



Audubon County Economic Development Corporation

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ACED TIDBITS

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Community Development in our smaller communities is Economic Development! I will attempt to explain in more detail and why it makes sense for us to embrace *coordination* and *clustering*.

COMMUNITY DEVELOPMENT

Community Development is actually a set of values and practices which plays a special role in overcoming poverty and disadvantage, knitting society together at the grass roots and deepening democracy. This enables connections to be made between communities and widen policies. Community Development expresses values of fairness, equality, accountability, opportunity, choice, participation, mutuality, reciprocity and continuous learning.

Those that participate in community development are involved in organizing meetings and conducting searches within a community to identify problems, identify assets, locate resources, analyze local power structures, assess human needs, and investigate other concerns that comprise the community's character. Social resources within the community are found to be adequate to meet the needs if individuals work collectively through cooperation and volunteerism.

ECONOMIC DEVELOPMENT

Economic Development refers to increases in the standard of living of a nation's population associated with sustained growth from a simple, low-income economy to a modern, high-income economy. Its scope includes the process and policies by which a nation improves the economic, political and social well-being of its people.

Policies of economic development encompass three major areas:

- Governments undertaking to meet broad economic objectives such as price stability, high employment, and sustainable growth. Such efforts include monetary and fiscal policies, regulation of financial institutions, trade, and tax policies.
- Programs that provide infrastructure and services such as highways, parks, affordable housing, crime prevention, and K-12 education.
- Job creation and retention through specific efforts in business finance, marketing, neighborhood development, small business development, business retention and expansion, technology transfer, and real estate development. This third category is a primary focus of economic development professionals.

Numerous organizations whose primary function is not economic development work in partnership with economic developers. They include news media,

foundations, utilities, schools, health care providers, faith-based organizations, and colleges, universities, and other education or research institutes. Many others working in partnership with economic developers are regional, state, local, rural, urban, and international economic development organizations, as well as chambers of commerce, technology development agencies, consultants and redevelopment authorities.

There is intense competition between communities, states, and nations for new economic development projects in today’s globalized world and the many variations of economic incentives such as tax incentives, help with investment capital, donated land and many others.

The reality is that economic developers do not typically create jobs, but facilitate the process for existing businesses and start-ups to do so. This is precisely why **clustering** developer efforts with other rural counties makes so much sense.

ECONOMIC DEVELOPMENT MARKETING

Finding the best practices and efforts to market our community is critical. A business community that can speak with one voice and move with unified effort are strong arguments for having one single organization or coordinated effort. The driving force of a unified group has to be economic development. If you strip out the economic development, the prosperity generation function of an organization, it is difficult to define its purpose. All our promotional organizations need to facilitate community leadership to create prosperity. Period. End of story.

Coordination of the Audubon County Economic Development Corp., the Audubon Chamber of Commerce, and the Audubon County Tourism groups will help to successfully move our county forward by getting everybody on the same page with a common vision. This coordinated group has recently created a Community Development Plan that will help keep a sharp focus. It is hoped that the other promotion groups in the county will join in with this Community Development Plan.

CAREERS

If you are an employer with open job positions, you can post them in the Careers section of www.auduboncounty.com. Employees looking for career opportunities can find those in the same section of the www.auduboncounty.com site.



Thomas R. Nielsen
Executive Director

FOOD FOR THOUGHT.....

- Action is a great restorer and builder of confidence. Inaction is not only the result, but the cause, of fear. Perhaps the action you take will be successful; perhaps different action or adjustments will have to follow. But any action is better than no action at all.

Norman Vincent Peale

- The art of progress is to preserve order amid change and to preserve change amid order.

Alfred North Whitehead

Audubon County Tourism

Margee Shaffer Coordinator

Send us your town's and organization's events to audubontourism@iowatel.com.net. We will add them to the Calendar on www.auduboncounty.com.

Save the Date.....

- **October 31 - Fall Fun Fest Sponsored by Audubon Women's Association** at the John James Audubon Plaza Park from 3 to 5 PM ~ Hayride to Friendship Home and around town, face painting, games and activities ~ So come in costume , bring your Trick or Treat bag and parents ~ Hamburgers, chips and drink will be served for a Free Will Donation
- **November 8 – Audubon Band Smorgasbord** ~ 11 AM to 1:30 PM in the Audubon Cafeteria

Audubon County Hospital Foundation
**Big Band Harvest Dance &
15th Anniversary Celebration**

...Featuring the Wailing Big Band

Sunday, October 25 from 6 – 10 P.M.

Agri-Hall at the Audubon Co. Fairgrounds

Admission:

\$15 adult \$7.50 student

Admission includes light supper, door prizes,
live music and good times!

Tickets available at Audubon Co. Memorial Hospital,
Exira Medical Clinic, Audubon Medicap & Pamida
Pharmacies, Elk Horn Pharmacy, Exira City Clerk, or
from ACHF Board Members & friends.

Tickets also available at the door!

~~~**Deck the Agri Hall 2009**~~~

Bring your family, friends, or club to enjoy the sights, sounds, and smells of the Holiday Season. View over 50 decorated Christmas Trees and Holiday Collections.

Saturday, November 21st

- 11 AM - 2 PM — Soup/Sandwich/Dessert — \$5
- 2 - 5 PM — Dessert/Beverage — \$2
- 5 - 7 PM — Pork Loin Dinner— \$8

Sunday, November 22nd

- 11 AM - 3 PM — Soup/Sandwich/Dessert— \$5

Contact Chris Jensen 268-2608 or Mary Ottmar 563-4239 for details.
Sponsored by ISU Extension and Friends of the Fair

Located on Audubon County Fairgrounds, Audubon, Iowa
Admission Free Will Donation

Proceeds go to Fairgrounds Improvements