

Reddy Kilowatt Returns (A Siouxland Icon is Electrified Once Again!)

Contact: Glenda Castleberry 224-2897 or George Wakeman 251-7732

The Board of Directors of SiouxLandmark are pleased to announce the restoration and dedication of Reddy Kilowatt---a Siouxland Icon. SiouxLandmark is a historic preservation non-profit corporation. Our Mission Statement is “To conserve and or develop historic resources, to educate on preservation principles, and to advocate creative approaches to preservation challenges.” One of our other more recent projects was the submission of the National Register of Historic Places nomination of the Williges Building which was accepted and listed on August 31, 2007. (copies of that nomination are available at our refreshment table)

REDDY KILOWATT HISTORY

From 1959 to 1996, a large neon sign welcomed travelers along I-29 to Sioux City, and on that sign was a neon Reddy Kilowatt which complemented the “Welcome to Sioux City” sign. The Welcome sign is still there but in 1996 MidAmerican Energy removed Reddy Kilowatt and donated him to SiouxLandmark for future restoration. In February of this year, SiouxLandmark sent out a “Request for Proposals” throughout Siouxland for giving Reddy Kilowatt a permanent home. As a result of that process, SiouxLandmark decided to award Reddy to the Chamber Foundation for placement in the ISU Design West Studio building. Today Reddy Kilowatt is fully restored and electrified once again! His restoration is funded from SiouxLandmark, Downtown Partners and most significantly, a grant from MRHD. (The Missouri River Historical Development)

NEW LOCATION

In so many ways it is appropriate that SiouxLandmark donate Reddy Kilowatt to this location.

- 1) Reddy was originally designed to educate students about electricity---and he is now in a place of education in the Chamber Foundation’s building for the ISU Design West Studio surrounded by students!
- 2) He is still downtown very near where he was originally located.
- 3) The Chamber Foundation is committed to making sure he is on permanent exhibit.
- 4) This building historically was the power plant for the entire Historic 4th Street area. Since Reddy represents power, he is certainly in an appropriate building!
- 5) And most historically..... Reddy is now located in the very building where he was created. Kern Sign Company originally manufactured Reddy Kilowatt in 1959 and at that time Kern Sign Company was located in the white building facing Virginia and in this very building....So Reddy is really at home again!

We would like to acknowledge the following:

- SiouxLandmark Board of Directors and Glenn Ivarsen, who donated many other Reddy Kilowatt memorabilia from his personal collection
- Mid American Energy for their generous donation of Reddy to the community
- Damon Lohry for allowing us to store Reddy for all these years.
- M-Plus Architects for their commitment to successfully integrating Reddy into this beautiful building. Dale McKinney and Nathan Kalaher understood the special significance of Reddy Kilowatt to Siouxland and gave the extra effort needed
- Kern Sign Company and in particular Darren Mauer for his commitment to Reddy’s restoration and being the keeper of his original blueprints.
- Downtown Partners for their cash contribution towards matching the MHRD grant funds.
- Chamber Foundation for having the vision for this building and its willingness to keep Reddy Kilowatt in Sioux City for all to see.

Finally, and most importantly

- **MHRD for their grant funds to complete the restoration**



