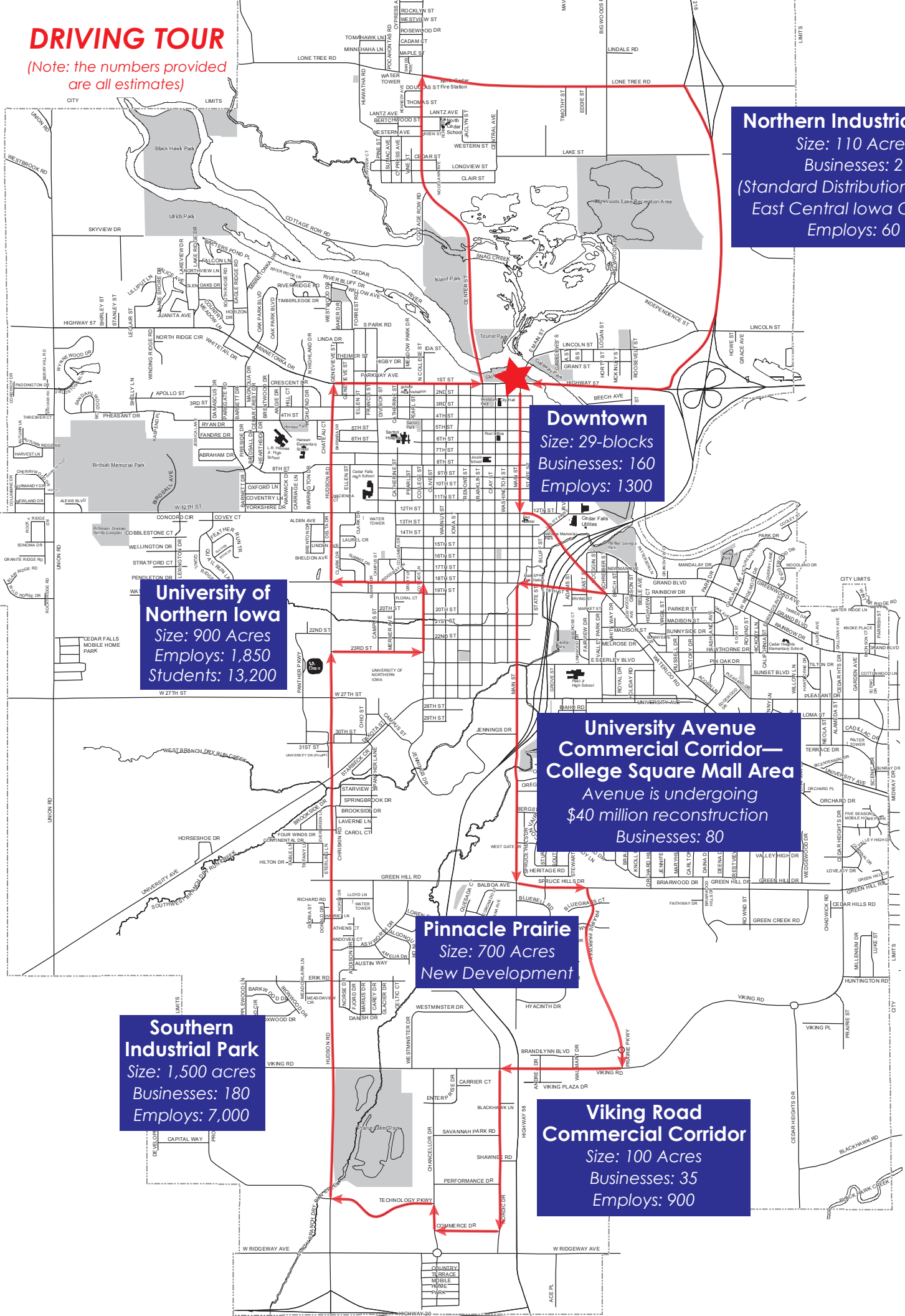


DRIVING TOUR

(Note: the numbers provided are all estimates)



Northern Industrial Park
Size: 110 Acres
Businesses: 2
(Standard Distribution Co-op,
East Central Iowa Co-op)
Employs: 60

Downtown
Size: 29-blocks
Businesses: 160
Employs: 1300

University of Northern Iowa
Size: 900 Acres
Employs: 1,850
Students: 13,200

**University Avenue Commercial Corridor—
College Square Mall Area**
Avenue is undergoing
\$40 million reconstruction
Businesses: 80

Pinnacle Prairie
Size: 700 Acres
New Development

Southern Industrial Park
Size: 1,500 acres
Businesses: 180
Employs: 7,000

Viking Road Commercial Corridor
Size: 100 Acres
Businesses: 35
Employs: 900