

# BUSINESS 380 TODAY

## CONSTRUCTION

# Grant to help fund 7 C.R. housing projects

108 units will be added

By Chelsea Keenan, The Gazette

**CEDAR RAPIDS** — Seven Cedar Rapids housing projects will soon be in the works after a \$10.5 million grant was awarded to help replace rental units lost in the 2008 Flood.

The Community Development Block Grant is federal disaster recovery funding awarded through the Iowa Economic Development Authority.

High Property Man-



One of the housing projects that received a grant is High Property Management's Coventry Lofts.

agement received about \$3.36 million for two of the projects — 10

duplexes in Sugar Creek and its Coventry Lofts project, a 19-unit apart-

ment building in downtown Cedar Rapids.

Darryl High, president and CEO of High Property Management, said construction will begin in early July for the Sugar Creek project. He hopes to finish by early next year.

High said he hopes to start preleasing the downtown apartments in the fall.

Hatch Development Group will use the \$3 million it received through the grant program to build 30 units at Sixth Street and Ninth Avenue SE. Its Ninth Avenue Brick-

stones project will provide both market-rate and income-restricted rental units, said Dale Todd, vice president of Eastern Iowa development and project manager.

"This mix of rental units is what downtown leaders have been telling us they need to help revitalize downtown," said Jack Hatch, Hatch Development president.

All together, the seven projects will add 108 units of housing.

Other projects that received Community De-

velopment Block Grant funds:

- \$2.16 million awarded to the Ellis Village warehouse conversion, which will build 29 apartment units.

- \$270,000 to Ahmann Properties, for a four-unit row house.

- \$360,000 to the Kingston Commons project, for six town houses

- \$981,614 to the New Bo West Apartment project, for 10 apartment units.

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## EMERGENCY SERVICES



George C. Ford/The Gazette

Construction has begun on the Cedar Rapids west-side district fire station on Crestwood Drive NW just west of Edgewood Road SW.

# New fire station under construction

Construction was delayed when wetland was discovered

By George C. Ford, The Gazette

**CEDAR RAPIDS** — Construction has begun on a new west-side district fire station on Crestwood Drive NW just west of Edgewood Road SW.

The \$2.85 million project was prompted by the city's decision to move its central fire station from a flood-damaged building at 222 Third St. NW to 713 First Ave. SE.

The city will use \$1.6 million in I-JOBS funds and \$1.2 million in city funds for the west-side station.

Garling Construction of Belle Plaine, with a branch office in Cedar Rapids, is the general contractor for the proj-

ect.

The new \$19 million central fire station is scheduled for completion later this summer. The city has been operating fire engines, emergency response equipment and personnel out of leased buildings while construction has progressed.

Construction of the west-side district fire station was delayed when it was discovered that about a quarter of the two-acre site is a protected wetland under the federal Clean Water Act. The city was required to build a new larger wetland elsewhere.

The mitigation work will add about \$50,000 to the initial \$2.8 million project cost. Completion is planned for later this year.

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## TECHNOLOGY

# UnityPoint moves call center to northeast C.R.

Some 200 to work in River Ridge Drive NE site

By George C. Ford, The Gazette

**CEDAR RAPIDS** — UnityPoint Health is relocating about 200 employees of its corporate information technology call center from downtown Cedar Rapids to new quarters in northeast Cedar Rapids.

The Des Moines-based corporate parent of St. Luke's Hospital will relocate its call center from 118 Second St. SE to 3851 River Ridge Dr. NE. The building temporarily housed Cedar Rapids City Hall offices after the June 2008 flood.

The 15,970-square-foot, two-story building was constructed in 1986. A 7,360-square-foot addi-

tion was constructed by the building's owner, TBD Investments of Hiawatha.

Sarah Corizzo of St. Luke's said UnityPoint Health — formerly Iowa Health Systems — needed more space for its Cedar Rapids-based employees.

"The lease on the current building expires at the end of July," Corizzo said. "There was a desire to stay within Cedar Rapids, and this property fit the space and location needs."

UnityPoint Health operates a number of clinics, physicians offices and other facilities in the Cedar Rapids area in addition to St. Luke's Hospital. On April 15, Iowa Health Systems became UnityPoint Health.

• Comments: (319) 398-8366; george.ford@sourcemedia.net

## MY BIZ



Brian Ray photos/The Gazette

Heart to Heart Bridal & Formal store manager Lisa Zuck helps Jennifer Gahring of Iowa Falls try on her wedding dress Tuesday at the store in North Liberty.

# Where they get ready for that 'big day'

Housed in a former church, bridal shop offers hundreds of choices, manager says

By Katie Mills Giorgio, correspondent

**NORTH LIBERTY** — Lisa Zuck said her job requires her to watch a fair amount of reality TV.

"I watch a lot of 'Say Yes to the Dress,'" she admitted.

It's one of the ways she stays on top of bridal fashion trends, which in her role as manager of Heart to Heart Bridal & Formal in North Liberty is essential.

"I also look at the pictures brides bring in. We are really trying to be where the brides are," Zuck said.

Brides-to-be will find a couple hundred dresses from which to choose at Heart to Heart — including several popular designer lines such as Maggie Sottero and Allure Bridal as well as the latest trends like lace and vintage.

Zuck said the bridal boutique seeks to be a one-stop-shop, offering tuxedo rental and some 400 bridesmaid dresses. Heart to Heart also just started a wedding photography business.

"We really try to help put the whole package together for them," she said.

Zuck has worked at Heart to Heart for almost four years while she was studying floral design and event coordination at Kirkwood Community College.

But working at a bridal shop is very different from mainstream retail, Zuck said, in that it re-



Heart to Heart, located in a former church, also offers tuxedo rentals.

## AT A GLANCE

- **Name:** Lisa Zuck
- **Title:** Manager
- **Company:** Heart to Heart Bridal & Formal
- **Address:** 1180 West Penn St., North Liberty
- **Phone:** (319) 665-2000
- **Website:** <http://hearttoheartbridalandformal.com>

quires an extra dose of customer service.

"Brides are coming in looking for the dress of their dreams. We need to relate to their entourage and find out a lot about them, like where they are from, where their wedding will be and what theme they are going with," she explained.

"Plus, you really have to be interested in style, fashion and

weddings. If you don't love the dresses then you aren't going to be able to get a bride to love the dresses, either."

Because the shop is located in a former church, "People get that wedding feeling right when they walk in the door," Zuck said.

Heart to Heart, which opened in Cedar Rapids in 1996, consolidated to the North Liberty location in 2001.

The staff at Heart to Heart likes to hear from customers after their big day.

"We like seeing the pictures from their wedding," Zuck said, "because we only see them trying on the dress. It's fun to see it all come together."

• Know a manager or company in business for more than a year that would be a good fit for "My Biz"? Contact business editor Michael Chey Castranova at [michael.castranova@sourcemedia.net](mailto:michael.castranova@sourcemedia.net)