



Iowa Area Development Group

PARTNERS IN PROGRESS

Services Guide



Partners in Progress for Business and Community Success

IADG AT-A-GLANCE

About

Iowa Area Development Group (IADG) is the economic development organization for nearly 250 member-owned electric cooperatives, municipal utilities and independent telecommunications companies throughout the state.

Results

For over 30 years, IADG and its member systems have assisted with over **2,000** business and community projects. These developments represent capital investment of more than **\$10 billion** and **50,000 jobs**, created or retained, for Iowa.

Services

The IADG staff takes pride in delivering timely and accurate assistance to support specific project needs. The IADG team is ready to provide confidential and non-fee based assistance in areas such as:

- Site and Building Selection
- Data Resources and Technical Assistance
- Financial Incentive Packaging
- Marketing Support
- Community Resources and Services
- Business Recognition and Appreciation Programs



SITE AND BUILDING SELECTION

IADG works closely with business, community, and site selection representatives and provides project guidance and assistance, as needed, in the areas of:

- **Identification of available sites and buildings**

IADG showcases a statewide inventory of sites, buildings, and community information on the Location One Information System (LOIS). The properties will also be listed on the dynamic, nationwide real estate site **LoopNet.com**. IADG provides assistance to its partners to help ensure proper representation.

- **Prospect proposals, site visits, and follow-up**

IADG staff is here to help assemble the components necessary for project consideration. This includes available site and building information; photography; mapping of available assets; and creation of a team of local, state, and federal partners to support the overall project.

- **Asset development**

IADG member utilities have developed over **95 industrial parks** and **72 speculative buildings**. IADG and our partners can provide valuable assistance with site and building development. We can help your community make smart decisions regarding size, design, infrastructure, funding sources, and marketing.

DATA RESOURCES AND TECHNICAL ASSISTANCE

Contact IADG to learn more about the following resources:

Questline provides fast, unlimited, and confidential access to a team of technical and engineering experts. This service is designed to answer commercial, agricultural, and industrial questions in a broad range of areas including:

- New Technologies
- Energy Efficiency
- Regulatory Issues
- Recycling
- Supplier Location Assistance
- Materials and Processing
- General Research

IMPLAN

IADG can assist in evaluating the impact of new development projects. We have access to economic impact analysis tools and the **IMPLAN** program to help decision makers understand the economic impact of development projects.

www.IADG.com 800.888.4743



Labor Market Analysis

IADG can assist communities with identifying, collecting, analyzing, and presenting labor market information for presentations to business location prospects.

GIS Mapping

GIS tools provide the necessary platform for visualization, modeling, analysis, and collaboration. IADG staff is trained in GIS mapping and available to develop GIS documents that will allow you to showcase the characteristics of your community assets.

Aerial Photography

Annually, IADG members update industrial park and available building aerial photos in their service territories through the IADG Aerial Photography Program. Take advantage of this affordable service to best represent your community assets.

Utility Solutions

Energy and cost saving solutions are often overlooked, like the **industrial processing energy tax exemption**. In collaboration with our member utilities, IADG can provide consultation services on energy and telecommunication solutions for business and industry.

Regulatory & Permitting Assistance

Our extensive project work has enabled the IADG staff to work closely with state government departments and agencies that require permits for facility construction and new business operation. We can provide valuable contacts and help guide businesses through the regulatory and permitting process.

FINANCIAL INCENTIVE PACKAGING

IADG works directly with local, state, and federal officials to facilitate support for projects. IADG provides assistance in reviewing and analyzing business plans, helping to arrange conventional financing, venture capital, and aiding with state and federal financial assistance applications.

Below is a representation of programs that can be considered:

- *Ripple Effect* Program
- IADG Energy Bank Revolving Loan Fund
- USDA Rural Economic Development Loan and Grant Program (REDL&G)
- USDA Business & Industry (B&I) Loan Program/SBA 504 & 7A Guarantee
- New Markets Tax Credits
- Revolving Loan Funds (RLFs)
- Community Foundations
- Other State and Local Programs (loans, tax credits, job training, Tax Increment Financing, etc.)



Federal Programs

The **Rural Economic Development Loan** program was specifically designed to assist job creation projects in rural areas. Our utility partners can apply to this unique USDA program that allows for up to \$1 million in 0% interest financing to assist with your business expansion.

This nationally competitive **USDA Rural Economic Development Grant** program is designed to spur vitality and job creation in rural areas by supporting community development projects and creating or enhancing revolving loan funds. IADG members now operate 64 individual revolving loan funds across Iowa.

The **USDA Business & Industry (B&I) Loan and SBA 504 & 7A Guarantee** programs bolster the existing private credit structure through the guarantee of loans for rural businesses, allowing private lenders to extend more credit than they may typically be able to.

The **New Markets Tax Credit (NMTC)** program was created to address the lack of capital available to business and economic development ventures in federally defined "distressed census tracts" throughout the country. The NMTC provides the incentive of a 39% federal tax credit to qualifying investors. IADG works closely with Iowa Community Development to help market this economic development tool. Visit www.IADG.com to access county-by-county maps showing qualifying areas in Iowa.

[facebook.com/IADG.IA](https://www.facebook.com/IADG.IA)
twitter.com/IADGIOWA

IADG Programs

Ripple Effect works with Iowa's Independent Telecommunication Companies (ITC), by providing direct financial assistance to emerging and expanding companies and ITC business and industry customers through low-interest loans matched by the ITC. AUREON is a key partner in *Ripple Effect*.

The **IADG Energy Bank Revolving Loan Fund (RLF)** provides low interest financing for energy efficiency projects for commercial businesses; including equipment replacement, energy efficiency upgrades through facility modernization, and renewable energy initiatives.

FIND (FULFILLING IOWA'S NEED FOR DENTISTS)

FIND was created to combat Iowa's shortage of dentists. The program provides dental education financial assistance to new dentists dedicated to practicing in under-served areas of Iowa. Partners in FIND include Delta Dental, Iowa Department of Public Health, The University of Iowa College of Dentistry, Ripple Effect, and IADG.



Local Programs

Community Foundations

IADG recognizes the important role community-based philanthropy plays in economic development. **IADG Community Foundation (IADGCF)** works with over 30 county and community foundations across the state and has formed the Iowa C.A.N. (Community Affiliate Network) initiative. Iowa C.A.N. affiliates meet quarterly to learn and share best practice for their foundations and local grant making efforts. Working directly with the Community Foundation of Greater Des Moines, IADGCF is continually developing expertise to provide guidance and administration to community and county foundations across Iowa.

Revolving Loan Funds

Locally administered **revolving loan funds (RLFs)** are available to support business expansions and other community development projects. IADG members operate 64 individual revolving loan funds across Iowa, capitalized at over \$54 million.

Other State and Local Programs

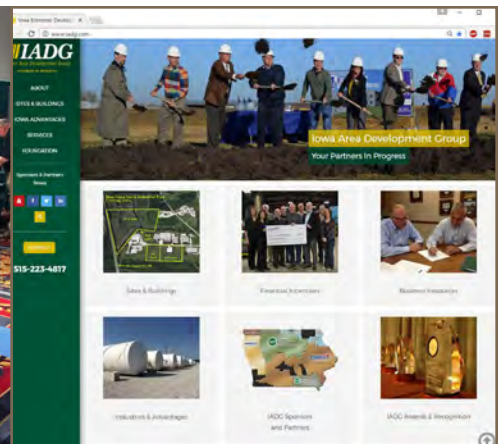
The state of Iowa offers assistance in the form of loans and/or forgivable loans, as well as tax credits; based in part on job creation, capital investment, the ability to meet certain wage standards, quality of employment, and economic benefits for the state and local community. Funds are also available for job training initiatives. Locally, Tax Increment Financing (TIF) may be used to support new development.

MARKETING SUPPORT

IADG's marketing initiatives are focused on generating business development and recruitment. Business-to-business marketing strategies include: trade shows, special events, digital marketing, social media, advertising, and direct mail. IADG is also actively involved in state-sponsored marketing activities representing our members and sponsors.

One of IADG's most successful marketing strategies has been **industry trade shows**. Our participation is designed to raise awareness of the competitive advantages of doing business in Iowa. IADG partners are encouraged to join the staff at trade shows with the targeted industries of their region.

IADG is also available to provide support in many other areas, including **graphic design, market analysis and planning, target marketing, website and social media, and media relations**.



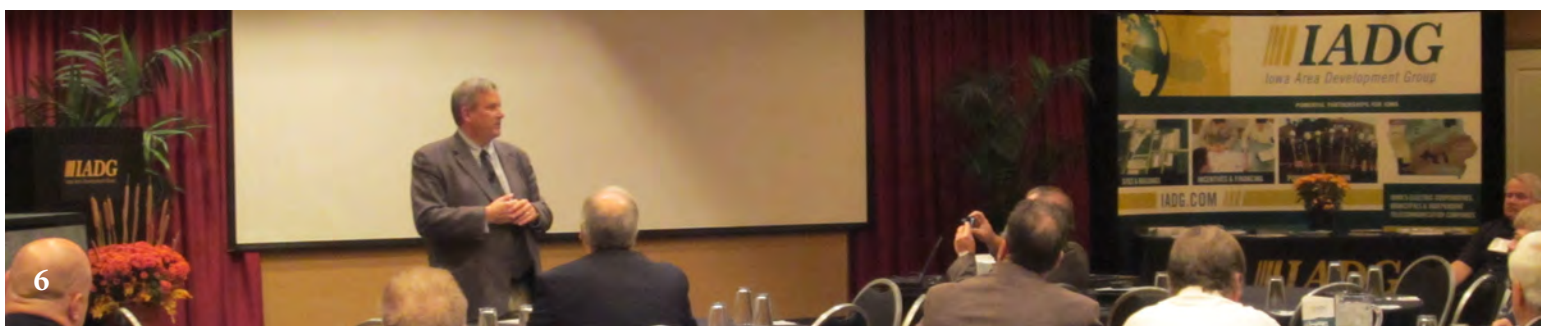
COMMUNITY RESOURCES & SERVICES

IADG understands the unique challenges of local economic development organizations, their staffs, and directors. Our team of specialists can provide consultation and guidance with:

- Education and Guidance with City Council and Local Development Boards
- Staffing and Budgeting Issues
- Succession Planning and Interim Services
- Strategic Planning
- Special Needs and Projects

IADG conducts seminars and workshops for local developers, volunteers, boards, and elected officials to enhance their economic development knowledge and skills. Topics Include:

- Community Development and Leadership Training
- Best Practices in Marketing and Prospect Development
- Financial Incentive Packaging
- Value-Added Agriculture



BUSINESS RECOGNITION & APPRECIATION PROGRAMS

On behalf of its member utilities, IADG honors distinguished Iowa companies and entrepreneurs with the **Iowa Venture Award**. This award recognizes outstanding businesses for providing leadership, capital investment, and employment opportunities for rural Iowa. Nominations are solicited annually from IADG sponsors.

IADG puts priority on recognizing partners that play a significant role in supporting economic development efforts in Iowa. The **Impact Award** honors utility members that have supported significant business or community development projects, policy development or marketing initiatives.

The **Silver Shovel Award** (introduced during IADG's 25th anniversary year) recognized 25 Iowa economic development organizations and their leadership for economic development contributions to their area and Iowa. The IADG Community Foundation supported the Silver Shovel program with 25 - \$1,000 grants to each recipient.

In 2016, IADG announced the "**Partners in Progress**" program, a grant program through the IADG Community Foundation that awarded three competitive grants of \$10,000 each. The program is designed to share success by replicating an existing successful program in a new community or area.



CONTACT IADG FOR ASSISTANCE

Contact IADG when we can be of assistance. There are no complicated or time-consuming processes or applications. Our services are confidential and non-fee based.

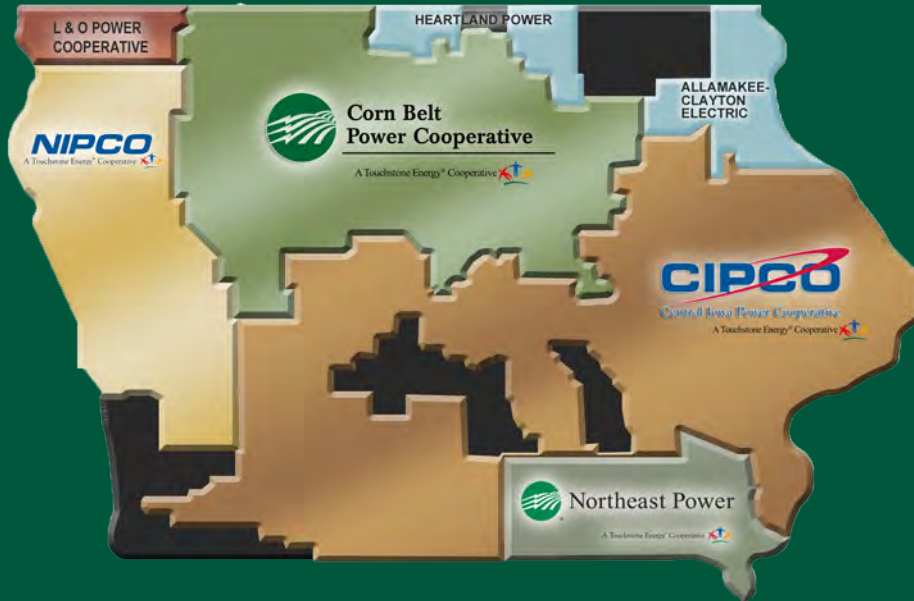
Simply give us a call at **800-888-4743**, email, or visit us at **www.IADG.com**. The IADG team is ready to be of assistance.

Contact us today – because working together we can accomplish a lot for our companies, communities, and Iowa!

PARTNERS IN PROGRESS



IADG SPONSORS AND MEMBERS



AUREON™

IADG's services are made possible through generous support of Iowa's electric cooperatives, municipal electric and telecommunication members. IADG is governed and guided by the generation and transmission power cooperatives that provide wholesale power to Iowa's distribution cooperatives.



2600 Grand Avenue, Suite 430
Des Moines, IA 50312

800.888.4743
www.IADG.com
iadg@iadg.com

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