

Notes for November 2010 Regional Marketing Meeting

Location: Holiday Inn and Suites at Jordan Creek
6075 Mills Civic Parkway, West Des Moines, IA

Time: 10:00 a.m. – 2:00 p.m. (Lunch Provided)

Agenda:

Welcome and Introductions — Kathy Anderson

LOIS Enhancements and Requirements — Michael Gould and John Greiner

Upcoming features to LOIS include a revamped look, larger and enhanced photos, addition of Google maps with a GIS component and added left-hand navigation. IDED will be requiring complete building (over 20,000 sq. ft) and site information for any region to receive funding.

Upcoming Certified Site Kaizen — Michael Gould

There will be an upcoming Kaizen event in December among IDED folks and statewide economic development partners to flesh out the Certified Site Program at IDED. The Certified Site Program is a result of legislation and from the regionally-funded Iowa City Area Development Group model created. Questions asked about this upcoming program included concerns about the expense of site certification, especially for smaller communities; motivation for the creation of the program; and more detail on who will officially certify the site.

Business Development Division Overview — Thom Hart

Many changes have taken place within the Business Development Division at IDED in the last year.

- Thirty folks are gone, with 22 of those taking early retirement.
- Two new folks to the Project Management team include Brian Crowe and Mark Laurenzo.
- New members of the Compliance and Finance team include Alana Anderson (Program Manager for the TSB Program) Eric Shofrath, Beth Conley, Kim Bentley, and Sam Burt. Compliance teams are working a larger percentage of their time on claw backs, making sure the job numbers are in compliance.
- Leanna Gerald will head the 260 E, F, G Programs.
- The Business Development team is working to make sure the Demonstration Fund and Student Internship Program are easier and more flexible to access.
- Many Kaizen, LEAN, and Value Stream Mapping events have occurred over the last year.
- EPA Air quality restrictions will have a huge impact on Iowa's small businesses.
- Trade and Foreign Offices—Myles Kappelman has joined the International team. Also IDED is finding more activity and prospects coming out of Europe.
- Small Business Loan Program—up to \$50,000 is available per small business. Almost \$5 million available up until March 2011.
- Grow Iowa Values Fund—Activity level is increasing and the IDED may be out of Grow Iowa Values Fund by the end of the fiscal year.

Additional questions and comments from the attendees include:

- For TSB and Small Business Loan Program, one requirement is to be an Iowa resident. Can we change the requirement for residency on border, as long as the business is located in Iowa? Business Development Division Administrator Thom Hart has asked Diane Foss to see if there's a way to work on that.
- Regarding the automation of **ReQuest**: Bugs still being worked, both good and poor experiences are reported from those in the field; biggest concern is why it is company-first, instead of a more developer-initiated approach from the beginning. The biggest improvements would be giving the company and the local ED person the ability to work on the application together, and to have the ability to save the application as they work through it. Training is a HUGE needed component. Also, because of all the factors mentioned, this is slowing down the incentive process considerably for businesses. Business Development Division Administrator Thom Hart responded that IDED is open to revisions.

Marketing Updates — Kay Snyder

- Kay Snyder presented the 2011 Sell Trip dates and trade show schedule along with marketing tactics surrounding the trips and shows.
- New Iowalifechanging.com Web site was unveiled. The goals of past directors have been to have every program/area within the IDED represented on the front page. New direction was approved to move more towards a business portal type of front page. Kay also highlighted pages ED professionals would likely need the most.
- Marketing PowerPoint that was presented is attached.

Regional Marketing Program Updates — Kathy Anderson

- The most recent RFP was sent out in July and awarded in November for \$622,000. Thirteen awards were granted and three were declined. Regions have two years to complete the projects in the awards and no extensions will be granted.
- \$4.5 Million has been dispersed through the regional marketing program to date. Before any more awards are granted, complete LOIS information is required for both sites and buildings. The form for what constitutes "complete" is attached. Also required will be documentation for a region's existing industry efforts.
- Annual Reports are required for each grant. Kathy Anderson will send out the one-page form to document the regions accomplishments with regional dollars awarded. The annual reports needed are for the grant period of July 1, 2009- June 30, 2010.
- Getting to Know IDED: This event is a great opportunity for new economic developers in your region and those new to Iowa. The next one is targeted for April 2011. Please send requests to attend or nominations for others to attend to Kay Snyder directly at kay.snyder@iowa.gov.
- Points of Contact: Usually regions have a primary and secondary contact established with IDED to make sure leads are distributed through regional lead protocols. Contact Kathy Anderson at kathy.anderson@iowa.gov to update your regional points of contact.

Networking Lunch

Regional Updates — per region

Iowa Lakes Corridor Region held its first Existing Industry Awards event; continues to work on the very successful Okoboji Entrepreneurial Institute; continues to expand its marketing effort on LinkedIn, Facebook, Google ads, and out of state marketing campaign; and has recently partnered with the Okoboji Foundation endowment for entrepreneurial development. Those attending from the region include Shaun Arneson, Kathy Everett, Samantha Harris, and Holly Pearson.

Northeast Iowa Business Network continues to work with its entrepreneurial Dream Big, Grow Here competition; IT Networking events; FastTrac light; flip camera interviews and promotions. In 2009 the region held its Be Your Own Boss Day, taking high school students for a day at NECC, and hired a great speaker who related really well to kids. The region is also sharing an event with Iowa Lakes Corridor on How to Start an Internet Business. Those attending from the region were Randy Uhl and Rochelle Howe.

Great River Region is working on building an entrepreneurial framework with agri-entrepreneur efforts and also working with Van Buren County. Yvonne Knapp attended from Great River Region.

Brenda Dryer and Gregg Gillman attended for **North Central Iowa Alliance**. The region has very strong partnerships with NIACC. Region has worked on video, focused on industrial think tanks with mfg CEOs, and is working on an excess capacity study with a local TV station in an effort to highlight the excess space, capacity or people that can be marketed to a wider audience.

Cedar Valley Regional Partnership now has its COG handle its fiduciary and expenses. The region continues to work on its existing industry 2008 RIG grant for workforce, has started using prospect tracking software for clients and existing industry. Region is updating its quality of life and business photos, upgrading its Website and has its 2nd book coming out. The region is creating its regional directory of manufacturers and its regional wage benefit laborshed. Region has been attending trade shows including FABTech, NA 2010, AWEA, IMTS, US Wind Turbine Supply and IFT. Linda Laylin, Kelly Riskedahl, Bob Soukup, Gary Iverson, Nate Clayberg, and Brent Matthais attended from this region.

Greater Council Bluffs is working on a virtual building project with video and fly-bys. Bluffs Business Resource Center Website is now live. Terry Bailey attended for the Greater Council Bluffs Region.

Tech Corridor started the CONquertheCorridor web site, a web-based tool for Internship in the Corridor which includes profiles of the company and interships available. Corridor is also recruiting veterans as highly mobile population with skills to add to almost any business. Corridor Business Alliance is working on the regional branding of the area with Northstar Consulting out of Nashville. Region is attending HUZUM and Supply Chain Conferences, also working with European consulates and Chambers of Commerce. Mark Tompkins is from Cedar Falls, Iowa, and has been a tremendous help and asset to the region. Region is also working with the Innovation Center and new offices with 60% of space for incubators. Region is also studying how innovation works—a more innovation-based approach to spaces and people and economics as one-third of the American workforce is an independent consultant or self employed. Jeff Rossate and Mark Nolte represented the Tech Corridor Region.

Kathryn Kunert with **MidAmerican Energy**—Identifying and building on success is key factor regions should be investigating. Regions should be constantly re-assessing on materials and efforts. Chances are that heavy bulky materials are no longer necessary. MidAmerican Energy is an asset available to the regions, not just financially, but even more so with good programming and assets on staff to assist. Marion Burns also attended from MidAmerican Energy.

Ames-Des Moines Corridor took 34 business folks on a business mission to China as a revenue generator and chance for businesses to interact with sellers. This was a very successful effort and the region will head to Brazil in 2011. Region is working with 310 Limited out of Virginia to call on companies on their behalf. They average about 2 conference calls a week and the effort has resulted in visits to the area. Region is also starting the Plant Science Initiative which will market the vast plant science assets in the region. Dan Culhane represented the Ames-Des Moines Corridor Region.

Northwest Iowa Region—The Northwest Iowa Region is conducting targeted industry analysis with manufacturing, renewable energy, value-added agriculture and dairy industries. The region is sending 6 team members to supply chain conference for meetings and research, etc. The region recently conducted laborshed and skillshed studies, attended the World Ag Expo Dairy Operations show, and are reformatting the web page. Andrea Westergard, Seth Gilbert, Dan Janssen, and Bob Henningsen were there to represent the region.

Eastern Iowa Economic Alliance—Entrepreneurial efforts are already being well-addressed through the community college and COGS, and the existing industry efforts are already strong, so this region is focusing on recruitment of new business with assistance of Voltege. Region has revamped its Website www.ChooseEasternIowa.com, attended FabTech Show in Atlanta, and is making sure every partner understands the regional assets, sites, buildings, rail, community colleges, and RECS. This region is newly formed with the Quad City group. Mark Kapfer and Stacy Driscoll attended for region.

Prosperity Eastern Iowa has its main focus on Business Recruitment, Buyer Supplier Network, Petal Project, and Access My future. The region won an IEDC Award for Access My Future and Petal Project. Candace Eudaley and Stacy Driscoll attended for the Prosperity Eastern Iowa region.

Opportunity2 region recently opened a co-working facility. Miranda Johnson discussed the quality of life video and website update, as well as entrepreneurial efforts. Tod Faris is working on regional skills analysis. Jim Dickinson is new to economic development, but is very familiar with the region.

Western Iowa Advantage—Shirley Phillips presented on the region's virtual buildings and industrial sites projects. Region continues to work on videos and testimonials, its annual meeting in April, updating its labor shed, and is working on micro-enterprise project. Shirley Phillips, Jason White, and Don Luensmann attended for the region.

Mid Iowa Growth Partnership—Catherin Bergman, Carla Eysink, and Tom Deimerly represented the region and stated the region is working on a RIG grant with 150 participants in a variety of settings and meetings which has led to four core groups focusing on Tech and IT, Marketing, workforce and talent development, and sustainability efforts. Catherine Bergman discussed marketing efforts including a social media campaign, web updates, and LOIS updates, as well as a billboard campaign and CVN/Radio Talk show in MN area which has been a very targeted and interesting effort.

South Central Iowa Partnership was represented by Bill Trickey.