

*Western Iowa Advantage is a collaborative group of economic development officials in Audubon, Calhoun, Carroll, Crawford, Greene, Ida, and Sac Counties.*

# Western Iowa Advantage Annual Banquet

April 8, 2020

Boulders Conference Center  
2507 Boulders Drive, Denison

5:30 pm    6:00 pm    6:30 pm  
Social    \*    Dinner    \*    Program



Guest Speaker: Deb Brown, *SaveYour.Town*

Deb is the cofounder of SaveYour.Town and spends many days in small towns around the world. Her expertise in filling empty buildings, marketing in a small town and the Idea Friendly Method for economic development is changing the landscape for many towns.

A wealth of experience includes foreign casualty insurance underwriting, bartending, managing internet stores and luggage stores, selling knives, leading a chamber and working with small towns. Deb has lived in tiny towns, small towns, small cities and a major metro city. Yet, she's come home to a small town and travels to many others to help.

Deb is a relentless optimist and knows how to build possibility in your small town. Better yet, she inspires you to take small steps towards a brighter future for your community.

Deb has keynoted at Brownfields National Training Conference, Rural X Summits, TEDx Brookings, Michigan Rural Economic Development Conference, Roscommon County Michigan, to name a few.

**Join others from throughout the WIAD region to hear about recent activities, network with peers, and hear our featured speaker.**

\$20 per plate—Make checks payable to: Region XII Council of Governments, P.O. Box 768 Carroll IA 51401

RSVP by March 15, 2020 by **Clicking HERE**

or by contacting JoAnn Olberding at 712-792-9914 or jolberding@region12cog.org

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## TIF & Tax Abatement Lunch and Learn being Offered at Region XII COG



*Danos*

Please join us for a "Lunch and Learn" on March 26 from 11:30 AM til 1:30 PM. John Danos, Partner with Dorsey and Whitney, LLP will discuss Tax Abatement and Tax Increment Financing. More information can be found **HERE**.

If interested in attending, please register by clicking **HERE**.

## FEATURED BUILDING: 401 W MCKINLEY, JEFFERSON

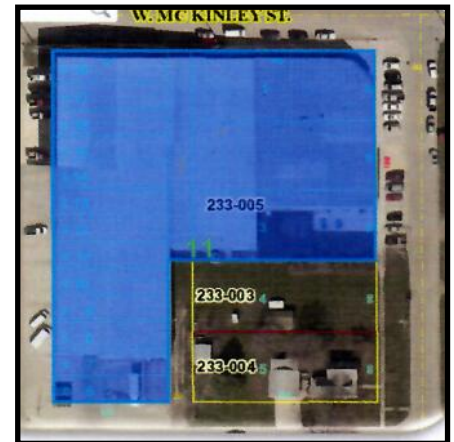
This former Genesis Development facility which features 5,135 sq. ft. of administrative and industrial space is available for purchase in Jefferson. The facility features three buildings that are all connected that sit on over 1.5 acres of land. The administration building is approximately 14,635 sq feet of space that includes private offices, a conference room, break rooms, and other miscellaneous rooms. The industrial facility is 41,500 sq ft which includes loading docks and exterior overhead doors.

Contact:

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## WIAD Partners Attend Mid American Energy's Inaugural Partner Summit



Regional partners recently attended the first MidAmerican Energy Partner Summit. Guests heard from many informative speakers including: Beth Townsend, Iowa Works Director; Debi Durham, Iowa Economic Development Authority & Iowa Finance Authority Director; and Adam Wright, Mid American Energy President & CEO.

*Left, WIAD Partners: Rita Frahm, Ida County Economic Development, Jill Heisterkamp, Calhoun County Economic Development Corp. and Brandy Ripley, Sac Economic and Tourism Development.*

*Right: Deb Calvert, Business and Community Development Manager, discusses the Best of Iowa existing industry program.*



## WIAD Partners toured Cookies Food Products in February

Western Iowa Advantage Partners toured Cookies Food Products in February and learned all about Cookies Bar "B" "Q" Sauce from Speed "The Sauceman" Herrig. Herrig founded Cookies Food Products over 40 years ago in Wall Lake. Today, Cookies is housed in a 125,000 square foot facility that can bottle 6,000 gallons of sauce a day. Cookies is the award-winning sauces America loves to eat!



*Pictured: Evan Blakley, Chamber & Development of Crawford County, Jill Heisterkamp, Calhoun County Economic Development Corporation, Rick Hunsaker, Region XII Council of Governments, Sara Slater, Audubon County Economic Development, Sam Wagner, MidAmerican Energy, Brandy Ripley, Sac Economic & Tourism Development, Ken Paxton, Greene County Development Corporation, Speed Herrig, Cookies Food Products, Rita Frahm, Ida County Economic Development, Chris Whitaker, Region XII Council of Governments.*

## Both the WIAD Region & the State of Iowa See Unemployment Rate Increases in December

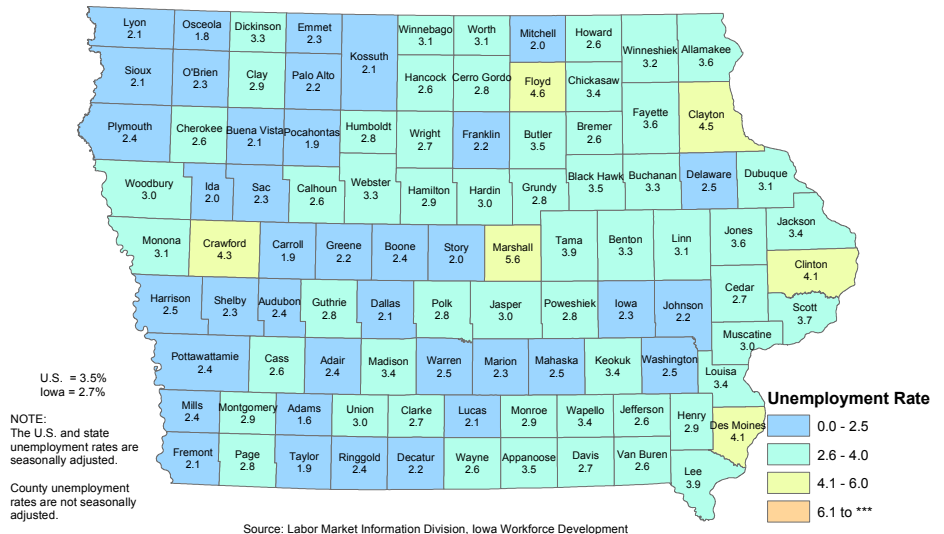
The Western Iowa Advantage Region's monthly unemployment rate rose from 2.4 percent in December 2018 to 2.6 percent in December 2019, according to figures released from Iowa Workforce Development. Iowa's unemployment rate was 2.9 percent in December 2019 up from 2.4 percent in December 2018. The U.S. unemployment rate was 3.5 percent in December 2019. Total employment in the region increased to 41,650 in December 2019 from 40,400 in December 2018.

Western Iowa Advantage tracks various economic indicators in Audubon, Calhoun, Carroll, Crawford, Greene and Sac Counties in Iowa, including employment trends.

County unemployment rates in the region for December 2019:

- Audubon 2.4%
- Calhoun 2.6%
- Carroll 1.9%
- Crawford 4.3%
- Greene 2.2%
- Ida 2.0%
- Sac 2.3%

Iowa Unemployment Rates by County  
December 2019



## WIAD PARTNERS:

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