

WOODBURY COUNTY BOARD OF SUPERVISORS AGENDA ITEM(S) RECORD

#9c

Date: 7/6/16 Weekly Agenda Date: 7/12/16

ELECTED OFFICIAL / DEPARTMENT HEAD / CITIZEN: David Gleiser, RED Director

WORDING FOR AGENDA ITEM:

IEDA Regional Marketing Group Grant

ACTION REQUIRED:

- | | | |
|--|---|--|
| Approve Ordinance <input type="checkbox"/> | Approve Resolution <input type="checkbox"/> | Approve Motion <input checked="" type="checkbox"/> |
| Give Direction <input type="checkbox"/> | Other: Informational <input type="checkbox"/> | Attachments <input checked="" type="checkbox"/> |

EXECUTIVE SUMMARY:

The Rural Economic Development Dept. seeks approval from the Board to participate in the grant project and provide a \$2,000 local match from the department's budget.

BACKGROUND:

In 2014, Woodbury RED, Sioux City Economic Development Dept., The Siouxland Initiative, LeMars Area Chamber of Commerce, and Monona County Economic Development submitted an application for funding to IEDA for the Regional Marketing grant. The local match of \$7,850 was awarded an additional \$15,700 for regional marketing activities within the 3 county region.

FINANCIAL IMPACT:

\$2,000 from the RED budget.

IF THERE IS A CONTRACT INVOLVED IN THE AGENDA ITEM, HAS THE CONTRACT BEEN SUBMITTED AT LEAST ONE WEEK PRIOR AND ANSWERED WITH A REVIEW BY THE COUNTY ATTORNEY'S OFFICE?

Yes No

RECOMMENDATION:

Allow the RED dept. to participate in the IEDA Regional Marketing Group grant project and provide \$2,000 from its budget towards the local match.

ACTION REQUIRED / PROPOSED MOTION:

Motion to allow the RED dept. to participate in the IEDA Regional Marketing Group grant project and provide \$2,000 from its budget towards the local match.

Funding Opportunity Details	For Additional Information and to Apply - Login Register to iowagrants.gov
-77005-Iowa Economic Development Authority Regional Marketing Group	
IEDA Communications	
Application Deadline: 07/15/2016 11:11 PM	
Award Amount Range: \$0.00 - \$50,000.00	Program Officer: Chris Cataldo
Project Start Date: 01/01/2017	Phone: 515-725-3157 x
Project End Date: 12/31/2018	Email: chris.cataldo@iowa.gov
Award Announcement Date: 11/03/2016	Categorical Area: Economic Development
Eligible Applicant: IEDA's 18 established Regional Marketing Groups	
Description	
<p>Eligibility: The Authority is making financial assistance available to qualified recipients for their regional economic development marketing plans, consistent with the restrictions and requirements of 261 Iowa Administrative Code Chapter 31. For purposes of this application, the only eligible applicants are regions recognized through the Iowa Economic Development Authority regional marketing program. "Economic development region" shall consist of three or more contiguous counties or two or more contiguous counties and one or more public or private non-profit entities that have entered into an agreement to provide mutual economic development goals with a regional focus.</p> <p>Funds will be provided as a proportion of match. Bidders may include up to 15% of in-kind donation as match. In-kind donations are those non-cash outlays dedicated to the project and may include, without limitation, materials and supplies.</p> <p>Each project is eligible for up to a maximum of \$50,000 in financial assistance under this RFP.</p> <p>The following projects may be eligible for financial assistance under this Program:</p> <p>Physical infrastructure. The installation of physical infrastructure needs including, but not limited to, horizontal infrastructure, water and sewer infrastructure, and telecommunications infrastructure, related to the development of fully served business and industrial sites by one or more of the region's economic development partners or for the installation of infrastructure related to a new business location or expansion. Match required for physical infrastructure projects is one dollar of local funds for every two dollars received from the Authority. The economic development region must demonstrate all of the following:</p> <ol style="list-style-type: none"> 1. The ability to provide matching moneys on a basis of dollars received from the fund. 2. The commitment of the specific business partner including, but not limited to, a letter of intent defining a capital commitment or a percentage of equity. 3. That all other funding alternatives have been exhausted. <p>Entrepreneurial Initiative. Funds are available for the establishment of an approved entrepreneurial initiative. Match required for these types of projects is one dollar of local funds for every two dollars received from the Authority.</p> <p>Business closure due to consolidation. An existing business threatened with closure due to a potential consolidation to an out-of-state location. The economic development region may apply for financial assistance for the purchase, rehabilitation, or marketing of a building or site that has become available due to the closing of an existing business as a result of a consolidation to an out-of-state location. Match required for these types of projects is one dollar of local funds for every three dollars received from the Authority.</p> <p>Business succession assistance program. Such a program may include assistance with ESOP formation as a business succession plan. Match required for these types of projects is one dollar of local funds for every two dollars received from the Authority.</p> <p>Unique or regional projects. Match required for these types of projects is one dollar of local funds for every dollar received from the Authority.</p> <p>Marketing of the region. Region may market the regional assets for the purpose of economic development, business attraction and recruitment, workforce attraction and recruitment and development of STEM initiatives. This may include marketing strategies and tactics such as website and electronic marketing; social media; and targeted trade show marketing opportunities. The region may also apply for financial assistance for Synchronist sublicenses for the region would also be allowable under this category. Match required for these types of projects is one dollar of local funds for every two dollars received from the Authority.</p> <p>2.3 Reporting. Any bidders who are awarded under this RFP shall be required to provide an close-out report to the Authority outlining how funds were invested using the reporting format provided by the Authority.</p> <p>2.4 Compliance with laws. All bidders awarded under this RFP shall be required to comply with all federal, state and local laws, rules and ordinances as a condition of receiving funds.</p> <p>Evaluation: The Authority will use an evaluation committee to review and evaluate the applications. The evaluation committee will make a recommendation to the Iowa Economic Development Authority Director, who may approve the recommendation. The Director is not bound by the evaluation committee's recommendation, and either the Board or the Authority may opt not to award a contract to any applicant.</p> <p>The following criteria shall be used to evaluate the Proposals:</p> <p>Quality of the Regional Plan (40 points). Applicant demonstrates thorough understanding of current economic and social situation of the geographic area represented by the proposal including marketable assets, regional character, and appropriateness of the application to the regional marketing plan. The project must document past successes. The Authority may award higher points to those applications involving the marketing of industrial sites, existing industry or workforce strategies.</p> <p>Use of Funds (40 points). Summary provided of project costs and proposed financing. Confirmed and committed funding sources are documented including letters of financial commitment and proof of secured funds. The Authority will award additional points to those groups having more private funding in place.</p> <p>Impact (20 points). Impact the project will have on the region.</p>	



2015-2016 Accomplishments

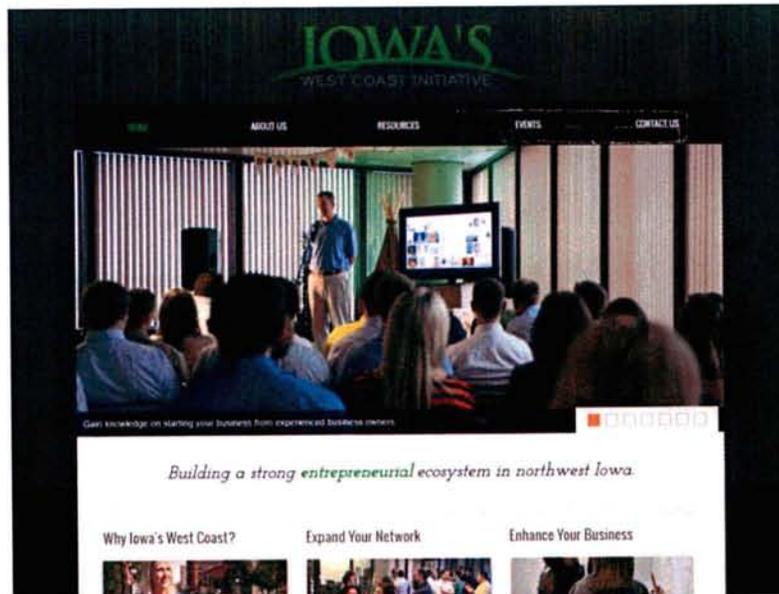
Plymouth, Woodbury and Monona Counties, along with the City of Sioux City Economic Development, LeMars Area Chamber of Commerce, and the Siouxland Chamber of Commerce/The Siouxland Initiative launched an exciting collaboration in the fall of 2014 in partnership with the University of Northern Iowa's Regional Entrepreneurship Project. From this collaboration, a regional entrepreneurship strategic plan was developed and the regional partners formed a group called Iowa's West Coast Initiative. This Initiative is designed to assist and support entrepreneurs, startups, and small business owners in our region.

Following the formation of Iowa's West Coast Initiative, our partners committed financially to the efforts in order to leverage state funds that were offered through the Iowa Economic Development Authority's (IEDA) Regional Marketing Program. Contributions from our partners totaled \$7,850 and in return our group received an additional \$15,700 from IEDA.

Over the past two years, our partners have worked together to identify goals and objectives to utilize these funds. The goal of Iowa's West Coast Initiative is to encourage startup businesses to stay and grow in our region and to ensure more of those businesses create quality jobs and succeed by bringing awareness to the services and resources that are available to them.

Our partners acknowledged that the first step in forming this Initiative should be to develop and design a brand. We were able to use the funds

to create a logo, website, handout and video to help identify and promote our region and market the services and resources that are available to entrepreneurs. The result of these efforts can be viewed by visiting www.iawestcoast.com.



Screenshot of new website

In addition, our partners recognize that networks are a critical factor in building a strong entrepreneurial region. Iowa's West Coast Initiative sponsored many local events (i.e. Base 3, Biz Brew, etc.) that allow entrepreneurs the opportunity to make connections with key influencers and build relationships, as well as allow small businesses to share information and increase visibility. Furthermore, creating a successful entrepreneurial ecosystem is a long-term project. It requires a mix of good programs, a good quality of life, and a culture that encourages people to take risks and start new ventures.



Biz Brew Networking Event

Our group partnered with other organizations from across the state (i.e. Iowa Farm Bureau, CIRAS, etc.) to sponsor specialized educational opportunities and technical assistance and training.



Journey to Your Vision Seminar

Over the past two years, Iowa's West Coast Initiative has also been dedicated to developing new resources, programs and networks to expand our entrepreneurial community and benefit our local entrepreneurs. One example is the statewide Dream Big Grow Here business idea competition which our group brought to eight counties in northwest Iowa for the first time in 2015.



Dream Big Grow Here Regional Competition

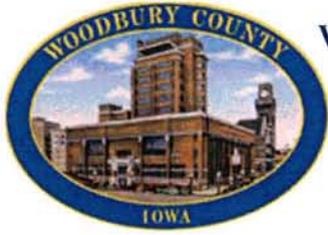
The contest allows entrepreneurs the opportunity to submit their dreams to start or expand a business and then compete against other entrepreneurs from across the region and the state for a chance to win thousands in cash prizes. Over the past two years our regional contest has awarded \$10,000 to assist with the start and growth of three different businesses in northwest Iowa, as well as sent nine entrepreneurs to compete in the statewide competition.

Our regional partners continue to remain committed to entrepreneurial development and recognize the benefit of combining efforts to leverage the energy of the region to increase entrepreneurial activity. Our partners realize that increasing awareness and support of entrepreneurship in our region of the state is critical to our long term economic health and we look forward to continuing to collaborate to build the culture entrepreneurs need to succeed.

2017-2018 Proposed Activities

ACTIVITY	EST. COST
Brand Identity/Promotion	\$ 7,500
Contract with a firm to write content on area entrepreneurs, youth entrepreneurship activities, regional events, etc. to continue to promote our region	
Sponsor ads via social media to promote available resources, events, content written by marketing firm, etc.	
Create promotional materials to market available services and resources	
County Fair booths to display promotional material and talk with rural entrepreneurs regarding available resources	
Networking Opportunities	\$ 12,100
Continue to sponsor networking events (i.e. Base 3, Biz Brew, Startup Weekend, etc.)	
Coordinate a feature event during Launch Week	
Continue to host and provide prize money for Dream Big Grow Here regional competition	
Educational Opportunities	\$ 6,500
Attend conferences focused on growing entrepreneurial communities (i.e. EntreFEST, South by Southwest, etc.)	
Partner with regional and statewide organizations to offer workshops	
Offer entrepreneurial instructor certification assistance to teachers in the region (up to \$350 per teacher)	
Coordinate Services & Expand Resources	\$ 6,000
Develop an online referral system for each stage of an entrepreneur	
Assist with the creation of a regional Makerspace	
Regional Entrepreneur of the Year award	
TOTAL	\$ 32,100

To cover the costs of our proposed activities for 2017-2018, our partners will need to commit a combined total of \$10,700 and apply for the IEDA's Regional Marketing Grant which has a 1:2 match. For every \$1 our region contributes, the state will match it with \$2.



OFFICE OF
WOODBURY COUNTY RURAL ECONOMIC DEVELOPMENT

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Mr. Chris Cataldo
Iowa Economic Development Authority
200 East Grand Avenue
Des Moines, Iowa 50309

July 12th, 2016

Dear Mr. Cataldo,

Woodbury County and its Rural Economic Development Department are fully committed to supporting and participating in the extension of the regional marketing group project as proposed by Plymouth, Woodbury and Monona Counties, along with the City of Sioux City Economic Development Department, LeMars Area Chamber of Commerce, the Siouxland Chamber of Commerce/The Siouxland Initiative, Siouxland Economic Development Corporation, and Siouxland Interstate Metropolitan Planning Council. The Woodbury County Rural Economic Development Department will contribute resources in cash for the equivalent of \$2,000 to support this endeavor. This contribution will finance regional entrepreneurship planning, marketing and implementation activities.

Developing and marketing a regional strategic plan for assisting entrepreneurs is a priority for Plymouth, Woodbury and Monona Counties, along with the City of Sioux City Economic Development Department, LeMars Area Chamber of Commerce, and the Siouxland Chamber of Commerce/The Siouxland Initiative, Siouxland Economic Development Corporation, and Siouxland Interstate Metropolitan Planning Council for the following reasons:

- Putting economic development work in a regional context can increase its impact, and
- Our regional partners recognize the benefit of combining efforts to leverage the energy of the region to encourage more people to become entrepreneurs, ensure more of those entrepreneurs succeed, and assist more companies in expanding and creating quality jobs.

In light of the above, Woodbury County pledges to continue promoting and supporting these regional economic development efforts.

Sincerely,

David Gleiser
Director of Rural Economic Development