

# Clarinda Economic Development Corporation

## Calendar Year 2006 Annual Report

**Summary:**

2006 was an exciting year that included both progress and challenges. Community development was successful with highlights consisting of the finalization of both the Orscheln and NSK projects as well as the completion of a community survey.

Time was spent in 2006 determining exactly what the future of economic development will be in Clarinda and how we can work together to continue to grow our community.

In 2007 I look forward to working with the CEDC Board, Council, City Management and the Citizens of Clarinda to continue to toward progress for Clarinda.

Sincerely,

Chad Wellhausen  
*Executive Director*

## **Community Development**

Below are the following activities that I have or continue to participate in with intentions of strengthening our community's youth, businesses and overall vitality:

- Assist with a Leadership Club for Clarinda Middle School 5<sup>th</sup> and 6<sup>th</sup> Graders
- Participated in numerous Clarinda Lied Library Teen Roundtable discussion
- Continue to write articles in the Herald Journal labeled "Clarinda On The Move" to update and educate the public on economic development issues
- Served as emcee for the Page County Bottle Calf Show
- Provided tours for the Elderhostel group during the Glenn Miller Festival
- Served as an interviewer for the Clarinda High School mock interviews
- Hosted the annual Clarinda Economic Development Corporation Business Appreciation Golf Outing
- Presented on "Careers In Agriculture" during Youth Agriculture Week
- Served as a waiter for the Women in Business Luncheon
- Participated in the Vision 20/20 program
- Joined Sister City organization to gain better understanding of Clarinda's relationship with the Japanese
- Promoted the Grow Iowa Foundation programs to local entities and businesses

## **Speaking Engagements**

I frequently am asked to speak at organizations and meetings. I take the opportunity to discuss issues from economic development to concerns from the public. The following were a few speaking engagements from last year:

- Clarinda Middle Christmas program regarding importance of shopping locally
- Kiwanis Club
- Rotary Club
- Page County Farm Bureau

## **Existing Business**

Retention of existing business is an important aspect of economic development. Below are the activities associated with business retention and existing business relationships:

- Traveled to Japan to visit both NSK and NSK-AKS headquarters. With the completion of the large expansion project, we took the opportunity to thank NSK for their contribution and indicate our willingness to assist with further needs
- Hosted a luncheon for local business to hear about new programs from IWCC. IWCC offers many technical programs, assistance and direction for businesses who chose explore such options
- Held regular meetings with Deb Calvert, Mid American Energy Economic Development Consultant to discuss energy issues and visit local businesses to determine their needs
- Held regular meetings with John Ziegenbusch, Alliant Energy to discuss energy needs, visit local businesses and address issues
- Frequent visits to businesses to gain an understanding for their needs, expansion projects and ways we can assist
- Attended Clarinda Chamber of Commerce annual meetings to gain better understanding of retail industry and continue to grow relationship with the chamber

## **Recruitment**

Recruitment continues to be an important part of economic development. Indicated are a few of the business I had a part of recruiting, as well as efforts that are focused on recruiting:

- Assisted with facilitating Ritchey Funeral Home to locate in Clarinda
- Maintain relationship with Iowa Department of Economic Development to promote Clarinda.
- Update Location One Information System and community data on economic development website
- Traveled to Trenton, MO in recruitment effort of Big Time Cinema
- Assisted Wayne Goecker (Clarinda.Net) with his retail store
- Spent considerable time working on Orscheln Farm and Home. Traveled to Moberly, MO to visit with executives and finalize agreement
- Sent numerous letters, community information and data to potential businesses to encourage and promote Clarinda

## **Projects**

This past year has provided me the opportunity to work on a variety of projects. Listed below are few of the key projects:

- Assisted KMA radio with identifying a location for the expansion of their broadcasting capabilities
- Conducted a community survey that resulted in a strategic direction for our efforts as well as input from the community
- Worked with Conagra Foods Hamburg, IA plant to identify potential alternative uses for popcorn oil
- Attended numerous Iowa Department of Transportation meetings to present information regarding Hwy. 71. This has been an ongoing project that is seeing potential
- Identified and explored opportunities to construct office space on empty lot owned by Larry Carpenter
- Facilitated sale of IWCC Dormitories to Misty Haffner
- Serving as a Livestock Pilot Project in conjunction with the Page County Farm Bureau
- Working with IWCC Pappajohn Center for Entrepreneurship to provide college students an opportunity to assist Clarinda project with financial and business planning ideas
- Held Youth Entrepreneurship event that had attendance of over 150 people
- Co-sponsored “Boomtown” conference with Mid American Energy in Creston, IA
- Formed Dairy recruitment effort in Southwest Iowa that is currently seeking grant funding
- Facilitated meetings between the Small Business Development Corporation and local lending institutions to identify opportunities to combine efforts
- Recently completed a Downtown Revitalization Plan that provides financial, technical and mentoring assistance to new or start up businesses locating on the Clarinda Square

### **Boards/Committees**

Listed are the boards and committees I have served on:

- AEA 13 Agency Mentoring Program
- Library Strategic Planning

### **Conferences**

Listed are the conferences that I had the opportunity to attend this past year. I believe that each of these conferences provides benefit to my efforts:

- Federal Reserve Conference on Rural Economic Development in Ames, IA
- Smart Conference on Economic Development
- Legal Strategies for Your Business
- Getting to Know the Iowa Department of Economic Development
- Area 13 Education and Economic Development Conference

### **Legislative**

Networking Clarinda with legislators as well as involvement in political issues is important to this position. Below are a few of the legislative activities I participated in last year:

- Attended a Jim Nussle meeting at Vaughn's
- Update Page County Supervisors on projects
- Hosted Legislative Briefings for Senator Hubert Houser and Rep. Rich Anderson
- Hosted Congressman Steve King and his staff on a visit to the Clarinda Academy and E-Z Way
- Attended Legislative Tourism Day at capitol
- Encouraged legislators and other communities to be supportive for change in Enterprise Zone Legislation that would allow Page County to qualify.

### **Budgeting, Funding and Operations**

- I have operated and will continue to operate the Clarinda Economic Development Corporation in an operationally efficient and fiscally responsible manner.
- Accounting is accurate and transparent through budgeting and monthly reconciliations in QuickBooks. Reviews from the State of Iowa Auditor indicated no noted observations.
- I will continue to work with the necessary parties to find new and better ways to improve economic development for Clarinda. I look forward to your input for the upcoming year