

Notes for June 2010 Regional Marketing Meeting

Wednesday, June 2, 2010

Regional Presentations and Case Studies:

Northwest Iowa

<http://www.northwestiowa.org/>

- The Northwest Iowa region reported it has its strategic plan, operating plan and marketing plans completed. Successful components include:
- CEO Networking—It has been especially helpful to the biotech industry in the region to have this forum to create linkages, network and just talk to peers in the business.
- Gazelle Project—Pulling together ISU extension, MyEntreNet, Smart Solutions, and other partners to work on targeted industry analysis, skillsheds and laborsheds—Just need to pull it all together.
- Also does a four-state comparison
- Region continues to build trust and partnerships, though the regional economic developers have been working together over twenty years. Even though it never shows up on a report, that collaboration is essential for success.

Mid Iowa Growth Partnership

<http://www.midiowagrowth.com/>

- The Ft Dodge Business Affairs and Community Growth group formed 11 years ago and has ranged from 11-7 counties. Mid Iowa Growth Partnership is now at 9 counties.
- MidAmerican Energy and Cornbelt Power Coop are helpful partners at the table.
- Has SBDC handle things as a half-time staff and things like quarterly reporting and newsletter
- Building up the Bio fuels industry with 1-2 main facilities to help build the market.
- Minneapolis and Chicago are key markets. Website is its key tool. Huge ability to track hits, etc.
- “Four Regions” Export workshop at Buena Vista University was very successful. The region looks forward to work more on a collaborative regional basis.
- Entrepreneurship.
- Internship Program—55 college students are targeted for CEO Rountable, and other ways to combine fun and work experience. Now some of those former interns in the program are on ED Boards in the area.
- Looking into Federal RIG grant on Workforce and IWD.

And in other regions:

SCIAP South Central Iowa Partnership

<http://www.southerniowalegacy.com/>

In its fourth year, turnover is a huge concern. Strategic partnership with Farm Bureau creates an interesting dynamic. Last year at this time, went through strategic plan on marketing and organization to confirm key strengths include ag-related business and conservation. Website is continually under improvement as is the Business Resource Guide. Doyle Scott is new addition to the region for Retail and Tourism. Region is also working on Venture Capital Network for the

region but needs more access to capital and getting niche products to market. Niche Agriculture and carving agricultural products out of the hillside is successful.

Prosperity Eastern Iowa

<http://www.prosperityeasterniowa.org/>

Working together on Buyer Supplier Program in the region by continuing to connect industries and consumers to industry. Partnering Alliant Energy to get flip cameras for each developer to use for sites, etc. Entrepreneurship is strong. Now the region wants to develop a one-stop shop for entrepreneurs. Also working on developing the IT industry to build that industry from within.

Opportunity2

<http://www.opportunitysquared.com/>

Did great manufacturing video last year. Now adding to that with women in manufacturing and place videos. Pella brought in parents and fifth graders to talk about engineering. EntreBash—Involved several counties and Fairfield--getting everyone in the region to look region-wide.

North Central Iowa

<http://www.northiowacorridor.com/>

Region conducting think tanks on June 23rd on Advanced Mfg and Food 2 Business with folks from each county. Also working on regional retention program that starts with an electronic survey then follows up with visits. Participates with CVN.

Technology Corridor

<http://www.tech-corridor.com/>

Used regional dollars to work and complete its certified shovel ready site project. Now working with IDIED to implement statewide. Attended AWEA, completing labor sheds with IWD. Flood recovery efforts are also underway. Regional strategic plan in the works through working with Corridor Business Alliance, U of I, SBDC, Utilities, Cedar Rapids, Iowa City, and Kirkwood. Partnering with North Star for this.

Iowa Lakes Corridor

<http://www.lakescorridor.com/>

Finishing Existing Industry Call Program—companies are still worried about workforce. Continuing to work with very successful Why Go Back Campaign. Beefing up Web site and job center and career sections. Did a piece with Iowa Biz. Wind is picking up and working to get talent to stay in the area. 2nd Annual High School Business Plan Competition is also in the works, as are middle school and high school entrepreneur programs. 5th Entrepreneur Institute took place this year.

Great River Region

<http://www.greatriverregion.com/>

In regional marketing efforts about 6 years now. Just landed 87 jobs from regional efforts.

Iowa Connections

For past 3 years the region has focused on marketing and corporate calls. RIG is a workforce project. Iowa Telecom Buyout is causing the loss of 250 corporate jobs. Entre Bash with Fastrack is in the works. Region is working to boost Natural Foods industry and is working with Tom Lacina on models and developing other niche products.

Cedar Valley Regional Partnership

<http://www.cedarvalleyregion.com/>

Everyone in the region works together well. Trade shows and websites have worked well. There are issues such as turnover and transitions to work through. Updating the labor sheds is very important and happening now in their region.

Ames-Des Moines Partnership

<http://www.amesdesmoinescorridor.com/>

Region works on enhancing marketing significantly. This region is not a very formal group, but its efforts are to truly augment marketing efforts already happening. Iowa State University gets them in the door. Hiring 310 Ltd. out of Richmond, Virginia, to do bird-dogging and external marketing. Hope to deploy by the end of July. Partners meet quarterly with reports Admin is in Ames with Amy Mogren.

Western Iowa Advantage

<http://www.westerniowaadvantage.com/>

In this region, Economic Developers do the work and Region 12 keeps them all organized. Group continues to work on their strategic plan. As a region, group reached every 8th grader and parents to talk about work and careers needs and paths. Virtual Spec buildings are now available on the website and are helping to market the region well. Region also conducted a targeted site selector program with 6 direct mailings and phone follow ups, all sending them to a targeted site to track results.

Greater Council Bluffs

http://www.councilbluffsowa.com/economic_development/greater_council_bluffs/

Region is working on its virtual spec building with Ayers and Ayers. Also working on a site for business. Considering a transportation corridor marketing effort with other western Iowa groups to market 4 roads, 80/29, barge and air transportation options. Also helping to support small businesses with classes through Western Iowa Community College to help each run their businesses better.

IDED Regional Marketing Program Updates:

Upcoming Marketing RFP: the new RFP will be a two-year contract for a total of \$500,000 up to \$100,000 max. Will be 1:2 new match.

Target dates to keep in mind:

- RFP Posted: July 1, 2010
- Proposal Due Date: August 2010
- Awards: October

When the program first started, some qualified as an enterprise area. Those no longer exist.

IDED will be again visiting each region this year for monitoring.

There will likely be some counties shifting to other regions. Whoever joins a region will need to pay for any reprinting. No state dollars should be used for reprinting, for sponsorships, memberships, or alcohol. The marketing dollars are to be used to add value to the marketing already happening.

Presentation on IDED Marketing by Kay Snyder

Presentation on Midwest Disaster Area Bonds by Chris Sackett and David Grossklaus