People Make The Difference

Concert and fundraiser in Arnolds Park honoring veterans in the Iowa Lakes Corridor, the state’s largest Home Base Iowa region.
Entrepreneurship

- **52** clients served
- **15** new startups
- **66** jobs created (by clients)
- **$8,035,000** capital/funding raised for clients

**Misc. Entrepreneurship**
- Clients served FY 2011-2016: **148**
- New startups formed FY 2011-2016: **65**
- Students reporting increased sales: **74**
- Students in High School Entrepreneurship Academy: **7**
- Aileron Course for Presidents participants: **13**

Jobs

- **81** new jobs created and retained
- **$12.4 Mil.** new investments

- **60** best of Iowa interviews
- **114** jobs posted per month on website

Workforce Development

- **150 students, 12 businesses** at Spencer High School Manufacturing Career Day
- **4 students** participated in Manufacturing Academy
- **3 students** participated in Construction Academy

Home Base Iowa

Largest Home Base Iowa Community
All Corridor counties are Home Base Iowa Counties
- Buena Vista & Dickinson counties designated in 2016
- 353 business partners
- **12 veterans and families** relocated to the Corridor region for employment

Housing

- **$1mil** funds dispersed through Spencer Quality Housing Initiative
- **110** new housing permits/construction/planned
Board of Directors | 2015-2016

Val Newhouse, Chair, ILCC
Russ Dierenfield, Vice Chair, Tyson
Barry Sackett, Treasurer, Sackett Law Firm
Bill Bumgarner, Spencer Hospital
Penny Clayton, City of Estherville
Fred Moore, Buena Vista University
Jason Nelson, Polaris Industries
Rick Olesen, Iowa Lakes Electric Cooperative
Kent Stensland, Bank Midwest
John Tatman, Maurer Manufacturing
Jon Wilcke, MetaBank
David Woodcock, Farmers Trust & Savings Bank

MISSION

“To foster, encourage, promote, aid or otherwise assist in the economic growth and development of the four-county region”

VISION

To be a region where businesses thrive, residents enjoy an active and rewarding quality of life, and organizations work together more closely to grow the Corridor economy.

VALUES

As an organization we value honesty, respect, integrity, trustworthiness, openness and reliability. We use the strengths and opportunities of the four-county region to build collaborative efforts for the benefit of the whole.

As employees, we each uphold high ethical standards in all aspects of our work. Through continuous self-improvement, we strive to be ready and responsive. We hold ourselves accountable to our investors, clients and board members, providing results and working to ensure the success of the Iowa Lakes Corridor region.

GOALS

• Enhance entrepreneurial activity and new business starts.
• Create and maintain environment for business development and job growth.
• Assure employers have access to an adequate, well-trained workforce.
• Ensure adequate housing, infrastructure, and regional collaboration is present to support business development.

As the chair of the Iowa Lakes Corridor Development Corporation for this past year, I have had the opportunity to see this organization grow in its impact to the four counties it serves.

Throughout the year, the Corridor staff continued to offer leadership assistance to complete the Home Base Iowa effort and make it a reality for all our counties. This provides us with one more reason to encourage jobseekers to consider our region as their next ‘Home Base.’ If your business has not taken advantage of this free service, contact the Corridor today.

We need to continue connecting and collaborating in an effort to compete with other regions in attracting a well-educated workforce to serve our outstanding manufacturing, wholesale, retail, trade and health services industries.

As we move forward, we – like the engineers in our area industries – need to learn by experimenting and testing new options and initiatives. This will provide an improved environment for business development and job growth as well as enhance entrepreneurial activity.

That creates Good Jobs; Good People; Good Life.

VALERIE NEWHOUSE
2015-2016 CHAIR
A new four-year funding campaign for the Iowa Lakes Corridor Development Corporation is demonstrating once again the priority area businesses and organizations place on regionalism.

20/20 VISION will provide the resources to sustain core Corridor services in business retention, business attraction, and entrepreneurial development, while reinvigorating workforce improvement efforts through the new 5x5 population campaign.

As of June 30, 2016, the Corridor had secured $523,000 in annual commitments from more than 90 investors. Organizers expect to raise at least $600,000, equal to $9 per resident in the four counties.

LEADING THE CAMPAIGN
Larry Anderson
Estherville City Council
Dick Drahota
Mills Marketing in Storm Lake
Steve Goodenow
Bank Midwest in Spirit Lake
Steve Grell
Community State Bank in Spencer

The Corridor team thanks all our partners for their investments of time, expertise and financial resources.

To learn more about how your business or organization can support economic development in the Iowa Great Lakes, contact the Corridor, 712-264-3474.
5x5 Campaign People Make The Difference In Growth

In partnership with stakeholders from across Northwest Iowa, the Iowa Lakes Corridor is leading the launch of Five by Five (5x5), an innovative program to increase the Corridor region’s total population by 5 percent in 5 years. That’s 3,200 people!

How, you ask?

First, Corridor staff is meeting with presidents and general managers of major employers to determine which companies are expecting to grow in the next 5 years.

Second, Corridor staff will meet with the HR directors of the major employers of growing companies to determine career opportunities and demographic segments to target to fill those opportunities.

Third, the Corridor will partner with marketing companies to develop print, web, audio and video creative elements that sell the career opportunities to selected demographic targets.

These print, web, audio and video creative elements will be shared by Community Champions, folks who believe in the quality of life in Northwest Iowa.

The Corridor will also recruit Community Champions to serve as brand ambassadors for Northwest Iowa and equip them with the high-quality print, web, audio, and video marketing materials. The Champions will then share this information with friends and family whom they wish to see move to the area. It’s a planned and organized effort to match skilled and qualified individuals with opportunities for a great career, ideal housing, and outdoor fun.

To learn more about how you can serve as a Community Champion, call Brian Dalziel at Iowa Lakes Corridor at 712-264-3474.

Population (2013)

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buena Vista</td>
<td>20,567</td>
</tr>
<tr>
<td>Clay</td>
<td>16,491</td>
</tr>
<tr>
<td>Dickinson</td>
<td>16,955</td>
</tr>
<tr>
<td>Emmet County</td>
<td>9,996</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>64,009</strong></td>
</tr>
<tr>
<td><strong>Goal</strong></td>
<td><strong>67,209</strong></td>
</tr>
</tbody>
</table>

5% (3,200 people)
Brittany White: Veteran, Mother, Ranco Employee

Brittany White is a mother of three, resident of Sioux Rapids, Ranco employee—and Army veteran.

This past December, Brittany and her family moved to the Iowa Lakes Corridor region to be closer to her husband’s family. Upon moving here, Brittany was unsure of where to look for a job that would accept her with her military resume and background.

Fortunately, Brittany contacted the Iowa Lakes Corridor office and became a part of the Home Base Iowa program.

After serving three and a half years in the Army, including two years in Iraq, Brittany was exactly the kind of hero that Home Base Iowa is here to support. Within a month of moving to the Iowa Lakes Corridor region, Brittany became an employee for the shipping and receiving department at Ranco.

Home Base Iowa was able to connect Brittany to Ranco and help her through the process of applying.

From there, as her supervisor says, Brittany “matched perfectly.” With her previous work experience in the military, Brittany is able to bring a new perspective to the company.

When asked about her experience with the Corridor region and how she was adjusting to the new area, Brittany replied, “I love it here. I love my job, I love the area. I couldn’t ask for anything else.”
Corridor Named Largest Home Base Iowa Community

Home Base Iowa in the Iowa Lakes Corridor experienced an exciting year of growth in 2016. In January 2016, Buena Vista and Dickinson counties joined Clay and Emmet counties as designated Home Base Iowa (HBI) communities.

Each county held a celebration to commemorate the achievement. Once all four counties were official, Jason Kemp, HBI Program Manager, announced that the Corridor region was recognized as “Iowa’s Largest Home Base Iowa Community.”

Joanne Follon, Business Retention and Workforce Partnership Coordinator and a leader of the regional Home Base Iowa effort, served as a panelist at the 2016 Home Base Iowa Partners Summit hosted by Governor Terry Branstad and Adjutant General Tim Orr at Camp Dodge in April. The summit launched efforts for extended awareness and partner collaboration for the Home Base Iowa program.

“I feel proud to represent the Iowa Lakes Corridor region when I think of all the great volunteers that worked the Home Base Iowa Initiative and all the 353-plus businesses that said they support our veterans and want to employ them in their organizations,” Follon said. “This was a great example of what can be achieved if we partner and coordinate our efforts throughout the region. Definitely a job well done with the start of positive results for the area.”

The Lakes Corridor’s success with Home Base Iowa would not be possible without the crucial partnerships and support of Buena Vista, Clay, Dickinson and Emmet counties, as well as the hundreds of businesses in those counties that have pledged their support for those who have served our nation.
From livestock to wind energy, the Iowa Lakes Corridor Development Corporation was hard at work in Fiscal Year 2016 helping industries grow in Northwest Iowa.

A total of 44 business retention and attraction opportunities flowed through the Corridor offices, with six retention projects completed and several deals still in the works. That conservative tally only includes developments for which the organization played a central role. Left out are the literally dozens of times each month when the Corridor provided simple-but-critical support to growing businesses considering a new hire or significant investment.

Two projects of note were the Spencer AG Center headquarters in the Green Industrial Center and GrapeTree Medical Staffing’s glittering offices in Milford. The Corridor likewise assisted growing businesses in Emmet and Buena Vista counties, providing everything from support in locating and recruiting to technical consulting, contacts, and real estate information.

Every successful project began with the vision and energy of business leaders and was advanced through the hard work of local government officials, utility providers and many other partners. The Corridor played its critical role out of view.

“Economic development organizations should walk softly,” said Kiley Miller, CEO of the Iowa Lakes Corridor Development Corporation. “Thanks to the vision of our founders, the commitment of our investors and board members, and the expertise of our team, we’ve been quietly providing tailored, meaningful service to area communities and businesses for 24 years.”

Corridor efforts have helped to create or retain 750 to 1,050 jobs in the region since FY 2013, the start of the “C3: Connect, Collaborate, Compete” strategic plan. Pending projects could push that total up dramatically.

Then there are those vital undertakings that make jobs elsewhere possible. For example, the Gateway by IGL housing development in south Spencer.

“The Corridor team has provided us with housing market information and, as the administrative agency responsible for the Spencer Quality Housing Incentive program, is efficient and responsive,” IGL Construction President Kellie Beneke says. “They even helped us find the perfect candidate for a new position in our office.”

Unforeseen circumstances can occasionally highlight the Corridor’s value. For example, when avian influenza devastated local poultry flocks, the Corridor helped out-of-state clean-up crews find housing and warehouse space.
Looking ahead, the Corridor will continue its commitment to local business support and increase its focus in business attraction. Most importantly, the new 5X5 population initiative will help address a tight labor market.

“In manufacturing, continuous improvement is the goal,” Miller says. “The same holds true for our region. Economic development is less about selling than it is about constantly updating our product—a great place with great people.”
OEI 10  Thirty-two college students from Buena Vista University, Iowa Lakes Community College, Iowa State University, the University of Iowa and the University of Northern Iowa enjoyed a week of networking and learning during the 10th annual Okoboji Entrepreneurial Institute in August 2015. Since launching in 2006, OEI has helped more than 300 of the state’s best young business minds build the skills they will need to launch America’s next great growth companies. Many graduates have started businesses of their own and several have chosen to locate in the Corridor region.

Academies  For the second year, the Iowa Lakes Corridor Development Corporation supported Spencer, Okoboji and Spirit Lake High Schools, Iowa Lakes Community College and IowaWorks in offering real world work experience to high school seniors. Students in the High School Manufacturing, Construction, and Entrepreneurship Academies, the latter new in Spring 2016, earn college credits while exploring future career opportunities in local plants and on area job sites. For employers, the academies provide an unrivaled recruiting opportunity.
Thank You To Our Investors

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Asher Motor Company
Avera Holy Family Hospital
Avera McKennan Hospital
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Bank Plus
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Blink Marketing, Inc.
Bolton & Menk
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Buena Vista University
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Carlson Sanderson Real Estate
Century 21
Jacobsen Real Estate
Christensen Construction Co.
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City of Estherville
City of Lake Park
City of Okoboji
City of Sioux Rapids
City of Spencer
City of Spirit Lake
City of Storm Lake
Clay County Regional Events Center
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Clean Line Energy Partners
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Community Bank
Community First Broadcasting
Corn Belt Power Cooperative
Cornwall Avery Bjornstad & Scott
Cotton Grave Farm Management
Dakota Pack
Clay County
Deloss Construction Inc.
Diamond Concrete & Construction Incorp.
Dickinson County
Dickinson County Farm Bureau
Doll Distributing
Don Pierson Ford
Dyno’s Oil
Eaton Corporation
ECHO Group Inc.
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Home State Bank
Hultgren Implement
Iowa Lakes Community College
Iowa Lakes Electric Cooperative
ITC Midwest
JCL Solutions
KILR Radio
King’s Pointe (Kinseth Hotels)
Kruse Cate Nelson
Lake Park Municipal Utilities
Land Mark Products, Inc.
Maureen Oechslin
Maurer Manufacturing
Mediacom Communications Corporation
Merrill Manufacturing
Meta Bank
Metal Works
MidAmerican Energy
Midstates Builders
Midwest Mechanical Inc.
Motor Inn Estherville
Motor Inn of Spirit Lake
Nelson, Gayer, VerSteeg CPAs, P.L.C.
Nolin Milling
Northern Iowa Die Casting
NorthStar Bank
Northwest Bank
Northwest Financial Corp.
NW Iowa Bone, Joint & Sports Medicine
Orthopaedics PC
Parks Marina
Pixler Electric of Spencer Inc.
Polaris Industries
Polaris Industries
Pure Fishing
Quality Processing Services
R & D Industries
Ranco Fertiservice, Inc
Rebe Skin Clinic
Rembrandt Enterprises, Inc.
Sackett Law Firm
Shine Bros. Corp.
Simonsen Iron Works Inc.
Spencer Daily Reporter
Northwest Iowa Shopper
Spencer Hospital
Spencer Municipal Utilities
Spencer Office Supply
Spencer Realty
State Bank-Spencer
Tecton Industries, Inc.
The Acre Company
The Andersons
The State Bank-Spirit Lake
TJY Enterprises
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Valero Renewables - Hartley
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