

KCEDC 2011/2012 Goals

KCEDC attempts to set challenging goals each year. The fundamental goal of Kossuth/Palo Alto County Economic Development Corp. is to attract, retain and grow business and industry in Kossuth and Palo Alto Counties. The diversification in our industries, the strong labor market, and the sound professional partnerships forged over the years form the foundation for not only overcoming an adverse economic environment but more so excelling in it.

Kossuth County Revolving Loan Fund (RLF)

- Secure **adequate financial support** to guarantee the continued existence of the Kossuth County Revolving Loan Fund.
 - The Kossuth County RLF has provided five local entrepreneurs with stopgap funding that enabled them to move their business forward.
 - KCEDC staff advised numerous potential applicants and directed those not qualifying for the RLF program to other sources for funding and business assistance.
- **Promote the availability** of the Kossuth County RLF to prospective businesses and existing business expansions.
 - Area banks and lending institutions are often the first stop for those seeking financing for expansion or new start up. KCEDC will assure that RLF information and assistance are readily available to form a complete business package.
 - KCEDC will also promote the RLF to prospective and existing business by making information readily available. This can be achieved by presenting at local business service organizations such as Kiwanis and Rotary.

Local, Regional, and State Business Assistance, Recruitment, and Retention

Many times an economic development opportunity can surface at the state or regional level and never realized at the local level. It is at that stage of development when access to complete and accurate data is critical. The Iowa Department of Economic Development and our partner utility companies issued a directive: an area may lose a prospect if their data is not current or correct. KCEDC is committed to providing the most up-to-date information in a timely and professional manner to prevent losing any prospect.

- Maintain the **Synchronist online statewide database** and **utilize the data collected** to better understand our market and economic environment.
 - KCEDC will conduct an **annual business survey**. The objective of the survey is to ascertain information about products, technology, workforce, infrastructure needs, and market strategy of area businesses and industries. It is also designed to comply with the state and utility company mandates.
 - KCEDC will continue to conduct **business & industry visits** in both Kossuth and Palo Alto Counties. The confidential information acquired during a visit is entered into the Synchronist database where it is aggregated with information from other visits. Analysis of this data can identify both positive and negative trends whereby problems can be averted before they become insurmountable and common strengths can be marketed.
 - KCEDC will prepare the **Existing Industry Impact Report** which provides insight into the impact a particular industry has on the local economy. Often times this is referred to as the “multiplier effect” of dollars spent by the company and its employees circulate through the area. The analysis also includes workforce statistics, business operations, education and healthcare data.

- Maintain the **Location One Information System (LOIS)**, a statewide database that contains available sites and buildings, labor shed information, target industry information, community profiles and other demographics.
 - KCEDC will research all relevant sources to locate current data and input that data into the statewide database.
 - KCEDC will collaborate with local real estate firms.
 - The LOIS database is included in the state data mandate.
- Participate in **“Sell Iowa Trips”** sponsored by the Iowa Department of Economic Development to promote and market local businesses and industries.
 - KCEDC recognizes that **renewable energy, value-added agriculture, and industrial development** are currently center focus on the national level. Our goal is to assist our businesses and industries develop these new technologies.
 - Work with **site selectors** through targeted marketing programs that will initiate future development and expansions.
- Continue to assist entrepreneurs or start up businesses that need mentoring or venture funding connect with the **North Iowa Area Community College Pappajohn Accelerator**.
- Work with qualified Kossuth County businesses that are located within a designated Enterprise Zone to apply for **Enterprise Zone benefits**.
- Distribute the KCEDC document **“How To Do Business in Kossuth County”** to banks and local governmental offices.
- Encourage communities to **identify incentives** that will assist in community sustainability such as tax increment financing, tax abatement, community revolving loan funds and start-up initiatives.
- Develop a **joint mission statement and operating agreement** between Kossuth and Palo Alto Counties to move toward the eventual merger of the Kossuth and Palo Alto Economic Development Boards into one dynamic organization.
- Work on unified and cooperative initiatives to support the **growth of the region** (Highways, State and Federal Legislative Issues, etc.). Start to initiate the steps of our regional three to five year strategic plan by initiating our four sub-committees. They are: **1) Mission & Joint Operations 2) Community Satisfaction 3) Legislative Taskforce 4) Business Investment Taskforce**.
- Continue to move toward a unified partnership through a 9-county concept with **Mid Iowa Growth Partners** regional organization.
- Continue to work with the **Targeted Small Business Task Force** to revise the program and identify and secure funding.

Workforce Recruitment, Retention, and Education

A viable workforce is a major part of bringing new industry to an area and/or having an existing industry remain or expand. KCEDC knows the importance of this recruiting tool and will partner with organizations involved in workforce development.

- Working with **University of Northern Iowa Career Services** in locating jobs for interns and permanent positions for graduates with businesses in Kossuth and Palo Alto counties. Working with businesses to establish a relationship with UNI to identify available positions within their companies.
- KCEDC will enhance the **Career Intern Program**. This is the only intern program in the state designed to expose future professionals to career possibilities in Kossuth County by providing real life experience to college students. The program also offers the interns business training, along with activities to network with area CEO's.
- Continue partnership with **Iowa Lakes Community College** to identify, develop, and promote business-training classes that support our existing business and industry.
- Continue to work on **existing industry retention and workforce attraction** through financial packaging, permitting, and regulatory assistance and infrastructure development.
- Identify and establish a young business leaders and professionals group to foster KCEDC's efforts **in training and educating future leaders** of our county.
- Assist the KCEDC **committees** - Communication, CEO Business/Industry, City Clerks, Career/Intern, and Agriculture - to **achieve their goals**.
- Support **legislative advocacy and development** at local, state, and federal levels.

Community Development as an Economic Development Tool

- Acknowledge communities who are initiating **community betterment** through downtown revitalization, parks, or housing development.
- Promote and enhance the **Kossuth County Community Foundation**.
- **Promote "Christmas Around Kossuth and Palo Alto Counties"** statewide for communities as they promote retail activity during the holiday shopping season.
- Distribute the Kossuth County Visitor's Guide "**Snapshot of Kossuth**" to state visitor centers and other tourism related offices.
- Market and promote **Industrial Site** throughout Kossuth and Palo Alto counties with printed collateral material.

<u>Year</u>	<u>Total Hours</u>	<u>Amount</u>
2011	20,150	\$748,700
2010	20,128	\$778,520
2009	18,292	\$706,015
2008	18,205	\$670,740
2007	18,578	\$648,495
2006	17,786	\$589,396
2005	14,367	\$448,213
2004	10,563	\$268,794
2003	7,511	\$196,724
2002	4,087	\$ 79,500
2001	3,816	\$ 70,680
2000	2,229	\$ 37,303
1999	1,715	\$ 25,718

Volunteer Hours in terms of payroll savings calculated at a modest \$20.00 - \$80.00 per hour