

Audubon County Economic Development Corporation

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ACED TIDBITS

June 2009

OUTSIDE INFLUENCES

I have mentioned in past newsletters that due to outside influences such as state regions, national and global trends there will be great benefits for Audubon County Economic Development (ACED) to create a high level of coordination with all of our county organizations and to cluster our development efforts with other counties.

CLUSTERING

Clustering with other counties will make us a partner of a larger group within our state region. It adds population, geographic area, workforce, and quality of life options when submitting proposals and we can work together on workforce, vocational training and business recruitment.

COORDINATION

The Audubon Chamber of Commerce, Audubon County Tourism, and ACED are taking the lead on coordination. Coordination will achieve a greater impact by planning and working together as well as create a closer connection between the county economic sectors- Retail, Service, Professional, Education, Healthcare, Agriculture, and Industrial. This will also make all of our community development efforts as seamless as possible.

JOINT OBJECTIVES

Joint objectives will be selected for coordination. Elements that can be coordinated include clients, resources, programs, program development, and information. Clients are those whom we serve and resources include friends, personnel, materials, endorsements, and information.

COMMUNITY DEVELOPMENT PLAN

The Community Development Plan will be our first project. This plan of work will be created jointly and will specify each organizations responsibility for each linkage, which resources each organization will contribute to various programs, and time tables the obligations are to be met. All participating organizations will have a copy of the Community Development Plan to guide us through the year.

The proposed Community Development Plan most likely will include objectives and time frames. Examples of objective headings are: Internal Marketing, External Marketing, Business Retention and Expansion, Workforce Recruitment and Retention, Research and Data Collection, Events and Promotions, Business Recruitment, Quality of Life, and more.

AUDUBON COUNTY COMMUNITY FOUNDATION

Audubon County Community Foundation is staged to distribute in excess of \$155,000 in 2009. \$102,000 was distributed this spring and \$53,110 will be distributed this fall. The application deadline will be September 1, 2009. Details will be announced soon and the information will also be posted on www.auduboncounty.com. Also available will be a printable application form online. Now is a good time for our county non-profits to prioritize projects and submit your applications.

This is a timely economic boost for our communities. The foundation makes distributions both in the spring and in the fall. Awards go to the county Non-profits which provides for a better quality of live for all the residents of Audubon County. The Audubon County Community Foundation is very appreciative of those individuals, families, businesses, and organizations that have contributed permanent funds to provide for our community needs and interests.

CHALLENGE GRANT

The Southwest Iowa Foundation recognizes the importance of philanthropy and has again this year provided a Community Foundation Challenge Grant. New endowed contributions totaling \$50,000 or more will receive a \$50,000 match. 50% of the Challenge Grant (\$25,000) is applied to the Audubon County Endowment Fund and 50% to be awarded during the annual grant cycle. That means if we meet the Challenge, \$25,000 will be awarded with next years distribution. Hopefully our county will meet the Challenge Grant again this year. You and your generosity to the Audubon County Community are needed. Please step up to the plate and help boost the local civic, cultural, health, education, and social services. If you have interest or would like to contact one of the Audubon County Community Foundation Board members they are: Brett Irlmeier of Audubon, Larry Beckendorf of Exira, Janell Hansen of Kimballton, Thomas Nielsen of Audubon, Dr. Daryl Olsen of Audubon, Bruce Hoegh of Brayton, and Jonnie Meislahn of Gray.

A RECESSION ECONOMY

After attending meetings and seminars on this subject, it seems the message is simply that there are two things companies can do in hard times. One is to cut cost and the other is to increase sales. This seems logical, but it can be a challenge to find the plan of action. The company may benefit by creating a program that will cut costs by increasing productivity and efficiencies. Also creating a program to develop new sales channels may be helpful. There may be opportunities to gain access to government contracts or provide product or services to those companies that do. Social networking may be another marketing avenue to consider. Knowing the recession will not last forever; one thing it has taught us is that businesses cannot do things the same way they did 10-20 years ago and think they're going to survive.

SOCIAL NETWORKING

Have you embraced the social media craze? Like it or not, it appears to be here to stay. For business, social networking provides another medium for getting information out about your place of business, product, or service. It can be a marketing tool to promote special events and promotions. I am sure the younger and middle aged uses this networking the most, so that may be the target audience. However they connect with family and friends. Some of the most common social networking sites are: Twitter, Facebook, Myspace, YouTube, Photobucket, LinkedIn, Budurl, Tweetdeck, Tweetlater, Google Reader, etc. You can review these sites at [www.\(sitename\).com](http://www.(sitename).com) to see if they are something that would benefit your business marketing plan.



Thomas R. Nielsen
Executive Director

Audubon County Tourism

Magee Shaffer Coordinator

Save the Date.....

June 28th Exira Car Truck & Motorcycle Show ~ See below

July 3, 4, & 5 Exira's 144th Annual 4th of July Celebration ~ See the next page

July 9th Exira Lion's BINGO ~ Early Bird at 6:45 PM

July 23- 26 Audubon County Fair ~ For details go to www.extension.iowastate.edu/audubon or www.auduboncounty.com

July 26 12th Annual Audubon County Hospital Foundation Golf Tournament

July 31 & August 1 59th Annual Operation T-Bone Celebration ~ Details are posted as they become available at www.auduboncounty.com

**3RD EXIRA
CAR, TRUCK MOTORCYCLE SHOW**

**SUNDAY, JUNE 28, 2009
AROUND CITY PARK**

\$10.00 Registration from 9AM to Noon

Food provided by Exira Lions Club

Dash Plaques for first 100

Door Prizes

Specialty Awards

DEAL OR NO DEAL

LOUD PIPES CONTEST

SILENT AUCTION

50/50 RAFFLE

MUSIC OF THE 60'S

**FOR MORE INFORMATION
CONTACT**

Ross May 712-268-5513

Dean Foresman 712-243-4990

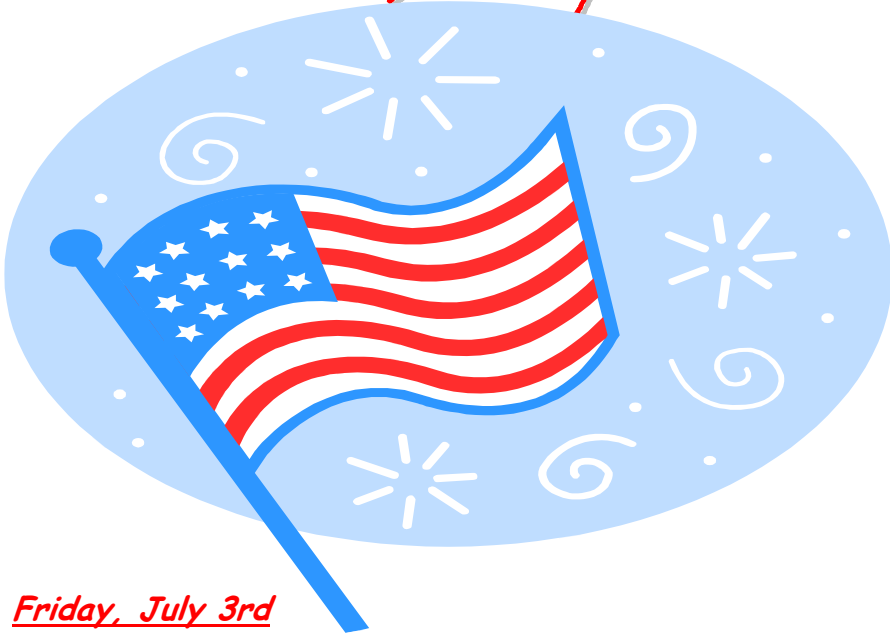
Kevin Jensen 712-268-5503

Randall Jensen 712-292-4077

**Stereo Competition Sponsored
By Custom Body & Sound
Atlantic 712-243-2381
(Extra Charge)**

EXIRA 4TH OF JULY CELEBRATION

July 3rd, 4th & 5th



**Blue Amusements
on the Midway
Friday and
Saturday**

**Sponsored by the
Exira Community Club**

Friday, July 3rd

- 8:00 AM 28th ANNUAL 1.4 Mile Fun Run/Walk -5 K -10 K Road Run
Breakfast at the Fire Hall during/after the Road Run
Served by the Nishna Botna Conservation Foundation
- 2:30 PM JV/V Baseball Game vs. Guthrie Center at Legion Park
- 5:00 to
8:00 PM Community Club Barbeque at City Park (Beer Garden available during the barbeque)
- 6:30 PM Kiddy Parade at City Park
- ****Blue Amusement on the Midway - Unlimited Ride Wristband Friday Night***

Saturday, July 4th

- 9:00 AM Foot races in front of Elementary School
- 10:30 AM ANNUAL PARADE (Starting at Legion Park) - Parade Theme "A Small Town with a Big Bang"
- 2:00 PM City Park Gazebo Entertainment 2:00 PM Christian Music 2:30 PM Thrivent's Got Talent-Talent Show
- 3:30 PM Kid's Tractor Pull in front of Fire Hall
- 4:00 PM Parade Winners Announced at the Gazebo
- 9:00 PM
- 1:00AM Main Street Dance, Band is Stone Thro (\$5.00 cover/person - ID required for wristband)
- 9:45 PM Grand Fireworks Display (High School Football Field)

Sunday, July 5th

- 10:30 AM Ecumenical Church Service & Catered Dinner at Rec Center
- 2:00 PM Alumni Coffee at the Lion's Building

~~The rain location for City Park performances is the Rec Center~~

Audubon County Historical Courthouse Museum Open Saturday 12 to 5 PM & Sunday 1 to 4 PM