



BUENA VISTA, CLAY, DICKINSON & EMMET COUNTIES

Corridor event, Annual Report win awards *Recognition given at Competitiveness Conference*

SPENCER – The Mid-America Economic Development Council presented its annual Economic Development awards at the 2011 MAEDC Competitiveness Conference and Site Selector Forum in Chicago. Award entries were accepted in two markets per category – large market (annual marketing budget over \$100,000) and small market (annual marketing budget under \$100,000).

The Iowa Lakes Corridor Development Corporation received two awards at the conference: third place in the small market division for its 2010-2011 Annual Report, and second place in the small market division for the Business Recognition Luncheon.

The Mid-America Economic Development Council, an organization that includes 10 states in the upper Midwest, is dedicated to enhancing economic developers' knowledge, capabilities and opportunities through multi-state networking, education and site selector interaction. Kathy Evert, CEO and president of the Iowa Lakes Corridor, served as president of MAEDC for 2011.

“MAEDC will finish 2011 in one of its strongest financial positions in many years,” said Evert. “I attribute this to the hard work by the board members to secure sponsorships and memberships and promotion of the conferences, and to our management director, Tracey Hogan, for her attention to detail and budget. We will begin 2012 on a very positive note and with a great deal of momentum to build another successful year for MAEDC and its members.”

The organization's membership increased in 2011, which is significant given the budget cuts of many state and local agencies as well as general budget reductions for many non-profits and others involved in economic development.

The organization met its sponsorship goal again in 2011. This is also significant given the tougher environment for sponsorship dollars and the tightening of budgets. MAEDC's primary income comes from memberships, sponsorships and conference registrations.

For the first time, MAEDC partnered with another state's economic development organization and another economic development conference, and held three conferences together in Iowa in May of this year. The Best Practices Conference was held in conjunction with the Iowa Smart Conference and the Professional Developers of Iowa spring event.

For many years, MAEDC has sponsored the annual Economic Development Awards competition to recognize and stimulate the creative use of quality marketing by economic development organizations throughout the ten-state Mid-America region in promoting their respective communities. MAEDC's awards partner is Site Selection magazine, and all first place winners will be highlighted in an ad in the January issue of Site Selection magazine.

Cinda Kelley-Hutchings, Executive Director of Hendricks County Economic Development Partnership in Avon, Ind., is the incoming MAEDC president, effective Jan. 1, 2012.

For more information about MAEDC, please visit www.maedc.net.

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The Iowa Lakes Corridor Development Corporation is the regional economic development agency for Buena Vista, Clay, Dickinson and Emmet counties. Its mission is to foster, encourage, aid, promote or otherwise assist in the economic growth and development of the region. For more information about the Iowa Lakes Corridor Development Corporation, call 712-264-3474 or visit www.lakescorridor.com.