

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

CADC offers opportunity to promote Carroll County jobs and grow workforce

Carroll County, IA has an abundance of jobs and opportunities in many different industries. From education, healthcare, manufacturing, retail and more, Carroll County businesses are growing and ready to hire. The CADC, in alignment with its mission statement, is working to help fill that workforce and grow our area businesses. The CADC is excited to announce a new Career Opportunities page on its website where individuals can look to find positions of their interest. “We are very committed to our Carroll County employers and to those seeking career opportunities,” stated Kimberly Tiefenthaler, Executive Director of the CADC.

The webpage only allows Carroll County businesses to post their jobs, and will serve as a central location for all opportunities available. Dustin Katje, Plant Manager at Pella explained, “At Pella, we are experiencing significant growth and we need great people to join our team! We are excited to see how this can help those in the community looking for employment. There are a lot of opportunities out there, having a centralized location will help those looking for employment.”

The CADC website, according to its quarterly analysis, also receives many views from folks in surrounding communities, counties, and states. Some of which are, Ames, Omaha, Des Moines, Ankeny, Minneapolis, Wisconsin, Illinois, and more. Allowing those to view the opportunities in Carroll County is another piece to the puzzle to grow our community. It helps promote the great jobs, in great communities, that are safe, have amenities, broadband, great schools, and more. Steve Kopecky, CEO at New Hope said, “The Careers Opportunities page is perfect for New Hope and our recruitment strategy. We are able to quickly and efficiently get our employment needs published in an ideal social media setting with high traffic volume. The CADC’s Career Opportunities page is the ‘first look’ for anyone in the Carroll region looking for employment or contemplating a career change.”

The CADC’s plan is to have as many jobs as possible listed on the website from the County. This helps promote our businesses, communities and all we have to offer. “Hiring staff is the biggest challenge we employers face right now. At Carroll CSD we are happy that there is a local website where people can go to jobs available in our community. Being able to reach a wide range of people is really important for employers,” stated Casey Berlau, Superintendent at Carroll CSD.

FOR SALE: PARCEL B, MARKET STREET, AUDUBON

This 3.94 acre property located along Market Street in Audubon is for sale. The property is currently zoned commercial and is listed at \$60,000. Contact Audubon County Economic Development for more information. The parcel flyer can be found [HERE](#).

Contact: Sara Slater, Audubon County Economic Development
Email: aced@windstream.net Phone: (712) 563-2742

Western Iowa Advantage 2022 Action Plan

Western Iowa Advantage (WIAD) — the collaboration of economic development officials in [Audubon](#), [Calhoun](#), [Carroll](#), [Crawford](#), [Greene](#), [Ida](#), and [Sac](#) Counties — rolled out our WIAD 2022 Action Plan after a recent board meeting. All efforts will build toward creating a stronger local, regional, and statewide economy by working together to effectively market the many viable assets of the region. Results will manifest in job retention and creation and improved quality of life.

“This action plan will keep us on track to do what we do best for the region,” said Chris Whitaker, Local Assistance Director, Region XII Council of Governments, “advocate for and provide real services to the businesses in our communities. We assist with everything from location searches, permits, financial/tax incentive programs, utilities, workforce, and demographics, to job-training programs, professional development, education, and more. Our ultimate goals are business retention and to make relocation and expansion easy processes.”

WIAD 2022 Action Plan

1. Business Retention and Expansion (BR&E)

Throughout Q1, WIAD members are focusing on business retention and expansion synchronist visits and reporting. Few economic development programs produce more connections and garner as much success as BR&E visitation programs. Aggregate summaries will be compiled for [target industries](#) and WIAD will use this information to customize its efforts to the specific needs of our business community.

2. Partner Business and Community Tours

Beyond the Q1 BR&E visits to gather data, WIAD partners will take the time to tour industrial facilities across the region numerous times during the year. As always, the goal is to make connections between local companies so more money stays here in Iowa and we remain informed of the current challenges facing our local companies. We will conduct regular partner meetings along with these tours and compile performance tracking data.

3. Website Marketing

The WIAD website remains one of our most powerful marketing tools for reaching site selectors and providing our members with up-to-date information. In Q4 2021, the website underwent a complete redesign that included improved features and a [new video banner](#) on the welcome page. In 2022, our relationship with Golden Shovel Agency Gatekeeper services will continue to ensure the timely distribution of news, the creation of original content to promote our business success stories, and the management of social media outreach.

4. Marketing to Partners

In addition to the website, a quarterly newsletter will be developed and distributed to keep our partners and stakeholders informed. The Annual Meeting and Annual Report will also be developed, conducted, and produced.

5. Housing Developer Attraction

A continued focus for 2022 will be housing developer attraction with \$20,000 allocated to housing developer regional marketing. This will build off of our 2021 partnership with the Iowa Economic Development Authority (IEDA) which took advantage of their co-op marketing program to produce the video campaign, “[We Know You](#),” that promoted our local housing opportunities.

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6. LOIS Maintenance

In light of our continued focus on site selection and business attraction, LOIS site and building information will be kept up-to-date. LOIS is a national online location analysis tool designed for communities and economic development organizations to promote available site and building inventory. The tool has an integrated GIS component that produces information regarding market, demographics, workforce, infrastructure, housing, business, and industry.

7. Education and Professional Development

The theme for our annual summit/workshop in November 2022 will be Regional Housing. This summit will work to further our goal of expanded housing. Additional support Region XII Workshops will cover topics like newly elected officials, nuisance abatement, planning and zoning, tax increment financing (TIF), and more.

Six business development webinars/podcasts are planned to cover topics important to our business community and partners such as entrepreneurship, business planning, business finance, visibility and expansion, diversity, and succession planning.

Membership in the [National Rural Economic Developers Association](#) (NREDA) will continue for our partners.

8. Trade Shows

WIAD belongs to the [Community Venture Network](#) (CVN) which links expanding businesses with the rural Midwest. For WIAD members, attendance to the private events held in Minneapolis each April, August, and December will be supported, including stipends. At these events, member communities meet with eight to ten businesses that are looking to explore expansion and partnership options in rural communities. Direct interaction at these meetings with decision-makers who provide detailed information about their businesses and needs leads to meaningful economic growth without any runaround.

Western Iowa Advantage: It's Easier Here!

Western Iowa Advantage is committed to facilitating ongoing improvements in our region's economy, quality of life, and tourism. Contact us today at 712.792.9914 or info@westerniowaadvantage.com and see how easy it can be! Follow us on [Facebook](#) and [LinkedIn](#).

BUSINESS FOR SALE: 100 PINE STREET, AUBURN

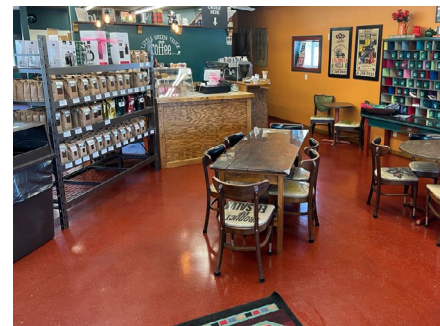
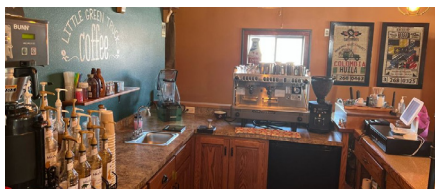
This 32x50 turn-key coffee shop with a fully furnished certified kitchen and drive-thru window is for sale in Auburn. The property is located along U.S. Highway 71 and is listed at \$188,000. Contact Sac Economic and Tourism Development for more information. The sale post can be found on Facebook by clicking [HERE](#).

Contact:

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FREE WEBINAR
**Community Revitalization Through Brownfields Redevelopment:
Partners, Tools & Resources for Iowa Communities**
Tuesday, March 29, 2022, 10:00 – 11:00am CDT



- Does your community have an abandoned building, old gas station, or other underutilized property (commonly known as a “brownfield”)?
- Are these properties negatively impacting your community image and impeding economic development, future growth and quality of life?
- Do you look at these properties and wonder how you might bring them back to productive use?



If you answered “YES!” to any of these questions, please join us for this free webinar.

Attendance is free, but **registration is required at:**

[https://ksu.zoom.us/meeting/register/tjEtceitrz8pGN1KOZrxrqs3RMMyk1mi31FV](https://ksu.zoom.us/j/84865229848)

A recording of the webinar and other resources will be available following the webinar at:

<https://www.ksutab.org/events>

Presented by the Iowa Department of Natural Resources (IDNR), the U.S. Environmental Protection Agency – Region 7 (U.S. EPA), and the Kansas State University Technical Assistance to Brownfields Program (KSU TAB), this webinar will help you:

- Understand what a brownfield is and how redevelopment can kick-start community revitalization.
 - Meet your brownfields partners at IDNR, U.S. EPA, and KSU TAB and hear about the free tools and resources they offer.
 - Learn about upcoming in-person workshops in your area that will build on the topics introduced in this webinar and facilitate networking with your peers and forming new partnerships.
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Who should attend? Local government officials, key community stakeholders, economic and community development organizations, not-for-profit entities, community groups, private citizens, and others working to promote revitalization in Iowa communities.

For more information, please contact:

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WIAD Region Sees Increase in Unemployment Rate & the State of Iowa See Unemployment Rate Decrease in January

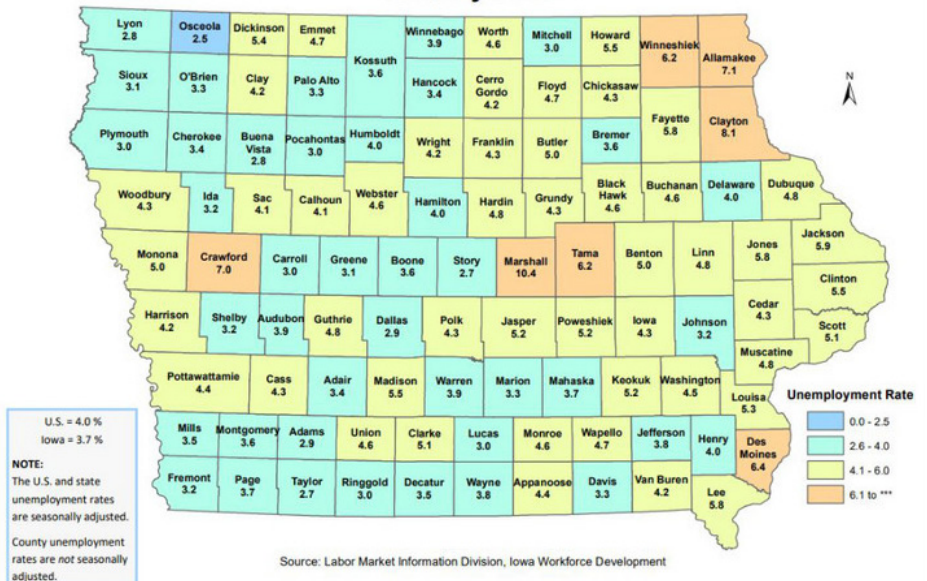
The Western Iowa Advantage Region's monthly unemployment rate (not seasonally adjusted) was 4.2 percent in January 2022, according to figures released from Iowa Workforce Development. Iowa's unemployment rate was 4.4 percent in January down from 5.4 percent in January 2021. The U.S. unemployment rate was 4.4 percent in January 2022. Total employment in the region rose from 38,790 in January 2021 to 39,430 in January 2022.

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 January 2022:

- Audubon 3.9%
- Calhoun 4.1%
- Carroll 3.0%
- Crawford 7.0%
- Greene 3.1%
- Ida 3.2%
- Sac 4.1%

Iowa Unemployment Rates by County
January 2022



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