

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



## WIAD to hold Fall Housing Summit- Navigating the Waves of Housing Success



October 9, 2024  
Twin Lakes Bible Camp  
7718 Twin Lakes Road, Manson, Iowa 50563

A Western Iowa Advantage hosted summit targeting elected officials, developers, lenders, and housing industry champions to promote and discuss housing, incentives, and creating a foundation for community success.

### AGENDA

- ◁ 10:00 AM - 10:15 AM: Welcome and Introductions and Background
- ◁ 10:15 – 11:00 AM: Session 1: Setting the Stage
- ◁ 11:15 AM – Noon: Session 2: Brokering the Deal
- ◁ 12:00 PM – 1:30 PM: Lunch and Keynote Speaker, Debi Durham, Director, Iowa Economic Development Authority & Iowa Finance Authority
- ◁ 1:45 – 2:30 PM: Session 3: Success Stories from Our Neighbors/Ask the Expert
- ◁ 2:45 – 3:30 PM: Session 4: Placemaking – Setting Sail to Success
- ◁ 3:30 PM: Adjourn

*Registration information will be available September 5.*

## Peachwave of Denison: Bringing Frozen Yogurt on Wheels to Crawford County

In May 2024, Derek Lambert and Lucas Gillmor launched Peachwave of Denison, a unique mobile frozen yogurt business that has quickly become a community favorite. With a mission to bring soft serve yogurt and a variety of toppings to Denison and beyond, Peachwave of Denison operates primarily from a traveling trailer, allowing them to serve at different locations and events throughout Crawford County.



Recognizing a gap in the local market, Derek and Lucas decided to introduce a frozen yogurt business that would stand out. "It seemed like the market needed something like this," they shared, reflecting on their motivation to start Peachwave of Denison. Their offerings include a wide range of flavors and toppings, ensuring there's something for everyone.

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## Peachwave of Denison

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Operating from a traveling trailer, Peachwave of Denison can bring their delicious frozen yogurt to various locations. Their main spot is in the parking lot of Lambert Chiropractic, but they frequently travel to local events. "It is nice to be able to serve customers in an area that typically does not offer something like this," they noted. Their plan is to serve all over Crawford County, providing a treat that is both convenient and delightful.

Derek, a former board member for the Chamber and Development Council of Crawford County, was aware of the organization's revolving loan fund. This fund played a crucial role in getting Peachwave of Denison off the ground. "It was a great way to finalize the purchase of the trailer and get the business up and running," they explained. The competitive interest rate of the loan was a bonus.

Starting a new business always comes with its challenges. For Derek and Lucas, balancing their new venture with their full-time jobs was a significant hurdle. "Both owners have other full-time jobs, so getting things set up and running was challenging," they admitted. However, with determination and hard work, they successfully navigated these initial obstacles.

The Chamber and Development Council of Crawford County has been invaluable, not just in providing the loan, but also in offering guidance and suggestions. Derek and Lucas are continually looking for new events to participate in and view this summer as a learning experience. They are excited about the potential to expand their offerings in the future.

The response from the community has been overwhelmingly positive. "We have had a great response so far from the community," said Derek and Lucas. Their unique business model and quality offerings have quickly won the hearts of locals, who appreciate having a new and tasty option available at different events. Customer feedback has been extremely positive, with many expressing their delight at having such a unique and tasty option available locally. Derek and Lucas are thrilled with the great feedback they've received so far and are committed to maintaining high standards and customer satisfaction.

For more details, visit their main location at the parking lot of Lambert Chiropractic or find them at various events across Crawford County. For more information on the Chamber and Development Council of Crawford County's Revolving Loan Fund contact Paul Plumb at 712-263-5621.

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## WIAD Partners Tour Cedar Creek Popcorn

In April 2024, WIAD partners toured Cedar Creek Popcorn in Sac City. Bill Rieckhoff, General Manager, guided the plant tour and discussed product production. In March 2022, Almost Famous Popcorn Company announced the acquisition of Sac City-based Noble Popcorn now branded as Cedar Creek Popcorn. The Cedar Creek plant in Sac City pops approximately one-ton of popcorn each day and produces 33-bags of Cedar Creek Popcorn a minute on average.



Cedar Creek Popcorn being boxed and ready for shipment from the Sac City plant.

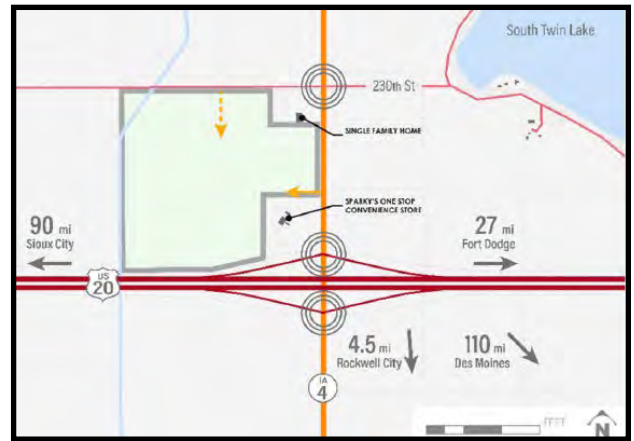


WIAD Partners pictured with Almost Famous and Cedar Creek Popcorn products in Sac City. Pictured from left to right: Chris Whitaker, Region XII COG; Paul Plumb, Chamber and Development Council of Crawford County; Theresa Hildreth, Calhoun County Economic Development Corporation; Sara Slater, Audubon County Economic Development, Rick Hunsaker, Region XII COG; Bill Rieckhoff, Almost Famous Popcorn; and Brandy Wilson, Sac Economic and Tourism Development.

## Shovel-Ready Solutions: Calhoun County is Open for Business

The right location can make all the difference when it comes to a company's success. The 115-acre Calhoun County Business Park offers plenty of room to grow at a prime location along four-lane Highway 20. Located just north of Rockwell City at the intersection of U.S. Highway 20 and Highway 4, the Calhoun County Business Park is located in the heart of west-central Iowa's agricultural region. The site also includes a Sparky's One Stop truck stop and convenience store, located on the southeast side of the property.

"We're focused on creating opportunity," said Theresa Hildreth, executive director of Calhoun County Economic Development Corporation (CCED). "If you're ready to build a warehouse/distribution facility, value-added agriculture business, hotel or restaurant, everything you need to succeed is available right here."



*Business Park Location*

Four-lane U.S. Highway 20 provides a direct, easy 56-mile drive to Interstate 35 and a 90-mile drive to Interstate 29 from the business park. The dedicated highway interchange near the business park makes it an ideal location for warehousing, distribution, cold storage, and other logistic service providers, Hildreth said. Since the completion of the four-lane U.S. Hwy 20 project in late 2018, traffic counts have soared near the Business Park. "The average daily traffic count is approximately 9,000 vehicles traveling through the Highway 20 and 4 intersection," Hildreth said.

The Calhoun County Business Park project is spearheaded by a development team including the CCEDC, the Calhoun County board of supervisors, the Calhoun County Electric Cooperative Association (CCECA), and Corn Belt Power Cooperative (CBPC) in Humboldt. Through the years, CBPC has partnered in 25+ industrial parks with its member distribution



*Business Park Development Sites*

cooperatives, including CCECA. "Part of our mission is to provide a better quality of life for the people we serve," said Keaton Hildreth, CEO of the CCECA. "Supporting this business park will help attract businesses to the area, which creates jobs and supports the local tax base."

The Calhoun County Business Park project reflects the power of partnerships to bring new economic development to rural Iowa. "We're excited to see opportunities develop at the site and influence future development throughout Calhoun County," Theresa Hildreth said. "We welcome forward-thinking entrepreneurs who will take this to the next level." To learn more about the Calhoun County Business Park, visit [www.ccedciowa.com/businesspark](http://www.ccedciowa.com/businesspark), or contact CCEDC at 712-297-5601 or [ccedc@calhouncountyiowa.com](mailto:ccedc@calhouncountyiowa.com).



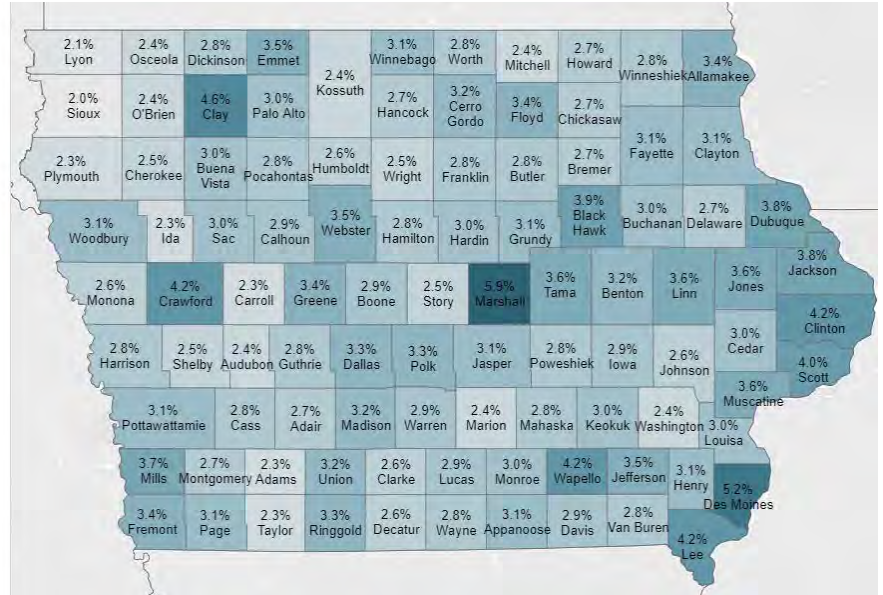
## Western Iowa Advantage Region and State of Iowa See Slight Increase in Unemployment Rate in July 2024

The Western Iowa Advantage Region's monthly unemployment rate (not seasonally adjusted) was 3.0 percent in July 2024 up from 2.8 percent in July 2023, according to figures released from Iowa Workforce Development. Iowa's unemployment rate was 3.2 percent in July 2024 up from 3.0 percent in July 2023. The U.S. unemployment rate was 4.5 percent in July 2024. Total employment in the region decreased to 39,090 in July 2024 from 39,490 in July 2023.

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

County unemployment rates in the region for July 2024:

Audubon 2.4%  
Calhoun 2.9%  
Carroll 2.3%  
Crawford 4.2%  
Greene 3.4%  
Ida 2.3%  
Sac 3.0%



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