



Southern Iowa's
Business Retention & Expansion
Program

Purpose of BRE

- Keep employers from relocating to other areas.
- Help employers through economic difficulties.
- Assist employers with expansions that create jobs.
- Increase competitiveness of employers in a wider market place.
- Promote business success stories in the region.



Ready Resource Team

The Ready Resource Team is made up of business leaders, development professionals, local government, educational institutions and other interested community leaders.

- Set policies, goals, timelines, action plans for the Southern Iowa BRE Program.
- Review Internal/External Resources –Synchronist, a network of economic practitioners and service providers, RR website, etc...
- Continually improve and increase awareness of the program.
- Communicate effectively between Team Members.

Call Program Delivery – Phase I

Phase I –

- Select firms to visit
 - PRIME - Primary Sector
 - CRTS - Secondary Sector
- Create individual business profiles (company background forms)
- Conduct visitor training
 - Relationship Building Opportunity
 - No more than two per visit
- Send Intro Letters to Selected Firms



Call Program Delivery – Phase II

Phase II –

- Schedule Visits
 - Prepare one minute marketing speech
 - No more than two per day
- Conduct Visit
 - Brevity – 45 minutes
 - Confidentiality
- Send thank you letters
 - Shows appreciation & adds credibility
- Data Entry (set policy)
 - Who will enter data on E-Synchronist
 - Limit the amount of people that conduct visit and data entry
- Follow-up on “red flags” (immediate concerns/information request)



Call Program Delivery – Phase III

Phase III –

- Post Visit follow-up
 - Red Flags – Immediate
 - Yellow Flags – Long Term
 - Business Recognitions
- Survey Analysis & Report
 - Compile Aggregated Data
 - Analyze & Benchmark
- Report Findings
 - Media
 - EDC's
 - Businesses Surveyed
 - Local Governments
- Strategic Planning
 - Action Plans



2010 Call Program – PRIME Sector Business Investment Forecast

Counties Participating – 5 Business Surveyed – 44

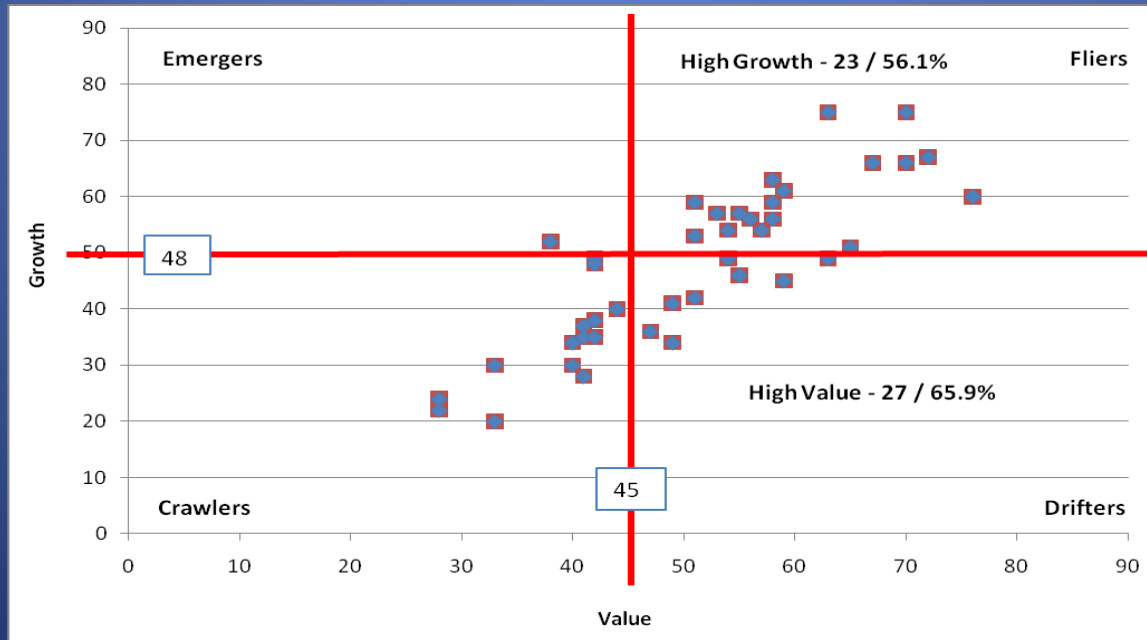
Number of Companies Expanding – 21

Estimated Dollar Investment - \$43,850,000

Estimated New Jobs – 186 Estimated New Space – 296,756 SF

Total Current Employment – 2984

This data provides information on BRE projects in region that may need assistance. EDC's in the region are working these projects currently.



Competitive Capacity ScoreCard

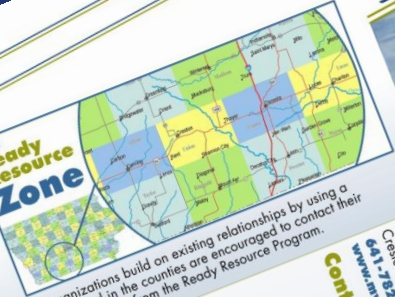
Question	No Expand Here			Growth Barriers			Community Weaknesses		
Category	RR Zone	Iowa	NADS	RR Zone	Iowa	NADS	RR Zone	Iowa	NADS
Land Availability	9.00%	2.39%	1.28%	10.00%	3.64%	1.82%	3.27%	1.14%	0.44%
Labor - Skilled	9.00%	2.19%	0.79%	17.50%	6.87%	3.04%	14.75%	9.05%	4.46%
Cost of Doing Business	9.00%	1.66%	1.54%	5.00%	2.29%	1.58%	4.91%	7.39%	2.91%
Business Climate	0.00%	1.35%	1.68%	0.00%	2.19%	2.48%	0.00%	3.33%	4.25%
Labor - Other	9.00%	1.04%	0.78%	7.50%	1.87%	1.58%	9.83%	4.68%	2.78%
Labor - Unskilled	9.00%	0.94%	0.29%	5.00%	1.14%	0.73%	0.00%	1.66%	0.95%
Transportation	0.00%	0.83%	0.56%	5.00%	3.12%	1.83%	6.50%	11.13%	5.35%
Infrastructure	9.00%	0.52%	0.30%	5.00%	0.73%	1.05%	3.27%	3.95%	2.13%
Community Leadership	0.00%	0.52%	0.47%	5.00%	1.14%	1.40%	0.00%	3.54%	1.99%
Government Services	0.00%	0.42%	0.29%	5.00%	0.94%	0.56%	4.91%	2.29%	0.96%
Customer/Supplier Accessibility	0.00%	0.42%	0.67%	2.50%	0.73%	0.65%	6.50%	1.77%	0.93%
Quality of Life	0.00%	0.10%	0.15%	0.00%	0.42%	0.36%	3.27%	6.35%	1.54%
Business Services Inadequate	0.00%	0.10%	0.17%	0.00%	0.42%	0.53%	1.63%	1.77%	1.29%
Education System	0.00%	0.10%	0.05%	0.00%	0.21%	0.39%	1.63%	1.46%	1.68%
Labor - Employee Work Ethic	0.00%	0.10%	0.06%	0.00%	0.00%	0.26%	0.00%	0.42%	0.76%
Residential Encroachment	0.00%	0.10%	0.10%	0.00%	0.00%	0.25%	0.00%	0.10%	0.23%
Community Services	0.00%	0.00%	0.19%	5.00%	0.52%	0.46%	4.91%	0.62%	1.22%
Cost of Living	0.00%	0.00%	0.22%	0.00%	0.52%	0.90%	0.00%	0.52%	1.28%
Building Availability	X	X	X	2.50%	2.71%	0.97%	1.63%	0.83%	0.53%
Location	X	X	X	X	X	X	1.63%	4.89%	1.65%
Affordable Housing	X	X	X	X	X	X	6.50%	1.46%	1.20%
Other	45.45%	9.68%	2.78%	25.00%	11.24%	5.77%	22.95%	24.66%	9.45%
Tier Codes	Tier 1 - High	Tier 2	Tier 3	Tier 4	NA				

Strategic Planning Initiatives

- Introducing Iowa's National Career Readiness Certificate to the Region.
- Create Regional Buyer/Supplier Network.
- Marketing Industrial Parks within the Region along with available sites/buildings.
- Creating a “menu of services” to promote to region employers.
- Implementing the CRTS Module for the region.
- Develop a Regional Metrics Analysis (RMA)
- Create a Business Recognition Program.

The "Ready Resource Team" approach brings the network of area service providers together to assist employers in a rapid response of resources to fit your business needs. This ensures all possible resources have been covered to better serve the employer.

The Ready Resource Zone



The local economic development organizations build on existing relationships by using a collaborative approach. Businesses located in the counties are encouraged to contact their respective EDC to access the services available from the Ready Resource Program.

Service Providers:

- Alliant Energy IowaWORKS
- Southwestern Community College
- Indian Hills Community College
- Mid-American Energy
- Farmers Electric Cooperative
- Southwest Iowa REC
- Clarke County REC
- Southwest Iowa Group
- Iowa Area Development Extension
- Iowa State University RCAD
- Southern Iowa Council of Governments
- Southern Iowa Foundation
- Grow Iowa Foundation
- South Central Iowa Area Partnership
- Many more...

- Local Economic Development Corporations:**
- Adams County Economic Development Corporation
 - Bedford Area Development Corporation
 - Clarke County Development Corporation
 - Decatur County Development Corporation
 - Lanok Development Corporation
 - Lucas County Development Corporation
 - Madison County Development Corporation
 - Ringgold County Development Corporation
 - Wayne County Development Association

Contact Us:

Ready Resource
208 W. Taylor, P.O. Box 471
Creston, IA 50801
641-782-2003
www.myreadyresource.com



Online @
www.myreadyresource.com



We Stand Ready

Ready Resource helps employers in Southern Iowa to leverage resources that best fit your business needs. Whether new or long established your business can count on quick and confidential access to the full range of programs, services and benefits that Southern Iowa has to offer your company.

Ready Resource/Southern Iowa BRE
208 W. Taylor, P.O. Box 471, Creston, IA 50801

641-782-2003
www.myreadyresource.com

The Ready Resource Program was founded in 2010 by the South Central Iowa Area Partnership to help retain businesses, save jobs and grow the regional economy in Southern Iowa. The program is aimed at assisting businesses with start-up and existing businesses located within Southern Iowa. The program highlights the resources available to help address the needs of a wide array of industries and community development professionals. "Technical assistance and training" that will help make the region successful. Utilizing the "Stratonom" information system developed by Atlantic Canada LTD, the community and business leaders in a region can generate a "deployment" plan.

Resources:



- Business Advocacy
- Business Education and Training
- Regulatory Assistance
- Regional Demographic Profile
- Community Tours
- Employee Housing Location Assistance
- Professional Counseling
- Business & Market Planning
- Business Succession Planning
- Accounting & Financial Planning

Through confidential onsite surveys utilizing the Synchronal Information System we are able to monitor and understand perceptions of the business climate in aggregate and relay that information to the public sector and appropriate agencies. This proactive dialogue will improve public policy and development initiatives to ultimately create a more vibrant community and increase competitiveness.

We hold periodic Entre Exchange events on various business topics that are applicable to small business owners and large employers. This provides an opportunity for business conference and expo is conducted each spring to showcase your products and services.

The cost of doing business is usually one of the barriers of growth. We will assist you in registering with our Buyer/Supplier Network as a means to do business locally resulting in a profitable bottom line.



Financial Assistance and Tax Incentives

Job Training Programs

Site Location Assistance

Workforce Recruitment & Retention

The Ready Resource Team is here to consult with you (on a confidential basis), serve as a liaison with appropriate state agencies and identify financial assistance/incentives to make your business in Southern Iowa thrive and prosper. A variety of financial assistance is available to Iowa businesses. Businesses interested in information specific to your needs. Here is a complimentary guide to determine eligibility or to obtain your needs. Here is a complimentary guide to several available programs.

Through local, state and federal resources there are many programs that are available to meet your needs. Here is a complimentary guide to several available programs.

An array of job training programs are available to provide tax-credited training for new or existing employees. Programs are highly flexible in meeting the training needs of the employer. The amount of benefits is based on the number of jobs created and wages paid to the employee. The employer benefits from maximizing training while controlling costs. By leveraging training resources, filling funding gaps in human resource development initiatives, and addressing the employment training needs, the skills of Southern Iowa workers are enhanced, allowing businesses and industries to grow.

The communities of Southern Iowa utilize the Location One Information System (LOIS) to make the process simple. For specific questions on the site and buildings listed below contact the local economic development organization.

In an effort to employ and grow the local workforce we can provide services through partnering agencies to meet your unmet positions. Whether it is accepting resumes upon behalf or assist with marketing your job opportunities, we can locate those services upon request. Job Fairs are held periodically throughout the region to meet the needs of employers.

Strategic Partnerships throughout the South
the most up to date Resources to make the and competitive.

Region stand Ready to provide business more attractive

expanding or building a new facility, we have access to identify, design and implement energy from the

Programs Electricity Experts

Guide To Financial Programs

Iowa Industrial New Jobs Training Program (260B)
Iowa Jobs Training Program (260F)
Customized Training

Regional One Information System (LOIS)
Location One Information Parks Infrastructure Needs Assistance

Regional Laborshed Analysis Iowa's National Career Readiness Certificate Workforce Retention Programs

JOIN THE NETWORK!!!

As a Southern Iowa Business Owner/Manager we invite you to join the new Regional Buyer-Supplier Network. This is a free service to help you market your company's products and services within the Southern Iowa Region.

- Follow these simple steps:**
- 1 Visit the www.myentre.net website
 - 2 Click on Register Now!
 - 3 Click on Create A Business Profile!

Once your Business Profile is created your business will show up on the interactive map on the Ready Resource Website. www.myreadyresource.com

Buyer/Supplier Network



www.myreadyresource.com



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