

WOODBURY COUNTY BOARD OF SUPERVISORS AGENDA ITEM(S) REQUEST FORM

#6

Date: 5/24/19 Weekly Agenda Date: 6/18/19

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

WORDING FOR AGENDA ITEM:

Request for Financial Sponsorship to Support the Northwest Iowa Regional Marketing Group

ACTION REQUIRED:

- Approve Ordinance
- Approve Resolution
- Approve Motion
- Public Hearing
- Other: Informational
- Attachments

EXECUTIVE SUMMARY:

The Board will consider a request for financial sponsorship to support the various events, programs, and resources provide by the Northwest Iowa Regional Marketing Group (NWIA RMG) in FY20.

BACKGROUND:

In 2014, the economic development organizations within Monona, Plymouth, and Woodbury counties submitted an application for funding via the IEDA Regional Marketing Group grant opportunity. The plan submitted was to use local/grant funds (dollar/dollar match) to develop/promote a marketing plan for the 3-county region, while also focusing on small business and entrepreneurial technical assistance. The grant was approved and the City of Sioux City has served as the fiscal agent for the last two FY's that funding has been available. The county's contribution in past years was allocated from the Rural Economic Development Dept. budget. The Community & Economic Development Dept. budget approved for FY20 did not anticipate an allocation for the NWIA RMG. As state funding for the RMG grant opportunity is no longer available, the stakeholders involved desire to continue their work and are making local funding requests accordingly.

FINANCIAL IMPACT:

\$2,000 from Local Option Sales Tax in FY20

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:

Approve the request of \$2,000 from LOST funds in FY20 to the City of Sioux City for the purpose of being a financial sponsor of the NW IA Regional Marketing Group.

ACTION REQUIRED / PROPOSED MOTION:

Motion to approve the request of \$2,000 from LOST funds in FY20 to the City of Sioux City for the purpose of being a financial sponsor of the NW IA Regional Marketing Group.

-77005-Iowa Economic Development Authority Regional Marketing Group

IEDA Communications

Application Deadline: 07/31/2014 11:59 PM

Award Amount Range: \$0.00 - \$50,000.00

Project Start Date: 11/03/2014

Project End Date: 11/03/2016

Award Announcement Date: 11/03/2014

Eligible Applicant: Iowa Economic Development Authority's 17 established Regional Marketing Groups

Program Officer: Chris Cataldo

Phone: 515-725-3157 x

Email: chris.cataldo@iowa.gov

Categorical Area: Economic Development

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 not less than three counties, unless two contiguous counties have a combined population of at least 300,000 based on the most recent federal decennial census.

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.

Each project is eligible for up to a maximum of \$50,000 in financial assistance under this RFP.

The following projects may be eligible for financial assistance under this Program:

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:

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.

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.

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.

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.

Unique or regional projects. Match required for these types of projects is one dollar of local funds for every dollar received from the Authority.

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.

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.

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.

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.

The following criteria shall be used to evaluate the Proposals:

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.

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.

Impact (20 points). Impact the project will have on the region.

Project Region: Plymouth, Woodbury and Monona Counties

Project Partners:

Woodbury County Rural Economic Development
Monona County Economic Development
City of Sioux City Economic Development
LeMars Area Chamber of Commerce
Siouxland Chamber of Commerce/The Siouxland Initiative

Project Name: Iowa West Coast Initiative

Fiscal Agent: City of Sioux City

Project Pledges:

| | |
|--|--------------|
| Woodbury County Rural Economic Development | \$2,000 |
| Monona County Economic Development | \$2,000 |
| City of Sioux City Economic Development | \$2,000 |
| LeMars Area Chamber of Commerce | \$1,000 |
| Siouxland Chamber of Commerce/The Siouxland Initiative | <u>\$850</u> |
| Total: | \$7,850 |

IEDA Award: \$15,700

Total Project Budget: \$23,550

Iowa West Coast Initiative Collaborative Efforts - Background

The Partnership

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 are launching an exciting collaboration designed to assist and support entrepreneurs, startups, and small business owners in our region.

Recent Entrepreneurial Efforts

Each member in our region has made progress in their individual communities in the last several years to increase the entrepreneurial activity and encourage startup businesses to stay and grow in their community. In an effort to build the culture entrepreneurs need to succeed and celebrate the entrepreneurial spirit in our region, our communities have developed various events to assist entrepreneurs, including Biz Brew networking opportunities, Innovation Market business idea competition, Base 3 entrepreneurial program with speakers, 1 Million Cups pitch opportunity, etc. (For a list and detailed description of our region's current events and resources, please see attachments titled Regional Resources and Regional Events). While these efforts have been successful, an overall campaign for all the communities would increase entrepreneurial activity in our region and bring about a greater presence in the startup community.

UNI Regional Entrepreneurship Project

The University of Northern Iowa's Business and Community Service Division has selected Plymouth, Woodbury and Monona Counties as Region III of the University Center Regional Entrepreneurship Project. The Regional Entrepreneurship Project acknowledges entrepreneurship as a key economic development strategy for communities of all sizes, with potential to fuel economic growth and generate wealth. The goal of the project is to increase entrepreneurial activities and create a culture where entrepreneurs have access to the resources they need to start their business and create jobs in our region.

The partnership between our region and the University of Northern Iowa is a multi-year project that will begin in the fall of 2014 by researching and assessing our region's current entrepreneurial resources, convening area service providers to offer input and streamline communication, and developing a regional strategic plan for assisting entrepreneurs.

Putting economic development work in a regional context can increase its impact. Instead of working alone, 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.

The research provided will assist in identifying strategies that our region can implement in order to increase our entrepreneurial efforts, support new startups, and bring awareness to all entrepreneurial programs and events in the area. It is anticipated that additional partners within our region will join in by participating in the project and regional marketing efforts in future years.

Iowa West Coast Initiative Preliminary Marketing Plan

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 are dedicated to entrepreneurial development and encouraging startup businesses to stay and grow in our region.

Our partners recognize that few communities possess the capacity to encourage new startups and nurture emerging businesses in a way that achieves real economic growth. However, a proactive and collaborative stance towards entrepreneurship that is driven by the region's entrepreneurs and their needs can dramatically increase the number of businesses that start up and expand in our region. This is a big task and everyone in the region has a part to play.

The initial steps of our regional entrepreneurship initiative will include:

- Conducting regional research and assessments to identify and build on existing support services, programs, educational opportunities, and assets. (Please see attachments titled Regional Resources and Regional Events for existing resources in our region)
- Convening the organizations that provide technical assistance, training, and services to entrepreneurs for input and formation of a communication system.
- Identifying the region's entrepreneurs and discuss their unmet needs and gaps.
- Assessing the types and amounts of capital available in the region.
- Developing and implement a strategic plan for assisting entrepreneurs in the region.

Iowa West Coast Initiative Implementation & Use of Funds

Our regional partners acknowledge entrepreneurship as a key economic development strategy for communities of all sizes, and this collaborative marketing plan is the first step towards maximizing the impact of our region's development efforts. Implementation of the above findings will allow our region to grow and retain emerging businesses, as well as encourage more people to become entrepreneurs.

Our region's goals and objectives for utilizing our regional marketing funds include, but are not limited to:

Promote our region as an entrepreneurial hub and market available services and resources for entrepreneurs (Amount needed: \$7,500):

Our region's entrepreneurial community is growing due to our existing strengths, including a high quality of life, vibrant culture, skilled workforce, and accessible services and resources. Our partners will continue to collaborate to increase entrepreneurial activity and attract aspiring entrepreneurs to our region by promoting our region's available assets through brand identity, design and production of promotional materials, and use of paid social media advertising.

Assist entrepreneurs in forming networks (Amount needed: \$5,550):

Networks are the single most critical factor for a strong entrepreneurial region. Our regional partners will host events that allow entrepreneurs the opportunity to make connections with key influencers and build relationships, as well as allow businesses to share information, recruit talent, and increase visibility. Effective networks draw in innovation, increase information flow, expand access to resources, encourage collaboration, and create resilience. Such a network can enable an individual, a company, a community, or a region to flourish.

Several networking events currently take place in our region (please see attachment titled Regional Events), and our partners will strive to expand the scope of these events to all areas of our region and also create new events that showcase our local entrepreneurs.

Provide specialized educational opportunities and technical assistance/training (Amount needed: \$4,500):

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. One of the best ways to grow the local economy and encourage more people to become entrepreneurs is through education and training. Our regional partners will work with the area colleges and existing service providers, such as SBDC and SCORE, to leverage their expertise and underwrite the cost to bring in

speakers with knowledge in subject matters relevant to students, entrepreneurs, and small business owners.

Coordinate regional entrepreneurship services and expand resources (Amount needed \$6,000):

It is not unusual for entrepreneurs to travel from organization to organization, getting different advice from each and still not getting the assistance they need. Especially in times of limited resources, organizations that support entrepreneurs need to develop systems of specialization, coordination, and communication so that the ever increasing numbers of entrepreneurs in our region are able to be successful. Our partners will collaborate to make the pathway to these resources transparent and better assist entrepreneurs with accessing existing services, including the resources offered through Iowa Small Business Development Center, Advance Iowa, and Iowa's Innovation Acceleration and Demonstration Funds.

Our regional partners are also dedicated to developing new resources, programs, and networks to expand our entrepreneurial activities and benefit our local entrepreneurs. A few ideas include:

- Bring the Dream Big Grow Here business idea competition to northwest Iowa.
- Support Startup Weekend in our region.
- Recruit local service providers such as lawyers, accountants, and consultants to become involved with entrepreneurs at lower initial rates.
- Research expansion and local implementation of capital access options such as startup grants, venture capital, angel capital, and other new venture programs.
- Integrate entrepreneurial activities with other aspects of a vibrant region, such as workforce development and early childhood education.

Iowa West Coast Initiative Impact

In the past, our communities have focused a majority of our time and resources on traditional economic development activities such as business retention and attraction, development of business parks, and building of infrastructure. In recent years, however, our region has realized that entrepreneurs and their companies are extremely important to the business ecosystem in every community and are responsible for the vast majority of new jobs and innovations in our economy. Other regions nationwide have seen a close correlation between a region's entrepreneurial activity and its economic prosperity. Our partners look to combine our region's traditional economic development activities with our expanded entrepreneurial development activities to maximize the impact of our efforts and create the environment and culture that entrepreneurs need to be successful.

Expected outcomes and impact on our region after implementation include:

- Increase in the number of entrepreneurs inclined to start a new business in Iowa.
- Increase in employment opportunities for college graduates and all Iowans.
- Increase in economic impact from income/wages.
- Increased offering of programs and services provided in our region.
- Increased technical assistance provided to startups and existing businesses.
- Increased access to needed capital and involvement from area investors and mentors.
- Increased participation in business/entrepreneur networking related events and activities.
- Increased participation in program and educational opportunities.
- Improved integration among regional partners and stakeholders, including entrepreneurs, government, small businesses, economic development organizations, investors, professionals, and educational institutions.
- Improved service provider and stakeholder understanding concerning the needs of entrepreneurs and small businesses in the region.
- Improved service provider collaboration and exchange of information.
- Increased presence of the region in the startup movement nationwide.