

IADG Building on Success

IADG's tagline is "Powerful Partnerships," recognizing the importance of local leadership and the network of partners and programs necessary for economic development to be successful. The year 2022 was one of transition for IADG as a staff and as an organization. Together with our utility partners, we were able to have a large impact in rural Iowa. So much so, we thought it worthy of review.

2022
At a Glance

83
Projects Completed

\$222M
Investment

2,400
Jobs

31
Ripple Effect
Projects Complete

\$28M
REDL&G Awards
National Leader

LOOKING BACK-2022 ACCOMPLISHMENTS

As a metrics driven organization, IADG tallied **83 completed projects** for our members which resulted in **\$222M of investment** and **created or retained 2,400 jobs** in rural Iowa. Additionally, Iowa continued to lead the nation in USDA Rural Economic Development Loan & Grant awards (REDL&G). IADG authored **over \$28M of successful REDL&G awards** for our members. Not only is this amount a new record, but it was also over \$10M more than any previous calendar year and **\$20M more than the next closest state** receiving funds. Further, Aureon awarded **\$82K in Ripple Effect grants** to assist with community planning effort.

While these accomplishments are significant, IADG has also spent the year focused on refining and increasing our marketing efforts as well as planning and training for the future. Our members are already seeing the benefits from these efforts in the form a more diverse source of leads and a **60% increase in the number of projects** opened in our database during the year—a number that should bode well for 2023 impacts when tallied at year end.

MOVING FORWARD - 2023

Annually, the IADG Board of Directors reviews and refines its strategic work plan to better support IADG's core mission of business development on behalf of our members. With the transition that is underway, much of the work plan for 2023 is the implementation of the planning priorities established last year:

Market Iowa Assets and IADG members to Growing Businesses

- Promote Iowa at 12 leading target industry trade shows with a focus on agriculture and manufacturing.
- Continue prospecting efforts to identify growing companies.
- Continue to develop and refine IADG's professional network, marketing materials, and IADG.com.

Engage and Train Members and Partners

- Continue IADG Development Academy Training Program for rural utility partners.
- Host IADG Partners Forum conference to focus on rural development.

Build for the Future

- Utilize industry roundtables to identify emerging markets and opportunities for rural Iowa.
- Support community reinvestment and the development of industrial buildings and sites.

Centro Expands at Multiple Iowa Locations

Centro, headquartered in North Liberty, Iowa, is the largest custom rotational molder in North America. A family-owned company founded in 1970, Centro has grown to 11 facilities and 1,200 employees in Iowa, Wisconsin, Illinois, North Carolina, North Dakota, and Northern Ireland, and Brazil. The company designs and manufactures products for the agriculture, construction, and lawn & garden industries, among others.

Centro opened a 30,000 sq. ft. operation in Hampton in 2022. They have experienced much success, and have hit two-year hiring projections within the first year of operation.

"Choosing Hampton for our new facility was a great decision," said Centro Director of Human Resources, Rhonda Griffin. "Our Leadership team has hired 40 people from Hampton and the surrounding area in seven months. We looked for ideal candidates and found the cream of the crop. The skills of these individuals combined with their strong work ethic and desire to meet expectations are making it possible to achieve our goals. We have a great promote-from-within philosophy, so members of this facility have a very bright future at Centro!"

The Hampton location was preceded by the 2021 opening of a 30,000 sq. ft. facility in Cascade, which operates



24-5 with a staff of over 30 people.

These expansions have allowed Centro to add eight rotational molding machines into their operations since 2021 to help support their growing customer demand. The molds range in size from a large suitcase to the size of a small car. An example of products produced includes hoppers and fertilizer tanks for John Deere and industrial eye wash stations for Honeywell.

Promoting Iowa

The IADG staff and partners are making impactful connections while promoting Iowa at trade shows across the nation. Special thanks to our partners who participated with IADG in recent trade shows. Here is a sample of the efforts that took place in early 2023 and the new backdrop for the booth space.



JANUARY

International Production & Processing Expo (IPPE) – Atlanta, GA

FEBRUARY

World Ag Expo – Tulare, CA
Iowa Meat Processors Convention – Ames, IA
Indoor Ag – Las Vegas, NV



MARCH

Central Plains Dairy Expo – Sioux Falls, SD
PROMAT (Manufacturing & Supply Chain) – Chicago, IL
PDI Spring Event and Legislative Reception – Des Moines, IA
REC Day on the Hill – Des Moines, IA
Site Selectors Guild – San Antonio, TX

APRIL

PEAK 2023, Powered by Midwest Poultry Show – Minneapolis, MN



Cold-Link Logistics Operational in Sioux City

Congratulations to Cold-Link Logistics on the March opening of their new 189,000 sq. ft. rail-served cold storage facility located in the Southbridge Business Park in Sioux City. This first phase includes 22 truck dock doors and four rail dock doors for shipping and receiving cold food products, storing up to 20,000 pallet positions. The facility also has 504 QFR (quick freeze racking) blast freezing capabilities.

Cold-Link Logistics, with headquarters in Florida connected with IADG in 2021 about a location in Iowa. As Sioux City became the top contending location in the state, Woodbury County REC, officials from Sioux City and other partners came together to assist and secure the deal with Cold-Link Logistics.



Nuzum Attends Site Selector Conference

IADG President and CEO, Bruce Nuzum attended the Site Selectors Guild Annual Conference. The conference provides access to global industry leaders in the location strategy and site selection business to discuss the latest trends, perspectives of success, and challenges facing issues from Foreign Direct Investment, U.S. Federal Incentives, workforce development, COVID impact on office location, and more.



Important messages were reinforced by several Guild members:

- A site isn't "ready" without planning, environmental work, and infrastructure are addressed.
- Labor force continues to be a challenge across the country. While more companies are requiring workers to return to the office, they are also trying to be creative to fill openings by offering benefits including daycare and transportation. An increasing consideration for new facilities is being "time-zone aligned" to allow better work-life balance for managers.
- Foreign Direct Investment and reshoring continues to be strong for the U.S.A.
- Large scale facility construction and upgrades will be challenged to keep pace with the rapid evolution of technology.

Nuzum was pleased to attend as registration for this event is limited to maintain an effective site selector member to economic development organization attendee ratio. The IADG team will continue to keep in touch with key Guild members as a part of the ongoing prospecting effort.

Expanded Emergency Room Capabilities at Waverly Health Center

Congratulations to Waverly Health Center for closing the loan that supported the construction of a new emergency department and ambulance garage as part of a larger overall facility upgrade and expansion. As a part of an overall \$36 million project, the expansion features six exam and two trauma rooms.



The connected three-bay ambulance garage includes sleeping quarters for staff who work 24-hour shifts.

Butler County REC and Corn Belt Power Cooperative provided support for this project through the USDA REDL&G program.



Ripple Effect Continues to Foster Change

IADG is proud to partner with Aureon on the Ripple Effect program, which provides significant technical assistance and financial support for community planning grants and loan assistance to businesses. [Learn more about the Ripple Effect Program at RippleEffectWorks.org.](http://RippleEffectWorks.org)

The **community of Keosauqua** has undergone strategic planning to refocus, streamline, and create a map for its future. The Ripple Effect Program supported the strategic planning effort to combine the activities and functions of the Keosauqua Chamber of Commerce and Engage Keo into a single development organization to serve the community. The shortlist of priorities includes developing a new website, updating the design of the pocket park, and planning for the summer concert series and Fall Festival.



Grant: **\$2,000 from Van Buren Telephone Company**
\$2,000 from Aureon

Clayton County Development

and other local partners are working to address the childcare need in the county. They applied for the Rural Child Care Market Study Grant through the state of Iowa that will provide data and analysis to determine specific needs and solutions for child care in their area. Funding from the Ripple Effect program will help support the local match necessary for the project.



Grant: **\$1,000 from Alpine Communications**
\$1,000 from Aureon

The **Stanton Community Foundation** and local leaders are embarking on an initiative to create marketing/visualization tools to support business development efforts for the new Stanton Technology Park. 3D renderings and an aerial video will showcase the Tech Park and its capabilities, a new community trail and other local amenities. These tools will complement other marketing initiatives and play an important role in attracting prospective companies to consider Stanton for their location.

Grant: **\$3,000 from FMTC Stanton**
\$3,000 from Aureon
\$2,500 from Southwest Iowa REC

Ripple Effect partners contributed to the construction of a new **ballpark facility in Templeton**. The facility will open in 2023 in time to host the summer sub-state baseball tournament.



The park will host youth baseball, slow-pitch and fast-pitch adult league softball, and community events. Amenities include an open covered patio with Wi-Fi capabilities, concessions, restrooms, and storage. The ballpark facility, a project spearheaded by local volunteers, will be a benefit to the community for years to come.

Grant: **\$5,000 from Templeton Telephone Company**
\$4,874 from Aureon



IADG Energy Bank Ongoing Support for Energy Efficiency

The Iowa Area Development Group Energy Bank RLF offers an ongoing source of low-interest financing for the implementation of cost-effective projects that save energy and money, improve facilities and processes, and enhance job creation and profitability. The

fund was created in 2014 with nearly \$2 million, and since that time, it has supported 21 projects and continues to make loans as funds are repaid.

Supporting manufacturers is a priority focus of the IADG Energy Bank funding. Examples of manufacturing upgrades include LDJ Manufacturing installing a new electric press brake to replace an older, less efficient, hydraulic machine. The new equipment offers reduced setup time, increased speed (cycles) and capacity of the metal being bent, and a reduction in electrical usage. Trinity Fabricators, Inc. replaced multiple pieces of equipment with a plasma cutting system, which automated the fabrication process reducing the cutting time to a fraction compared to manual cutting. Power Lift purchased a new CNC flat sheet and tube laser cutter offering increased capacity of both output and types of metal that could be cut, as well as improving quality control.

The IADG Energy Bank Revolving Loan Fund (RLF) is focused on making loans to businesses and industries for qualifying energy efficiency projects within the State. Preference is given to manufacturers. Loan amounts range from \$50,000 - \$300,000. For more information, visit IADG.com/EnergyBank or contact Bruce Nuzum, president/CEO at bnuzum@iadg.com.



IADG Community Foundation Hits 20-Year Milestone



Two decades ago, IADG created the IADG Community Foundation (IADG CF), the first community foundation with a statewide focus. The IADG CF is uniquely committed to a philanthropic mission focused on economic development, community betterment, civic leadership, entrepreneurship and philanthropy. Since its inception in 2003, IADG CF has awarded **262 grants totaling \$726,576**. Most recently, in **2022**, the IADG CF authorized **8 grants totaling \$44,100**.

See right for a spotlight of recently funded projects

Iowa Community Affiliate Network (Iowa C.A.N.)

In 2003, the IADG CF also formed a meaningful partnership with the Community Foundation of Greater Des Moines to serve county-wide community foundations across the state. In all, 38 counties participate in the Iowa C.A.N. for foundation-building education, training, networking, and support. Together, these rural-focused community foundations in Iowa C.A.N. make an incredible impact. Year-end 2022, their collective assets for endowment and grantmaking climbed to \$169 million. Their foundation contributions above the gaming distribution have surpassed \$31 million. Most importantly, these community foundations have awarded their local communities and nonprofits with nearly \$13 million in leveraged grants.

Community foundations play an essential role in convening crucial community conversations, supporting planning efforts, conducting feasibility studies, and spearheading project fundraising. The accomplishments and contributions of Iowa's community foundations can be seen in everything from bike trails, childcare facilities, education programs, food pantries, health care initiatives, parks and recreation, and safety investments. Projects are determined locally and by the voluntary support of caring and committed citizens.

The IADG CF is committed to helping Iowa community foundations flourish and grow. To learn more visit IADG.com/Foundation.

IADG CF 2022 Project Spotlight:

Port Authority Study. Increasing requests for multi-modal sites within Iowa, especially near strategic waterway and railway locations led the IADG CF to support an Analysis of Port Authorities in the Midwest. The Analysis will provide an overview of current facilities and Port Authority legislation in the Midwest, best practices for funding structures, and serve as an educational tool for prospective regions evaluating the return on investment for the development of a Port Authority in Iowa.

The **Okoboji Entrepreneurial Institute.** A week-long program where 32 college students participate in an advanced study of entrepreneurship. The experience includes seminars with successful entrepreneurs, and business and community leaders, a simulation, and networking and mentoring to enhance their understanding of entrepreneurship opportunities in Iowa.

Rural Capacity Building Program. Moving from all volunteer-led organization to one with a dedicated staff is an impactful step to strengthen a community foundation. In ongoing support for Iowa C.A.N. members, the IADG CF provided funding to allow two existing volunteer-led community foundations to hire a staff person to coordinate activities such as donor cultivation, grant management, board member engagement, community leadership and other functions to sustain and grow the foundation.



The **2023 Iowa Rural Summit and Rand Fisher Rural Leadership Awards.** Over 300 rural leaders from every corner of the state attended the seventh-annual summit to discuss challenges and opportunities for rural communities. The Rand Fisher Leadership Award recognized six individuals for their outstanding contributions to their community and Iowa. The Rand Fisher Leadership Awards are endowed by the IADG CF.



IADG Partners Forum

October 19-20, 2023
Prieae Meadows, Altoona, IA

Who Should Attend:

- Economic Development Professionals
- Utility Partners
- Community Leaders
- Iowa Business Representatives
- State, Federal, and Association Partners

IADG.com/Forum2023