

**INSIDE**

**Headed (tuba)  
Carnegie Hall**

**W**  
**weekender**

**SIOUX ME**

**Podcaster creates tourism video that goes viral**

## QUESTION OF THE WEEK

# What is the weirdest thing that only insiders would know about Sioux City?



**Chad Pauling**  
Publisher  
cpauling

@siouxcityjournal.com  
"I love Sioux City, but to think that we named a street after a 'lady of the night' is something I've always considered odd!"



**Earl Horlyk**  
Staff Writer  
earl.horlyk@lee.net

"Sioux City is the only place where you can mention a Charlie Boy, a Ye Olde Tavern tavern and, even, a Kackleburger without eliciting blank stares."



**Mason Dockter**  
Staff Writer  
mdockter@siouxcityjournal.com

"Shortly after moving here, I noticed a soiled, life-sized Pillsbury Doughboy doll in somebody's front window. It was then that I discovered everything about Sioux City will be weird."



**Nikki Ahlquist**  
Graphic Designer  
Nikki.Ahlquist@lee.net

"The loop, whether it be on Morningside Ave or Downtown, had many good times cruising the loop!"



**Jaylen Rees**  
Advertising sales representative

"That Sioux City takes about 150 years to complete its road construction jobs."



@SCWeekender

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The Weekender is published every Thursday by Sioux City Journal Communications, P.O. Box 118, 515 Pavonia St., Sioux City, Iowa, 712-293-4313, email, events@siouxland.net. The Weekender welcomes unsolicited submissions, but is in no way responsible for their safety, return or publication. Opinions expressed herein are those of the writer(s) and may not reflect the opinion of the Weekender, its management and employees or its advertisers. Please recycle.

### Your comments welcome

Have something to say? We'd like to hear it. Seriously. Call 712-293-4229 or email events@siouxland.net

### Contributors

Tim Hynds and Jesse Brothers

**ON THE COVER:** Honeywave Media founder Taylor Grote began his media production agency in 2017. The University of Iowa grad said the availability of online platforms has been a game-changer for businesses and organizations wanting to get a message across quickly.

Photo by Jesse Brothers, The Weekender

Have a question you'd like us to answer? Send it to events@siouxland.net and it may end up on this page.

# CALENDAR

## BUSINESS & ECONOMICS

**MARCH 25**

**ActionCOACH Presents GrowthCLUB**, 617 Water St., 617 Water St., Sioux City. What if you could step out of your business, one day every three months, and get laser-focused on what you need to do to grow your business? Here's how it GrowthCLUB guarantees results in 90 days... 1-712-577-1179. 9 a.m.-4 p.m. \$399.

## COMEDY

**APRIL 9**

**"The Laughs of Lincoln" Comedy Night at Marty's Tap**, Marty's Tavern, 1306 Court St., Sioux City. Stand-Up comedy event at Marty's Tap Outdoor patio. 7128985084. 8-10 p.m. \$10.

## DANCE

**MARCH 28**

**Free couples pattern dancing class**, The Don's Sports Bar & Grill, 801 W. 13th St., S. Sioux City. Join Boots & Buckles Dance Club at The Don's in South Sioux every Sunday starting at 1 p.m. for free couples pattern dancing classes. 712-204-4500. 1-4 p.m.

**MARCH 31**

**Free Line Dance Classes**, 801 W. 13th St., 801 W. 13th St., S. Sioux City. Line Dance class for beginners to intermediate level. 7122044500. 10-11 a.m.

**APRIL 7**

**Free Line Dance Classes**, 801 W. 13th St., 801 W. 13th St., S. Sioux City. Line Dance class for beginners to intermediate level. 7122044500. 10-11 a.m.

**APRIL 14**

**Free Line Dance Classes**, 801 W. 13th St., 801 W. 13th St., S. Sioux City. Line Dance class for beginners to intermediate level. 7122044500. 10-11 a.m.

**APRIL 21**

**Free Line Dance Classes**, 801 W. 13th St., 801 W. 13th St., S. Sioux City. Line Dance class for beginners to intermediate level. 7122044500. 10-11 a.m.

## FASHION ACCESSORIES

**MARCH 26**

**The BLOCK VENUE Events RollanFlyy FASHION/Meet & Greet**, 1307 Pierce St., 1307 Pierce St., Sioux City. Open to the public, free to meet RollanFlyy, designers. Polobandz - Killa McClain - Fetty Fred - Puppert- El Sapo. 7125741751. 7-9 p.m.

## FILM, PHOTOGRAPHY & MEDIA

**MARCH 27**

**The BLOCK VENUE Events Registration for Music-Film Lessons**, 1301 Pierce St., 1301

Pierce St., Sioux City. Open to the public to register for this course starting April 14-July 14, \$25 weekly. Learn film making. 7125741751. 10 a.m.-2 p.m.

## GIG

**MARCH 30**

**Acoustix Entertainment**, The Marquee, 1225 Fourth St., Sioux City. Join DJ Diablo for a night of premium karaoke entertainment. Karaoke starts at 9 p.m. every Tuesday night at The Marquee. 1225 Fourth Street. 712-560-4288. 9 p.m.- March 31, 2 a.m.

## HAPPY HOUR

**MARCH 26**

**The BLOCK VENUE Events Happy Hour at Blue Cafe**, 1301 Pierce St., 1301 Pierce St., Sioux City. Live Dj and special, celebrate the start of every weekend with us on the BLOCK. 7125741751. 5-7 p.m.

**APRIL 2**

**The BLOCK VENUE Events**

**Happy Hour at Blue Cafe**, 1301 Pierce St., 1301 Pierce St., Sioux City. Live Dj and special, celebrate the start of every weekend with us on the BLOCK. 7125741751. 5-7 p.m.

**APRIL 9**

**The BLOCK VENUE Events Happy Hour at Blue Cafe**, 1301 Pierce St., 1301 Pierce St., Sioux City. Live Dj and special, celebrate the start of every weekend with us on the BLOCK. 7125741751. 5-7 p.m.

**APRIL 16**

**The BLOCK VENUE Events Happy Hour at Blue Cafe**, 1301 Pierce St., 1301 Pierce St., Sioux City. Live Dj and special, celebrate the start of every weekend with us on the BLOCK. 7125741751. 5-7 p.m.

## HOLIDAYS

**APRIL 17**

**Easter Egg Hunt**, Riverside Boulevard, Riverside Park Riverside Boulevard, Sioux City. Big Sioux Chapter Guardians of the Children presents our Easter Egg Hunt from 12 to 4 p.m. (Hunt starts at 1:30 p.m.). Come for Carnival Games, Great Food, Prizes, Raffle, and Fun Family Entertainment. 7122125189. 12-4 p.m.

## LOCAL / COMMUNITY

**MARCH 25**

**Board Game Night**, Brightside Cafe, 525 Fourth St., Sioux City. For a \$5 cover charge you can access our ever-growing board game library. Pizza and grilled paninis are served along with snack foods like chips and muffins. 712-224-7827. 5 p.m.- March 28, 12 a.m. \$5.

**MARCH 26**

**The BLOCK VENUE Events Community Drum Circle**, 1307 Pierce St., 1307 Pierce St., Sioux City. Free acoustic guitar session, drink specials, food specials, SOCIAL GATHERING for everyone with social distancing required. 7125741751. 5-7 p.m.

## MARKETS

**MARCH 27**

**The BLOCK VENUE Events Swap on The BLOCK**, 1307 Pierce St., 1307 Pierce St., Sioux City. Open to the public, free artist made, market! Every last Saturday of every month! Supporting Local artists, recycled clothing, handmade products and art, music, food, culture! 7125741751. 10 a.m.-2 p.m.

# ADVICE

ANSWERS FOR ALL YOUR WOES



## ASTRO ADVICE EUGENIA LAST

Take control of your life. You'll encounter opportunities that will take you in a new and exciting direction. Doors will open that have been closed in the past. Don't fear change; display what you have to offer, and embrace life, love and happiness. Romance is on the rise.

**ARIES (March 21-April 19):** Be clear regarding what you want to do and how you plan to proceed, but don't expect others to tag along or agree with you. Be open to suggestions, but don't let anyone push you.

**TAURUS (April 20-May 20):** If you are anxious, you'll make a mistake. Take a moment, think things through and consider all your options. Don't give anyone a chance to railroad you into something you don't need or want.

**GEMINI (May 21-June 20):** Pull out all the stops and take action. It's what you do, not what you say, that will make the difference. A chance to work alongside someone you trust and respect will make your life easier.

**CANCER (June 21-July 22):** Rethink your motives and what you are trying to achieve. Rework your plan to fit the results you expect and forge ahead. Don't let a physical or emotional attraction jeopardize your position.

**LEO (July 23-Aug. 22):** Stop before you make an irreversible mistake. Spend more time honing your skills and figuring out what you want. Personal improvement will lead to a better life, friendships and insight.

**VIRGO (Aug. 23-Sept. 22):** Keep your life simple and your discussions truthful. Observe

the changes going on around you and consider what's best for you before you make a move. Don't ignore what's happened in the past.

**LIBRA (Sept. 23-Oct. 23):** Focus on fitness, health and spending time with the people you love. Get involved in activities that push you to be and do your best, and you'll find contentment and satisfaction.

**SCORPIO (Oct. 24-Nov. 22):** Mull over your plans, and elaborate on what it is you want to pursue. The changes you implement are best done in secret until you have everything in place. The less friction there is, the easier it will be.

**SAGITTARIUS (Nov. 23-Dec. 21):** Steer clear of joint ventures. You will do well if you put your time and money into personal and home improvements. Don't trust anyone who makes unrealistic promises. Concentrate on what you can do by yourself.

**CAPRICORN (Dec. 22-Jan. 19):** It's time to do things differently. Keeping up with the changing times will ensure that you don't get left behind. Update your surroundings and sell items you no longer use.

**AQUARIUS (Jan. 20-Feb. 19):** Take control and sort through anything you've left unfinished. You'll feel better once you have everything in place. Tackle something you have been putting off due to other people's interference.

**PISCES (Feb. 20-March 20):** Be quiet about your plans. The less anyone knows about your goals, the easier it will be for you to get things done. Don't let yourself be controlled by others any longer.



## SCIENCE ADVICE GODDESS AMY ALKON

### Smear pressure

*I'm a college sophomore, and my boyfriend is a senior. He's a football player, and other girls have crushes on him. Recently, he was with his guy friends at a party. A girl came over and said 'I'd slapped her across the face. I've never even met her! Why would she do this?' —Mystified*

Women are seen as the kinder, gentler sex because they tend not to leave a trail of bloody noses and broken barstools. But women go plenty aggressive on other women, just in ways they can't patch up at urgent care — like when some mean girl dislocates your reputation and fractures your psyche in 36 places.

In short, while men have Fight Club, women have Underhanded Snipe Club. Researchers find that women almost always use "indirect aggression" against other women — nasty gossip, ostracism, and "just trying to help!" shaming remarks — to vie for mates and jobs. Psychologist Kaj Bjorkqvist explains that this covert "social manipulation" maximizes the harm to the victim while minimizing the risk of counterattack on the perpetrator, who often remains anonymous — leaving the victim unable to trace how her social status ended up in the morgue.

Women's mate competition can be a beauty contest — hotting up one's appearance to yank male

eyeballs away from female rivals — or an ugly contest: using "competitor derogation" (disparaging the competition to decrease others' mate value relative to one's own). A woman trashing another woman to men typically sneers that she's ugly or slutty (in line with men's evolved priorities for physical attractiveness and fidelity). However, evolutionary psychologist Maryanne Fisher observes that if the woman casting the shade is not all

that hot herself, her remarks about another woman's looks are likely to be dismissed. This might lead her to rely on "alternative tactics" — like inventing a story about how a hot woman is actually the lady bar brawler of the sophomore class.

Unfortunately for the cuckoo case trying to destroy your reputation, her efforts may backfire. Most undergrad guys aren't dating to wife up, so some (or many!) would be way into a high scorer on the

hot/crazy scale: Hello, aggro babe hate sex! As for the eventual "auto detailing" that so often comes with, guys try to focus on the upside, like their car being easier to spot in a crowded campus parking lot. (Just look for the hot-pink spray paint, "GET YOUR HERPES HERE!")

Got a problem? Write Amy Alkon, 171 Pier Ave. #280, Santa Monica CA 90405 or email [AdviceAmy@aol.com](mailto:AdviceAmy@aol.com)

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Starting at 5am or casino opening hours on March 1, 2021 through March 28, 2021 at 7:55pm, earn 1 entry for every \$3 theoretical table games play. Must be present to win. Guests can only win once per day. See the Rock Star Rewards Club for official rules. Must be 21 or older. If you or someone you know needs gambling treatment, call 800.BETS.OFF.

# Bound for Carnegie Hall?

Teen musician selected as one of America's top high school tubists

BY EARL HORLYK

How do you get to Carnegie Hall? If you say, "Practice, practice, practice," yeah, that's acceptable.



Toben

Heck, we're in a generous mood. We'll even accept 1) testing out good audition material; 2) becoming an excellent essay writer; and 3) plus having the ability to try again next year as suitable

suggestions for musicians wanting to make it to New York's most prestigious performance halls.

At least, that is the advice of North High School 10th grader

Michael Toben, who has garnered a coveted role in Carnegie Hall's NYO2 National Youth Orchestra. Only a few spots are available for each instrumental section of the orchestra, which is made up of students, age 14 - 17.

From a nationwide talent pool, only two tubists – one main player and one alternate – is selected.

Michael was chosen as the alternate tubist for the 2021 summer NYO2 National Youth Orchestra.

**Congratulations on being named an alternate tubist. What does an alternate do?**

"If for some reason, the main tubist can't attend, I'll go in his place. If I go, I'll be training alongside the National Youth Orchestra of the United States of America

(NYO-USA) and NYO Jazz this summer. There will also be performance opportunities."

**Pretty impressive. Did you have to audition?**

"Yeah, I had to send in videos of me playing two musical excerpts, a video essay and a 300-word written essay. They even critiqued my performance videos. I worked with Wayne State College music professor Joshua Calkin to make sure I had a good showing."

**That seems intimidating. However, I understand you actually play several instruments, right?**

"In addition to the tuba, I sing, play the cello, the flute, the bass trombone."

**Still, the tuba. Wow, what**

**drew you to the tuba?**

"It is more versatile than people think. It is more than just bass lines and stuff like that."

**You also play tuba in the marching band, I believe.**

"Yes, I do. Because of its size, the tuba is kind of clumsy in a marching band."

**Also, due to its size, a tuba stands out. Were there any famous tuba players you modeled yourself after?**

"Not really. There was a tubist named Arnold Jacobs who played on Johnny Carson's 'Tonight Show.' He was probably the most famous tuba player."

**When you're not playing music, what do you like doing?**

"I play chess, do puzzle and I love

math. Plus I take as many Advanced Placement classes as I can."

**Nice, but you don't necessarily want a musical career after college, do you?**

"No, I guess it can be cutthroat at times. I'll always love to play. Career-wise, I want to keep my options open."

**What advice would you give to young, aspiring musicians just starting out?**

"Keep plugging away. Even if you're struggling, learning a musical instrument is totally worth it."

**And if you remain an alternate this year, will you try again next year?**

"I will. Now I know what the judges are looking for. I'd love to make it all the way."

## MUSKETEERS HOCKEY UPCOMING GAMES!

SUN., MAR. 28 · 3:05 PM  
vs. **DES MOINES**

WED., MAR. 31 · 7:05 PM  
vs. **ST. LOUIS**  
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# SUX 6

THE BEST THINGS TO DO IN SIOUXLAND



## Bandits with balls!

Are you ready for some football ... of the Champions Indoor Football league variety? With the Sioux City Bandits battling the Sioux Empire Crusaders, you know there will be plenty o' pigskin to be thrown. Check 'em out at 7 p.m. Saturday at the Tyson Events Center, 401 Gordon Drive.

## (Re)Pete Engagement!

4

Sioux City Pete is returning to The Marquee, 1225 Fourth St. for a show with special guests Glue, My Enemy and Windowcrawler. The concert, which begins at 9 p.m. Saturday, is for audiences 21 and older. This ain't for kiddies, y'all!

## Towns by the river!

5

Singer, musician and West High School co-choir director Noah Towns will present "The Power of Music," a Betty Strong Encounter Center live-streamed show, at 2 p.m. Sunday. See it at [siouxcitycic.com](http://siouxcitycic.com).



## Smell the Musk(ies)

6

All right, we began by plugging the S.C. Bandits. Let's end with an icy shout-out to the Sioux City Musketeers, who will be banging sticks with the Des Moines Buccaneers, beginning at 3:05 p.m. Sunday at the Tyson Events Center, 401 Gordon Drive.



## Double yukkers at the Orpheum!

2

What can be better than a stand-up comic at The Orpheum? How 'bout two stand-up comics. Specifically, the sassy Tammy Pescatelli and the awesome Orlando Leyba will be slaying their audience at 7:30 p.m. Friday, at 528 Pierce St. Also, we heard their routines will be amusing.

TAMMY PESCATELLI



ORLANDO LEYBA



FRIDAY, MARCH 26

TICKETS AVAILABLE AT [ORPHEUMLIVE.COM](http://ORPHEUMLIVE.COM)

Orpheum

## Fashionably loud!

3

From Elvis to Bowie to Prince, there has long been a symbiotic relationship between rock music and fashion. Indulge in your inner Anna Wintour when designer Rollan Fly hosts a show featuring Killa McClain, Polobandz and Siouxland's Choice-winning Fetty Fred at 9 p.m. Saturday at the Sioux City Convention Center, 801 Fourth St.



# MOVIES

## 'NOBODY'

(Rated R for strong violence and bloody images, language throughout and brief drug use)  
A bystander who intervenes to help a woman being harassed by a group of men becomes the target of a vengeful drug lord.

## 'GODZILLA VS. KONG'

(Rated PG-13 for intense sequences of creature violence/destruction and brief language)  
Legends collide as Godzilla and Kong, the two most powerful forces of nature, clash on the big screen in a spectacular battle for the ages.

## 'THE VAULT'

(Rated R for language)  
Thom, a genius engineering graduate, is interested in the Bank of Spain's safe for nefarious reasons.

## SHOWTIMES

### Local Theaters

#### Promenade 14

924 Fourth St  
712 277 8300

**Nobody** 4:00 4:30 5:30  
6:00 6:30 7:00 8:00 8:30  
9:00 9:30 9:55

**The Courier** 4:05 6:45

9:35

**Chaos Walking** 4:15 7:05  
9:45

**Raya and The Last**

**Dragon** 4:05 4L30 7:10  
9:55

**Tom and Jerry** 4:00 5:00

6:50 9:30

**The Vigil** 7:35 9:50

www.acxcinemas.com

#### AMC Southern Hills 12

4400 Sergeant Road  
712-276-3062

**The Courier** 7:30

**Nobody** 7:00 7:45

www.amctheatres.com

### Nearby Theaters

#### Royal 3 Cinema

33 Central Ave SW., Le  
Mars, Iowa

712-564-1778

**Tom and Jerry** 6:45

**The Father** 7:15

**Raya and The Last**

**Dragon** 7:00

www.acxcinemas.com

#### Pioneer 3 Theater

110 S. 11th St., Nebraska  
City, NE

402-873-6487

**Tom and Jerry** 6:45

**The Father** 7:15

**Raya and The Last**

**Dragon** 7:00

## 'THE SEVENTH DAY'

(Rated R for violent content, disturbing images and some language)

A renowned exorcist who teams up with a rookie priest for his first day of training. As they plunge deeper into hell on earth, the lines between good and evil blur, and their own demons emerge.

## 'SIX MINUTES TO MIDNIGHT'

(Rated PG-13 for some violence)

UK, Aug. 15, 1939: 17 days before WWII, an English teacher and his camera disappear on a coastal boarding school with 20 German teen girls. Miller gets the job 6 days later, secretly trying to find out what happened.

## NEW DVD RELEASES FOR THE WEEK

'News of the World'

'Castlevania Season 3'

'Hero Dog: The Journey Home'

'SOUL'

'Undoing: The Limited Series'

### Legacy 3 Theater

712 W Sheridan Ave.,  
Shenandoah, IA  
712-246-2245

www.acxcinemas.com

See website for showtimes

### Main Street 7

866 E. 23rd St., Fremont,  
NE

402-727-8986

www.acxcinemas.com

See website for showtimes

### Majestic Theatre

310 Main St., Wayne, NE  
402-833-1833

www.majesticonmain.org

See website for showtimes

### Coyote Twin

10 E Main St., Vermillion,  
SD

605-624-3331

vermilliontheaters.com

See website for showtimes

### Holland Plaza Theatre

717 Eighth St. SE Orange  
City, IA

712-737-8866

**Tom and Jerry** 6:30 9:00

**The Courier** 6:30 9:10

**Chaos Walking** 6:35 9:10

**Raya and The Last**

**Dragon** 6:25 9:05

**Nobody** 6:40 9:15

krullcinemas.com

### Main St. 3

401 Ninth St., Sheldon, IA  
712-342-2344

**Tom and Jerry** 6:45

**Raya and The Last**

**Dragon** 7:00

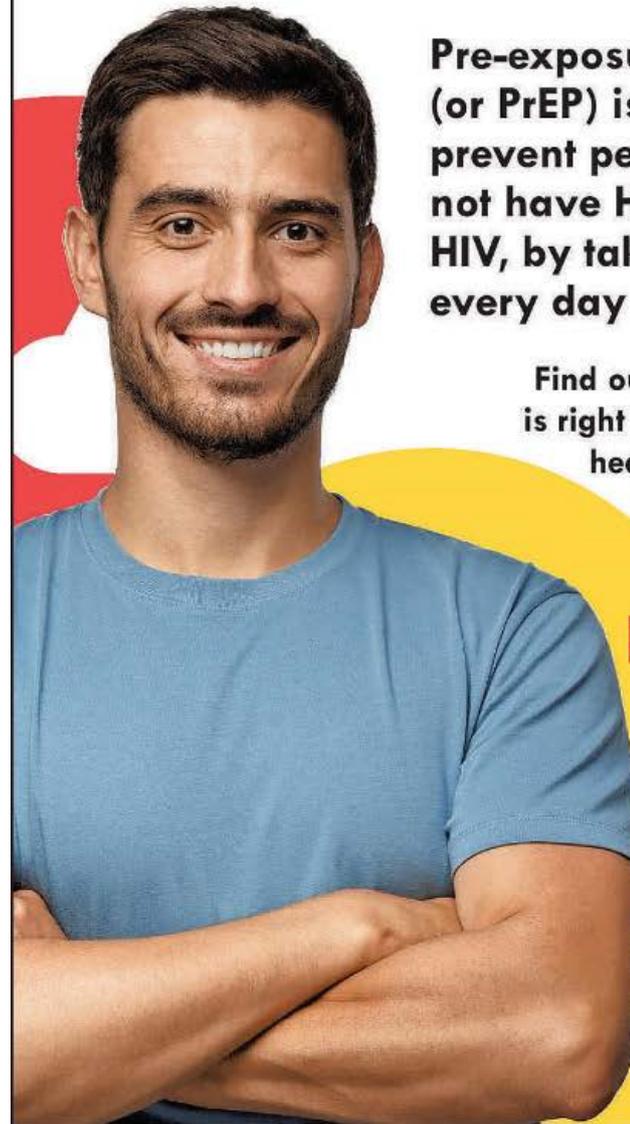
**The Father** 7:15

krullcinemas.com

# READY. SET. PrEP.

## What if there were a pill that could help prevent HIV?

### THERE IS.



**Pre-exposure prophylaxis (or PrEP) is a way to prevent people who do not have HIV from getting HIV, by taking one pill every day as prescribed.**

**Find out if PrEP medication is right for you. Talk to your healthcare professional or find a provider at [stophiowa.org](http://stophiowa.org).**

→ [STOPHIOWA.ORG](http://STOPHIOWA.ORG)

→ 319.930.9093

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weekender

# Sioux City: Confidential

Local content producer's tongue-in-cheek online tourism video goes viral

BY EARL HORLYK

**O**n Taylor Grote's office desk there's a nameplate with the following titles: "Tycoon, warlord, business mogul."

We don't know about the middle designation, but No. 1 and No. 3 are definitely on Grote's To-Do list.

"Let's just say that becoming a tycoon and a business mogul are aspirations of mine," the 30-year-old explained.

As the founder, CEO and content producer for Honeywave Media production agency, Grote may actually be on his way.

## CREATING A VIDEO DESIGNED TO GO VIRAL

The Siouxland native recently released a tongue-in-cheek tourism video for Sioux City, titled "You Might Not Hate It!" that blew up on social media.

"That video received 20,000 YouTube views seemingly overnight," Grote said with a laugh. "In less than a day, it got more views and more shares than anything I had done in the past three years."

## A METHOD TO THE MOCKERY

There was, however, a method to his mockery.

Grote conceived his none-too-serious poke at glossy ad campaigns as a video designed to go viral.



In addition to producing content for organizations and businesses, Honeywave Media owner Taylor Grote hosts a podcast called "The Sioux City Show" that is taped in a downtown Sioux City warehouse. He recently profiled Sioux City's new tourism manager Ron Bower as part of the series.

JESSE BROTHERS, THE WEEKENDER

Recalling a 2019 visit to Clearwater Beach, Florida, he researched the trip by watching a video produced by the community's tourism board that promised beach with "sand as soft as sugar" and water that "sparkled like an emerald jewel."

After arriving in the resort town, Grote wasn't greeted by bikini babes or by friendly dolphins promised in Clearwater Beach's ad campaign. Instead, he got a backseat tour of the community from an "Ancient Aliens"-obsessed Uber driver.

### **WHEN ADVERTISING MATCHES REALITY**

"From their video, I thought Clearwater Beach was going to be a nice town," he said, shaking his head. "My expectations didn't match up with the reality because the community refused to own what it was really like."

In addition to being a videographer and business owner, Grote is also the host of "The Sioux City Show" – a monthly podcast featuring interviews with prominent locals.

As part of the podcast – which can be viewed on Facebook ([facebook.com/honeywavemedia](https://facebook.com/honeywavemedia)), YouTube ([youtube.com/honeywavemedia](https://youtube.com/honeywavemedia)) as well as other social media platforms – he booked Ron Bower, Sioux City's recently hired Regional Convention & Visitors Bureau destination manager for tourism as a guest.

### **OWNING UP TO SIOUX CITY'S GOOD (AND BAD) QUALITIES**

"I thought by interviewing Sioux City's chief tourism guy, I could test out my marketing theory," Grote suggested. "The most effective way to promote our community is by owning its good qualities as well as its bad qualities."

Prior to Bower's taped interview, Grote and his crew shot a video slice of Sioux City that acknowledged its strange smells, largely vacant shopping malls and the surprisingly phallic landmark – at Doctor John's Lingerie Boutique – which greets visitors leaving Interstate 29 as they first enter the town.

Indeed, the nearly 12-year project of expanding I-29 from a two-lane to a three-lane highway didn't escape Grote's notice. Nor did the "Sioux City Sue" water tower



JESSE BROTHERS, THE WEEKENDER

**Honeywave Media founder Taylor Grote began his media production agency in 2017. The University of Iowa grad said the availability of online platforms has been a game-changer for businesses and organizations wanting to get a message across quickly.**

– with random musical notes that had nothing to do with a song by cowboy crooner Gene Autry.

### **HANGING A LANTERN ON A PROBLEM**

"The key to creating content is to be authentic," he explained. "By calling our video 'Sioux City: You Might Not Hate It' was our way of giving people a completely authentic look at the city."

But who is to say that Sioux City's new tourism dude would cotton to such an authentic ad campaign?

"I figured (Bower) would either hate it and storm out or he'd get the concept," Grote said. "I prefaced it by saying the first video would focus on the real while a second video would concentrate on the stuff that visitors would actually enjoy."

Luckily, Bower instinctively got where Grote's team was going,

**"The most effective way to promote our community is by owning its good qualities as well as its bad qualities."**

**TAYLOR GROTE, HONEYWAVE MEDIA FOUNDER**

comparing it to Nebraska's recent advertising campaign that boldly stated the state was "honestly not for everyone."

In other words, it is better to hang a lantern on an apparent issue than it is to try to hide it from plain sight.

Having said that, don't look for "Sioux City: You Might Not Hate It" to be part of a new civic-minded ad campaign.

### **A FILMMAKER INFLUENCED BY YOUTUBE**

Growing up in Sergeant Bluff, Grote began making "Jackass"-inspired videos as a teenager.

Attending the University of Iowa as part of its film program, he learned the theories behind moviemaking while picking up tricks of the trade, via YouTube.

"Between college and YouTube tutorials, I learned how to create content that draws the best results when it comes to social media," Grote explained.

### **SOCIAL MEDIA BECOMES A GAME-CHANGER**

This became increasingly important after he founded Honeywave Media, a full-service visual media production company in 2017.

Grote said the rise of online platforms has been a game-changer when it comes to getting a message out quickly.

Certainly, this was the case with "Sioux City: You Might Not Hate It."

"The interesting thing is most of my content is consumed by out-of-towners," Grote said. "Most of the views for the Sioux City video has come locally."

Which means Sioux Cityans have an affection – as well as a sense of humor – when it comes to their community.

This is exactly what Grote wanted people to take away from video.

"Sioux City has its quirks but it is also a great place to live, work and raise a family," he said. "Like Nebraska, it might not be for everyone. But if you live here, you learn to appreciate it."

# ETC.

## SIouxLAND STRANGE

A roundup of  
bizarre  
happenings  
from Siouxland's  
police logs.

### So very many pursuits

Sioux City streets turned into speedways March 13, when three high-speed chases took place in just under four hours.

The chases involved three different law enforcement agencies and resulted in the arrest of three drivers on numerous charges.

Court documents gave accounts of the following incidents:

The excitement began at 7:14 p.m. March 13 when officers observed a Buick Lucerne driving with only its fog lights on in the 300 block of Judd Street. The driver sped away after officers attempted to initiate a traffic stop at West First Street and John Street. Officers followed until the driver pulled into a driveway in the 2000 block of West First Street and fled the vehicle.

After a short foot pursuit, officers apprehended Gabriel Garcia, 37, of Sioux City, who failed field sobriety tests and also had a metal pipe in his pants pocket. Officers searched his vehicle and found a kitchen knife in the driver's door pocket and 20 grams of marijuana on the passenger seat.

Garcia was booked into the Woodbury County Jail on charges of operating while intoxicated, eluding, possession of a controlled substance and driving while license revoked.

At 8:44 p.m., an Iowa State Patrol trooper attempted to

stop a Honda Civic bearing license plates that did not match the car. When the trooper attempted to stop the driver on West First Street, the driver sped away and led authorities on a chase throughout the city's west side, running several stop signs and stop lights and reaching speeds of 90 mph. The trooper was able to stop the car at Military Road and Prescott Street, and the driver exited and fled on foot.

Mitchell Marsh, 30, of Sioux City, was apprehended in a nearby backyard. A small bag of methamphetamine and a pipe were found inside the car. Marsh was jailed on charges of operating while intoxicated, possession of a controlled substance and numerous traffic violations.

At 11:42 p.m. a Woodbury County Sheriff's deputy observed the driver of a Mercedes-Benz GLK350 driving west at 55 mph and weaving in and out of traffic in the 600 block of West Third Street. The driver initially refused to stop, and a chase reaching speeds of 100 mph ensued before the driver pulled over.

When the driver exited the car, authorities could smell alcohol on her breath, her eyes were bloodshot and her speech was slurred. Two children, ages 4 and 1, were in the back seat and were not secured.

Elisha Dobbins, 33, of Sioux Falls, was booked into jail on charges of operating while intoxicated, eluding and two counts of child endangerment.



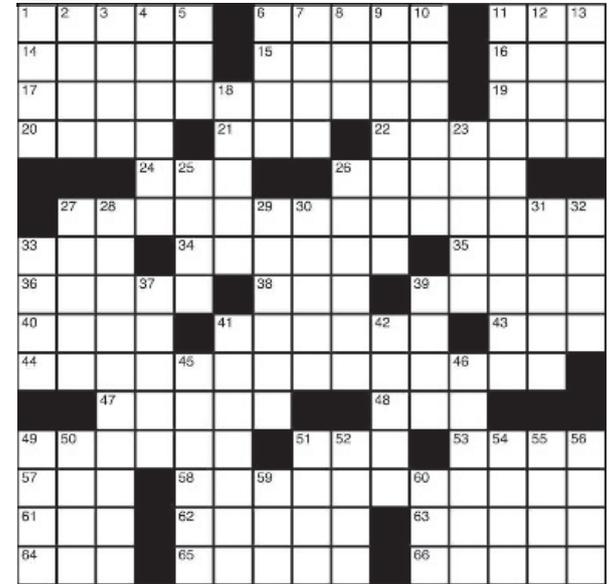
## SUDOKU

**DIRECTIONS:** Complete the grid so that every row, column and 3x3 box contains digits 1 to 9.

					9		4	
7				2				
			4		8			
6				1	2	9		
9			8		3	1	5	7
			9					3
1	2				7			
					5		7	9
	9							1

Level: Intermediate

## CROSSWORD



### Across

- 1 Turning point  
6 Pagoda instruments  
11 Outdo  
14 Big game setting  
15 No-frills type  
16 "Yo, Hadrian!"  
17 Where the farmer relaxed to update the books?  
19 Cooper's creation  
20 Not behind  
21 Long-term digs in orbit: Abbr.  
22 Landscaping stones  
24 Three-time Cy Young Award winner Scherzer  
26 Visibility reducers  
27 Story of how the spider monkey climbed the tree?  
33 Asian language  
34 Takes up  
35 Cookware brand  
36 Dethrones  
38 Low digit  
39 Tries  
40 One with a password  
41 Notably different, with "a"  
43 JFK alternative  
44 Obstetrician's job, sometimes?  
47 Manicurist's tool  
48 NBC skit show  
49 Sad-eyed hound  
51 Moody rock genre  
53 Not too many  
57 Hundred Acre Wood know-it-all  
58 Put the fix in on Black Friday?  
61 Med. scan  
62 "Middlemarch" novelist  
63 Mastery  
64 Competition pass  
65 Nicks  
66 Cut back
- 3 Cumberbund alternative  
4 As scheduled  
5 \_\_\_ sushi: Japanese sea bream  
6 April 1 array  
7 Swingers on a perpetual-motion desk toy  
8 "NCIS: Los Angeles" actress Long  
9 Laverne and Shirley, e.g.  
10 Vulgar content  
11 Is arrested, in slang  
12 Exceeding  
13 Cello parts  
18 Put the kibosh on  
23 Sporty Chevy  
25 Sounds of realization  
26 Sophisticated, in a way, briefly  
27 Take a minute  
28 Ygritte portrayer on "Game of Thrones"  
29 \_\_\_ public  
30 Cricket, for one  
31 Tee size  
32 Idina's "Frozen" role  
33 Vibrant, as colors  
37 Cuts back  
39 "His Eye Is on the Sparrow," e.g.  
41 Good for growing  
42 Do a lawn job  
45 Went off course  
46 Yukon neighbor  
49 Have a rough night at the comedy club  
50 Not as planned  
51 Four-award acronym  
52 1969 MLB upstarts  
54 Midway event  
55 Redbook rival  
56 Fuse  
59 Sling spirits  
60 Deadly biter

### Down

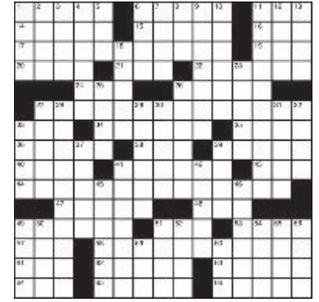
- 1 Nickname for Haydn  
2 Press

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If you must cheat, the answers are in the classified section on page 11

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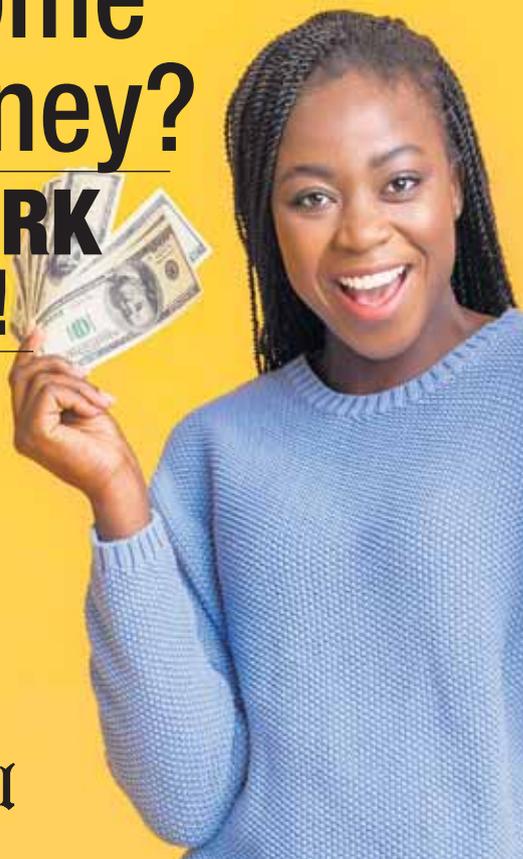
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