

WOODBURY COUNTY BOARD OF SUPERVISORS AGENDA ITEM(S) REQUEST FORM

#11c

Date: 2/8/18 Weekly Agenda Date: 2/13/18

ELECTED OFFICIAL / DEPARTMENT HEAD / CITIZEN: David Gleiser, CED Director

WORDING FOR AGENDA ITEM:

Request to Apply for MidAmerican Energy Local Partners Grant

ACTION REQUIRED:

Approve Ordinance ☐

Approve Resolution ☐

Approve Motion ☒

Give Direction ☐

Other: Informational ☐

Attachments ☒

EXECUTIVE SUMMARY:

The Board will discuss and take action on authorizing the CED Director to apply for a Strategic Planning & Implementation Grant from the MidAmerican Energy Local Partners Program for \$5,000.

BACKGROUND:

The Sgt. Bluff Community Development Corp. (SBCDC) has sought to enter into an agreement with MidWest Onshoring Partners, LLC for economic development marketing consulting services to assist with marketing the certified industrial site in Sgt. Bluff. SBCDC has requested the county's help in applying for the MidAmerican Energy Local Partners Program to help offset their cost for the agreement.

FINANCIAL IMPACT:

Potentially +\$5,000

IF THERE IS A CONTRACT INVOLVED IN THE AGENDA ITEM, HAS THE CONTRACT BEEN SUBMITTED AT LEAST ONE WEEK PRIOR AND ANSWERED WITH A REVIEW BY THE COUNTY ATTORNEY'S OFFICE?

Yes ☐ No ☐

RECOMMENDATION:

Authorize the Community & Economic Development Director to apply for the MidAmerican Energy Local Partners Strategic Planning & Implementation Grant in the amount of \$5,000.

ACTION REQUIRED / PROPOSED MOTION:

Motion to authorize the Community & Economic Development Director to apply for the MidAmerican Energy Local Partners Strategic Planning & Implementation Grant in the amount of \$5,000.

SECTION IV STRATEGIC PLANNING AND IMPLEMENTATION

CORPORATE HEADQUARTER CALLS AND MARKETING TRIPS

A marketing initiative may be to connect with corporate headquarters or target specific business sectors. MidAmerican Economic Advantage® supports these programs and will partner on marketing efforts. Corporate headquarter calls will utilize the Synchronist headquarter call form and data must be entered into the system as a result of the meeting in order to receive funding.

REIMBURSEMENT: Up to 50% of the total cost for list preparation, telemarketing, scheduling, airfare or mileage not to exceed \$2,000 per trip. Mileage reimbursement will not exceed the federal mileage rate. The program is limited to two trips annually per entity. A limit of five projects will be considered.

COMMUNITY DEVELOPMENT STRATEGIC INITIATIVES

MidAmerican will partner in projects that lead to actionable results. An Economic Advantage® team member will be part of your planning team to access the required resources.

Project Examples:

- Wayfinding
- Sense of Place
- Community Branding

REIMBURSEMENT: A matching grant up to \$2,500, not to exceed 50% of the project cost.

DIGITAL MARKETING AND ADVERTISING

Recognizing up-to-date aerial photographs of available sites and buildings are a basic marketing tool, assistance is available to offset the cost of photography, copywriting, design support and digital marketing tactics.

Project Examples:

- Aerial Photographs, Google Earth, Drone, Visual Production
- Targeted Marketing (Mailings, Social Media, Online Ads, etc.)

REIMBURSEMENT: Up to 50% of the project cost, not to exceed \$2,500 per entity.

EXISTING BUSINESS PROGRAMS

The organization must have an existing business and retention program. In Iowa, utilization of Synchronist is required with a data quality indicator greater than 80 for database records. To enhance the benefits of this tool, MidAmerican will partner on initiatives such as data analysis and efforts that enhance the existing business base.

Project Examples:

- Business recognition in local media
- Annual existing business program event
- Awards programs recognizing various local businesses by categories
- Local/regional Synchronist data analysis
- Existing business report to stakeholders

REIMBURSEMENT: Up to 50% of the cost, not to exceed \$1,500. The program is limited to one event per entity per year. A limit of 10 initiatives per year will be considered.

MARKETING PLAN DEVELOPMENT

Communities need marketing techniques to support businesses who have expansion or new location opportunities. Successful marketing programs need accurate, up-to-date and credible information to reach the needs of the business community. Marketing plans help to ensure a positive impact and make effective use of available resources, staff and financial capabilities. Additionally, they provide a guide for all marketing activities and are an important part of an overall economic development strategy. The marketing plan must be done in coordination with the strategic plan.

REIMBURSEMENT: Up to 50% of the total cost, not to exceed \$5,000.

STRATEGIC PLANNING

A three to five-year strategic plan provides focus to economic development programs. Evaluating the organization's structure with focus on current economic conditions, assets, challenges, existing business efforts, marketing and workforce will offer value to stakeholders.

MidAmerican Energy's EconomicAdvantage® group may provide a matching grant for the strategic plan process.

REIMBURSEMENT: A matching grant of up to 50% of the total project cost, not to exceed \$5,000.

TRADE SHOWS

MidAmerican will partner on trade shows identified in the organization's targeted business marketing plan. We will partner on the cost of the booth space for the show.

The initiative must be led by a local or regional development group in an area primarily served by MidAmerican Energy. Participation in the trade show must include booth space rental. The program is limited to one event per entity annually. A limit of five projects will be considered.

REIMBURSEMENT: Up to 50% of the booth space cost, mileage or airfare not to exceed \$3,000.

WEBSITE DEVELOPMENT

MidAmerican strongly encourages local economic development groups have a current website. To assist in this process, financial support is available toward the cost of developing or updating a website. Initiatives may include site selection, business retention, economic gardening, workforce development and unique marketing elements. When completed, the website must be linked to MidAmerican's EconomicAdvantage website at www.midamericanenergy.com/ea/.

Project Examples:

- Website expanded capabilities
- Analytics (audience tracking, i.e. Google Analytics)

REIMBURSEMENT: Up to 50% of the cost, not to exceed \$2,500. No more than 14 projects will be funded.



**MIDWEST
ONSHORING**
PARTNERS, LLC

**ECONOMIC DEVELOPMENT
CONSULTING SERVICES**

Proposal for

**SERGEANT BLUFF, IOWA
COMMUNITY DEVELOPMENT CORPORATION**

December 14, 2017

310 N. Derby Lane, #1611 ♦ North Sioux City, SD 57049 ♦ (712) 251-5436

www.midwestonshoring.com

SERVICES

As part of this proposal, Midwest Onshoring Partners, LLC will provide the following services on behalf of the Sergeant Bluff Community Development Corporation (CDC):

Initial Strategy Review:

- Meet with City and CDC to review previous strategic plans and informational materials
- Evaluate and analyze information, activities and goals
- Discuss strategies to increase market share and meet objectives

Initial Prep Phase (approx. 1 month):

- Create informational support materials, i.e., 1-page brochure and fact-sheet
- Develop comprehensive map showing infrastructure and services
- Provide layout for a Dogwood Trail Park landing page on City website

Marketing Audit Phase (approx. 3 months):

- Competitive analysis of features and infrastructure of similar sites
- Create SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis for Dogwood Trail Park
- Collect demographic data to support SWOT marketing programs
- Identify best practices for marketing industrial parks for property positioning through the review of others site's marketing collateral materials such as websites, advertising and social media
- Clarify plat/parcel layout boundaries and ownership identification
- Recommend land pricing based on competitive analysis
- Make recommendations regarding the creation of a virtual or spec building

COMPENSATION

Monthly Consulting Fee:

Midwest Onshoring will be compensated at a rate of \$2900 per month for a maximum period of 4 months. The maximum total compensation to Midwest Onshoring will not exceed \$11,600 and Midwest Onshoring commits to providing all deliverables identified in the "Services" section of this document no later than 4 months from the time this agreement is executed by signatures of all parties. Consulting fee will be billed at the end of each month of consulting work.

Expenses:

The above fees are exclusive of out-of-pocket expenses incurred, including, but not limited to, postage, overnight or courier delivery, copying, printing needs, travel, lodging and meals as directed or approved by Sergeant Bluff's CDC. Out-of-pocket expenses shall not exceed \$250 per month without prior approval.

Agreement

This agreement is made and entered into by and between the CDC of Sergeant Bluff, Iowa and the Midwest Onshoring Partners, LLC of North Sioux City, SD for the services outlined in this proposal. Services will commence upon execution of this agreement by signatures of responsible parties as noted below.

Dated this _____ day of _____, 2017.

Signed: Sergeant Bluff CDC Midwest Onshoring Partners, LLC

By: _____ By: _____

Dean Lafrentz President Scott Morford, Managing Partner

By: _____ By: _____

Beau Streck, Vice President Darwin Gamm, Managing Partner