



# BEST OF IOWA

*Business Expansion &  
Strategic Trends*

# Program Partners



- Alliant Energy-IPL
- Black Hills Corp.
- Iowa Area Development Group
- MidAmerican Energy Company
- In collaboration with the Iowa Department of Economic Development to provide a state-wide existing business tool

# Taking Care of Business



- National statistics verify 60-80% of job creation occurs within existing business sector
- Synchronist® software will gather, organize, analyze and report data
- Consistency through staff turnover
- Regional/statewide trends
- Allocate resources
- Create/change public policy

# Local Program Elements



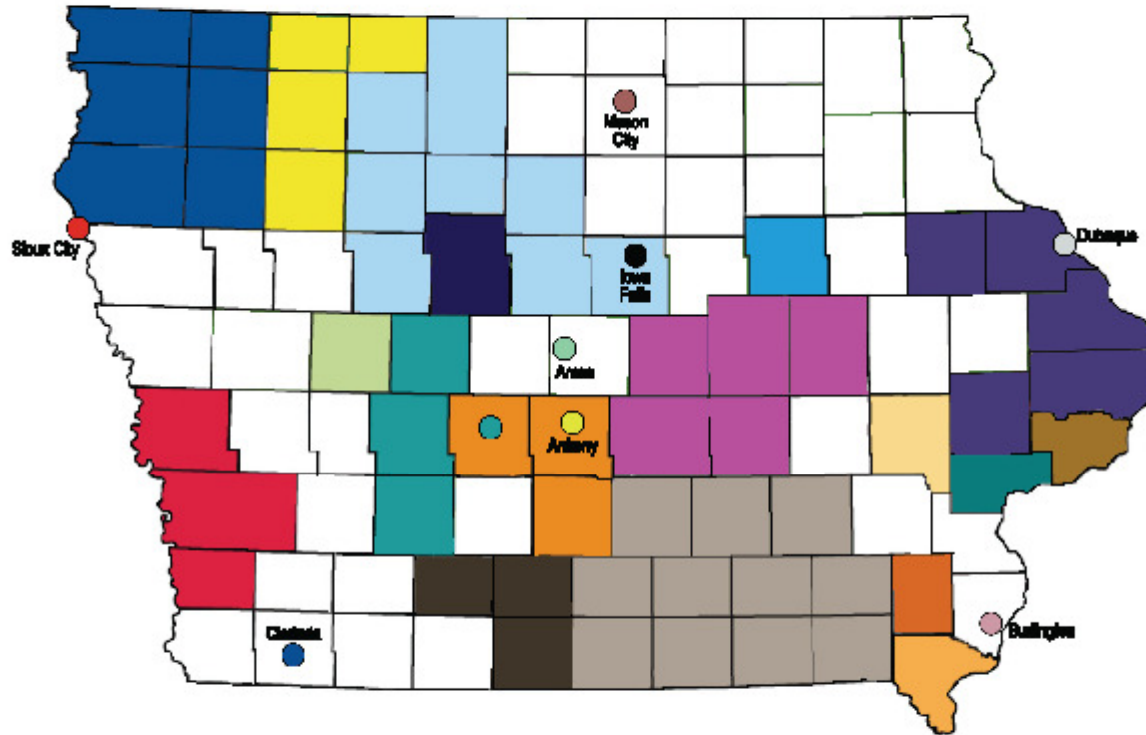
- Impact Awards
- CEO Round Tables
- Business Recognition Events
- Community Trade Shows
- Information Packets
- Headquarter Calls
- Open Houses
- Newspaper Articles “featured stories”
- Newspaper Spotlight

# Local Program Elements



- SWOT (Strength, Weaknesses, Opportunities and Threats)
- Visitation and Survey
- Follow up Effort
- Early Warning System
- Technical Assistance
- Workforce Development Connection
- Helping Firms Find New Markets
- Permitting and Licensing

# Synchronist Sublicenses



KEY	Legend		
	<ul style="list-style-type: none"> <li>□ Coral Area Development Corp.</li> <li>□ Cedar Valley Partnership</li> <li>□ East Central Iowa Council of Governments</li> <li>□ Greater Des Moines Partnership</li> <li>□ Greater Marshall Chamber &amp; Industry</li> <li>□ Iowa City Area Development</li> <li>□ Iowa Connections</li> <li>□ Iowa Lakes Corridor</li> <li>□ Lee County Development Group</li> </ul>	<ul style="list-style-type: none"> <li>□ Mid Iowa Growth Partnership</li> <li>□ Midwest Partnership</li> <li>□ Mount Pleasant Area Chambers Alliance</li> <li>□ NW Iowa Economic Development Coalition</li> <li>□ Quad City Development Group</li> <li>□ River Hills Initiative</li> <li>□ South Central Iowa Regional Partnership</li> <li>□ Webster County Economic Development</li> <li>□ West Central Iowa Marketing</li> </ul>	<ul style="list-style-type: none"> <li>● Ames Economic Development Commission</li> <li>● Burlington</li> <li>● City of Ankeny</li> <li>● Clinton Economic Development</li> <li>● Greater Dallas County Development Alliance</li> <li>● Greater Dubuque Development Cooperation</li> <li>● Iowa Falls Area Development</li> <li>● Mason City Economic Development</li> <li>● Siouxland Initiative</li> </ul>

# How to Participate



- Contact a member of the management committee
- Cost of sublicenses
  - Regional \$10,800 + \$1800 annual maintenance
  - Sublicense \$4,200 + \$800 annual maintenance
  - Read Only \$1,900 + \$500 annual maintenance
  - Input Only no cost through utility

# Administrative Support



- Blane Canada Ltd. will administer BEST OF IOWA (*Business Expansion & Strategic Trends*)
- Web portal
- Operator/interviewer training
- Internet Webinar training
- One-on-one coaching via phone or email
- Statewide annual report of aggregate findings