ADVANCE SOUTHWEST IOWA CORPORATION

149 W. Broadway,
Council Bluffs, IA 51503

July 23, 2018

The Honorable Mayor Matt Walsh and
Council Bluffs City Council Members
City of Council Bluffs
209 Pearl Street
Council Bluffs, IA 51503

Dear Mayor Walsh and Council Members:

Please accept this letter of support for the Fundamental Brewing Company project which intends to bring a micro-brewery to 40 Arena Way in the City of Council Bluffs Entertainment District.

Advance Southwest Iowa Corporation has been working with Dessie and Marshall Redmond from Fundamental Brewing since July 2017 to bring their dream of opening a brewery in Council Bluffs to reality. I've continued to be impressed by the Redmond's knowledge of the industry, business plan, financials and market projections but most importantly I've been impressed by their desire to create a destination location within Council Bluffs where they can immerse themselves and their business into the fabric of our community.

The City of Council Bluffs has so much to be proud of with the River's Edge Development, the redevelopment of W. Broadway, the continued improvements to the 100-Block and the momentum at the Entertainment District with the opening of the Iowa West Fieldhouse and the Courtyard by Marriott. While the Entertainment District's momentum is strong with great anchors such as the Horseshoe Casino and Bass Pro Shops, we still need to create a destination environment for citizens and visitors alike and that's where Fundamental can play a significant role.

The City of Council Bluffs is currently without a micro-brewery and it is my opinion that Fundamental will not only thrive in the Entertainment District but their location will be a destination location that will launch a renewed awareness for the district that will generate other retail and service providers to stand up and take notice. With that said, I respectfully request that you support the text amendment that will allow Fundamental to open and operate their micro-brewery in the Entertainment District.

Thank you for allowing Advance Southwest Iowa Corporation to express our support for the Fundamental Brewing Company's project. We thank the City Council for their commitment to growing the city and we look forward to being able to further promote the Entertainment District as a destination location. Please feel free to contact me directly at (402) 960-8505 should you have any questions regarding the content of this letter.

Regards,

Paula D. Hazlewood

Paula D. Hazlewood
Executive Director
Advance Southwest Iowa Corporation