

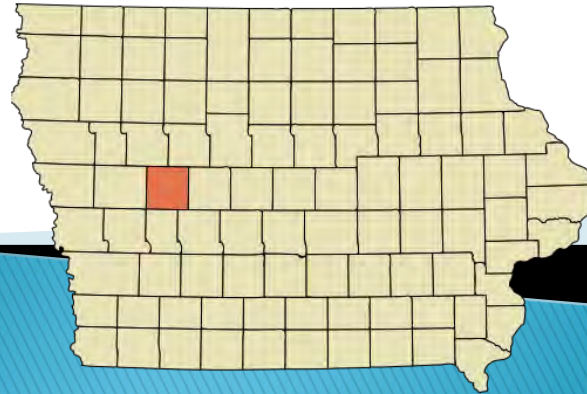
*“Energizing Business and Community Growth”*



# Effectively Communicating With City and County Officials

# Manning

IT'S REFRESHING!



Dawn Meyer, City Administrator

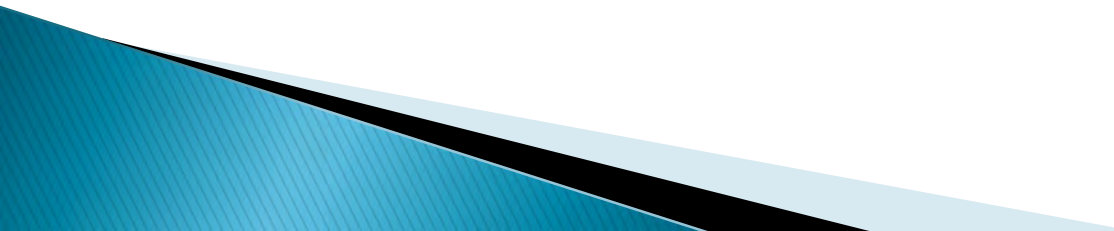
# Set Yourself Up for Success

The Ask

Follow Through



# SET YOURSELF UP FOR SUCCESS

- ▶ Set Expectations
  - ▶ Confidentiality
  - ▶ No “gotcha” moments
  - ▶ Make the plan. Work the plan.
  - ▶ We are all on the same team
- 



# BEFORE THE ASK

**DID YOU SAY**

**EXTRA MONEY**

memes

**Sooo... I'm going to need  
you to go ahead and volunteer.**

imgflip.com

# THE ASK

- ▶ Tell the same story multiple ways

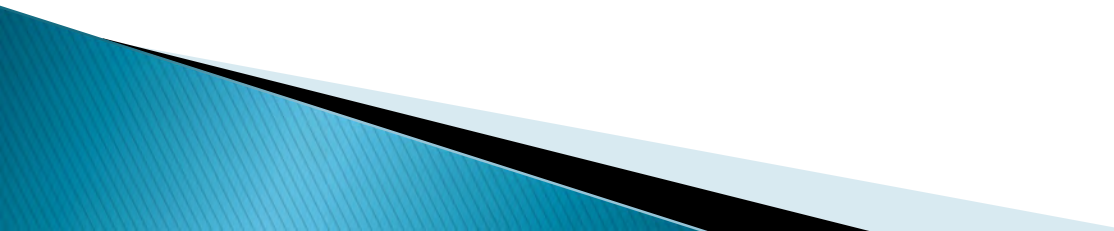


## Total School Revenue Benefit

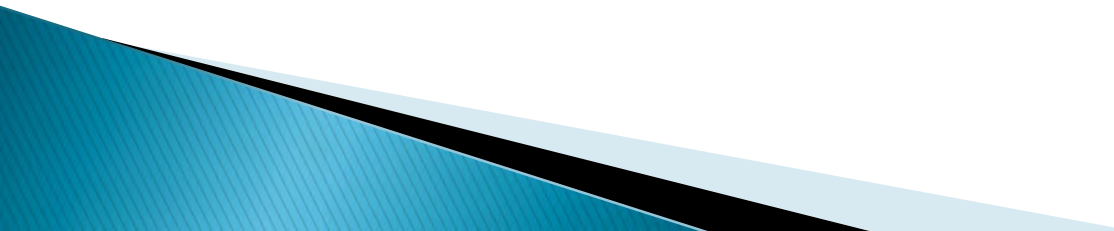
Type	Housing Units	PP Revenue	Tax Revenue	Totals
As designed	36	215,628	62,293	277,921
Redesigned without school	20	123,216	46,858	170,074
<b>DIFFERENCE</b>	<b>-16</b>	<b>-92,412</b>	<b>-15,435</b>	<b>-107,847</b>

**TOTAL ADDITIONAL  
IKMM BENEFIT:  
\$107,847 per year**

# THE ASK

- ▶ Tell the same story multiple ways
  - ▶ Overcome hurdles & ask again if given the opportunity
  - ▶ “Let me look into that”
  - ▶ Listen
- 

# FOLLOW THROUGH

- ▶ Under promise and over deliver
  - ▶ Know your audience and what they want
  - ▶ Do what you say; Say what you do
  - ▶ Keep reporting back
- 



# BUSINESS ASSISTANCE 2023

Last Updated: 10/12/2023

Business Code Name	Type of Assistance	Bus. Type	Status	Date of last contact	Contact hours 2023	Total
Business Red	Retention	Service	No further Act	12/28/2022	0	7.5
Business Brown	Transition	Service	Stale	8/12/2022	0	2
Business Salmon	Transition	Retail/Restau	Active	7/31/2023	0.5	3.75
Business Teal	Transition	Retail/Restau	Active	9/18/2023	30.75	52.5
Business Tangerine	Expansion	Service	Success/Finish	8/1/2023	0.5	3.75
Business Mango	Start-up	Industrial	Active	10/12/2023	25	33
Business Lemon	Start-up	Retail/Restau	Success/Finish	2/17/2023	3.25	5.75
Business Plum	Expansion	Mixed	Active	10/12/2023	6.5	41.5
Business Apple	Start-up	Service	Success/Finish	2/17/2023	0.75	2.5
Business Pear	Start-up	Retail/Restau	No further Act	1/13/2023	2	2
Business Peach	Start-up	Service	Success/Finish	1/26/2023	0.75	0.75
Business T	Retention	Retail/Restau	No further Act	10/12/2023	3.5	7
Business Cherry	Expansion	Service	Success/Finish	5/30/2023	10.75	10.75
Business Celery	Expansion	Retail/Restau	Active	8/10/2023	7	17
Business Cucumber	Start-up	Service	Stale	2/16/2023	0.5	0.5
Business Carrot	Expansion	Industrial	Active	8/9/2023	2.75	2.75
Business Purple	Transition	Service	Active	3/22/2023	0.75	6.5
Business Lettuce	Transition	Service	Success/Finish	3/28/2023	0.25	0.25
Business Radish	Start-up	Mixed	Success/Finish	4/26/2023	3	3
Business Rutabaga	Start-up	Mixed	Active	9/21/2023	1.25	1.25
Business Turnip	Start-up	Industrial	Stale	5/15/2023	2.75	2.75
Business Cabbage	Start-up	Other	Active	10/11/2023	1.25	1.25
Business Broccoli	Start-up	Service	Dream-No act	6/13/2023	0.5	0.5
Business Avacado	Start-up	Service	Dream-No act	6/20/2023	0.75	0.75
Business Artichoke	Transition	Industrial	Active	8/1/2023	2.5	2.5
Business Onion	Start-up	Industrial	Active	9/18/2023	3.25	3.25
Business Squash	Start-up	Other	Dream-No act	8/30/2023	2.75	2.75
Business P	Transition	Retail/Restau	Active	10/5/2023	0.5	1.75

102.5 206.75

# Main Street Manning

Our mission is to preserve and revitalize our historic downtown and to stimulate business, residential & recreational growth through the coordinated efforts of volunteers, private business and local governments for the benefit of present & future generations.



## Achievements

In 2021 we reached the \$5,000,000 benchmark for private investment in downtown. Main Street Manning has received 31 awards. Received 8 grants from Iowa Economic Development Authority. Since 2009 Main Street Manning has a total of 40,627 volunteer hours! Received National Accreditation for 2023.



## Organization

Works to support the overall financial health of Main Street Manning. Coordinates the annual investment/pledge drive. Hosts numerous concession stands and bake sales during the summer months. Plans the annual Main Event.



## Business Improvement

Supports 62 businesses in the Main Street District that employ 344 people. Awards \$500 in Mini Grants to Main Street businesses. Hosts "Lunch & Learn" events for business owners. Currently only 1 open building on Main Street!



## Design

They change the planters on Main Street 3 times a year with different seasonal decor. Designs banners for the light poles. Coordinates the placement & purchase of new benches, statues and trash receptacles.



## Promotions

Filled over 11,000 eggs in the last 3 years of hosting the Easter Egg Hunt. Tripled the size of the Market Meals & Music event. Over 1,000 kids have met with Santa at Weihnachtsfest since taking it over in 2019.



## Future

Currently working on new signage for the District. Ways to display artwork. Lighting for the holiday season. 3 façade projects: First National Bank, Holistic Health, Soll's Service.

**Your financial investment makes all this possible. Thank you for the continued support through the years!**



307 Main St. Manning, IA 51455



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www.manningia.com



# SAY THANK YOU

- ▶ Praise publicly (criticize privately)
- ▶ Never underestimate the power of “Thank you”

