

Regional Marketing Meeting

Agenda:

- Regional Marketing Program and RFP Updates—Cali Beals
- Funding Through the Networking Fund—Kim Bentley
- NIBN Facebook Competition—Carolyn Corbin
- LOIS Updates—Amy Johnson

IDED Marketing Regions Update

Congratulations to the successful applicants who were awarded \$485,000 in November.

IDED Marketing Regions Update

Modified work statement and budget need to be submitted ASAP in order to finalize the contracts. Submit to:

Tim.Metz@iowalifechanging.com.

Due to the funding source, contracts must be signed within 120 days of November 1, 2009 start date.

IDED Marketing Regions Update

All contracts will now be monitored on site. In the past we have relied on your paperwork submitted for self reporting and drawing the funds. Either Kathy Anderson or Cali Beals will do the monitoring. Please send a schedule of your meetings. We'd to attend a meeting on the same day that we review files with the fiscal agent.

IDED Marketing Regions Update

- We will continue to work on benchmarks with Don Chaplain at UNI. Most are collected from secondary sources.
- Reminder: Last year we went to a fiscal year for easier reporting. Your next report period ends June 30, 2010 and the report will be due at the end of August 2010.

IDED Marketing Regions Update

NEXT Round of RFPS will be posted in early January 2010. There is approximately \$120,000 available. We anticipate close scrutiny of these funds by the Iowa Legislature, so you need to be prepared to speak to the success and benefits your region receives from this program.

IDED Marketing Regions Update

Next Regional Marketing Meeting:

Weds. June 02, 2010

10:00 a.m. - 2:00 p.m.

at IDED Offices

Networking Fund

Kim Bentley
Program Manager

Iowa Department of Economic Development

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Networking Fund Goals

- Provides financial assistance to support networking events directed towards the targeted industries that generate new innovations, partnerships, and deal flow
- Encourages exchange of ideas between entrepreneurs, established companies, venture capitalists, and the academic research community

Networking Fund Eligibility

- Applicants must be industry groups, businesses, or other sponsors willing to organize and hold a networking event
- Events must target the advanced manufacturing, bioscience, and IT industries
- Strictly social events and member-only events do not qualify for funding

Networking Events

- Must include a planned topic for discussion and address key innovations, opportunities, resources, and/or needs of the event attendees
- Must have a planned format with an agenda. Creative formats are encouraged.

Awards and Spending Guidelines

- Awards are available up to \$5,000 per event
- No match required
- Allowable costs:
 - Speaker fees
 - Event marketing
 - Facility rentals
 - Food and beverages
- Reimbursement based upon receipts

Recent Sample Award

- A private/public sponsored business accelerator hosted a networking event titled “Navigating the ‘Shark Tank’ of Investors”
- Featured a program on what investors look for in a quality “pitch”. Attendees watched clips from the show, critiqued the inventors’ pitches, and then discussed their own.
- \$1,800 Networking Fund award (\$1000 food and beverage, \$800 marketing)

Another Sample Award

- Start-Up Weekend Des Moines
- Participants got together to brainstorm ideas and start companies in just 54 hours
- 26 people attended. 40 business ideas were pitched, 4 of which were developed and launched.
- 2 are still in business today
- \$4100 Networking Fund award (speaker's fee, food and beverage, facility rental, marketing)

Contact Information

- Program information and application form:
http://www.iowalifechanging.com/business/ic/networking_fund.aspx

Kim Bentley

Program Manager

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