



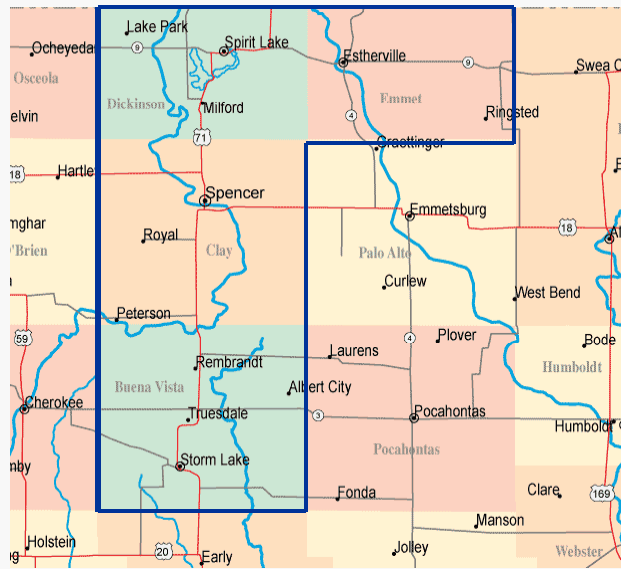
IOWA LAKES CORRIDOR DEVELOPMENT CORPORATION

**IDED Region Meeting
June 3, 2009**

*More Businesses. More Jobs.
More People. More Partners.*




Iowa Lakes Corridor Region






Protocol

- Corridor is local ED agency and regional partnership for the 4 counties
 - Corridor is primary point of contact with IDED and Utilities
 - Corridor maintains LOIS database
 - Corridor packages proposals, participates in Sell Iowa Trips, attends trade shows, conducts Existing Industry Call program, and maintains Synchronist database
- 



Our Customers

- Primary: Those who create jobs and wealth in our communities and region – entrepreneurs, business owners, existing companies - and our 100 investors
 - Secondary: Those who benefit from job and wealth creation in our communities and region
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4 Overarching Goals (2009-12)

- To become recognized as the most attractive region in Iowa for new ventures and entrepreneurs
- To assist in the creation of 600 jobs (over 4 years) through new business starts, existing industry expansion, and new company locations
- To attract more people and workers to the region
- To build and maintain partnerships/ relationships for the successful completion of the strategic plan

More Businesses. More Jobs. More People. More Partners.



Goal & Objectives

Become recognized as the most attractive region in Iowa for new ventures and entrepreneurs

- Attract & retain entrepreneurs
- Develop an economic gardening program, providing training and technical assistance
- Develop the next generation of successful entrepreneurs and leaders in the Corridor region by encouraging youth to pursue the creation of new ventures and apply entrepreneurship principles
- Develop entrepreneurial networks





Activities, Outputs, Outcomes

Entrepreneurship:

- Okoboji Entrepreneurial Institute
 - 87 alumni; 2009 set for Aug. 9-14 – 32 new students
 - Youth Programs: *(in partnership w/Jacobson Institute for Youth Entrepreneurship & JPEC at U of Iowa)*
 - Be Your Own Boss – 281 attendees
 - Middle school academy 8 attendees; next in July 2009
 - High School Teacher Training – set for June 8-9
 - High School Business Plan Competition – May 27th in Estherville
 - Training & Technical Assistance
 - Food Entrepreneur Seminar – 20 attendees
 - Technical Assistance & Consulting – 5 clients
 - Market research and demographic information – 18 clients
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Activities, Outputs, Outcomes

Entrepreneurship cont'd.:

- 7 start-ups in 2008-09 (creating 17+ jobs)
- Entrepreneurs Guide published
- Entrepreneur Network Events – 4 held; avg. 25 attendees
- First Entrepreneur Survey conducted
- Recognized in Best of Iowa BIZ magazine - March 2009


YTD Measurements: # of Clients Served – 51
of new business starts – 5
of new jobs to be created – 15 projected
of volunteers – 52
of students involved - 312





Goal & Objectives


Add 600 new primary jobs over 4 years through business expansions, new locations, new start-ups

- Proactively assist existing business and industry
 - Aggressively promote the region to prospective business and industry
- 



Activities, Outputs, Outcomes

Recruitment:

- Marketing and Communications
 - Electronic ads and e-newsletter
 - Targeted print
 - Web ads and links
 - Sales trips and trade shows
 - 6 trade shows, 1 Sell Iowa Trip (incl. corporate HQ visits)
 - Average 20+ active projects/ month
 - 2-3 new projects/prospects per month
 - YTD Measurements: 7 projects to be closed, 110 jobs; over 600 contacts made; 30+ leads, prospects and projects generated
- 



Activities, Outputs, Outcomes

Retention & Expansion:

- Existing Industry Call Program – 37 interviews
- Existing Industry Technical Assistance – 17
 - \$50,000 awarded to Pure Fishing for supply chain program
- Additional existing industry visits – 40, + two corporate HQ visits
- Special Events
 - Where are the Welders?
 - Internship Development 101



Activities, Outputs, Outcomes

Workforce Recruitment:


- Job/Career Fairs attended – 5; 96 resumes received; 133 resumes posted and distributed to employers
- Regional job fair – 26 companies; 165 attendees; 25 interviews, 1 intern hired; 5 jobs offered; 3 accepted
- Employment Directory – 67 companies





Goal & Objective

Attract more people and workers to the region

- Develop and broadcast the compelling case for the Iowa Lakes region as *the* place to live, work and play.
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Activities, Outputs, Outcomes

Marketing & Communications:

- 10,000 direct mail pieces in January '09; 2nd mailing (partial) in June '09.
- Electronic ads
- Why Go Back? Campaign
 - Billboards, radio, print, outdoors
- LiveWorkPlayHere Relay

Measurements:

- Number of companies served – 73+
 - Relay names submitted – 18
 - Website clicks from Google Ads – 1675
 - Why Go Back? web traffic – 88 visits, 896 referrals
 - # of new residents – 14 households
- 

Iowa Lakes Corridor



LiveWorkPlayHere.org



IOWA
life | changing™

WHY GO BACK?

Stop hating Mondays. Moving and living here is easier than you think. Find out more at: LiveWorkPlayHere.org

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DEVELOPMENT CORPORATION

WHY GO BACK?

Leaving this wonderful place is hard. Moving your business here might be easier than you think. Find out more at: LiveWorkPlayHere.org

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GROWTH

WHY GO BACK?

Leaving this wonderful place is hard. Moving your business here might be easier than you think. Find out more at LiveWorkPlayHere.org

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GROW!



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GROW!





Sidewalk Chalk Artist



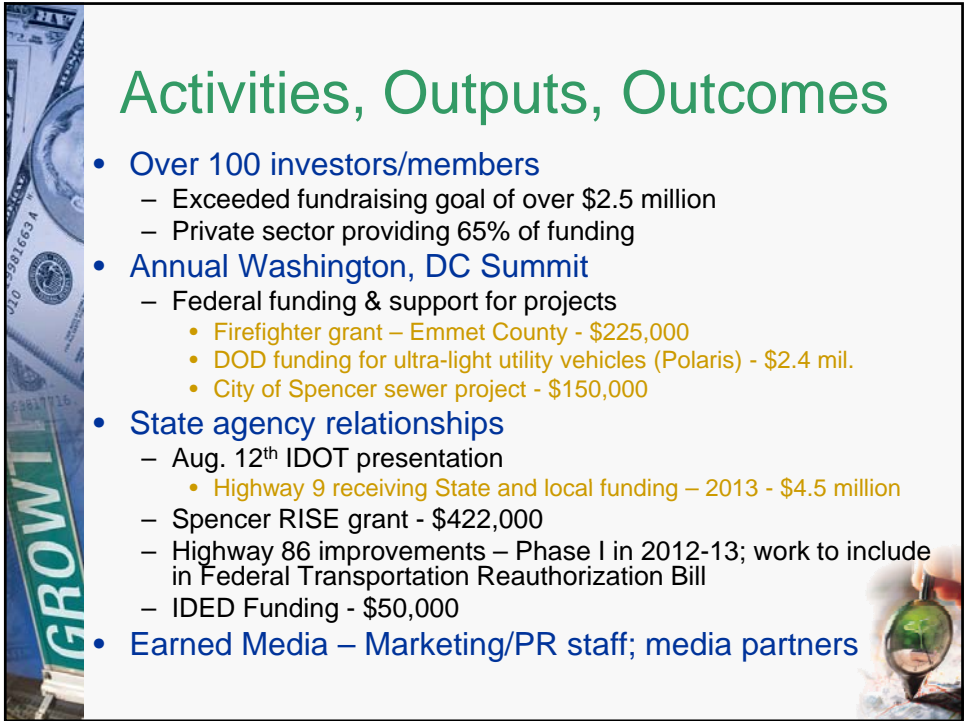


Goal & Objectives

Build and maintain partnerships/
relationships to ensure the successful
completion of the strategic plan

- Marketing and communications
- Investor relations program
- Federal and state legislative agendas

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Activities, Outputs, Outcomes

- Over 100 investors/members
 - Exceeded fundraising goal of over \$2.5 million
 - Private sector providing 65% of funding
- Annual Washington, DC Summit
 - Federal funding & support for projects
 - Firefighter grant – Emmet County - \$225,000
 - DOD funding for ultra-light utility vehicles (Polaris) - \$2.4 mil.
 - City of Spencer sewer project - \$150,000
- State agency relationships
 - Aug. 12th IDOT presentation
 - Highway 9 receiving State and local funding – 2013 - \$4.5 million
 - Spencer RISE grant - \$422,000
 - Highway 86 improvements – Phase I in 2012-13; work to include in Federal Transportation Reauthorization Bill
 - IDED Funding - \$50,000
- Earned Media – Marketing/PR staff; media partners



Board of Directors

<ul style="list-style-type: none"> • Curt Johnson; Chair; Bank Midwest • Bill Bumgarner, Vice Chair, Avera Holy Family Health • Dick Drahota, Treasurer, Heritage Bank • Steve Grell; Immediate Past Chair; Community State Bank • Larry Anderson, City of Estherville 	<ul style="list-style-type: none"> • Kitty Conover, retired • Jason Harrington, Spencer Municipal Hospital • Lyle Hevern; Christensen Construction • Fred Moore, Buena Vista University • Pat Reno, RANCO Fertiliservice • Brad Simington, Farmers Savings Bank • Terry Yarns, City of Spirit Lake
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Accountability & Investor Relations

- Corridor Board of Directors; 3/county
 - Sets policy and direction; hires President
 - Quarterly investor updates
 - Luncheons on Oct. 31, Jan 22., April 23
 - Annual Investor Survey
 - Annual meeting – July 13th
 - Annual report
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FY 2010 Plans

- Addition of staff and/or consultants
 - Regional business development/career center
 - Fast Trac Training Provider
 - Mentors for entrepreneurs
 - JA Programming for elementary students
 - Existing manufacturing capacity/capabilities
 - Recruit health care services & professionals
 - Additional targeted industries; trade shows
 - Film Office – region camera-ready
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Corridor Staff

Kathy Evert, President

Shaun Arneson, Vice President

Holly Pearson, Economic Development Coordinator

Joanne Follon, Executive Assistant

Melissa Hilbert, Intern

Iowa Lakes Corridor Development Corporation

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