

Notes from December 3, 2009 Regional Marketing Meeting

Agenda: Webinar Format

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

Regional Marketing Group Program Updates:

- Funding: Cali Beals reported that \$485,000 was awarded through Regional Marketing Group RFPs in November. The next round of RFPs will go out in January with \$120,000 available.
- Modified work statements and budgets need to be submitted ASAP in order to finalize the contracts. Submit those to: Tim.Metz@iowalifechanging.com. Due to the funding source, contracts must be signed within 120 days of November 1, 2009 start date.
- There will be more stringent reporting requirements for Regional Marketing Projects and funding. 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 over the next few months. Please send a schedule of your next three regional meetings to either Kathy or Cali at your earliest convenience. We'll attend a meeting on the same day that we review files with the fiscal agent. We will send out a listing of what we need to look through so you have all the files on hand.
- Next Regional Marketing Meeting: Wednesday, June 2, 2010 at IDED offices.
- Annual Reports have now moved to a fiscal year rather than a calendar year, so the next annual reports will be due in August of 2010.
- **LOIS update by John Greiner:** IDED contracts with KCP&L for the LocationOne Information System (LOIS) software license. IDED contracts with UNI's Institute for Decision Making for the compilation of certain data loaded annually into LOIS for Counties, MSA's, and Regions. That upload will take place shortly, so each region will need to indicate whether they want the LOIS update or not within the next three weeks or so. Each region will receive an update on the LOIS upload via e-mail over the next few weeks.
- Sponsorship details for FY 2010 trade shows including IFT, AWEA, and BIO World Congress will be sent out to each region shortly in order to provide regions more complete information to make their marketing decisions IDED's upcoming trade shows.
- Kathy Anderson will be requesting collateral material from each region if we don't already have it on hand. This is very frequently used when the Director and other officials are traveling within the regions.

Kim Bentley, Program Manager gave an overview of the Networking Fund that local economic developers could and should use to support their local entrepreneurial efforts. The entire presentation is posted here along with these notes.

Outstanding regional case study: Northeast Iowa Business Network

NIBN conducted a Facebook competition within the region that was both very successful, very reasonable cost-wise, and demonstrated relevance among alumni, a key audience targeted by the NIBN. The entire PowerPoint is also provided with these notes.

Regions participating in the call:

- Northwest Iowa Development
- Mid-Iowa Growth Partnership
- North Central Iowa Alliance
- Cedar Valley Regional Partnership
- Northeast Iowa Business Network
- Western Iowa Advantage
- Ames-Des Moines Corridor Marketing
- Great River Region
- Iowa Connections
- Eastern Iowa Economic Dev Alliance
- Greater Council Bluffs Partnership
- Opportunity2
- Great River Region

In addition to regions, the following were represented:

- Alliant Energy
- MidAmerican Energy
- Smart Solutions Group
- Off-Shore Iowa