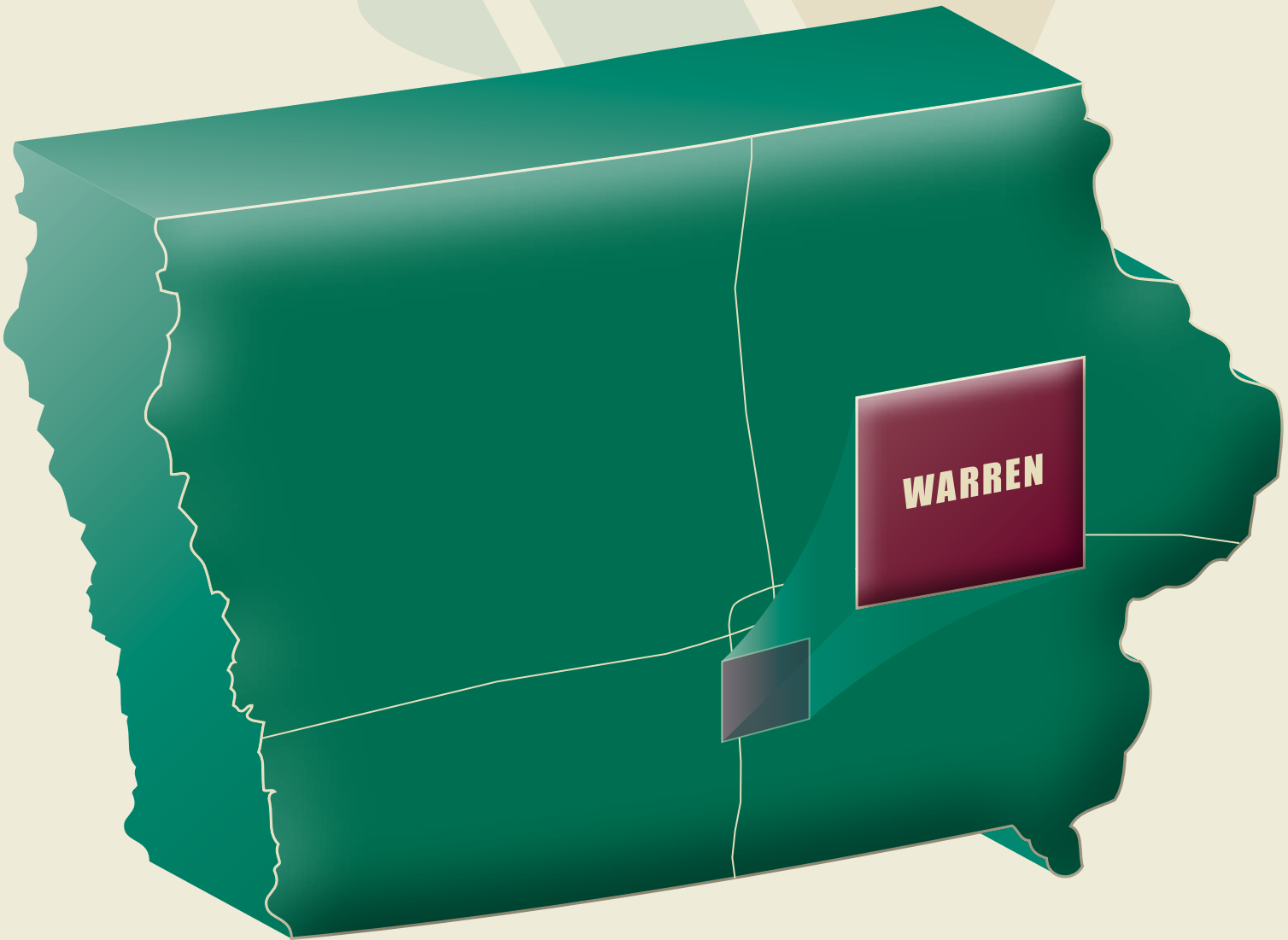


# GROW WARREN NOW



# warren county economic development corporation

*Naturally Set For Your Success*

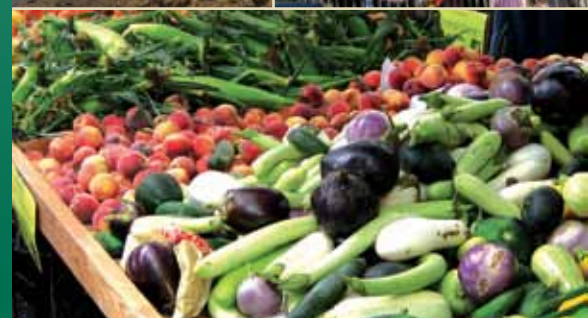


Warren County, conveniently situated for business growth and development, is located in the growing Greater Des Moines metropolitan area and bordered by the Highway 5/65 Bypass and Interstate 35 with direct access to air and rail service.

## warren county profile

- Founded in 1846, with the first elections in 1849, after General Joseph Warren, who died on June 17, 1775 at the Battle of Breed's Hill in the Revolutionary War
- Warren County is the 11th largest county in Iowa with 46,225 residents
- The county is the fourth fastest growing county in Iowa (by population)
- There are 16 towns in the county with 16 townships and five unincorporated towns
- There are 12 registered sites on the National Register of Historic Places in Warren County
- The county seat is Indianola, IA
- Warren County has 22 vineyards, three wineries and one distillery, including the oldest winery in the state
- The top 10 employers in Warren County employ 3,280 people combined
- Cost of living index in Warren County: 81.5 (January 2011)

[www.wcedc.com](http://www.wcedc.com)



# WCEDC history

WCEDC was founded in 1992 and is charged with helping retain and grow existing businesses, as well as working to position the county to successfully market and attract new employers. Since inception, WCEDC has helped more than 25 businesses, helped create over 450 jobs and added more than 356,000 square feet for industrial and commercial space. In addition, WCEDC has also lobbied and secured funding for development parks, transportation studies and reports, trail improvements, and maintained an 18-year-old leadership program with more than 350 graduates.

Executive Director, Jason White, a 10-year veteran of economic development in Iowa, was hired in April of 2011 bringing leadership and vitality to the organization. His past experience brings a variety of skills working with various-sized communities and multi-county regions, collaborating between private and public entities, and building outstanding relationships.

The WCEDC Board of Directors recognized the opportunity to do more in 2011. Warren County and Central Iowa were not impacted as greatly by the national recession in 2008 and had a chance to establish a new action plan to implement new strategic initiatives, fitting to the current time. After conducting a feasibility study, with feedback and input by 55 interviews of local greater Warren County leaders and business owners, the Board of Directors unanimously approved to bring in Convergent Nonprofit Solutions, L.L.C. to facilitate the fine-tuning of the new strategic action plan and implement GroWARRENow!

**356,000 sq. ft.**  
for industrial and commercial space

**450**  
jobs created

**350 graduates**  
from the WCEDC leadership program

**25**  
businesses  
helped by WCEDC

## case for support

GroWARRENow! has been developed as an aggressive approach to better compete in the arena of attracting, retaining and growing environmentally acceptable, primary businesses and industries for Warren County and to provide new, better and more diverse employment opportunities for residents.

This extraordinary five-year program is centered on the premise that a new and more pro-active approach is needed to step up the process of planned economic growth and community development.

GroWARRENow! requires a five-year investment of \$2,200,000. The source of revenues for the program will be from both public and private investors, with top investors serving actively in the governance of the program's implementation. Upon completion, GroWARRENow! will provide significant and positive impacts to the Warren County region as well as defined and reasonable Return on Investment to its supporters.

Breaking away from the annual "search for money" cycle will enable the staff of WCEDC to focus on mission, rather than having to continuously spend time each year in an ongoing effort to secure necessary funding.



Availability of working capital is as crucial to WCEDC as it is to any business. Five-year investments to the GroWARRENow! program provide that capital.

It is vital that leading community businesses and business leaders as well as governmental entities, foundations, philanthropists, and others join in making a significant investment in GroWARRENow! over the next five years to insure the viability of the program and the necessity of the results.

# Five Year Goals

# \$2,200

# 1

## Business Retention and Expansion > \$400,000

- Utilize Synchronist as the centerpiece of the county's Business Retention and Expansion program and utilize contact management system/software to track existing business contacts for all other businesses and actions to be taken.
- Develop and market a checklist of assistance needed for entrepreneurs in Warren County at each stage of the support process, and assess the availability of services in Warren County.
- Establish an "opportunity fund" to investigate the viability of high-impact economic and community development projects.



# 2

## Public Relations and Advocacy > \$300,000

- Develop a regular media contact program focused on metro media outlets highlighting positive Warren County growth efforts.
- Implement an all-encompassing WCEDC social media strategy and a new, modernized website.
- Develop a legislative plan and agenda to reach out to all levels of government on issues relevant to Warren County.
- Support current activity and advocate for tourism growth in Warren County.



# 000,000

## 3

### Target Marketing and Product Development > \$1,300,000

- Establish four primary target industry groups for WCEDC focus over the next five years;
  - Agri-Business (Agri-Tourism activity is projected to be a result of targeting this segment)
  - Advanced Manufacturing
  - Logistics and Distribution
  - Customer Service and Technology Support Operations.
- Lead a fully engaged effort to establish shovel-ready sites and establish a fund which can be used as capital to remodel existing building or building new speculative buildings.
- Establish a fund which can be used to provide matching financial assistance to expanding businesses and new businesses looking at Warren County as a possible destination.
- Utilize and support local resources to attract and grow local technology businesses. Provide guidance to support start-up tech businesses that require assistance to local, metro and state resources.



## 4

### Workforce Development and Quality of Life > \$200,000

- Develop and implement a workforce recruitment initiative to retain and recruit new skilled and unskilled employees to fill the needs of Warren County businesses.
- Partner with educational institutions to determine their assets and abilities and form alliances in Central Iowa related to workforce development.
- Continue to implement and organize the 18-year leadership institute.
- Schedule annual bus tours to show projects happening throughout the county.
- Host an annual Economic Development 101 seminar for newly elected officials from Warren County.



# return on investment

## What will GroWARRENow! mean to greater Warren County?

1. More commercial and industrial construction in Warren County
2. More attraction of firms and workers from other places, growing the economy and population
3. More and better jobs for Warren County residents
4. More pay for Warren County workers
5. More per capita income for Warren County households
6. More consumer expenditures by Warren County residents
7. More sales tax and real property tax collections by area government entities, allowing better government services
8. New companies and new families broaden the tax base and individual taxes do not go up as fast as businesses prosper and the community grows
9. More investments/bank deposits by Warren County households leads to more local lending, helping existing and start-up businesses
10. Increased quality of life from a growing tax base means more community improvements, better services, roads, parks, schools and recreational facilities

The graphic to the right illustrates the projected impact that GroWARRENow! can have on Warren County with helping create just 100 new primary jobs:

The increase in disposable income resulting in consumer spending and savings (deposit potential to area financial institutions) is the primary, measurable benefit of the effect of job creation on the private sector.

The increase in tax revenues (sales and property) is the primary, measurable benefit to the public sector.

Number of New Primary Jobs	100
Primary Wage Rate Paid (hourly)	\$17.13
Total Direct Payroll	3,425,000
Total Payroll	\$4,829,250
Total Jobs	162
Calculated Indirect Jobs Created	62
Calculated Indirect Wage Rate Paid (hourly)	\$10.91
<b>AREA VALUE</b>	
Personal Income	\$3,380,475
Disposable Personal Income	\$2,856,839
Net Personal Consumption Expenditures	\$2,669,431
Deposit Potential for Area Financial Institutions	\$417,289

## Estimated Annual Private Sector Expenditure Impact in Warren County



EXPENDITURE CATEGORY	EXPENDITURE AMOUNT
Food/Beverages	405,180
Housing	860,414
Apparel and Services	114,859
Transportation	532,877
Health Care	187,933
Entertainment	133,124
Personal Care	34,542
Reading/Education	32,478
Cash Contributions	86,966
Personal Insurance and Services	214,741
Miscellaneous	41,649
Total	\$2,669,507

# from the director

As a 10-year veteran economic developer, I am excited to see and be an agent in all of the growth happening in greater Warren County at a fascinating rate. I am honored to be in this position and in a county that has been ranked sixth in the state overall for the percent of growth since 1990 and currently fourth in growth rate.

Now is the time to take advantage of this gold mine of opportunity. WCEDC has done so by launching GroWARRENow! 2012-2016; a bold, progressive, pro-growth five-year Strategic Action Plan to capitalize on current trends to assist Warren County in economic development. GroWARRENow! 2012-2016 was cultivated with more than 100 greater Warren County business leaders and elected officials input, featuring four initiatives important to community and economic development.

GroWARRENow! 2012-2016 will lead the county to the next level and WCEDC has taken the proactive position to support and market Warren County's business opportunities and community, connectivity, and way of life. Our investors play this role simultaneously by supporting GroWARRENow! 2012-2016. Investors supporting GroWARRENow! are not just investing in WCEDC, but in the boldest initiative we have undertaken in the organizations history, capitalizing on economic momentum in the Central Iowa region.

It is exciting to think about the growth opportunities here and what will happen as a result of GroWARRENow! Join us on the bandwagon, moving Warren County to the next level.



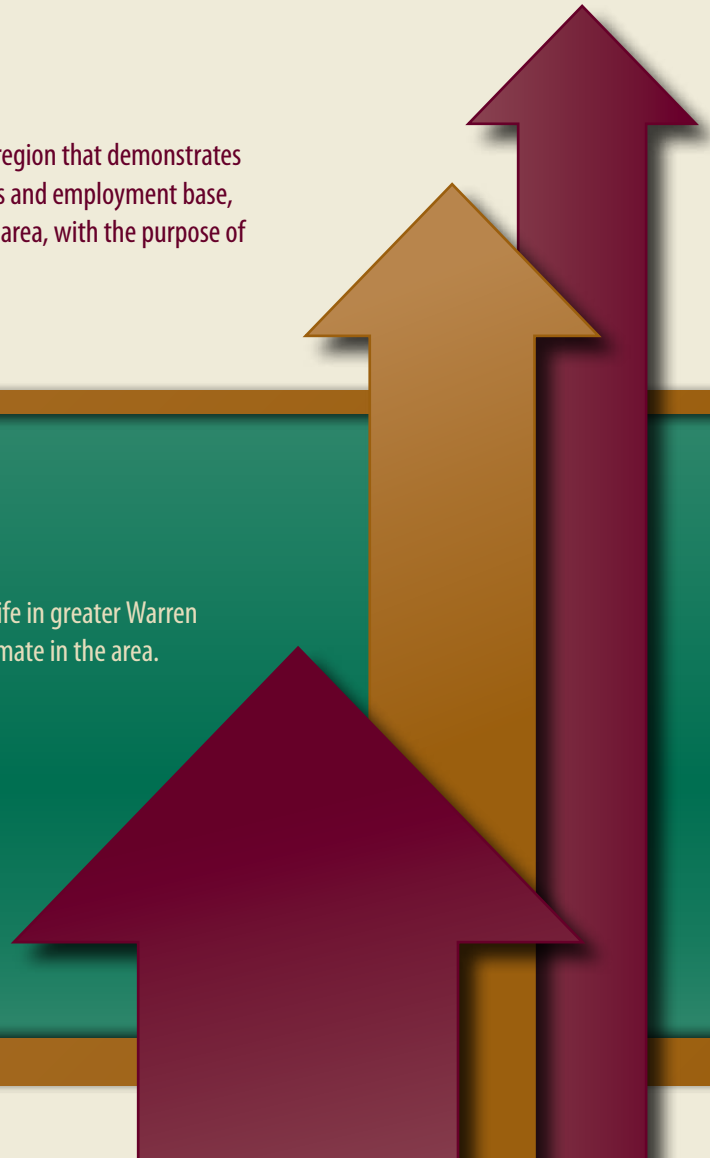
## WCEDC vision

WCEDC is the organization located in the Greater Des Moines, Iowa metropolitan region that demonstrates leadership, collaboration, and ingenuity to enhance the business climate, business and employment base, while promoting the unique and identifiable assets of the greater Warren County area, with the purpose of creating wealth and being the model of a results-driven organization

## WCEDC mission

The mission of WCEDC is to create and retain jobs while enhancing the quality of life in greater Warren County, accomplished foremost by strengthening and supporting the business climate in the area. WCEDC fulfills this mission by providing the following:

- > **Business Retention and Expansion & Entrepreneurial Support**
- > **Public Relations & Advocacy**
- > **Product Development & Target Marketing**
- > **Workforce Development & Quality of Life Enhancements**



# support council

**All American  
Home Exteriors, L.L.C.**  
Rebel Snodgrass

**Avitt Family Chiropractic**  
Laura Avitt

**Capital City Fruit**  
Brendan Comito

**Casey's General Store**  
Robert Meyers

**Cemen Tech**  
Gary Ruble

**Christian Opportunity Center**  
Patty Zylstra

**City of Carlisle**  
Ruth Randleman

**City of Des Moines**  
Rita Conner

**City of Indianola**  
Tim Zisoff

**City of Norwalk**  
Doug Pierce

**City of West Des Moines**  
Naomi Hamlett

**Des Moines Area  
Community College**  
Rob Denson

**Des Moines Truck Brokers Inc.**  
Jimmy DeMatteis

**Donaghy Insurance**  
Mary Donaghy

**Downing Construction**  
Bob Downing

**Downing Construction**  
Denis Frischmeyer

**EDJE Technologies**  
John Fuller

**Edward Jones Investments**  
Phil Langstraat

**ETC Graphics**  
Kevin Seiberling

**Exit Realty North Star**  
Jon Niemeyer

**Farm Bureau Financial Services**  
Jon Roen

**Gib's A & W  
All American Restaurant**  
Larry McConnell

**Great Western Bank**  
Tom Wagenknecht

**Greater Des Moines Partnership**  
Stacie LoVan

**Indianola Municipal Utilities**  
Todd Kielkopf

**Interstate Communications**  
Pat McGowan

**Iowa Workforce Development**  
Robert Parker

**J. E. Meadows & Co., L. C.**  
Jim Meadows

**James Oil Company**  
Scott James

**Knapp Properties, Inc.**  
Jeff Saddoris

**Marketlink, Inc.**  
Kourtney Keough

**MarKo Properties**  
LeMar Koethe

**McClarnon Properties, Inc.**  
James McClarnon

**McCoy True Value**  
Jenn Pfeifer

**McCoy True Value**  
Steve Pfeifer

**McCurdy Family Chiropractic**  
Jennifer McCurdy

**MidAmerican Energy**  
Deb Calvert

**Norwalk Ready Mix**  
Jack Bohlender

**Peoples Bank**  
Kevin Halterman

**Peoples Company**  
Steve Bruere

**R & R Equipment Company**  
Allen Read

**RE/MAX Innovations**  
Misty SOLDwisch

**Record Herald  
& Indianola Tribune**  
Amy Duncan

**Regions Bank**  
Kirk Fulton

**Shull & Co.**  
Dennis Shull

**Theisen's**  
Justin Martin

**Vanderpool Construction Inc.**  
Toby Vanderpool

**Warren County Economic  
Development Corporation**  
Jason White

**Warren County Leadership**  
Rick D. Wilson

**Warren County Supervisor**  
Doug Shull

**Warren County Supervisor**  
Steve Wilson

**Warren County Supervisor**  
Dean Yordi

**Watters Autoland**  
Todd Watters

