



Audubon County Economic Development Corporation

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ACED TIDBITS

July 2008

“Why We Love Small Business in Iowa” is the headline of an article based on information from the Office of Advocacy of the U.S. Small Business Administration. Here are the figures they have compiled:

- Small business makes up 97.5 percent of all Iowa Employers
- The 261,800 small businesses in Iowa are located in every community and neighborhood.
- Home-based businesses account for 52 percent of all small businesses.
- Iowa saw an estimated 5,877 new small employers start up in the last year measured.
- There are approximately 5,500 minority-owned businesses and 63,800 women-owned businesses in Iowa, and almost all of them are small businesses.
- The latest figures show that small businesses create 60-80 percent of America’s net new jobs.

I found this information interesting and encouraging for our rural communities.

We have added many features to our website, www.auduboncounty.com, which I am sure you will find useful and valuable as well as informative.

On the Home Page you will find the Calendar which has the major events in Audubon County. Either click on the date to see what is going on that day or click the arrow by the month and you will roll out the whole remainder of the year schedules.

Home Page again, under ECONOMIC DEVELOPMENT you will find the following:

- ACED – there are Quick Links to workforce and regional information and scroll down for links to corporate tax & incentive information and links to the Audubon County Industries. Under Links I would encourage you to explore Audubon County GIS (aerial photos and more), Audubon County Airport, Bureau of Labor Statistics, Western Iowa Advantage, and Valley Business Park.
- Business Directory - This is a directory of Audubon County businesses and it has direct links to their e-mail address and/or website. If you have not provided your e-mail address or website to us and would like it added, just e-mail the information to us.

- Careers - Employers may post job openings directly and it will automatically post on the Iowa Workforce Development site and on the Iowa Career Consortium site when applicable.
- Newsletters - This is the current monthly ACED Newsletter.
- News Report - Here you will find articles of interest to economic development.

In TOURISM you will find information on the various Audubon County attractions, events, things to do, and places to stay.

COUNTY INFORMATION offers information from each of the County offices including a link to Audubon County Memorial Hospital, the Audubon County Extension, Audubon County Endowment, and the Audubon County Planning and Zoning (Audubon County Zoning Ordinance).

CITIES have information regarding that specific town.

Currently under construction is a section for the Audubon County Landfill and the Audubon Fire Department. Let us know should you have need for links or resources that are not currently on the site. We will do our best to accommodate you.

The past two months I have made comment regarding the benefits of establishing a Main Street Group in our communities. The main emphasis is to keep focus of the downtown economy by keeping it attractive and lively as well as working closely with local retailers to improve business practices to better compete with large retailers.

This month lets look at some thoughts on how to identify workable niches to make Downtown a major draw.

Downtown can flourish through establishment of distinct niches. The *Main Street Group* should work with businesses to define specific niches appropriate for the community and assess their viability. Niches can be identified by analyzing successful niches in comparable communities, study how current local businesses fit together, build a database of commercial space (include data on ownership, square footage, tenancy, and business category I have this project underway) and survey shoppers to find out who is shopping in town and why. Some potential niches and we may need to adopt more than one are:

- Retirees: As the population ages and older folks gain a larger share of savings and income, they become an attractive economic development strategy.
- Tourists and travelers: Visitors not only demand retail and entertainment, but also provide opportunities for activities including festivals, museums, lodging, and promotional events.
- Artists and crafters: Downtowns serving this niche often have galleries, restaurants and bars, and unique specialty retailers. They also need professional offices and business support services, copy shops, and office and studio supplies. Live/Work Units is another possibility for this group.
- Medical facility users: Hospitals and Care Centers not only attract patients and their families and friends, but they also attract visiting medical professionals.
- Home Furnishings: A cluster of related businesses may include home remodeling, furnishings, decorative design, hardware, flooring, furniture, and lighting and paint stores.
- Crafts: furniture, rugs, textiles, ceramics, and glassware.
- Entertainment and the arts: theater, concerts, craft shops, museums, art galleries.

Downtowns and historic buildings provide excellent locations for start-up businesses and provide good cause to restore and maintain existing buildings.

All these things help to meet the important goal to help existing businesses thrive and expand. Existing businesses are the building blocks of downtown. Several potential key steps to help improve the local business environment are:

- Convene a forum where businesses can enter a discussion among one another and establish a means for developing ideas and acting on them.
- Talk to your existing retailers. This way, you can find out their complaints as well as find out what kind of retailers they would like to see filling the vacancies, and what retailers they fear.
- Implement a Business Retention & Expansion program. This may include a visitation program.
- Access regional and local revolving loan funds.
- Develop an internship program between the educational system and local businesses. This can provide students hands on experience and provide businesses with low cost labor.
- Discuss possible networking opportunities with home micro-businesses.
- Determine if workforce skills are adequate and if a training program needs to be developed.
- Create a business-to-business directory. This is yellow pages for downtown. Local utilities may help underwrite the cost.
- Develop a downtown consumer guide with coupons and information on the downtown businesses.
- Accept credit cards.
- Provide visitor information such as county maps, and local brochures.
- Build an image of downtown that will attract customers, investors, and businesses.
- Cooperate and work together with outlying businesses.
- Make online (business website) presence for businesses uncomplicated, fast, and free. Create a Spotlight Page and let the Downtown web service do the rest.

Vibrant communities have a vibrant downtown. That is where the city council sits, the post office, the court house, library, and the other things that every city has. The improvements will flow outwards.

Thomas R Nielsen
Executive Director

FOOD FOR THOUGHT.....

- Credentials on the wall do not make you a decent human being.
 - The happiest of people don't necessarily have the best of everything; they just make the most of everything.
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AUDUBON COUNTY FAIR SCHEDULE OF EVENTS - 2008

WEDNESDAY, JULY 23

9:00 – 11:00 AM Fair Preparation Day
 11:00 AM 4-H Club Booth Set-up
 11:00 AM Audubon Co. Farm Bureau Lunch
 1:00 – 3:00 PM 4-H Fashion Designer Showcase
 4-H Decorators Showcase
 3:00 PM 4-H Communications Contest
 North End of Agri-Hall
 5:00 PM 4-H Pet and Dog Show - Hoop
 6:00 – 7:30 PM 4-H/FFA Beef check-in

THURSDAY, JULY 24

7:00 – 8:00 AM 4-H/FFA Swine check-in
 9:00 – 10:00 AM 4-H/FFA Sheep & Goat check-in
 10:00 – 11:00 AM 4-H/FFA Poultry/Rabbit check-in
 11:00 AM 4-H/FFA Horses must be stalled

9:00 AM – 6:00 PM Fair board secretary's office open
 Commercial Exhibit set-up
 11:00 AM 4-H Garden Plots Judging
 12:00 noon Judging 4-H Static Exhibits
 1:00 PM 4-H Food Sale

6:00 PM Open Class Static must be entered

6:00 PM 4-H/FFA Roping Event
 7:00 PM 4-H Building Open to Public
 8:00 PM Open Class Static exhibits in place
 8:00 PM Silent Auction items in place
 8:00 PM 4-H Recognition – Grandstand
 Decorator's Showcase, Fashion
 Designer Showcase, FR/CS, State
 Fair Exhibitors, Communications,
 Senior Recognition, Banner Club
 Queen Contest – Grandstand

FRIDAY, JULY 25

8:00 AM 4-H/FFA Pen of Three Interviews
 8:30 AM 4-H/FFA Pen of Three
 4-H/FFA Bottle Bucket Show
 4-H/FFA Market Heifer Show
 4-H/FFA Market Steer Show
 4-H/FFA Supreme Market Animal
 4-H/FFA Showmanship

9:00 AM Judging Open Class Static Entries

11:00 AM 4-H/FFA Horse Show
 2:00 PM Open Class Beef/Dairy Entries Due
 4:00 PM 4-H/FFA Feeder Calf Show
 4-H/FFA Breeding Heifer Show
 Open Class Feeder Show
 Open Class Breeding Beef Show
 Open Class Market Show
 6:00 PM Beef Feed

7:30 PM Figure Eight Races
 Following the races, Battle of the Bands in the Pits

SATURDAY, JULY 26

7:00 AM Biscuits & Gravy – 4-H Pop Stand
 7:30 AM 4-H/FFA Swine
 8:00 AM Open Class Horse Entries DUE
 8:00 AM – 8:30 AM Open Class Poultry/Rabbit
 Check-in
 9:00 AM Baby Contest – Hoop
 10:00 AM – 2 PM Kids Photo ID – Agri Hall
 10:00 AM Big Wheels Race – Hoop
 10:00 AM Open Class Horse Show
 11:00 AM Pedal Power Pull – Hoop
 11:00 AM 4-H Poultry, Open Poultry Show
 11:30 AM Livestock Judging Contest
 Registration

12:00 Noon Livestock Judging Contest

1:30 PM 3 on 3 Basketball - Hoop
 2:00 PM 4-H Rabbit, Open Rabbit Show
 5:00 PM Pork Feed – Hoop
 6:00 PM 4-H/FFA Goat Show
 4-H/FFA Sheep Show
 Children's Theater – Grandstand
 State Fair Bill Riley Talent Show

SUNDAY, JULY 27

8:00 AM Fun Run/Walk – Hoop
 8:00 AM Pancakes – Hoop
 9:00 AM Antique Tractor check – in
 10:00 AM Antique Tractor Ride
 11:00 AM Horseshoe Tournament
 11:30 AM Cowboy Extreme Horse
 Registration
 12:00 noon Ageless Ag Games (wheelbarrow
 race, 3 legged race, leap frog,
 animal calling, gunny sack race)
 Cowboy Extreme Horse Race
 Tractor Games
 12:30 PM Bingo – Hoop – Exira Lions
 1:00 PM Knowledge Bowl – Show Barn
 1:30 PM

2:00 PM Pie Contest - Hoop
 Old Timers Band
 3:00 – 3:30 PM Pick up Silent Auction items, Ag Hall
 4:00 PM 4-H/FFA and Open Class *Static*
 exhibits released from 4-H
 Building, Agri Hall and Antique
 Building.

Animals not going through the sale released
 Livestock Sale - Rabbit, Poultry,
 Sheep, Swine, Beef

*Members are expected to stay until fair clean-up is done. Water
 fights will not begin until after clean-up*

7:30 PM Figure 8 Races

Carnival Schedule
Friday, July 25 – 5-9 PM
Saturday, July 26 – 11 AM – 2 PM; 5-9 PM
Sunday, July 27 – 1-4 PM

Dunk Tank available Thursday - Saturday

**58th Annual
Operation T-Bone
Audubon, Iowa**

August 1-3, 2008

See attachment or

Go to www.auduboncounty.com

**Under ACED - Click on News Report for the
58th Annual Operation T-Bone Schedule**