

Clarinda Economic Development Corporation
Annual Report
December 17, 2020

“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 and CL Fabrication
Chuck Nordyke (Vice President)-Clarinda Regional Health Center
Jon Baier (Treasurer)- PCSB Bank
John Lisle-Founding Member
Eddie Lisle- Lisle Corporation and EZ Way Inc
Gilbert Thomas-Bank Iowa
Randy Pullen- Cornerstone Bank
Shayne Rollins-NSK
Troy Hanni-H&H Trailer
Chris Bergman-Clarinda Community School District
Steve Weis-Clarinda Correctional Facility
Mike Anderson-Retail
Jenn Baumgart-Manuel Realty
Jason Van Vactor-Hy-Vee
Ag Industry-Open Seat
Craig Hill-City Council
Renee Riedel-Executive Director; January 2020-October 2020
Amy McQueen-Executive Director; December 2020-present

2019/2020 Goals – Approved by Board of Directors December 12, 2019

Business Recruitment & Expansion

- Goals
 - 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)

- Accomplishments
 - Assisted MidAmerican Wind Energy and facilitated purchase of lot in Allen Davison Business Park - 25-30 jobs
 - Fostered relationship with AgriLand FS who continues expansion of grain bin facility
 - Led Duke Rentals through site selection process - 25-30 jobs
 - Connected Dr. Tony Ewigman with local resources to purchase local dental practices
 - Assisted Southwest Iowa Families in site selection and architect selection process for potential expansion project
 - Connected Fine & Sons Home Builders with site selection and expansion at Clarinda Pavilion
 - Offered small business assistance with IEDA Small Business Grant application, PPP and EIDL resources, FEMA and business continuity plans. Partnered with the Chamber and IWCC SBDC to host two small business COVID response webinars. Supported two RLF users with 90 days deferral of principal and interest.

- Assisted Green Giant Lawn Care and Great Lakes Insurance with site selection
- Built relationship with FMTC. Assisting with initial phases of USDA rural broadband development and site selection.
- Assisted three business entity's loaning \$88,000 to assist in gap financing.

Several other business expansion projects were started and completed without the direct involvement of CEDC. Board membership and community growth may have influenced expansion strategies.

- Clarinda Community School District purchase of Shopko building for purpose of expanded learning
- Clarinda Regional Health Center expansion of facilities and services
- H&H Trailers by Novae Corporation purchased 80 acres for future expansion efforts
- Bank Iowa new construction and relocation

Talent Recruitment & Development

- **Goals**
 - Partner with IEDA marketing co-op to create a #ThisIsClarinda talent recruitment video
 - Partner with local employers to film supplemental video for spouses and family members of employees being recruited
 - Execute an A(dvanced)M(anufacturing)Crawl for Clarinda High School students
- **Accomplishments**
 - Partnered with IEDA marketing coop and Hurst Productions to design and film a talent recruitment video. The video will be one of thirteen in an Iowa marketing series.
 - Served as the communication liaison for Iowa Works to conduct a 2020 Laborshed Study
 - Led a student group in a work based learning experience with Bank Iowa to film and edit a Hometown Takeover submission video
 - Served as the communication liaison for the MidAmerican Energy Electric Vehicle Charging Station project and application process
 - Hosted a Bank Crawl for high school business leaders

Clarinda Housing Program

- **Goals**
 - Market and sell the inaugural home
 - Begin construction on at least one more home
 - Identify additional lots for the program
 - Market Walnut Hills subdivision and housing development
 - Design a Day of Service event focused on community beautification and housing rehab projects
 - Create a strategy to improve and expand multi-family rental housing market
- **Accomplishments**
 - Sold 522 West Main Street, inaugural home of Clarinda Housing Program
 - Staged the home and hosted a weekend open house
 - Hosted weekly open houses
 - Pre-sold 503 West Clark scheduled for completion February 2021
 - Three homes are occupied and fourth and fifth homes are under construction in Walnut Hills
 - Applied for the IEDA Workforce Housing Tax Credit Incentive program

- Assisted Fine & Sons Home Builders with two IEDA Workforce Housing Tax Credit Incentive applications. One application focused on condos for purchase and the other on condos for rent. The application for purchased condos was approved.
- Partnered with SWIPCO to host a HOME grant training workshop
- Met with Field Day Development, Arch Icon and Prairie Fire Development Group to discuss Hope Hall potential and multi-family housing project

Fiscal Management

- **Goals**
 - Earn operation budget of \$125,000
 - Maintain board membership of 15
 - Host fundraising event
 - Seek and apply for grant and supplemental funding opportunities

- **Accomplishments**
 - Earned operation budget of \$115,540
 - Maintained board membership of 14.
 - Earned additional \$1000 annual support from Page County Supervisors
 - Earned \$1875 from MidAmerican Partner Program
 - Approved for USDA Rural Development Grant to expand the CEDC RLF - \$50,000
 - Approved for IEDA Workforce Housing Tax Credit Incentive program – approximately \$72,000
 - Applied for Page County Foundation grant for Day of Service event. Application was not awarded.

- **Professional Development**

- **Goals**
 - Actively represent Clarinda in economic development organizations
 - Advocate for Clarinda and Southwest Iowa at the state level

- **Accomplishments**
 - Active member of Professional Developers of Iowa
 - Attended PDI Fall Conference
 - Active member of the National Rural Economic Development Association
 - Attended NREDA Fall Conference
 - Appointed by the Governor as a STEM Board Member for Southwest Iowa region. Represented Southwest Iowa at STEM Day at the Capital.
 - Serve on IWCC Small Business Development Board
 - Attended SW Iowa Community & Economic Development Forum
 - Attended MidAmerican Economic Development Summit
 - Attended Commercial Hemp Industry seminar
 - Lisle Corporation hosted a Future Ready Iowa Summit
 - Served on the Healthy Hometown team
 - Hosted Legislative Briefings with Cecil Dolecheck and Mark Costello in partnership with Clarinda Chamber
 - Hired Amy McQueen as Executive Director in November 2020 with a start date of December 7, 2020.

- **2021 Goals**
 - **Business Recruitment & Expansion**
 - Identify land and create plan for a new industrial/business park
 - Market vacant facilities
 - Help school proceed with utilization of Shopko Building
 - Broadband internet expansion
 - Daycare needs analysis
 - **Talent Recruitment & Development**
 - Execute an A(dvanced)M(anufacturing)C(rawl) and Service Business Crawl for Clarinda High School students
 - Identify training programs with CCSD for building trades
 - Retain existing industry
 - **Clarinda Housing Program**
 - Identify additional lots for program
 - Work with individual with property management experience to identify the need and management possibilities for an apartment complex (IFA funding?)
 - Construct a single family 1000-1200 square foot home
 - Construct small homes (700-900 square feet) on slab foundation
 - Create a strategy to improve and expand the multi-family and rental housing market
 - Organize and plan a Day of Service event focused on community beautification and housing rehab projects