

Notes from October 2011 Regional Marketing Meeting

Wednesday, October 19, 2011

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

Holiday Inn Hotel & Suites

6075 Mills Civic Parkway, West Des Moines

Welcome and Introductions — Kathy Anderson

Business Development Division Overview — Joseph Rude

(Presentation attached)

- Currently there are 325 leads. Project Management team is working on projects, the majority of which are expansions and retention. Over half of International leads are from Europe. However, Asia is very active as well.
- New programs for economic developers to know about include Certified Shovel Ready Site Program and additional and targeted sales and marketing.
- Incentives: Heading into a new financial assistance package. There is \$17 million available for current fiscal year.
- Other new initiatives include:
 - Supply chain development
 - Employee Stock Ownership Package
 - SBIR
 - Regional/Industry Wage index

Certified Shovel Ready Site Program — Chris Cataldo

(Presentation attached)

- While this is not a new concept, Iowa's program is designed to be better than what most states have. Iowa legislature allocated funds for this program which is based on results from a Kaizen event and modeled after the Iowa City Area Development approach.
- Distinct advantages for having a shovel-ready program include eliminating the fear of potential hurdles in the development process and a quicker speed to profitability for companies.

- Funding will be available –reimbursable for up to \$500 per site to assist with 3rd party certification process.
- RFP—IEDA will compile a list of third party consultants that local economic developers may select from.

LOIS Enhancements — John Greiner

Review LOIS enhancements with back-end user settings and new features including:

- Data exchange
- More robust print brochures
- Local data uploads
- Multiple layers of data are now available on an individual property, including state level, utility level and local level layers.

Branding Update — Tina Hoffman

(Presentation attached)

PDI's Regional Working Group — Jim Gossett

There are 17 regions now. Committee is looking for folks to share ideas on how regions should be working together. PDI has created a small work group to set the framework of key priorities including marketing assets and leadership and see what more can we do together. For those with comments, please direct them to Jim Gossett at cadc@carrolliowa.com.

Regional Marketing RFP and Program Updates — Kathy Anderson

(Presentation attached)

Last RFP will be available online Friday, October 28th for funding that runs through June 30, 2012. Funding available is \$195,000 for a two-year period with 1:2 match (local:state).

With limited funds, the ideal focus will be on the following:

- Marketing industrial sites and working through the Certified Shovel Ready Site Program

- Existing industry assistance through Synchronist sublicenses.

However, even with that priority, all categories will be accepted per the applicable legislation.

Networking Lunch

Regional Updates per Region

North Central Iowa Alliance: Doing excess capacity study, revising marketing materials and moving towards more electronic materials and web design. Participated in Work Keys assessment, corporate visits, CVN for half of the region, and an area legislators meeting. Results in the region include 375-400 new jobs from new companies to that area.

Des Moines Ames Corridor: Successes include locations and expansions from Danisco, Dupont, LGI, Proliant and HIPRA. Region attended four bio-related trade shows and marketing trips and are participating in Laborshed studies. Region is also in the midst of a Capital Crossroads branding initiative.

Greater Council Bluffs Partnership: Developed an entrepreneurial-focused website called Business in the Bluffs. Region has new jobs from Menards and Plumrose. Major events this year have revolved around flooding and relocation assistance for businesses impacted by flooding.

Northwest Iowa Development: New website being created by Web data Dynamics out of Pella. Attending the upcoming Advanced Manufacturing Summit meeting and have already scheduled meetings with site electors in conjunction with that trip. Still doing CVN and working with Smart Solutions.

South Central Iowa Area Partnership: Region is taking Synchronist efforts to a new level and now working with CRST component. Working on new business, expansions, and career readiness through Iowa Work Ready Certification. 25 clients participated in the cost share program are all still operating and doing very well. Through work and connections with Farm Bureau, the area is connecting its local foods producers with area distribution networks. CVN has been a good thing for their region, and the region anticipates success for the Certified Shovel Ready Site Program as many ideal sites in the region might be a good fit.

Prosperity Eastern Iowa: Buyer Supplier Program has worked extraordinarily well and now has 1500 companies through its partnership with Northeast Iowa Business Network. Access My Future and Career Match workforce programs are going strong. Petal Project assists area companies with sustainability measures and 14 companies are now participating. Region is hosting an upcoming export conference.

Eastern Iowa Economic Development Alliance: Region is going strong participating in 3-5 trade shows and a large number of company visits.

Western Iowa Advantage: Region divides much of the work through its three committees: Marketing, Business Development, and Entrepreneurship. Its successful annual meeting hosts stakeholders and showcases the successful work in the region. Through its Buyer Supplier Network they have all been learning more about the companies in the region and helping companies identify suppliers and partners. Region has also been working on employer training programs and entrepreneurship funding.

Corridor Alliance: Merged economic development function under Kirkwood Community College as the one header that serves the entire region. It's been a very positive change for the region as they work together more than ever before.

Mid Iowa Growth Partnership: Discussing participation in CVN, Skillshed and Laborshed. Participating in the Program *Today in America* with Terry Bradshaw. Partnering with Webster City on projects. Exciting to see the impact Ft Dodge Ag Industrial Center will have on the area.

Cedar Valley Regional Partnership: Expansion in Waverly has been tremendous. Among economic development professionals there has been significant turnover, so the region has participating in familiarization tours to become better acquainted with the region's assets. Working on 2012 calendar year overall plan and marketing plan , as well as workforce and laborshed studies.

Great River Region: Conducting Laborshed study and addressing workforce issues. Video with Southeast Community College will showcase region and will be shown to high school students across the region.

Iowa Lakes Area: Focus on Existing industry and entrepreneurship has been the right approach for the area. Expansions have been keeping the team hopping and there's been a quadrupling of existing space available. Just hosted a very successful Existing Industry Awards Event, are in the middle of a major fundraising campaign, just

finished an office move, and are starting a partnership with Community Housing Endowment and Foundation. Junior Achievement has been successful with the addition of more schools. New mover's study has shown them good information on the young adults moving to the area.

Opportunity²: Participating in CVN has been a benefit to their region. Also participating in Laborshed study and its virtual spec building work has been a major undertaking.

Battelle Study Updates — Gail Kotval

Battelle studies have been updated and results are available online at the following location: <http://www.iowainnovationcouncil.com/en/publications/reports/>
 The Battelle studies indicate that Advanced Manufacturing is an even bigger strength with a variety of areas of strength—more than perhaps we even thought. And while the IT sector isn't a large sector, it is an underlying industry that supports the innovation occurring in the Advanced Manufacturing, Financial Services and Biosciences industries.

Attendees:

Name	Region
Cindy Angel	IDM at UNI
Aaron Sauerbrei	IDM at UNI
LaDene Bowen	IDM at UNI
Clark Smith	Smart Solutions Group
Bob Henningsen	Smart Solutions Group
Ed Andrews	Smart Solutions Group
Steve Shupp	Alliant Energy
Scott C. Snider	Alliant Energy
Dennis Fraise	Great River Region
Kathy Evert	Iowa Lakes Corridor
Shaun Arneson	Iowa Lakes Corridor
Rachelle Howe	Northeast Iowa Business Network
Diana Johnson	Northeast Iowa Business Network
John Hulshof	Northwest Iowa Development
Mark Buschkamp	Northwest Iowa Development
Dan L. Janssen	Northwest Iowa Development
Cindy Litwiller	Mid Iowa Growth Partnership
Lori Holste	Greater Council Bluffs Partnership

Mary Gunderson	Greater Council Bluffs Partnership
Mark Ford	Greater Council Bluffs Partnership
Linda Washburn	Greater Council Bluffs Partnership
Bob Fisher	Ames Des Moines Corridor
LaVon Schiltz	Ames Des Moines Corridor
Seana E. Perkins	Ames Des Moines Corridor
David Maahs	Ames Des Moines Corridor
Miranda Johnson	Opportunity 2
Dan Tometich	Opportunity 2
Jim Dickinson	Opportunity 2
Linda Laylin	Cedar Valley Alliance
Lisa Skubal	Cedar Valley Alliance
Lindi Roelofse	Cedar Valley Alliance
Jeff Kolb	Cedar Valley Alliance
Brent Matthias	Cedar Valley Alliance
Kelsey McElroy-Anderson	Prosperity Eastern Iowa
Dusty Embree	Prosperity Eastern Iowa
Colleen Myers	Prosperity Eastern Iowa
Tami Petsche	Prosperity Eastern Iowa/Eastern Iowa Economic Development Alliance
Greg Jenkins	Eastern Iowa Economic Development Alliance
Daniel Mann	Eastern Iowa Economic Development Alliance
Katie Rice	North Central Iowa Alliance
Teresa Nicholson	North Central Iowa Alliance
Brent Willett	North Central Iowa Alliance
Jim Gossett	Western Iowa Advantage
Chad Schreck	Western Iowa Advantage
Don Luensmann	Western Iowa Advantage
Rick Hunsaker	Western Iowa Advantage
Rita Frahm	Western Iowa Advantage
Wayne J. Pantini, CEcD	South Central Iowa Partnership
Tom Lesan	South Central Iowa Partnership
George Lake	Corridor Alliance
Kathy Anderson	Iowa Economic Development Authority
Tina Hoffman	Iowa Economic Development

	Authority
Chris Cataldo	Iowa Economic Development Authority
Joseph Rude	Iowa Economic Development Authority
Gail Kotval	Iowa Economic Development Authority
Beth Balzer	Iowa Economic Development Authority
John Greiner	Iowa Economic Development Authority
Brian Waller	Iowa Economic Development Authority