

# **Business Development Update**

**Joseph Rude**

**Business Development Division Administrator**

# Governor's Growth Agenda

200,000 Private Sector Jobs



Increase Family Income 25%



Cut the Cost of State Government by 15%

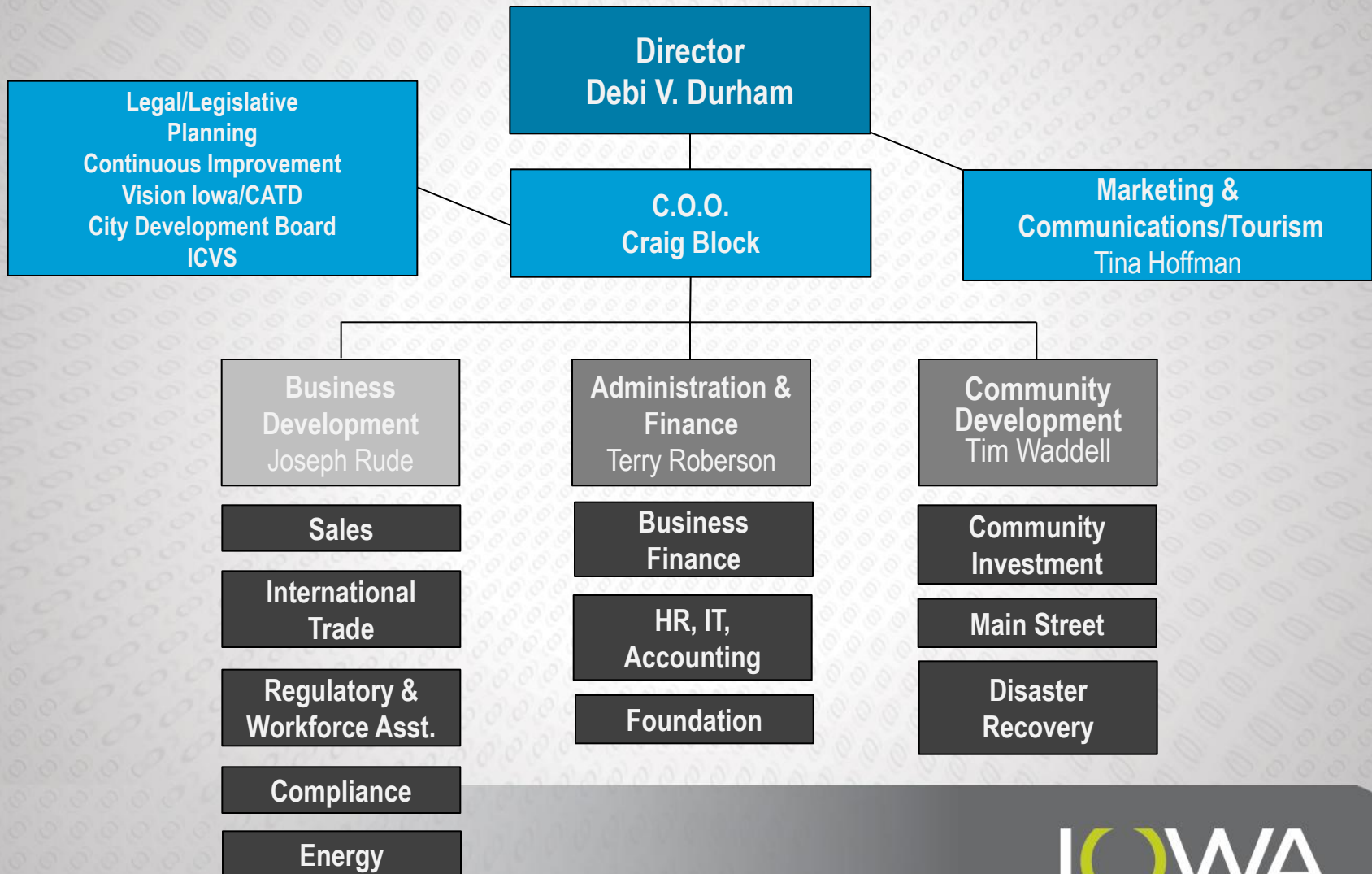


Re-establish Iowa's World Class Educational System



Make Iowa the "Healthiest State"

# Economic Development Authority Structure



# Business Development

- » **Business Recruitment/Project Management**
- » **International Trade Promotion**
- » **Energy**
- » **Regulatory and Workforce Assistance**
- » **Entrepreneurial Development**
- » **Finance Compliance**

# Project Management

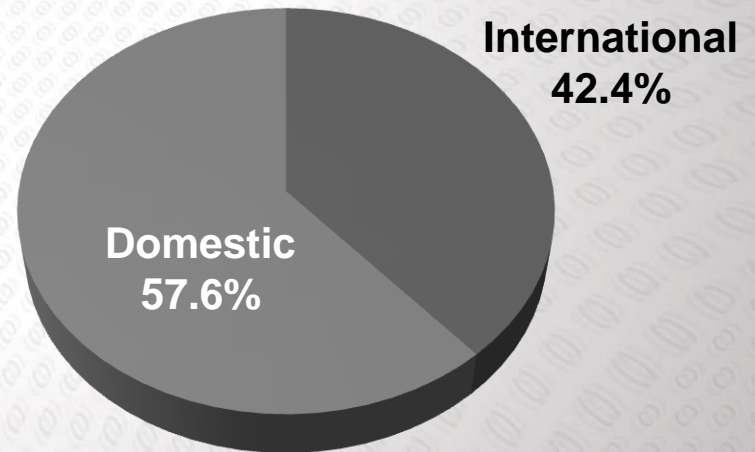
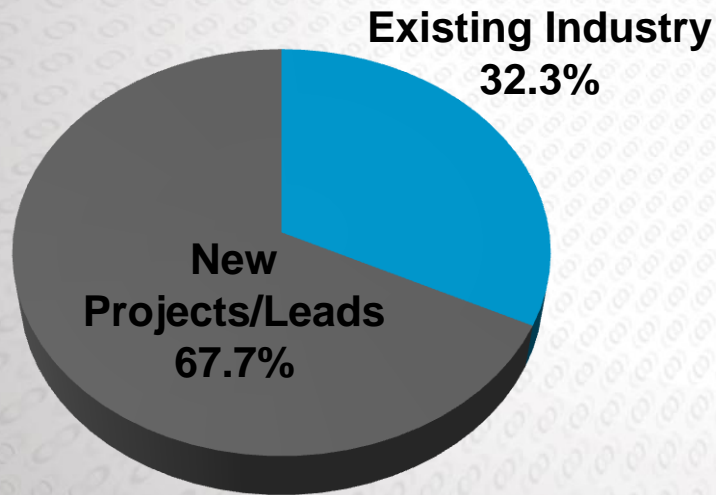
- » **Expansions, retention, new locations**
- » **Responsible for client service, prospect generation and communications**
- » **Communication liaison for communities and other Iowa governmental agencies**
- » **Clearinghouse for industry data, contacts and policy updates**

# Focusing on Growing Existing Companies

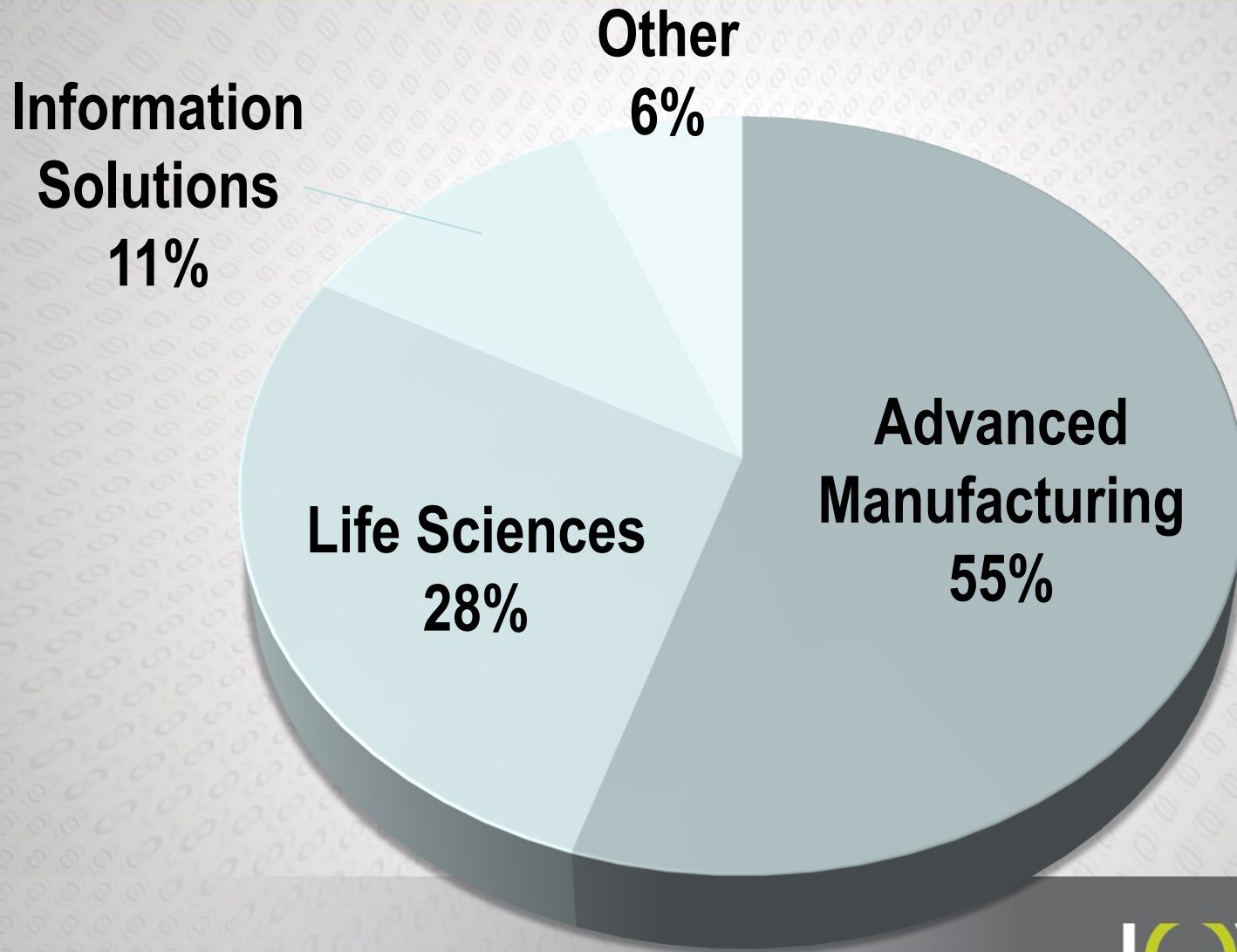
- » **Over half of job creation is from existing industry**
- » **In challenging economic times focus is heavily on business retention versus new job creation**
- » **Local business and industry must be aware of local resources available to assist their needs**
- » **Look beyond Iowa's borders to understand local businesses through out-of-state headquarter calls**
- » **Importance of implementing BEST (Business Expansion & Strategic Trends) of Iowa - Synchronist survey system**

# Project/Lead Summary

» Total Projects and Leads:	325
» Capital Investment Potential:	\$5.39 billion
» New Jobs Potential:	15,630
» Retained Jobs Potential:	2,485



# Project/Lead by Industry



# Targeted Sales & Marketing

**Targeted Research**  
**Integrated Industry-focused Marketing**

**Interactive Information Exchange**  
**Needs identification**  
**Prequalification**

**Presentations**  
**Negotiations**  
**Close**

# Development Ready Initiatives

- » Regional Development focus
- » Launch our Certified Shovel-Ready Site program
- » Continue to Improve LOIS



# IEDA Project Management Team



**Beth Balzer**

515.725.3111

[beth.balzer@iowa.gov](mailto:beth.balzer@iowa.gov)

Existing Industry in Central and  
NE Iowa

**Allen Williams**

515.725.3119

[allen.williams@iowa.gov](mailto:allen.williams@iowa.gov)

Foreign Direct Investment – Asia  
Northeastern U.S. and Illinois  
Business Recruitment



# IEDA Project Management Team



**Kelly Halsted**

515.725.3113

[kelly.halsted@iowa.gov](mailto:kelly.halsted@iowa.gov)

Foreign Direct Investment -  
Europe

**Michael Gould**

515.725.3115

[michael.gould@iowa.gov](mailto:michael.gould@iowa.gov)

Existing Industry in Eastern Iowa  
Southwest U.S. Business  
Recruitment  
**Industry Focus:** Insurance



# IEDA Project Management Team



**Mark Laurenzo**

515.725.3191

[mark.laurenzo@iowa.gov](mailto:mark.laurenzo@iowa.gov)

Existing Industry in Western Iowa  
Southeast and Central Business  
Recruitment

**Industry Focus:** Biosciences

**Brian Crowe**

515.725.3114

[brian.crowe@iowa.gov](mailto:brian.crowe@iowa.gov)

Existing Industry in Southern Iowa  
South Central U.S. Business  
Recruitment

**Industry Focus:** Wind



# IEDA Business Development Team



**Brian Waller**

515.725.3109

[brian.waller@iowa.gov](mailto:brian.waller@iowa.gov)

Existing Industry in Northern Iowa  
Northwestern US & Canada Recruitment  
**Industry Focus:** IT & Advance Mfg

**Chris Cataldo**

515.725.3157

[chris.cataldo@iowa.gov](mailto:chris.cataldo@iowa.gov)

LOIS Coordination  
Shovel Ready Program



# Iowa Values Fund Incentives

» Iowa Values Fund



or



- Infrastructure Component
- Entrepreneurial Component
- Value-Added Ag Component

**\$17 million available in CFY**

## **New Financial Incentives Package:**

- Integrate new incentives with High Quality Jobs program
- Create a separate and stable funding mechanism

## **New Initiatives:**

- Supply Chain development - Assists larger Iowa companies locating suppliers in Iowa
- ESOP – Keeps business in Iowa after owner sells or moves on
- SBIR – Assisting small companies with innovative ideas to fund direct costs associated with drafting federal grant proposals
- Regional/Industry wage index

# Grow Jobs Through Exports

**Governor's Goal of  
increasing Iowa Exports by  
20%**

“In the month following the trip, we had two South Korean companies visit our headquarters and we have one company from China scheduled for a visit next week. One of the South Korean companies even came to visit while our representative was still on the trade mission! We at Harrisvaccines are happy that our state provides these opportunities. As we continue to push into new markets, we look forward to partnering with Iowa on these delegations in the years ahead.”

Harrisvaccines

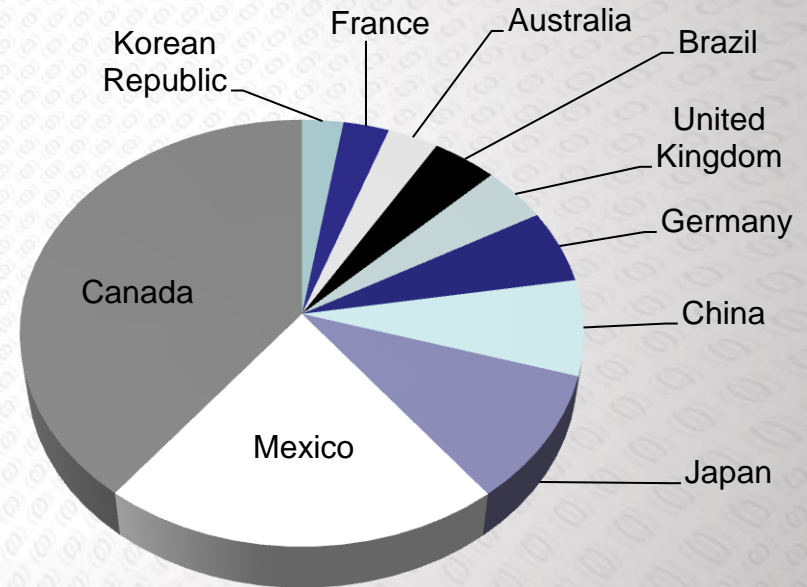
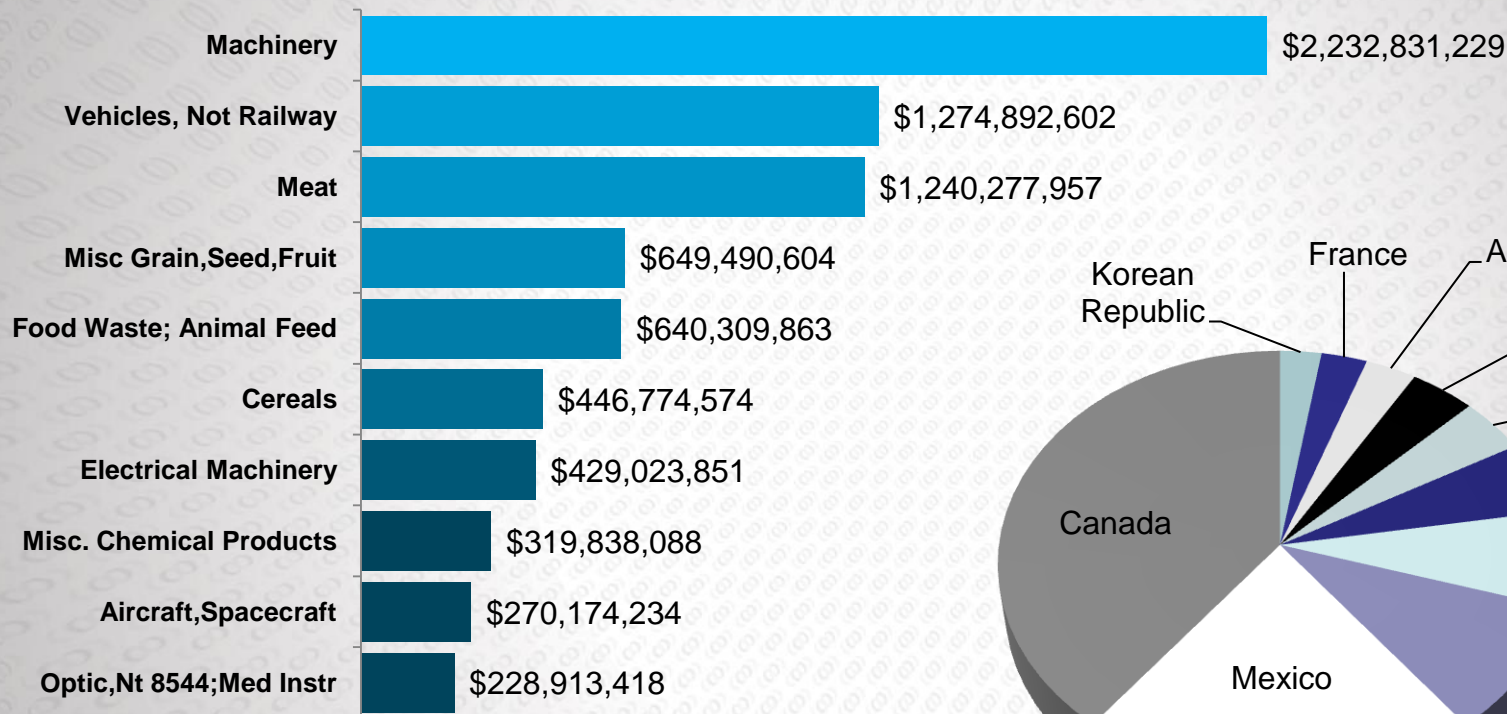


# International Trade

- » **Strengthen Iowa's presence in the international marketplace by promoting Iowa and Iowa products and services**
  - Trade missions
  - Hosting foreign delegations
- » **Foreign offices and representatives**
  - Germany
  - Mexico
  - Japan
  - China
- » **Educate Iowa business people on topics related to exporting and doing business in other countries**
  - Company consultations
  - Educational conferences/workshops
  - Export Trade Assistance Program (ETAP)

# Iowa Exporting Stats

## Top 10 Iowa Exports



## Top 10 Countries for Iowa Exports

Source: Global Trade Information Service (GTIS)

# Business Development

**Joseph Rude, Division Administrator**

**Phone: 515.725.3023**

**[Joseph.rude@iowa.gov](mailto:Joseph.rude@iowa.gov)**

