



Partners Forum

"Energizing Business and Community Growth"



IADG Pre Forum



IOWA AREA DEVELOPMENT GROUP

PRE FORUM SESSION

Discussion Agenda

/// IADG Overview

- /// Mission, History & Staff Overview
- /// Financial Programs
- /// Marketing & Technical Assistance
- /// Ripple Effect Program

/// Partners & Programs

- /// Goldman Sachs 10,000 Small Businesses
- /// Innoventure Iowa
- /// Coalition to Support Iowa's Farmers
- /// IADG Community Foundation / Iowa Community Affiliate Network
- /// IADG Transition

IADG MISSION & STAFF



Bruce Nuzum
President / CEO



Bruce Hansen
V.P. Business
Development



Brian Tapp
V.P. Value-Added
Agriculture



Ethan Pitt
V.P. Community Initiatives &
Ripple Effect Program Director



Kay Snyder
Director Marketing &
Communications



Steven Benne
Development Finance
Director



Susie Wilhite
Sr. Manager, Accounting
& Human Resources

History of IADG

- /// Formed in 1985
- /// Rural Electric Cooperative Leadership
- /// Generation & Transmission Sponsorship
- /// IADG Serves 200+ Rural Utilities
 - /// G&Ts and RECs
 - /// Electric Municipals in the Cooperative System
 - /// Independent Telecommunication Companies



IADG Mission

“Advance business and community development projects and strategies on behalf of our utility members and economic development partners.”



Marketing Support



Site and Building Selection



Technical Assistance and Data Resources



Financial Incentive Packaging



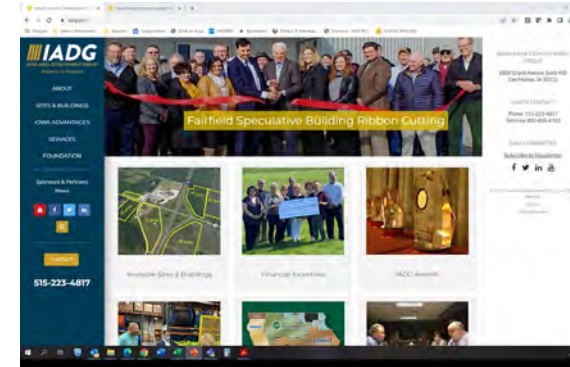
Community Resources and Services



Business Recognition and Appreciation Programs

Marketing Leadership

- /// Social Media
- /// Website with site, building, and community database
 - /// IADG Website part of Location One
 - /// Aerial Photos
 - /// Industry Studies
- /// Loopnet
- /// Printed Materials & Advertisements
- /// Business Recognition Programs
 - /// Iowa Venture Award
- /// Special Events



Business and Industry Retention and Recruitment

/// Industry Call Program

- In Partnership with Member Key Account Visits
- Corporate Visits while attending trade shows

/// Recruitment Efforts

- Trade Shows
- Research on Investment Prospecting
- Prospect Response Packages
- Prospect Site Visits & Presentations
- Professional Network Activities



Financial Packaging

- /// USDA REDL&G Program
- /// Revolving Loan Funds or “RLFs”
- /// IADG Energy Bank RLF
 - /// \$ 2 MM RLF for Commercial Energy Efficiency & Renewable Projects
- /// New Market Tax Credits
 - /// 39% tax credit monetized to assist projects in qualifying census tracts
- /// State Incentive Programs
- /// USDA RD / SBA / Conventional Loans
- /// Tax Increment Financing Education & Guidance





/// Serving Iowa's Independent Telco's

- /// Community and Economic Development Assistance

- /// Strategic Planning

- /// Financial Programs

 - /// State & Federal Programs

 - /// Community Planning Grants

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Questions?

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