



# Audubon County Economic Development Corporation

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## ACED TIDBITS

August 2009

### GLOBALIZATION

A few years ago, globalization was not considered the norm; but today it is. Most of us have been affected by globalization in one way or another; how we communicate, what we purchase, where something is made, with whom we are competing, etc. Economically, regionalism has evolved as the most effective way to respond to this innovation called globalization. It is the regional workers, industries, companies, educators, public, private, foundations, and government that interface more directly. Regional characteristics, attitudes, and the business environment have positive impact to everyone located in the same region.

### REGIONALIZE

This regional concept is also needed within the counties for our towns, schools, businesses, and civic groups to survive. Audubon County's population is no longer large enough for everyone to do all things or have several of the same things as in the past. Cooperation between towns and organizations is imperative to have the best for our residents and to have the best chance to attract people and businesses to the area. Technology is changing the way we live, work, think, and communicate.

### CLUSTER

The Audubon County Economic Development board is seriously looking at clustering with other counties on our economic development efforts. This would make us a partner of a larger group within the state regions. The state regions consist of several counties that have partnered to be more effective in development efforts that involve the state monies and programs.

### COORDINATION

The purpose of coordination is to achieve greater impact from organizations by having them plan and work together. It is critical that each organization maintain its present identity and tradition, yet coordinated efforts will enhance their results and make the community more structured and organized. Regional, state, and federal bulletins as well as educational issues should be communicated to all businesses in the county. One system would simplify and make this easy and fast.

Additionally, coordination would allow better decision making on workforce development, have more impact on community assistance, broaden our resources,

minimize gaps and overlaps in what we do, and set combined goals to retain and expand our existing business. It will also help solve larger common problems, retain our existing identity, and create administrative efficiencies. Coordination will create a closer connection between the county economic sectors including: Retail, Service, Professional, Education, Healthcare, Agricultural, and Industrial.

The Audubon Chamber of Commerce, Audubon County Economic Development Corporation, and Audubon County Tourism all have mission statements, with varying wording, that state their purpose is to aid and assist in the promotion and development of Audubon and the Audubon County area. In small towns, community development is economic development. These organizations are committed to coordination and will create a joint Community Development Plan to form a unified future structure.

### **COMMUNITY DEVELOPMENT PLAN**

The joint Community Development plan will assist in setting a unified effort to create a stronger local economy and enhance our quality of life. The plan will address internal and external marketing, promotions and events, business retention and recruitment, workforce development, entrepreneurial assistance, local data collection and much more. Our organizational meeting is being planned to take place within the next few weeks. The plan details will start coming together at that time.

### **JOBJET**

JobJet is a carpool taken to the next level. Five to fifteen commuters ride together to and from work in a fully equipped passenger van to commute to work in West-Central Iowa. Each JobJet van can accommodate one volunteer driver and up to 14 passengers. Each passenger pays one low monthly rate based on mileage and occupancy. JobJet members live in close proximity to one another, work in the same general area and have similar work hours. Region XII Council of Governments assist commuters in organizing groups, providing vans, and maintaining the vanpool. This program is sponsored the Region XII COG. Additional information including rate schedule are at [www.jobjet.org](http://www.jobjet.org).

### **IOWAMICROLOANS**

IowaMicroLoan is a program created to help Iowans realize their goal of achieving business success when there is a solid idea, team and commitment to make it work. It was created for those microbusinesses that are considered on the fringe of risk-bearing capacity for most traditional financial institutions. Applicants must have applied for a loan at a traditional credit source and have been denied before these loan opportunities are available. Loan limits are \$5,000 to \$35,000 or a co-financed arrangement of up to \$105,000. More detail information is available at [www.iowamicroloan.org](http://www.iowamicroloan.org).

### **LOCAL RETAIL SALES**

Retail sales matter to the health of a community in terms of the quality of life of its residents. Communities realize that a strong retail sector is a major component in economic growth and stability. The Iowa State University Retail Trade Analysis Program is an important source of data and reporting. The complete report is posted for your review and information at [www.auduboncounty.com](http://www.auduboncounty.com).

The general trend in Iowa has been a decline in the retail health of small towns and rural communities. This trend will force some communities to look for innovative approaches for growth. Iowa's sales when adjusted for inflation showed no growth. As consumers pull back on spending, the number of retail establishments decline and the demand for retail space falls. The communities require a strong correction.

It is important to note that the report uses *taxable sales* and not total retail sales. Sales data are based on goods and services subject to retail sales tax. Exemptions include food, drugs, metered gas, electricity and fuel used to heat residences. For these reasons state sales are underestimated and they are expressed in 2008 dollars. For cities with population below 1000 retail data may be represented with zeros in the report.

Here are a few facts from the fiscal year 2008 report. Much of this information will affect local decision making for the future of Audubon County.

	Audubon County	Audubon City	Brayton	Exira	Gray	Kimballton
Retail Sales (\$millions)	31.2	25.8	0	3.8	0	0.7
%Change 2007-2008	6.9%	8.6%	0	0.1%	0	-11.4%
Real Per Capita Retail Sales (\$)	5,133	12,139	0	5,162	0	2,323
%Change 2007-2008	8.5%	10.1%	0	1.6%	0	-9.9%
Real Retail Sales Per Business	129,587	167,429	0	79,233	0	44,664
%Change 2007-2008	5.2%	7.2%	0	0.1%	0	-14.3%
Population 2008	6072	2124	132	730	76	298
%Change 2000-2008	-10.7%	-11.2%	21.1%	-18.3%	0%	14.2%
Working outside of County	29.9%	16.2%	61.8%	29.4%	51.2 %	70.3%
Working outside of City	43.3%	29%	92.7%	54.8%	83.7%	81.4%
Pull Factor	.53	1.10	0	.62	0	.31
Leakage/Surplus	-42.2%	40.7%	0	-36.8%	0	-70.1%
Sales Capacity	49.8%	62.6%	0	1.6%	0	-32.3%
Estimated Internet Leakage	1,618,848					

**Definitions**

*Pull Factor*- Trade area capture divided by population

*Sales Capacity*- Expected level of retail sales factored with peer group pull factor

*Surplus*- Positive difference between actual and potential retail sales

*Leakage*- Negative difference between actual and potential retail sales

*Potential Sales*- Expected sales if no surplus or leakage.

(City or County population x state per capita sales x income index)



Thomas R. Nielsen  
Executive Director

**FOOD FOR THOUGHT**

- How is it that we put a man on the moon before we figured out it would be a good idea to put wheels on luggage?
- Why does a round pizza come in a square box?

## AUDUBON COUNTY TOURISM

Margee Shaffer, Coordinator

## Save the Date...

- August 27<sup>th</sup>** *Exira Lions Bingo* at 6:45 PM
- August 29<sup>th</sup>** *Brayton Community Club Ice Cream Social* from 5 to 7 PM ~ Homemade ice cream and desserts ~ Freewill donations ~ In the Old Glory Park in Brayton ~ Rain location the Brayton City Hall
- August 29<sup>th</sup>** *Audubon County Saddle Club Ranch Horse Show* at the Audubon County Fairgrounds
- August 30<sup>th</sup>** *Audubon Fire Department's 17<sup>th</sup> Annual Harold Hansen Memorial Golf Tournament*, Audubon Golf and Country Club 7:30 AM Tee off
- September 6<sup>th</sup>** *RocknRoll Road Trip* ~ 2009 Iowa RocknRoll Music Association Hall of Fame Induction Spectacular ~ Audubon born artist inductees **Mary (Arnold) Miller and Bill Fries (CW McCall)** ~ Leave at 12:30 PM and will return late Sunday night after the concert. Cost is \$58.00 per person. This includes tickets to induction ceremony, concert, and roundtrip bus fare. Call 712-304-4069 for reservations
- September 12<sup>th</sup> & 13<sup>th</sup>** *Music Man* ~ September 12<sup>th</sup> at 7:30 PM and September 13<sup>th</sup> at 2 PM Country Players presents Music Man at the Audubon High School Auditorium
- September 26<sup>th</sup>** *Exira Fall Festival* ~ Come for a day of fun! ~ Crafts ~ Lunch & Dessert Bar ~ Bake Sales ~ Scare Crow Contest ~ Rides & Children's Games ~ Food Stands & Business Specials ~ 4th Annual PARK TO PARK PUMPKIN RUN on the T-Bone Trail from Brayton City Park to Exira City Park ~ Contact 712-268-2187 for more details
- October 4<sup>th</sup>** *Nathaniel Hamlin Park Fall Festival* From 10 AM to 4 PM ~ Come for lunch ~ Tour the Audubon County Farm Historical Museum, Country School House, & Blacksmith's Shop ~ View the huge Cattle Industry Mural by Cam Ross ~ Children's Games ~ Entertainment ~ Ceremony honoring our veterans ~ Bargain Barn Open ~ Contact 712-563-2516 for more details