

Clarinda Economic Development Corporation (CEDC)
Annual Report
December 12, 2019

Prepared by Renee L Riedel, Executive Director

“Founded in 2001 to serve Clarinda as a proactive organization focused on building tax base, strengthening the housing market and inspiring workforce growth”

CEDC Board of Directors:

Lisa Hull (President) – City Council & CL Fabrication
Chuck Nordyke (Vice President) – Clarinda Regional Health Center
Gary Alger (Treasurer) – City Council
John Lisle – Lisle Corporation & EZ Way Inc
Eddie Lisle – Lisle Corporation & EZ Way Inc
Gilbert Thomas – Bank Iowa
Randy Pullen – Cornerstone Bank
Jon Baier – PCSB Bank
Shayne Rollins – NSK
Troy Hanni – H&H Trailers
Chris Bergman – Clarinda Community School District
Steve Weis – Clarinda Correctional Facility
Mike Anderson – Retail/Easter’s True Value
Jenn Baumgart – Manuel Realty
Jason Van Vactor - HyVee
Ag Industry – Open Seat

2019 Goals & Accomplishments – Goals approved by Board of Directors December, 2018

Actively represent Clarinda and advocate for southwest Iowa at the state level

- CEDC represented Clarinda on regional and state initiatives including National Rural Economic Development Association, Professional Developers of Iowa, Future Ready Iowa, Iowa Rural Development Summit, SMART Economic Development, IWCC & ABI Regional Public Policy and SWIPCO regional Community Economic Development Strategy planning.
- Executive Director, Renee Riedel, was appointed by Governor Reynolds to the Southwest Iowa Regional STEM Council. Renee was a reviewer of STEM BEST grant applications, STEM Teacher Award and Mathematics Awards.
- The Board of Directors hosted Debi Durham (IEDA & IFA) twice, Representative Cecil Dolecheck and Senator Mark Costello for three Legislative Coffees, Leadership Iowa class of 2018, Iowa State CIRAS program and Iowa State Extension Value Added Ag program.

Executive Director will join PDI, Professional Developers of Iowa, and attend the Heartland Economic Development course in April, 2019

- CEDC is an active member of Professional Developers of Iowa. Renee attended and participated in several workshops including the Community Catalyst Building Remediation Program, PDI Legislative Form, TIF 101, PDI Professionalism and Policy. Renee graduated the Heartland Economic Development course in April, 2019.

Rollout holistic housing program that includes infill, development and rehab incentives. Develop and sell 1 Clarinda Housing Program home.

- In collaboration with the City and Crain Construction, the Walnut Hills Addition was designed and developed. The original plan was drafted by CEDC in 2014. The project was stopped due to funding. Together the team identified a feasible way to fund the project. An economic development TIF was utilized for reimbursement of development costs over 15 years. Infrastructure work was completed in September, 2019. The first home was occupied within a week of completion. Construction of 2 single family homes assessed at \$250,000+ per year are required to meet TIF requirements. In year 1, 3 single family homes, total investment of \$1M, are completed or under construction.
- In partnership with the City, Fine & Sons Homebuilders, 16 local contractors and Bank Iowa, the Clarinda Housing Program was designed and implemented. The City of Clarinda approved an economic development grant to gift 3 properties to CEDC. Fine & Sons Homebuilders designed a layout that met the pricing requirements. Local contractors reduced their margins to support the affordable housing initiative. Bank Iowa financed the construction loan with minimal fees. CEDC Board of Directors raised \$50K in 0% interest loans from employers to support the initial costs including dirt work/tree removal, marketing expenses and financing costs. The inaugural home at 522 West Main Street began construction in June, 2019. The home will be finished in January, 2020.
- Renee partnered with local lenders, real estate agents and Fine & Sons to host housing workshops in 5 local employers. CEDC hosted "How much house can your family afford?" as part of the community education program to assist with home ownership for families who work in Clarinda.

Business Recruitment & Expansion

- The City Council approved an 80% Tax Abatement TIF for the AgriLand FS grain bin expansion project. The investment of phase 1 is estimated at \$5.5M. AgriLand FS purchased and removed two dilapidated structures as part of the project. Phase 1 of the project was complete in September, 2019 in time for harvest. AgriLand FS has been in contact with Renee and the City to discuss plans for continued expansion.
- Bank Iowa broke ground on a new Clarinda downtown location in April, 2019. The project is projected to be complete in spring 2020.
- Clarinda Regional Health Center purchased the former Walker Merrick building in order to develop a mental health outpatient facility. Expected opening February 2020.
- H&H Trailers by Novae is in the process of purchasing 80 acres of land for future expansion efforts.
- Renee completed 5 on-site employer visits as part of the MidAmerican Synchronist Program. Data from the visits is shared at the state level and used in the Governor's Best of Iowa report.
- CEDC assisted 9 businesses in retention and expansion efforts.
- The revolving loan fund is currently assisting 4 local small businesses with \$122,000 in small business loans. In 2019, CEDC issued three new loans. One loan was paid in full. The total loans granted since the inception of the USDA sponsored revolving loan fund program is over \$250,000.

Talent Recruitment & Development

- The Chamber of Commerce and CEDC hosted Governor Reynolds and Lt. Governor Gregg for a Home Base Iowa designation in July, 2019. The application and approval process began in September, 2018.
- CEDC is a chosen participant of the IEDA Marketing Co-op. Video production of an employee recruitment video will begin at the first of the year. CEDC was also approved for an Influencer Marketing segment and a spot on the ThisIowa website.

- The Clarinda Community School District was awarded a \$25,000 STEM BEST grant in October, 2019. The grant is a partnership between CCSD and CRHC focused on youth mental health awareness. CEDC assisted with the employer partnership and commitment portion of the application process.
- Clarinda High School students visited 3 local banks in the first annual Bank Crawl. Bank employees provided a tour for the students. They also shared how and why they chose the financial industry.

Earn an operational budget of \$125,000/year. Maintain board membership of 15

- CEDC earned an operation budget of \$116,426 and maintained board membership of 14.
- The CEDC golf tournament committee organized the 18th annual golf tournament. The event raised nearly \$5K for the organization

Continue to build strong partnerships with key stakeholders including City, Chamber and utilities

- CEDC board members support local partners by volunteering and serving on committees. Renee served on the hiring committee for the Police Department, Lied Public Library Steering Committee and Chamber volunteer.
- CEDC hosts a monthly meeting with the Chamber of Commerce and City partners.
- MidAmerican Energy and Alliant contributed to the CEDC organization as part of the local partners program.

Raise awareness of and advocate for Clarinda Economic Development Corporation

- A refreshed brand and logo was created.
- The CEDC website was redesigned to include local, state and federal resources.
- Social media platforms are used to market CEDC projects and share accomplishments. Other media outlets are used to promote events and opportunities.

2020 Goals

Business Recruitment & Expansion

- Market and recruit business for remaining lot in Allen Davison Business Park
- Identify land and create plan for industrial/business park
- Market vacant facilities (Hope Hall, MHI, former ShopKo building)

Talent Recruitment & Development

- Partner with the IEDA Marketing Coop to create a #ThisIsClarinda talent recruitment video.
- Partner with local employers to film supplemental videos for spouses and family members of employees being recruited.
- Execute an A(dvanced)M(anufacturing)Crawl for Clarinda High School students

Clarinda Housing Program

- Market and sell inaugural home
- Begin construction on at least one more home
- Identify additional lots for program
- Organize and plan a Day of Service event focused on community beautification and housing rehab projects.
- Create a strategy to improve and expand the multi-family and rental housing market.