iowa not presently served by a connecting four lane highway: Sioux City and Fort Dodge. Where safe, efficient, and modern transportation does not exist, the loss of population, business, and opportunity is experienced. U.S. Highway 20 is also a direct route for Iowa's exports to the western seaports. Over 50% of Iowa highway traffic moves east/west with only one four-lane facility, Interstate 80, supporting this demand.

A four-lane U.S. Highway 20 is strategically positioned to increase national roadway capacity by becoming the "Midwest Connector." With corridor projects in Iowa and Illinois already under construction, along with the proposed Nebraska Highway 35 four-lane expressway, the four-lane completion of the last 46 miles of U.S. Highway 20 is critical. The estimated cost for completing U.S. Highway 20 in Iowa is \$293 million.

IDOT has programmed \$114 million for U.S. Highway 20 in the 2014-18 Iowa Highway Program.

Nebraska Highway 35

Nebraska Highway 35 Expressway is a 70-mile planned project for the Nebraska Expressway System. This diagonal four-lane segment would connect the confluence of four-lane highways coming from the northeast into Sioux City, Iowa with Norfolk, Nebraska and the four-lane Highway 81 Expressway to Interstate 80. The Planned 35 Expressway is a significant link that would provide four lane expressway continuity in the Minnesota, Wisconsin, Illinois, Iowa and Nebraska region and between national destinations. The Nebraska Department of Roads (NDOR) held a public hearing on the draft environmental impact statement and proposed route on February 12, 2008. The hearing was very positive with only a few isolated concerns regarding individual parcels of land planned to be acquired as part of this project. The City of South Sioux City, Nebraska, along with other entities, stated strong support for the interchange on I-129 to remain part of this 35 Expressway plan.

Congress has earmarked \$27 million for the Highway 35 Expressway of which about \$5 million is remaining. The City of South Sioux City is seeking authorization to utilize these funds for the planned interchange on Interstate 129 near the Missouri River. Funds would be used for design and land acquisition. This is supported by the Highway 35 Expressway Committee. Approval is needed by the Federal Highway Administration (FHWA) and the Nebraska Department of Roads is seeking such approval.

The 70-mile Nebraska Highway 35 Expressway is part of a larger expressway proposal by former Nebraska State Senator Joel Johnson to extend the diagonal route to Colorado Springs, Colorado, which will save significant distance, fuel, and time in moving people and goods between major markets. Nebraska is one of only two states that lack a north / south four lane Interstate route. 90% of all Nebraskans would be within 25 miles of an expressway or Interstate if this route was constructed.

The following information depicts the miles saved with the new diagonal route:

- Sioux City to Colorado Springs, CO 240 miles
- Sioux City to Grand Island, NE 96 miles
- Sioux City to York, NE 55 miles

Several large corporations that ship products on a regional, national, and international basis use the Planned 35 Expressway route, including Affiliated Foods, Tyson/IBP Pork Division, Tyson/IBP Beef Division, Great Dane Trailers and Michael Foods. SAFETEA-LU, provides funding for High Priority Corridors and Corridors of Regional and National Significance. Nebraska Highway 35 Expressway is part of this national system, as noted on the attached map. In addition, a regional transportation map is attached that shows regional transportation connections to the Sioux City metropolitan area and displays the missing connections: a four-lane U.S. Highway 20 and the Nebraska Highway 35 Expressway.

AUTHOR(S)

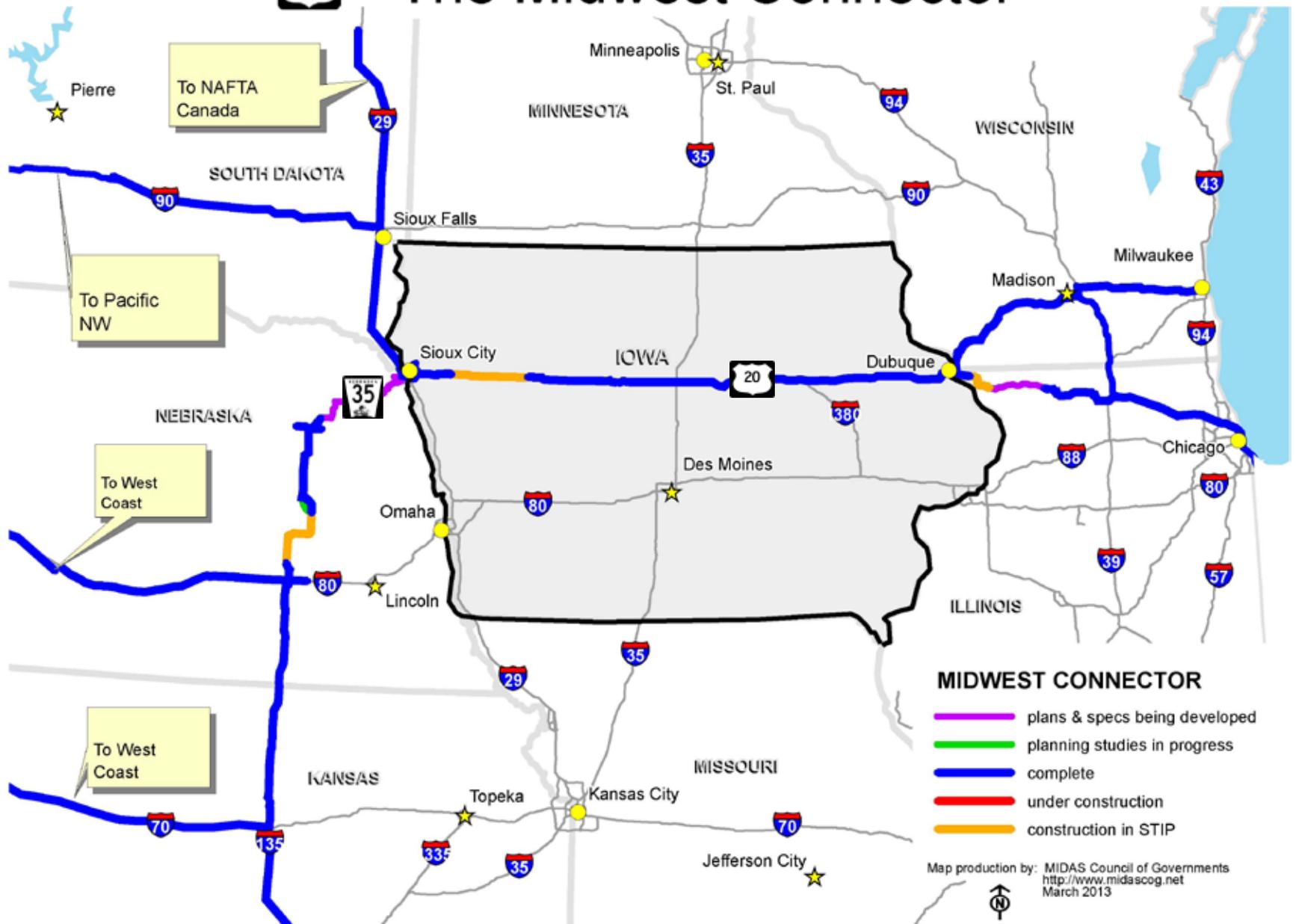
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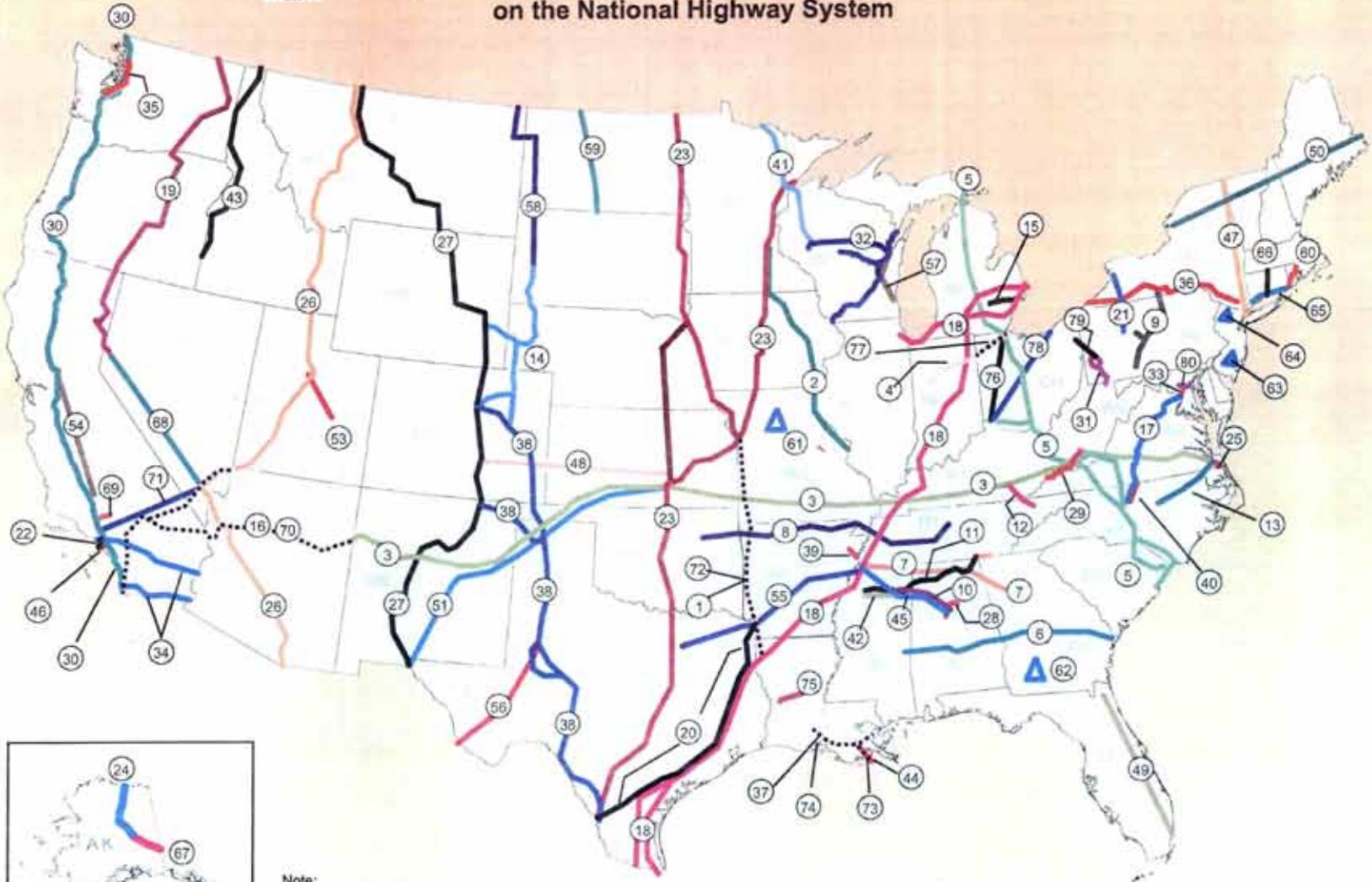
Lance Hedquist, City Administrator, City of South Sioux City, Nebraska, lhedquist@southsiouxcity.org, 402.494.7517

20 - The Midwest Connector





Congressional High Priority Corridors on the National Highway System



Note:

- ** Corridor numbers correspond to statutory listing in Section 1105(c) of ISTEA, as amended.
- ** Triangles denote high priority corridors too extensive to be shown at the scale of this map.
- ** Colors are added for clarity only.
- ** Dash black lines indicate relatively long sections of corridor overlap.

Federal Highway Administration
Office of Interstate and Border Planning
August 30, 2005