



Professional Developers of Iowa

Vision • Action • Growth

Professional Developers of Iowa Resource Guide

**For more information on best practices, PDI member organizations and other resources please connect with other PDI members via PDI sponsored events and the member directory available online at: www.pdiowa.com.

SITE SELECTION

MidAmerica Economic Development Council (MAEDC)

17 South High Street, Suite 200

Columbus, OH 43215

Phone: (866) 439-9172

Fax: (614) 221-1989

Email: tracey@asnoffices.com

<http://www.midamericaedc.org/>

Hosts an annual Competitiveness Conference and Site Selector Forum

Site Selection Group, LLC

8300 Douglas Avenue

Suite 700

Dallas, TX 75225

Tel: 214.271.0580

Fax: 214.393.8791

Toll Free: 866.938.SITE (7483)

Provides: location advisory; economic incentives services; corporate real estate services; economic development consulting.

Site Selectors Guild

P. O. Box 1958

Little Rock, AR 72203

Phone: 501.246.3943

Fax: 501.835.3311

Email: angela@angelarogersgroup.com

The Site Selectors Guild is the only association of the world's foremost professional site selection consultants. Guild members provide location strategy to corporations across the globe and for every industry, sector, and function.

BUSINESS RETENTION

Center for Industrial Research and Service:

Provides services to enhance the performance of industry. The approach, Engage. Educate. Embed., creates a specific solution that allows each business, along with its community, to prosper and grow. Coupled with a satisfaction guarantee, they typical client has achieved a 200% return on investment. A vast network of university and industry experts brings years of professional experience to CIRAS, making them a leading integrator of solutions in Iowa. From more information please visit: www.ciras.iastate.edu.

LocationOne Information System (LOIS):

LOIS is the leading site selection tool in the United States. Users can search the online database of buildings and sites and economic development professionals can upload information on available buildings and sites as well. Additional information can be found at: www.locationone.com.

Synchronist Business Information System:

The Synchronist Business Information System® bundles advanced business retention strategies, sophisticated interview design, assistance tracking/service delivery management, competitive intelligence, intranet and database technology (software), BR | E resource library, and a community of committed users all working together to maximize the value of their BR | E investment. More information is available at: www.blanecanada.com.

Laborshed Studies:

Laborshed studies provide community leaders, economic developers, site selectors and existing or prospective employers a flexible tool for understanding the workforce characteristics of their local labor market. For more information please visit: <https://www.iowaworkforcedevelopment.gov/laborshed-studies>.

Community Colleges:

The community colleges in Iowa provide an array of services including the Workforce Training and Economic Development (WTED) Fund was established in 2003 as part of the Grow Iowa Values Fund. This fund has become an important source of financing for community college new program innovation, development, and capacity building, particularly for career and technical education. More information is available at: <https://www.educateiowa.gov/community-colleges>.

UNI-Institute for Decision Making:

The Institute for Decision Making (IDM) is the economic and community development outreach unit of Business and Community Services at the University of Northern Iowa. Since 1987, IDM has been a trusted partner and resource for over 700 economic and community

development organizations in Iowa and beyond. For more information please visit: www.idm.uni.edu.

Association of Business and Industry:

The Iowa Association of Business and Industry (ABI) has served as the state's unified voice for business since 1903. ABI's mission is to nurture a favorable business, economic, governmental and social climate within the state of Iowa so our citizens can have the opportunity to enjoy the highest possible quality of life. More information is available at: www.iowaabi.org.

PROJECT INCENTIVES

Iowa Economic Development Authority:

The Iowa Economic Development Authority (IEDA) offers a variety of programs and services to individuals, communities and businesses to attract and grow business, employment and workforce in Iowa. Ground-breaking economic growth strategies focusing on cultivating start-up companies and helping existing companies become more innovative complement the activities underway to retain and attract companies that are creating jobs for Iowans. Developing sustainable, adaptable communities ready for this growth is also an essential part of our work at IEDA — providing programs and resources that help communities reinvest, recover and revitalize to make each community's vision a reality. Additional information is available at: www.iowaeconomicdevelopment.com.

Iowa Area Development Group:

Iowa Area Development Group is the business and community development leader for our sponsors and partners, including nearly 250 member-owned electric cooperatives, municipal utilities and independent telecommunication companies throughout the state. More information is available at: www.iadg.com.

USDA Rural Development:

USDA is committed to helping improve the economy and quality of life in rural America. Through USDA-RD programs, they help rural Americans in many ways. By offering loans, grants and loan guarantees to support essential services such as housing, economic development, health care, first responder services and equipment, and water, electric and communications infrastructure. USDA-RD promotes economic development by supporting loans to businesses through banks, credit unions and community-managed lending pools. They offer technical assistance and information to help agricultural producers and cooperatives get started and improve the effectiveness of their operations. For additional information please visit: <https://www.rd.usda.gov>.

Iowa Bankers Association:

The Iowa Bankers Association (IBA) is the voice of banking in Iowa. For more than a century, Iowa bankers have relied on IBA staff for legislative and regulatory representation, compliance assistance, educational programs, public relations support and other products and services. More information is available at: www.iowabankers.com.

Community Bankers of Iowa:

Community Bankers of Iowa (CBI) has exclusively promoted, advocated for and defended community banking in Iowa since 1971. CBI offers Iowa's independent community banks and bankers a wide range of educational resources, networking events and leadership groups, as well as best-in-class products and services for the benefit of its members. For more information visit www.cbionline.org.

Iowa Business Growth:

Having begun operations in 1981 as an SBA 504 loan company IBG has a long history of providing alternative financing resources that complement the more traditional products available through conventional lenders. Please visit: www.iowabusinessgrowth.com for more information.

Iowa Finance Authority:

The Iowa Finance Authority (IFA) has touched the lives of countless Iowans through a wide variety of affordable financing programs throughout its 40-year history. Affordable housing programs offered by IFA include mortgage and down payment assistance as well as programs that assist in the development and preservation of affordable rental properties. IFA also offers programs to assist in community development, including the issuance of tax-exempt bonds and providing low-cost funds for drinking water and waste water facilities through the State Revolving Fund. More information can be found at: www.iowafinanceauthority.gov.

Iowa Association of Regional Councils:

The Iowa Association of Regional Councils is the trade association for the 17 Councils of Governments (COGs) in Iowa. Since 1988, IARC has brought leaders and communities together to promote economic growth, improve public sector services, and solve regional issues for the future of Iowa. For more information please visit: www.iarcog.com.

Home Loan Bank:

The Federal Home Loan Bank of Des Moines is a member-owned cooperative that provides funding solutions and liquidity to over 1,400 members to support mortgage lending, economic development and affordable housing in the communities they serve. Members include community and commercial banks, credit unions, insurance companies, thrifts and

community development financial institutions in many states. More information can be found at: <http://www.fhlbdm.com>.

WORKFORCE SOLUTIONS

Waukee Schools APEX Program:

Through a collaboration of education, business and the community, Waukee APEX develops highly skilled, adaptable, global innovators and leaders. Waukee APEX draws on the knowledge and expertise of business leaders to bring real world application into the comprehensive high school experience. Through inquiry-based learning and authentic projects and experiences, students add value to business partners while exploring passions and career possibilities identified by economic trends within our metro area and state. For more information please visit: <http://www.waukeemapex.org>.

Elevate Iowa:

Elevate Advanced Manufacturing is a statewide, integrated marketing campaign to promote careers and educational pathways in advanced manufacturing. This begins with building a positive perception of these careers while addressing misconceptions of work environment, safety, and wages. More information can be found at: www.elevateiowa.com.

ISU Extension & Outreach:

We serve as a 99-county campus, connecting the needs of Iowans with Iowa State University research and resources. We provide education and partnerships designed to solve today's problems and prepare for the future. Please visit www.extension.iastate.edu for more information.

Small Business Development Centers (SBDC):

The mission of America's SBDC Iowa is to have a positive impact on the economy of the State of Iowa and its communities. We do this by providing the highest quality assistance to current and future businesses and by collaborating with other federal, state, local and private resources to ensure maximum benefit to clients. More information is available at: www.iowasbdc.org.

Iowa Workforce Development:

Iowa Workforce Development (IWD) commits its resources to Iowa's prosperity by working to ensure the income security, productivity, safety, and health of all Iowans. The department strives to provide safe workplaces, provide a productive and economically secure

workforce, provide all Iowans with access to workforce development services, and create a model workplace. For more information please visit: www.iowaworkforcedevelopment.gov.

Advance Iowa:

Advance Iowa is the State of Iowa's comprehensive consulting program designed to work with mid-sized companies to enhance their growth. Additional information can be found at: www.advanceiowa.com.

EDUCATION & TRAINING

Professional Developers of Iowa (PDI) Sponsored Events:

The Professional Developers of Iowa hosts a PDI Spring Event which is held in conjunction with the SMART Economic Development Conference in the spring. PDI focuses their half day program on hot topics in economic development in Iowa. It is held in Des Moines, Iowa. For more information please visit: www.pdiowa.com.

The Professional Developers of Iowa hosts a PDI Fall Conference which is a two & a half day event, held at various cities around Iowa. The program includes host community highlights, industry speakers, best practices panels, legislative updates and updates from the Iowa Economic Development Authority. For more information on this event please visit: www.pdiowa.com.

International Economic Development Council (IEDC):

The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban and local to international, IEDC's members are engaged in the full range of economic development experience. More information can be found at: www.iedconline.org.

Heartland Economic Development Course (HEDC):

The Heartland Economic Development Course (HEDC) offers intensive training in the basic concepts, information, methods, and strategies of local economic development. A diverse and experienced faculty, composed of both academicians and practitioners, gives an excellent blend of theory and practice. Course content is oriented toward practical applications. For additional information please visit: <http://www.bcs.uni.edu/heartland/>.

University of Oklahoma - Economic Development Institute (OU/EDI):

OU EDI is the premier economic development program in the nation, with more than 50 years of experience providing professional economic developers with up-to-date knowledge and tools necessary to succeed in today's constantly changing environment. Innovative economic development organizations want solid, well-grounded professionals. The OU EDI experience is designed to immediately impact a participant's professional career by providing comprehensive courses that align with International Economic Development Council (IEDC) manuals, as well as the latest trends in economic development. Please visit: <http://www.ou.edu/outreach/edi.html> for more information.

MEDIA RELATIONS

Iowa Newspaper Association:

The Iowa Newspaper Association is an association of nearly 300 daily and weekly newspapers, working together to provide the citizens of Iowa with information and leadership for today and far into the 21st century. For more information please visit: www.ianews.com.

Iowa Radio Association:

The Iowa Broadcasters Association is radio and television stations working to promote, protect and enhance free over-the-air broadcasting. IBA members include owners and managers of Iowa's commercial and educational radio and television stations. Additional information is available at: www.iowabroadcasters.com.

Social Media Tips:

- Organic reach on Facebook continues to decline, but the good news is that advertising on Facebook is flexible, affordable and offers many very specific targeting options. For just a few dollars a day you can reach thousands of people in your target audience.
- Videos that are uploaded directly to Facebook will auto play in the news feeds of your page followers. This is not the case when you add a link to a video on YouTube. The auto play feature will gain more attention from your audience and get more views.
- When you have detailed information to share on social media, you should add that information to your website and then share the link to that information on social media. This will result in a more user-friendly and attractive post on social media and will drive more traffic to your website.
- When you post a link to your website Facebook should display a photo from that page of your website. If the photo does not show, ask your webmaster if he or she can make

an adjustment so it will. You can also add a photo to the post manually. Posts with photos get more views and more engagement.

- Watch your website analytics to see where traffic is coming from, the cities users are from, pages they visit, amount of time visitors spend on your site, and more. By examining the referral sources (the other websites visitors are linking from to get to your site) you can see how your social media efforts are impacting your website traffic. If you're not seeing referrals from Facebook or Twitter, then it is probably because you are not posting links to your website on those networks.
- The amount of traffic your website gets is a big factor in how high your business will show on search engine rankings. Social media can play a big role in driving traffic to your site. Be sure your social media strategy includes links to information on your website. Then watch your website analytics to measure the effectiveness of your strategy.

Marketing Service Providers (PDI Members Only):

Spin-Markket

726 1st Ave. N.
Fort Dodge, IA
Phone: 515-302-8026
www.spinmarket.com

The Bill Menner Group

1403 Summer Street
Grinnell, IA 50112
Phone: 641.990.4757
www.billmennergroupp.com

Smart Solutions Group

PO Box 65751
West Des Moines, IA 50265
Phone: 515.224.2033
www.smartsolutionsgroup.net

Turner Marketing Consulting, LLC

5024 Eric Ct. NE
Cedar Rapids, IA 52411
Phone: 319-360-6976
www.turnerwebmarketing.com

WinCommunications/WinMail

4203 Franklin Avenue
Des Moines, IA 50310
Phone: 515-277-1127
kt@wincommunications.com

TRANSPORTATION RESOURCES

Iowa Department of Transportation

800 Lincoln Way
Ames, IA 50010
www.idot.gov

Union Pacific Railroad

Regional Manager Industrial Development
940 South Frontage Road – Suite 1200
Woodridge, IL 60517
Phone: 360-931-5543
Email: slchristiansen@up.com

Via Rail Engineering

14727 Maribel Road – PO Box 137
Maribel, WI 54227

Phone: 414-405-7682

Email: bguido@viarailengineering.com

UTILITY RESOURCES

Alliant Energy

1-800-ALLIANT

www.alliantenergy.com

Black Hills Energy

625 Ninth Street

Rapid City, SD 57701

www.blackhillsenergy.com

MidAmerican Energy

PO Box 657

Des Moines, IA 50306

Phone: 888-427-5632

Email: kmkunert@midamerican.com

www.midamericanenergy.com

Iowa Utility Association

500 East Court Avenue – Ste. 312

Des Moines, IA 50309

Phone: 515-282-2115

Email: iaustaff@iowautility.org

www.iowautility.org

Iowa Assn. Electric Cooperatives

8525 Douglas Avenue – Ste 48

Des Moines, IA 50322

Phone: 515-276-5380

Email: info@iowarec.org

www.iowarec.org

Iowa Communications Alliance

2987 100th Street

Urbandale, IA 50322

Phone: 515-867-2091

Email: dduncan@iacommunicationsall.org

www.iacommunicationsall.org

PDI NEWSLETTER SERIES: YOU DON'T KNOW WHAT YOU DON'T KNOW!

Practitioner's Manual for Development of Speculative Buildings:

The Professional Developers of Iowa (PDI) organization has provided a practitioner's manual to its membership for the development of speculative buildings since 1996. The first manual was in response to the statewide interest in using speculative buildings as an economic development strategy. A second update was completed in 2001 and copies are available from PDI. Recently the PDI Board commissioned KJE Solutions, LLC for a second update which provides 2015 insights and recommendations to PDI members and their communities considering speculative buildings as part of their economic development program. More information can be found at: www.pdiowa.com.

Am I Considered a Professional?

LaDene H. Bowen, CEcD, FM, HLM

Often, I am asked, "When did you get certified in economic development?" In some ways, it seems like yesterday in 1993 enjoying my PDI comrades and celebrating being the first certified female in Iowa. I remember the group stating, "you passed the exam nationally, now you need to pass in Iowa." They proceeded to (in jest) grill me with Iowa-style questions. Now, as I understood, was considered a "professional."

Professional certification can be found in almost every industry in the United States today. Law, construction, auto repair, nursing, accountancy, information technology training, aerobic instructing, social work, engineering, software development, association management and economic development just scratch the surface of the wide range of professions that have voluntary or mandatory certification. Although certain occupations require certification, and in economic development it is voluntary, all certification programs are designed to encourage professionals to expand their knowledge through training, experience and education and ultimately enhance effective practices in the field.

Do you want to show your stakeholders and community that you are committed to professional excellence?

Certification is designed to elevate the standards of the profession as a whole and enhance individual and organizational performance. Therefore, having one or more certified individuals on your team demonstrates your organization's competency and enhances your credibility.

In the economic development industry and in my opinion, every employer has a general obligation to perform due diligence in ensuring the competency of the personnel providing services in economic development. For an employer, the investment in certification can have long-lasting benefits to the organization, including:

- Boosting staff's level of confidence and professionalism,
- Improving staff's education and knowledge,
- Enhancing the image and credibility of the organization,

- Ensuring that the organization is rich with staff who can translate development opportunities into results.

Economic development certification provides employers with evidence that the certified economic developer has demonstrated a certain level of job-related knowledge, skills and abilities. It provides a documented level of assurance that employees are competent in the practice. Certification provides concrete evidence to board members and citizens that the organization is staffed with people who know what they are doing and is competitive in any comparison of service.

Most successful certification candidates have the support of their employers. Employers pay for relevant courses or other training events, supply study guides/manuals and sometimes allow time to study at work. Candidates that do not have employer support often find it difficult to prepare, have a lower pass rate, and feel that professional development is a low priority for the employer. It takes approximately 18-24 months to complete the course work and prepare for the exam, so the costs may be spread over two or more fiscal years.

The CEcD (International Economic Development Council www.iedconline.com) is the leading industry designation and represents demonstrated competency in economic development with a high-level of knowledge and practical experience in the field. Some other recognized certifications in the field of economic development also include: Economic Development Finance Professional-EDFP (www.nationaldevelopmentcouncil.org); Business Retention and Expansion Professional -BREP (www.brei.org); Certified Chamber Executive-CCE (www.acce.org); and American Planning Association-AICP (www.planning.org).

IWD Laborshed Article:

Over the last 15 years, Iowa Workforce Development's Laborshed Study has been a unique and effective economic development tool. Communities throughout Iowa use it to expand their existing businesses, attract prospective employers, maintain a high-quality workforce, and make data-driven decisions. Unlike typical labor market information data, the Laborshed Study analyzes labor market information based upon commuting patterns into local areas regardless of jurisdictional (city, county, or state) boundaries. The commuting patterns are determined through data provided by community employers. This reporting by employers displays the community's true labor market area. Workforce characteristics are then collected and reported for residents of this employee defined labor market area.

Iowa Workforce Development matches the known commuting pattern to U.S. Census Bureau data at the ZIP code level to provide local officials with the estimated size of their labor force within the commuting area. This is unlike typical predetermined geographies, which often underestimate the size of a community's labor market area. Census data is also incorporated into the Laborshed Regression Model created and updated annually by the University of Northern Iowa. This model estimates the number of people likely to change or accept employment in a given community, providing local businesses with information regarding possible pockets of available labor.

Along with Census data and regression modeling, Iowa Workforce Development contracts with a market research firm to conduct a comprehensive phone survey of individuals 18 to

64 years of age in the commuting area. The Laborshed Survey covers numerous workforce topics including: employment status, likeliness to change or accept employment, industries, occupations, wages, benefits, job search resources, education, commuting, and many others. The Laborshed Survey captures data that cannot be found anywhere else.

To learn more about Iowa's Laborshed Study and how the unique data and customized analysis will support your organization's efforts, please visit www.iowaworkforcedevelopment.gov/laborshed-studies, or call Ryan Murphy (515-281-7505)/Katie Lippold (515-281-3035).

Did You Know that there are 17 Councils of Governments across Iowa?

Councils of Governments are made up of multi-county regions to assist local governments with planning and programming. There are 17 Councils of Governments in Iowa, governed by a board of directors including officials from local government, business, education, economic development, and citizens.

COGs offer grant writing and grant management, codification, land use planning, zoning, transportation planning, small business loans, housing programs, transit services, and plan for and program distribution of federal transportation funds, including highways, transit, trails, and other enhancement programs.

In addition, COGs provide technical assistance and coordinate with state and federal government agencies, including the Iowa Department of Transportation, the Iowa Economic Development Authority and the Iowa Department of Natural Resources.

Find The COG that Serves Your Community >>

Did You Know That Iowa Provides Resources for Job Training?

The Iowa Jobs Training Program (260F) provides job training services to current employees of eligible businesses that are located in Iowa. Eligible businesses can work with their local Iowa community college, which will assess training needs, determine funds availability and provide training.

The Industrial New Jobs Training Program (260E) provides businesses, which are expanding their Iowa workforce, with new employee training. Administered by Iowa's 15 community colleges, the program is financed through bonds sold by the colleges. Depending on wages paid, the business then diverts 1.5 or 3 percent of the Iowa state withholding taxes generated by the new positions to the community college to retire the bonds.

For participating businesses, the advantages include valuable employee training at a reduced - or no - cost. Contact your local community college economic developer to learn more about each program.

Revolving Loan Funds - What? Where?

Revolving loan funds (RLF) are a gap financing tool designed to assist job creation and business expansion projects. They are considered "revolved" because initial funds received

from a USDA program were directed towards a community or non-profit organization with the understanding that repayments would not be sent back to USDA, but instead re-invested into business and community growth. These competitive, low interest funds operate like a typical loan requiring a business plan, financials, collateral and lender or equity participation. Loan terms, interest rates and other criteria may vary slightly among funds. RLF's exist all across Iowa and may be found by contacting USDA Rural Development (<http://www.rd.usda.gov/ia>), a rural electric cooperative or a telephone cooperative serving the project area, or your local council of governments. Applications are accepted year-round as funds are available. When loans are repaid to the lending entity, the funds continue to revolve to assist future projects.

Iowa Brownfield/Grayfield Redevelopment Tax Credit Program:

The Iowa Economic Development Authority is pleased to announce that applications are now being accepted for the Brownfield and Grayfield Redevelopment Tax Credit Program. Please note that all applications must be received at IEDA by 4:30pm March 16, 2015.

The current application can be found online in the Resources box near the bottom of the web page at <http://www.iowaeconomicdevelopment.com/Regulatory/brownfield>

Notable changes to the program include:

- applications will no longer be considered on a first come, first served basis.
- complete applications will be scored with a maximum number of points of 25 each for feasibility, financial need and overall quality of a project. Projects that were previously registered with the program but did not receive an award will receive an additional 25 points.
- tax credits can be refundable to certain qualifying non-profit organizations if it is established with the application.
- moving forward, applications will be accepted annually beginning July 1 with a September 1 deadline.

Iowa Administrative Rules that guide the program can also be found online at: <https://www.legis.iowa.gov/docs/aco/chapter/261.65.pdf>

Iowa Code regarding the program is contained in sections 15.291, 15.292, 15.293, 15.293A, 15.294, 15.295. Search and browse Iowa Code or Iowa Administrative rules online at: <https://www.legis.iowa.gov/law/statutory>

Call Program Manager Matt Rasmussen: 515-725-3126 or email matt.rasmussen@iowa.gov with questions.

Reforms to the Angel Investor Tax Credit Make Iowa More Attractive to Innovators and Entrepreneurs:

The Battelle Report, released in December of 2014, included many critical findings, among them that innovation and entrepreneurship will drive future gains. In an effort to accelerate the development of Iowa's entrepreneurial ecosystem, the report had several recommendations, including the creation of an effective angel investor tax credit that eliminates the waiting period, increases the tax credit percentage, and makes the credits transferrable to attract broader investor interest. During the 2015 Legislative Session, the Iowa Legislature took that recommendation to heart and made the necessary changes, making the tax credit more competitive, attractive, and effective.

Improvements to the Angel Investor Tax Credit during the 2015 Legislative Session include:

- Increasing the credit percentage from 20% to 25%, which is more in-line with neighboring states.
- Making the credits refundable, but not transferrable, which allows the program to better compete with neighboring states and makes the investment more desirable to angel investors.
- Focusing the credits on individual angel investors and not institutions and preventing the angel tax credits from competing with the Innovation Fund Tax Credits for investment capital, which allows the angel tax credits to be scaled for more individualized investments rather than institutional investments.
- Simplify the eligibility requirements and better align the credit with existing programs, thereby maximizing the reach and effectiveness of this and other available programs, such as the Demonstration Fund and the Innovation Fund Tax Credit Program.
- Elimination of the community-based seed fund feature, as it is capped at small dollar amounts that make it economically inefficient to operate as a managed fund. Investors can continue to make similar financial contributions by pooling their investments through LLCs and LLPs, which allow them to make investments more efficiently.
- Simplify the cap structure by capping the individual credit level at \$100,000 per taxpayer per year rather than the previous \$250,000.
- Minimize future liabilities by reducing the carryforward period from five years to three years.

By increasing the competitiveness and effectiveness of the Angel Investor Tax Credit in this manner, Iowa is now better positioned to meet the needs of innovators and entrepreneurs from around the globe.

PDI MEMBER ORGANIZATION SPOTLIGHTS

Marion County Iowa

Organization: Marion County Development Commission (MCDC)

Geography: Marion County, Iowa (NOT Marion, IA) 40 minutes southeast of Des Moines Pella-Knoxville-Pleasantville-Melcher Dallas-Lake Red Rock

Structure: Department of County Government

Governance: 11-person commission from various geographic parts of the county appointed by the Board of Supervisors to serve a 3-year term. Commissioners can serve up to 3 consecutive terms. Monthly meetings

Funding: Primarily funded by Marion County for operations. Projects are public-private funded

Staffing: 1 Full time Executive Director plus 1 part time (10-15 hours per week) Communications Assistant

Budget: Approximately \$140,000

Primary Operations: CULTIVATION-Building a business friendly county; PROMOTION-Promotion of opportunities to visit, work and operate a business; CONNECT-Connecting economic development efforts internally and externally

Recent Special Projects: County Housing Analysis Study-Maxfield Research, Teaching for the Workforce-Opportunity2 and DMACC, Destination Analysis-Roger Brooks International, Red Rock Area Travel Guide, Best of Red Rock Area contest and brochure, Leadership Red Rock

Associations: Opportunity2 Central Iowa Tourism Region, Travel Federation of Iowa, Greater Des Moines Partnership

Local Structure: Locally we have 3 chambers of commerce, 1 local economic development group, 1 cvb, and 1 city economic development.

Key Demographics: 38% of jobs are in manufacturing rank in top 13% of US counties for median household income

Population Size: 33,252

Key Employers: Pella Corporation, Vermeer Corporation, Weiler, 3M, PPI, Van Corp, Lely, Hormel, Cascade, Central College

Awards: National Go-Getter Award for Existing Call Program for our population size, 2015 Iowa Business Retention & Expansion Award, 5 time Iowa Tourism County of the Year, Top Tourism Publication

PDI Contact: Carla Eysink

Years in PDI: 20 years

Expertise: Tourism Existing Industry Leadership Training, Collaboration

www.marioncountyiowa.com



Organization: Iowa Western Community College (Computer Information Technology Department [The Port])

Geography: Pottawattamie, Mills, Fremont, Harrison, Cass, Shelby, Page, and Montgomery Counties

Funding: Public

Budget: Not Available

Staffing: Two full-time and two part-time

Board: Not applicable

Priority Areas: Provide business services to entrepreneurs and small business owners. Identify internship opportunities for students in the Computer Information Technology Department

Metrics: Number of students placed in credit internship positions and the number of Enter IT projects completed

PDI Contact: Terry D. Bailey, CECD, 712.256.7941, tbailey@iwcc.edu

<http://www.iwcc.edu>



Name: Appanoose Economic Development Corporation

Geography: Appanoose County

Funding: Public-Private

Budget: Approximately \$110,000 annually

Staffing: 1 FT — Executive Director

Board: 9 members: Representatives from manufacturing, city and county, industrial corporation, banking, hospital, small business owner, CPA, and agriculture.

Priority Areas: Business Retention and Expansion, Small Business Development, Workforce, Housing, Business Attraction, Community Development

Metrics: Jobs Created and Retained; Capital Investment; Annual Synchronist Interviews with all manufacturers and other large employers.

Recent News: Body armor manufacturer relocating to Centerville hiring 20; \$7 million senior lofts project to begin construction summer 2016; foundry expansion (moving processes to Centerville as they close a location in another state); Completing step 3 of the Certified Site project; Named Home Base Iowa Community Jan 2016.

PDI Contact: Tod Faris: aedcdirector@iowatelecom.net (641) 856-3388

www.appanoosecounty.org



Name: Greater Burlington Partnership

Geography: Burlington, West Burlington, and the surrounding communities

Division Units/Core Functions: Chamber of Commerce, Economic Development, Convention & Visitors Bureau, Main Street Redevelopment

Budget: Approximately \$2,000,000 annually

Staffing: 11.5 FTEs—Economic development staff includes the CEO, Director of Economic Development, Workforce Programming (.5 FTE), Research (.5 FTE), and also shares Marketing, Finance, and Reception services with the other divisional operating units.

Board: There are four boards of directors for the organization representing 70 members. The economic development board includes 19 members; three-year terms; no more than two consecutive terms

Priority Areas: Business Retention and Expansion; Entrepreneurial Support; Workforce Development; Business Attraction; Industrial Park Development

Capital Campaign: Yes- 2014 - 2018. Goal: \$1.75 million. Actual: \$2.1 million

Metrics: Jobs Created and Retained; Private Capital Investment; Population Target; New Business Starts, Existing Business Visits (90 per year), Student Engagement

News: In 2015, ranked 17th out of 536 Micropolitans for economic development project volume by Site Selection Magazine. Local economic statistics have been phenomenal due to the construction of Iowa Fertilizer Plant just miles down the road.

PDI Contact: Jason Hutcheson, jhutcheson@greaterburlington.com 319.752.6365

<http://www.greaterburlington.com>



Name: Greater Fort Dodge Growth Alliance
Geography: Webster County
Funding: Public-Private
Budget: Approximately \$900,000 annually
Staffing: 6 Full time
Board: 41 Voting Members, 7 Executive Board Members
Priority Areas: Business Retention and Expansion, Business Attraction,

Small Business support, Workforce, Housing, Image, Community Development, Retail Development

Metrics: Jobs created and retain, capital investment, membership involvement, business starts

News: Attracted a new Animal Health production facility from New Zealand, adding another foreign direct investment to our portfolio. Continually adding workforce tools for our new and existing industry and opened a new light industrial park consisting of 160 acres.

PDI Contact: Kelly Halsted: kelly@greaterforddodge.com — 515.955-5500

<http://www.greaterforddodge.com>



Name: Humboldt County Development Association
Geography: Humboldt County
Funding: Public-Private

Budget: Approximately \$130,000 annually

Staffing: 1 FT -- Director

Board: 15 members: utility partners, bank presidents, industry representatives, city and county representation, agriculture representative and school superintendent.

Priority Areas: Business Retention and Expansion; Workforce, Education and Housing; Business Attraction; Community Development

Metrics: Jobs Created and Retained; Capital Investment; Taxable Valuation

Recent News: Developing a community daycare center, recruiting essential service companies, marketing commercial speculative building, creating leadership program and expanding high school internship program.

PDI Contact: Alissa O'Connor: alissa@humboldtcountyiowa.com — 515.332.2557

HumboldtCountyIowa.com



Name: Union County Development Association

Geography: Union County

Funding: Public-Private

Budget: Approximately \$282,000 annually

Staffing: 1 FT – Executive Director 1FT - Marketing Coordinator

Board: 17 members: Small business owners, bank presidents, industry representatives, city and county representation, agriculture representatives and 2 school superintendents.

Priority Areas: Business Retention and Expansion, Workforce & Leadership

Development, Housing, Entrepreneurship, Community Development

Metrics: Jobs Created and Retained; Capital Investment; Taxable Valuation

Recent News: 50 Unit Condo Development, Elm St. Corridor Project (infill housing), Former Wal-Mart Building converted to Retail/Event Center, 3 mile Park-to-Park Trail Expansion,

PDI Contact:

Wayne J. Pantini, CECD I Executive Director
Union County Development Association

<http://www.unioncountyiowa.com/>



Welcome to DMACC Business Resources (DBR)

Talent Development: The best strategies, business plans, technology and marketing must be implemented by trained and motivated personnel to be successful.



Who they serve: Businesses; Industry; Government agencies; Nonprofit organizations

DBR provides a broad spectrum of training and consulting services: Best business practices and custom consulting; Organizational evolution (change management, transition planning and more); Develop Managers and Supervisors Technical Training; Safety / OSHA; Employee Workplace Skills; Lean for the Workplace; Waste Management and Control
Where they train: On-site at your location; One of DMACC's campuses in central Iowa; Third party location convenient for you; Online/Blended.

Experienced DBR consultants provide: Thorough needs assessments; Customized training, on-budget and on-schedule, designed to address your business needs; Ongoing coaching for successful implementation and sustainability

Contact: **DMACC Business Resources, Kim Didier**, 1111 E. Army Post Road, Des Moines, IA 50315 - Phone: 515-287-8700 / Fax: 515-287-8739

<https://www.dmacc.edu/dbr/Pages/welcome.aspx>



Organization: Iowa Area Development Group

Geography: Statewide in territories served by Rural Electric Cooperatives and/or Independent Telecommunications Companies

Funding: Private

Staffing: 9

Board: 8 consisting of managers and board members of Iowa Electric Cooperatives

Priority Areas: Business attraction, retention and expansion; community development, philanthropy

Metrics: jobs created and retained; capital investment; development of additional industrial space **Recent**

News: Six additional awards secured for IADG utility partners through the USDA Rural Economic Development Loan & Grant (REDL&G) program, bringing total amount to 227 awards totaling over \$85 million to support Iowa companies and communities.

Contact: Kay Snyder, Director of Marketing and Communications, 800.888.4743

www.IADG.com



Name: Ames Economic Development Commission

Geography: Ames and Story County

Funding: Public-Private

Budget: Approximately \$1.1 million annually

Staffing: 8 FTE

Board: 57 Board Members. 8 Executive Committee Members.

Priorities: Workforce Development; Business Retention and Expansion; Business Attraction, Development, and Marketing; Housing; Community and Economic Development; Education; and Advocacy.

Metrics: Capital investment, jobs created, jobs retained, talent recruitment and retention, annual investment in the organization.

News: Boehringer Ingelheim opened a 52,000 square-foot research and development facility in April 2016 in the Iowa State University Research Park. Vermeer opened their 35,880 square-foot Applied Technology Hub, which also houses the ISU StartUp Factory, in the ISU Research Park. Secured private funding to construct a new hangar at the Ames Municipal Airport, and the City of Ames has begun construction on the new terminal, which is immediately adjacent to the hangar. Received City Council approval to annex 1,350 acres for industrial development between Ames and Nevada on the Union Pacific Main Line along U.S. Highway 30 and the Lincoln Highway. Continued mixed-use development in Campustown. Implementing SCALE (Story County Active Learning Experiences), a program being launched in eight area school districts in fall 2017 that will draw upon the expertise of educational and business partners to bring real world application into the comprehensive high school experience and develop Iowa's next generation of innovators and leaders.

PDI Contact: Dan Culhane: dan@ameschamber.com, 515-232-2310
