

Tama County Business • 2010 Connections

www.tamacountyiowa.org

24 FACES OF RURAL IOWA

Small town innovators chat
about real world solutions

AN IOWA GREAT PLACE

Tama Co. Economic Dev. President
explains the network of collaboration
that raised the county to a new level

THE NEW ECONOMY

What the last 3 decades taught us
about decentralized, organic, talent
driven organizations & communities.



TAMA COUNTY, IOWA

ECONOMIC DEVELOPMENT COMMISSION

Your communications system is like a fingerprint: *uniquely yours.*



Let's face it, how your company communicates impacts your bottom line. You need the right hardware, software and network design to keep your employees, suppliers and customers securely connected.

Whether you need to connect within your building or throughout your entire campus, our team offers a customized solution within your IT infrastructure that provides resilience, security and scalability. **Call us at 1-866-533-7160. We'd like to offer a free consultation.**





Cover Photo: Courtesy of Dysart Trucking, Dysart, Iowa

Features

6 Raised to a New Level

Getting an Iowa Great Place designation from Governor Culver took a strong collaborative network.

By Mayor Donald Lyons

10 Real World Financing Solutions

Funding development projects in the middle of a recession? We chat with **Mark Harvey, Mandy Gehring & George Bazal** about why now may be a good time to recheck the economic development financing toolkit.

12 The County Built on Fertile Soil

As our economic landscape changes, so does our physical environment. We chat with **Randy Winkelpleck, Trent Wentzien & Linda Bevins** about brick & mortar expansions they undertook as many others waited for a recession to pass.



10



12



14



16



18



20



22



24

14 Bringing them to Tama County

"Build it and they will come", sounds good in theory. **Jamie Busch-Upah, Sheri Guillot & Edward Polaco** share their secrets on how to promote your product when \$1.2M customers are geographically dispersed within a 1hr driving radius.

16 Rural Rebels for the Greater Good

Mayor Roger Ochs, Dwayne Luze & Scott Schmidt know the rules, and know when to break them when it comes to building small town community vitality.

18 Foundation of Small Town Vitality

Small Businesses are charged with getting America out of the recession. Small Businesses are charged with the future of rural vitality. Entrepreneurs **John Witt, Kyle Hrabak, Mike Stein, & Jeff Chesick** talk about opportunities and challenges on their journey.

20 Industry Staples on the Move

People have to eat, have access to safe energy, and move products from point A to point B. But what if many companies offer these services? **Jim Ocheltree, Carol Hoyt & Chad Gauthier** talk about what they are doing differently from others.

22 Investment in Human Capital

The reputation of the Iowa work ethic is legendary. **Ken Akers, Jammie Howard & Tony Lidgett** talk about "the human strategy" as industry's demands and responsibilities to their work force evolve.

24 "Neighbor, I have your back"

Young families often move to small town Iowa because "it takes a village to raise a child". Tama County's villages raise more than children. **Laurie Schultz, Nick Podhajsky & Mike Bearden** tell us more about what partnerships can do.

Tama County Business • 2010 Connections



TAMA COUNTY, IOWA

ECONOMIC DEVELOPMENT COMMISSION

1007 Prospect Drive, PO Box 22
Toledo, IA 52342
Phone: 641.484.3108
www.tamacountyiowa.org

Tama County Connections Magazine: 2010 is a Tama County Economic Development Commission publication sponsored by Alliant Energy and Tama County Community Foundation. Published by Acme Publishing, and distributed to 5,000 recipients worldwide. Online edition at www.tamacountyiowa.org/publications

TAMA COUNTY

ECONOMIC DEVELOPMENT STAFF

Lindi Roelofse, Executive Director
Joanne Husak, Administrative Assistant

CONTRIBUTING PHOTOGRAPHERS:

Pam Thiele, *Dysart*
Randy Aiken, *Garwin*
Wayne Chamberlain, *Gladbrook*
Mike Rickard, *Traer*
Molly Clubb, *Traer*

CONTRIBUTING WRITERS:

Mayor Roger Ochs, *Chelsea*
Gerry Kopriva, *Clutier*
Sheri Guillot, *Dysart*
Mark Harvey, *Dysart*
Rick Krug, *Dysart*
Dwayne Luze, *Dysart*
Jim Ocheltree, *Dysart*
Randy Winkelpleck, *Dysart*
Carol Hoyt, *Elberon*
Mandy Gehring, *Garwin*
Mike Bearden, *Gladbrook*
Chad Gauthier, *Gladbrook*
JoAnn Ruopp, *Gladbrook*
Scott Schmidt, *Gladbrook*
Trent Wentzien, *Lincoln*
Jamie Busch-Upah, *Tama*
Laurie Schultz, *Tama*
John Witt, *Tama*
Ken Akers, *Toledo*
Jeff Chesick, *Toledo*
Edward Polaco, *Toledo*
Kyle Hrabak, *Toledo*
Mike Stein, *Toledo*
Linda Bevins, *Traer*
Jammie Howard, *Traer*
Tony Lidgett, *Traer*
Nick Podhajsky, *Traer*
George Bazal, *Vining*

TAMA COUNTY ECONOMIC DEVELOPMENT COMMISSION LEADERSHIP:

Mayor Don Lyons, Chair, *Dysart*
Pat Veit, Vice-Chair, *Chelsea*
Midge Horton, Director, *Vining*
Mayor Roger Ochs, *Chelsea*
Gerry Kopriva, *Clutier*
Arlene Vondracek, *Clutier*
Dwayne Luze, *Dysart*
Nancy Braasch, *Elberon*
Linn Snell, *Elberon*
Carl Zoffka, *Garwin*
Merle Parks, *Garwin*
Geri Eilers, *Gladbrook*
Mandy Gehring, *Gladbrook*
Mayor Roland Fink, *Lincoln*
Annie Stocker, *Lincoln*
Mayor Susan Holubar, *Montour*
Dale Gericke, *Montour*
Mayor Chris Bearden, *Tama*
Marty Hardon, *Tama*
Mayor Pam Wood, *Toledo*
Brian Sokol, *Toledo*
Ellen Young, *Traer*
Nick Podhajsky, *Traer*
Phyllis Hosek, *Vining*
Farm Bureau
Kendall Jordan, County Supervisor
Larry Vest, County Supervisor
Dan Wilkens, County Supervisor

Right
Where
You
Live.



Greg Randolph, PA-C, DFAAPA

...preoccupation with biomedical medicine has not only diminished the attention given to the biopsychosocial, but so
There are neighbors you have barbecues with...
...is an essential component of high-quality medical care in today's technological world of medicine. Having a function

...neighbors you laugh with.

**And then there are neighbors
you trust with your life.**

It's wonderful to have caring neighbors. But having neighbors who are experts at caring...is truly a great place to be. With Covenant Clinic's 22 locations here in Northeast Iowa, you have access to knowledgeable, dedicated, and yes, neighborly health care experts who are among the nation's best... practically right next door.

Ours is the area's largest provider network - 60 Primary Care physicians...plus more than 40 specialists. We're ready to serve you and your family for all your health care concerns at every time of life.

Get to know the Primary Care providers at the Covenant Clinic near you. Come visit our web site, or give us a call. After all, isn't that what neighbors do?



Covenant Clinic

Wheaton Franciscan Healthcare

www.covhealth.com



FOR GOOD. FOR EVER.

Union Grove Lake, Gladbrook Iowa. Photo by Mike Adams

OVER THE PAST 5 YEARS TAMA COUNTY COMMUNITY FOUNDATION HAS HAD A DIRECT IMPACT BY AWARDING OVER \$344K IN 99 GRANTS TO NONPROFITS AND GOVERNMENT ENTITIES SERVING TAMA CO.

by **Richard A. Krug,**

Past-President Tama County Community Foundation

The real number or indirect impact of Tama County Community Foundation over the past 5 years are in fact significantly higher than \$344,227. Especially after the economic multiplier, the leveraged fundraising and other grant dollars and endowment building benefits are factored. I want to thank the community groups who put forth the time and effort to make Tama County a better place today and tomorrow with their contributions in community service.

One of the remarkable things I experience working with this board of directors from all over the county is the enthusiasm with which new ideas and solutions are embraced as we review the local applications from nonprofit and government agencies. It is truly a privilege to see hundreds of ideas to serve Tama County better from the people closest to the solutions.

The Foundation focuses on 8 areas of community vitality. Arts & Culture, Community Affairs & Development, Health, Environmental Education & Protection, Education, Historic Preservation, and Human Services.

FUTURE PLANS: 2010 & beyond

- *Mail* each of Tama County's 209 nonprofit and government entities to inform them that \$95K in grants are available by deadline Mar 15
- *Host* a grant writing workshop to provide applicants with tips and resources to maximize success in grant writing
- *Produce* a booklet for Nonprofits and Government entities looking for local financing solutions
- *Host* awards ceremony to introduce public to the projects currently in development to serve the Tama County community better
- *Increase* endowment and explore additional strategies to facilitate endowment building.
- *Provide* training and networking opportunities to enhance local leadership's knowledge for responsible foundation development

EVER WONDERED HOW
OVER THE PAST 5 YEARS ALMOST
HALF MILLION DOLLARS
WAS RAISED FOR NONPROFITS
WITHOUT INCREASING TAXES?

MAYBE YOU WONDERED HOW OVER
\$100K

OF ENDOWMENT BUILDING HAS
BEEN STARTED FOR TAMA COUNTY
TO PROVIDE FOR THE FUTURE?

A group of 25 Tama County leaders with various backgrounds represents each city and work in orchestra to provide a safe, trusted and responsible avenue for funding and legacy building.

Have Questions?

Need more information?

We would love to hear from you.

Mandy Gehring, President, *Gladbrook*
Ellen Young, Vice-President, *Traer*
Arlene Vondracek, Secretary/Treasurer, *Clutier*
Richard A. Krug, Past-President, *Dysart*

Mayor Roger Ochs, *Chelsea*

Pat Veit, *Chelsea*

Gerry Kopriva, *Clutier*

Kent Folsom, *Dysart*

Nancy Braasch, *Elberon*

Linn Snell, *Elberon*

Lori Leytham, *Garwin*

Stephanie DeSchamp, *Garwin*

Dennis Modlin, *Gladbrook*

Jerry Buskohl, *Lincoln*

Mayor Susan Holubar, *Montour*

Joyce Wiese, *Montour*

Sue Carnahan, *Tama*

Robert Tynismaa, *Tama*

Ray Murray, *Toledo*

Skip Wilson, *Toledo*

Rosanne Foster, *Traer*

Janice Bazal, *Vining*

Midge Horton, *Vining*

Jim Little, *County*

Lindi Roelofse, *County*



Affiliate of the Community Foundation of NE-IA

Tama County Community Foundation
1007 Prospect Drive, PO Box 22
Toledo, Iowa 52342
Phone: 641.484.3108
info@tamacountyiowa.org



Raising Tama County TO A NEW LEVEL

Tama County Economic Development Commission's President and **Mayor Donald Lyons** from Dysart discusses the role that a network of collaboration played in raising Tama County, Iowa to a new level.



Members of Great Places Leadership Team: *Back Rows:* Jonhathan Buffalo, Kendall Jordan, Don Lyons, Dwayne Luze, Catharine Wieck, Jim Roan, Bob Etzel.
Front: Lindi Roelofse, Christina Dee Blackcloud-Garcia, and Cyndi Pederson

The past couple of years have brought about many changes in Tama County that have contributed to bringing Tama County to a new level. One of the first things that comes to mind in this process is the NETWORKING that has taken place throughout all the towns in our county. By attending our Tama County Economic Development meetings monthly, we hear from our director, Lindi Roelofse, about the many opportunities that are available to all businesses in all of Tama County.

Just a few short years ago, Dysart's Main Street had tall, two-step curbs on the west side of the street and many really badly cracked and uneven sidewalks on both sides of Main. The city council and Mayor Dennis Wieben explored options for Main Street and the mayor and two council persons traveled to other cities to talk to city officials and business people about the projects their cities had completed. The city worked with their engineering firm and decided

on a layout and the cost involved. We then had a number of informational meetings with the main street merchants about the plan and got their input. Hence "networking". All the sidewalks curb and gutters, water mains, and the street was torn out and replaced with modern designs and six-inch curbs on both sides of the street. The merchants were only without use of their front door for half to one day at worst. Everyone worked together and soon storefronts were being updated and new paint was being applied to many stores. Today we have a main street business district with no empty store fronts and some of the stores host three to four businesses in them. The networking that continues to go on daily by emails and the Business Builders group with the help of the Dysart Development Corporation is very evident.

We also saw all of Tama County come together in the last year with the granting of the designation of "IOWA GREAT

PLACES". Five groups worked hundreds of hours putting together plans, writing very lengthy and detailed grant applications, held many meetings together with Lindi, and then put on a very impressive presentation to the Iowa Great Places Board. This was truly a county effort and another networking event.

We in Tama County are fortunate to have dedicated volunteers that make up our Tourism Group who hosted the Tourism Convention at the casino this year. That was the first time this convention was not held in one of Iowa's major cities. Another feather in the hat for Lindi and the Tourism board.

Tama County is also blessed to have the folks that head up the Barn Quilt project. There are many, many places you drive by now that proudly have barn quilts displayed for our enjoyment. Even a number of miniature quilts are appearing in towns now on garages and other lawn buildings.

All of the above are examples of "Coming to a New Level", both city and county wise. We in Tama County have much to offer in every community and we will be striving to continue to get better each year.

In closing, I would like to invite everyone to come to my city of Dysart and let our wonderful H.A.T.T. (Hospitality and Tour Team) welcome you and show you around our fine city. These six ladies welcomed over 1600 people to Dysart last year and already have seven bus tours coming in 2010, plus a number of smaller groups. What a fine job they do for us and will do for you. It is a privilege for me to serve as Mayor of Dysart and the past year as President of Tama County Economic Development. Thank you!

AMERICA'S BRIDGE



THROUGH THE HEART OF TAMA COUNTY RUNS THE LINCOLN HIGHWAY - THE FIRST CROSS CONTINENTAL ROAD CONNECTING THE COASTS FROM NEW YORK TO SAN FRANCISCO. IT RUNS THROUGH THE MESKWAKI SETTLEMENT PRESERVING THE CULTURAL ROOTS OF THE NEW WORLD, THROUGH THE CENTURY FAMILY FARMS PRESERVING THE BREADBASKET OF THE WORLD, AND THROUGH PLACES, LEGENDS OF FORTUNE, AND TREASURES WAITING TO BE DISCOVERED.

by **Gerry Kopriva,**

President Tama County Historic Preservation Commission

A huge accomplishment for the Tama County Historic Preservation Commission occurred in 2009, in being named a Certified Local Government (CLG). The application process came from a meeting in Clutier, looking for resources for anticipated projects, and being hindered by being a small community with limited volunteers. The concept of a county-wide CLG application was rare, but not impossible.

Working with representatives from throughout the county made this effort attainable. They are extremely knowledgeable, easy to work with, and energetic about historic preservation. The administrative work of the Tama County Economic Development office is very much appreciated.

Now that Tama County has official CLG status, it is very important that each community help identify as many properties that are of significance as possible as it will bring in money to each community for non-profits, businesses, and private individuals. For example, the National Park Service even provides grants for privately-owned properties.

FUTURE PLANS: 2010 & beyond

- *Identify* historically significant properties in Tama County
- *Research* facts about significant properties for public record
- *Produce* digital photograph archive database
- *Produce* signage for 12 properties on the National Register of Historic Places
- *Produce* land markers for Tama County Ghost Towns with a self guided tour
- *Provide* training and networking opportunities to enhance local leadership's knowledge on responsible foundation development



EVER WONDERED WHY
**GOV. CHET CULVER
DESIGNATED TAMA CO.
AN IOWA GREAT PLACE**

MAYBE YOU WONDERED WHY
**US DEPT OF INTERIOR
ALLOCATED SPECIAL
GRANTS & TAX CREDITS**
TO BE INVESTED BACK INTO TAMA
COUNTY'S ECONOMY FOR VITALITY ?

A group of 22 dedicated preservation professionals and volunteers in Tama County came together to crystallize the unique place Tama County Iowa has in history, and put together a plan to preserve and develop it in responsible ways.

Have Questions?
Need more information?
We would love to hear from you.

Gerry Kopriva, President, *Clutier*
Joyce Wiese, Vice President, *Toledo*
Lindi Roelofse, Secretary/Treasurer, *Tama County*
Pat Veit, *Chelsea*
Ardene Cross, *Clutier*
Shirley Kubik, *Clutier*
Marvin Ohrt, *Clutier*
Deb Ewoldt, *Dysart*
Catharine Wieck, *Dysart*
Alicia Lidtke, *Elberon*
Dean Fisher, *Garwin*
Merle Parks, *Garwin*
Mike Wentzien, *Gladbrook*
Annie Stocker, *Lincoln*
Ann Graham, *Montour*
Susan Holubar, *Montour*
Johnathan Buffalo, *Tama*
Karren Gray, *Tama*
Bob Etzel, *Toledo*
Jim Roan, *Toledo*
Ellen Young, *Traer*
Larry Parizek, *Vining*

Tama Co. Historic Preservation Commission
1007 Prospect Drive, PO Box 22
Toledo, Iowa 52342
Phone 641.484.3108
info@tamacountyiowa.org
www.tamacountyiowa.org/preservation

Visit John Ernest Vineyard & Winery for tours and tastings



Our Kopsa family vineyard and winery is nestled in the picturesque rolling hills of Tama County, above the beautiful Iowa River Valley along the historic Lincoln Highway. John Ernest Vineyard & Winery “takes Midwest winemaking to new heights.” Our facility boasts 5 acres of vineyards and state-of-the-art cellar technology. All of our wines, ranging from light, fruity whites, to rich, complex reds, are fermented, blended and bottled on-site. Visit our winery for an exciting tour highlighting our history, the winemaking process, enjoy a complimentary wine tasting, browse our gift shop and enjoy our outdoor, summer entertainment.



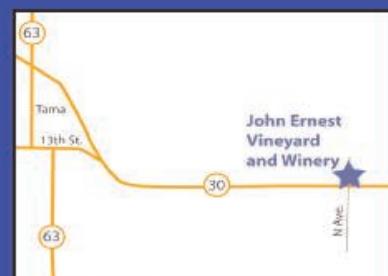
Coming to John Ernest Vineyard & Winery is more than just a visit, it's an experience! Experience the Kopsa family history in winemaking as your tour guide highlights the steps from vine to bottle. Come enjoy the great tastes and view.



John Ernest Vineyard & Winery
3291 N Ave.
Tama, IA 52339
641-484-8048

WINERY TOURS & TASTINGS:
Please check the website for our hours,
WWW.JOHNERNESTVINEYARD.COM

Purchasing Wine: Wines are sold at the winery, select retailers or by phone. For a complete list of retailers, visit www.johnernestvineyard.com/Retailers.html. We ship anywhere in Iowa and to select states.



John Ernest Vineyard & Winery is located 3 miles east of Tama on Highway 30. We are located 55 miles west of Cedar Rapids, 57 miles east of Ames, 69 miles northeast of Des Moines and 46 miles south of Cedar Falls/Waterloo.



Dreesman Buffalo Ranch, Tama Iowa. Photo by Kostas Konstantinidis

THERE ARE PLACES IN THIS WORLD WHERE YOU ARE FREE TO JUST RELAX AND BE YOU. WHERE YOU CAN STOMP GRAPES WITH YOUR FEET. PICK YOUR OWN APPLES. GRILL BUFFALO BURGERS ON AN OPEN FIRE. IF ONLY 1.2M PEOPLE COULD SAY THEY WERE 1 HR OR LESS FROM SUCH ATTRACTIONS . . . AND THEY CAN. IF THEY KNOW TAMA CO . . .

by **JoAnn Ruopp**,
President Tama County Tourism

This past year was a very busy one for the Tama County Tourism group. We started 2009 off with a very successful fundraiser and rounded off the year by holding the Iowa Tourism Conference at the Meskwaki Bingo Casino Hotel. It was the first time ever the conference was held in a rural area. We were able to promote Tama County Tourism to over 250 professional tourism attendees.

In our 7 years of promoting tourism here in Tama County we have successfully taken our budget from \$0 to generating \$40K from grants and fundraising over the past 3 years. With our fundraiser dollars we have printed a very nice and updated tourism guide, added beautiful banners to our booths at tourism functions, successfully put on the Iowa Tourism Conference, and had a website built just for Tama County Tourism. You might say that our group has been very successful in the past 7 years in putting Tama County Tourism on the map.

FUTURE PLANS: 2010 & beyond

- *Increase* bus tour visits with direct marketing pieces/packets/services
- *Produce* a Murder Mystery Dinner using an historic real world cold case with regional appeal.
- *Produce* a professional Pocket Travel Guide on par with industry standards to increase self guided tours from outside the county.
- *Debut* tear off map to maximize \$ spent inside Tama Co. once the est. 1.5M visitors enter the county
- *Debut* ads on local cinema screens affirming natural and fun family friendly recreation activities
- *Debut* an ad in Iowa Visitor's Guide leveraging Tama County's 3 year Iowa Great Places status

EVER WONDERED HOW
RAGBRAI 2008
PICKED TAMA-TOLEDO
AS THE OVERNIGHT?

MAYBE YOU WONDERED HOW THE
1st RURAL COUNTY TO HOST
**IOWA TOURISM
CONFERENCE**
WAS TAMA COUNTY IN 2009?

A group of 18 dedicated tourism professionals and volunteers in Tama County works to create new opportunities for Tama County's 286+ Tourism point of interest. Over 2 years initiatives like these have had over \$1M impact on the local economy.

Have Questions?
Need more information?
We would love to hear from you.

JoAnn Ruopp, President,
Matchstick Marvels & Gladbrook Theater, Gladbrook
Ellen Young, Vice President,
Traer Community Betterment, Traer
Jamie Busch-Upah, Secretary,
John Ernest Vineyard & Winery, Tama
Lindi Roelofse, Treasurer,
Tama County Economic Development, Tama County

Deb Ewoldt,
Blacksmith Boutique and Garden Studio, Dysart
Russell Grimm,
Where Two Corners Meet, Dysart
Sheri Guillot,
Custom Creations by Sheri, Dysart
Robin Werner,
Isabelle Originals & Ivy Threads, Dysart
Carol Zeien,
Imagine This SpecialTea Room, Dysart
Esther Jindrich,
Matchstick Marvels & Gladbrook Theater, Gladbrook
Carolyn Moe,
Gifts of Grace, Gladbrook
Ann Graham,
Pilgrim Heights Camp & Retreat Center, Montour
Teri Bishop,
Meskwaki Bingo, Casino, Hotel, Tama
Carolyn Dolezal,
Tama-Toledo Chamber
Vicki Ferriss,
Art From the Farm, Toledo
Jake Jacobson,
Independent Insurance Services, Toledo
Gary & Sally Strobusch,
Designer Inn & Suites, Toledo
Joyce Wiese,
Tama County Museum, Toledo

We ♥ Tama County
www.TravelTamaCounty.com

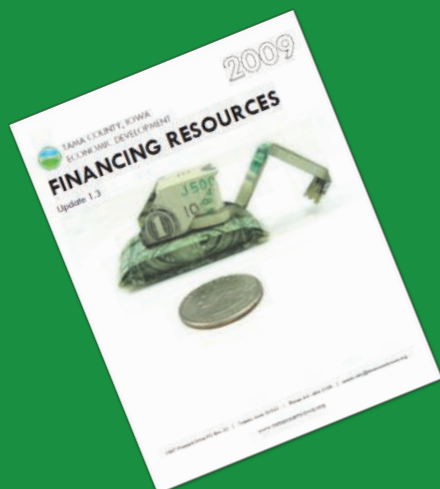
Tama County Tourism
1007 Prospect Drive, PO Box 22
Toledo, Iowa 52342
Phone 641.484.3108
info@traveltamacounty.com

Real World Financing

Funding development projects in the middle of a recession? We chat with Mandy Gehring, Mark Harvey, and George Bazal about why now may be a good time to recheck the economic development financing toolkit.

One of the basic services that Tama County Economic Development provides local industry, nonprofits and residents as well as prospectus investors would be a dynamic arsenal of local financing solutions. To date hundreds of Financing Resources booklets have been distributed all over Tama County, with a vigilant eye on new and changing resources based on needs that have been identified by stakeholders.

One financing solution currently in development involves a micro-financing program to provide an alternative to businesses leveraging credit cards when traditional bank loans can not be secured.



LINCOLN SAVINGS BANK, GARWIN

PROJECT: Proactively pursued solutions to help businesses impacted by the recession with debt refinancing programs like the new federal program American Recovery Capital (ARC).

HOW WE DID IT: We had business customers in Tama County that had felt the effects of the economic downturn and wanted to be able to help them get through the recession as smoothly as possible. We were able to assist them in securing a loan to help them with their cash flow.

HOW WE GOT THE IDEA: We saw our role as managing our own resources, and directing and facilitating outside resources to bolster the farms and businesses that count on LSB. Lincoln Savings Bank received a notice from SBA about the ARC loan for customers that needed assistance with cash flow.

OUR GREATEST CHALLENGE: Ensuring that all of the necessary information was available and complete in the application process for the SBA ARC loans.

HOW WE OVERCAME IT: We were able to leverage our understanding of the lending process and the unique requirements of a new government program to work with customers and their specific needs.

ADVICE TO OTHERS: Allow plenty of time for completion of the application.

FARMERS COOP REVOLVING LOAN FUND, DYSART

PROJECT: Collects and disperses capital designated specially for rural areas to area businesses at a low interest rate to help grow and establish new business investment in the Dysart area.

HOW WE GOT THE IDEA: This is a joint effort with the USDA. When we



Jerry Krug, Mandy Gehring, Lincoln Savings Bank
Photo by Mike Rickard

Solutions

were made aware of the program, the board of directors and Dick Baker (the general manager at the time the program was started) knew it would be a great way to help the Dysart, Clutier, and surrounding area to grow.

OUR GREATEST CHALLENGE: Making people aware that we offer the program.

HOW WE OVERCAME IT: We rely on community leaders to help spread the word.

ADVICE TO OTHERS: Network with others in your communities. I believe that this cannot be done enough.



Farmers Coop Telephone Company
Photo by Pam Thiele



George Bazal, Vining Emergency Shelter
Photo by Mike Rickard

VINING EMERGENCY SHELTER

THE PROJECT: Vining City Council, Fire Department, and Church all teamed up to combine resources and talents in conceptualizing and grant writing for an emergency shelter to protect residents from extreme weather conditions.

HOW WE GOT THE IDEA: We had an extended power failure with no place to go for a hot meal, warm shelter, or information of the situation around us.

HOW WE DID IT: We decided to provide a safe environment for the people of the Vining community, including a place for information, meals, and other necessities.

OUR CHALLENGE: To purchase a generator and stock an emergency food pantry.

HOW WE OVERCAME IT: Monies were raised through grants and public donations to meet our goals.

ADVICE TO OTHERS: Every community should have a safe place to gather in case of any emergency.

COMMENTS FROM OTHERS: "It's a good idea and it's about time."

The County built on

As our economic landscape changes, so does our physical environment. We chat with Trent Wentzien, Randy Winkelpleck, and Linda Bevins about brick and mortar expansions they undertook as many others waited for a recession to pass.

Tama County Economic Development's international online real estate database, provides 24/7 access to info about available industrial, commercial and greenfield properties. Upon request Tama County Economic Development also provides customized fact finding and basic geographic research analysis to support larger prospects with a specified interest in Tama County. In orchestra with the Traer Development Corp, Dysart Development Corp and Toledo Community Development Inc., Tama County Economic Development also plans to start a direct marketing campaign to site selectors.



WENTZIEN'S - LINCOLN

PROJECT: After a 2008 fire consumed a building on Lincoln's Main Street, Wentzien constructed a new, bigger building to serve the needs of Lincoln and the surrounding area.

HOW WE DID IT: Unfortunate circumstances forced us to put up a new building so we could continue our plumbing and heating business.

HOW WE GOT THE IDEA: Our 99-year-old hardware store burned down so we found ourselves in a position where major decisions had to be made regarding this 4th generation family business.

OUR CHALLENGE:

Our greatest challenge was the huge amount of work involved salvaging what we could after the fire and cleaning up the rest. Another challenge was trying to operate our business in the interim and making some quick decisions so a new building could be put up as quickly as possible.

HOW WE OVERCAME IT: We relied heavily on good help and support from our family and friends and a neighboring business. Hard work as well as understanding customers allowed us to get through some tough months. We now have a building more suited to our service business and personal needs.

ADVICE TO OTHERS: Bad things do happen in life, so business and home owners need to be prepared for those times.



DYSART & PETERSEN TRUCKING PARTNERSHIP

PROJECT: Acquired 15 acres of land for a partnership to actualize and build on their competencies in innovation and proven track record with some of the most prestigious wind power companies.

HOW WE DID IT: Both companies transport oversized wind energy towers throughout the US. We have

fertile soil

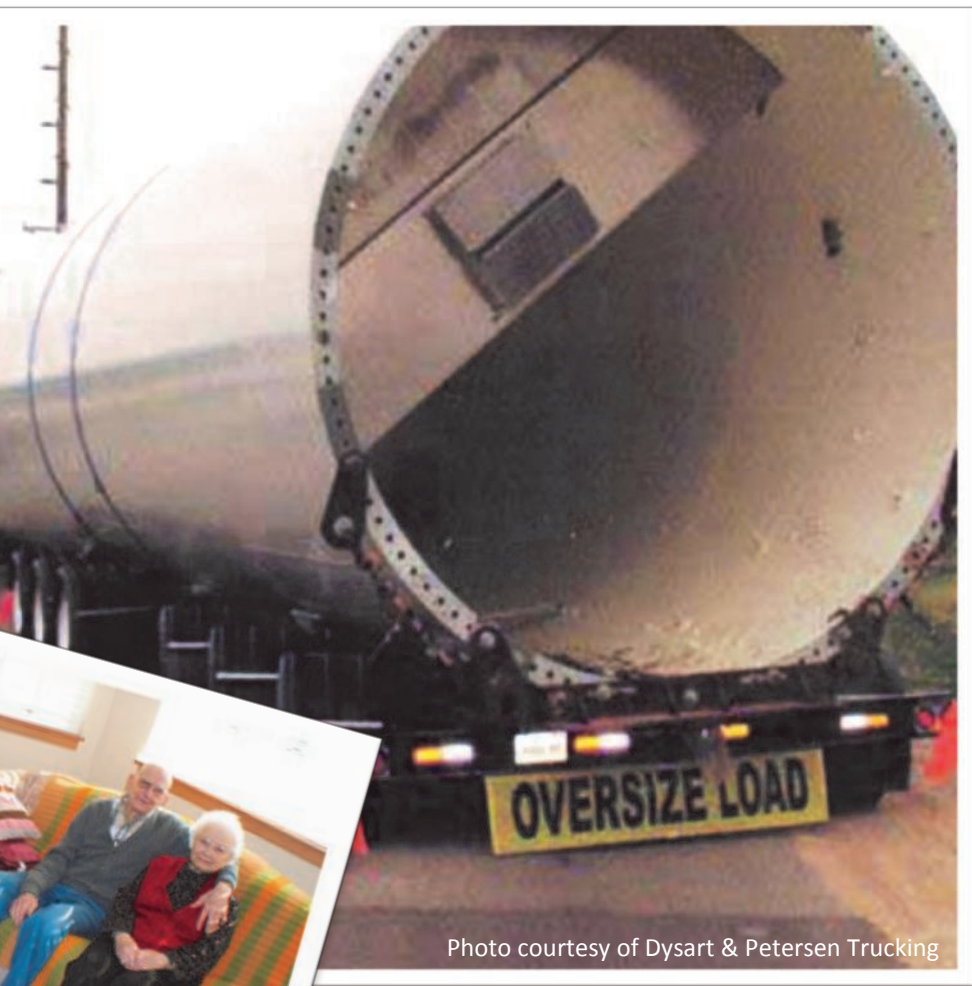


Photo courtesy of Dysart & Petersen Trucking

established lasting relationships with the industries top

distributors of wind towers & now transport towers across the United States and Canada.

HOW WE GOT THE IDEA: There is a growing need of green energy in the U.S. today and we are fulfilling that gap. We also have a storage area for wind components.

OUR GREATEST CHALLENGE: Competition.

HOW WE OVERCAME IT: Negotiating contracts, competitive pricing, responsible drivers and safely making on time deliveries.

ADVICE TO OTHERS: We may be located in Dysart, Iowa but we never dream too big! Our mission is steadfast and proven. Great things come in small packages.

SUNRISE ASSISTED LIVING SUITES, TRAER

PROJECT: Made use of the Traer local tax credit program to fund expansion of \$2.85M, 15 unit assisted living facility to serve the increased need for assisted living in Tama County.

HOW WE GOT THE IDEA: Traer Nursing Care Center, Inc. built the nursing home in 1971 and added the independent living complex for seniors about 20 years ago. It has been a goal of the corporation to complete the care center campus by building an assisted living facility.

OUR GREATEST CHALLENGE: Needed to receive approval of plans from the Iowa Department of Inspections & Appeals and the Iowa State Fire Marshall's office.

HOW WE OVERCAME IT: A market study was completed and the decision was made to proceed with the project. The local bank provided financing for the \$2.85M project. We were also able to utilize the Traer tax credit program.

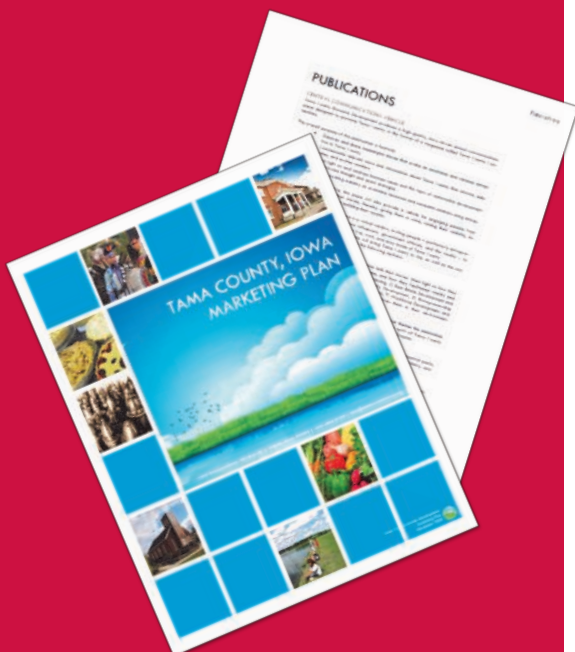
OUTCOME: Sunrise Suites has 11 one bedroom and 4 two bedroom apartments. We have increased the number of employees by about 10. We are able to offer another choice for area seniors with a special combination of supportive services & personal assistance, yet have the freedom to enjoy their own home. It is the only certified assisted living facility in Tama County.

Bringing them to Tama

“Build it and they will come”, sounds good in theory. Jamie Busch-Upah, Edward Polaco, and Sheri Guillot share their secrets on how to promote your product when \$1.2M customers are geographically dispersed within a 1 hr driving radius.

Tama County Economic Development has a conservative advertising approach using predominantly low and no-cost marketing strategies. Research suggests most effective forms of marketing communications when it comes to economic development are story telling, the internet, word of mouth and one-on-one communication.

There is however a very targeted and staggered campaign that also involves, print, media, mass marketing, direct marketing, interactive market, etc.



JOHN ERNEST VINEYARD & WINERY, TAMA

PROJECT: Leverages event marketing, awards, newsletters and strategic partnerships to draw tourists into Tama County and contribute to a unique sense of place.

HOW WE GOT THE IDEA: JEV & Winery put together a marketing plan that would reach our pre-determined target audiences to communicate what we had to offer in regard to entertainment and agricultural tourism events and promotions. The community “pitched in” and helped us with tasks such as bottling our wine and picking our grapes.

OUR GREATEST CHALLENGE: The growing number of new wineries “popping up” all around us. Another challenge is getting tourism buses from other states.

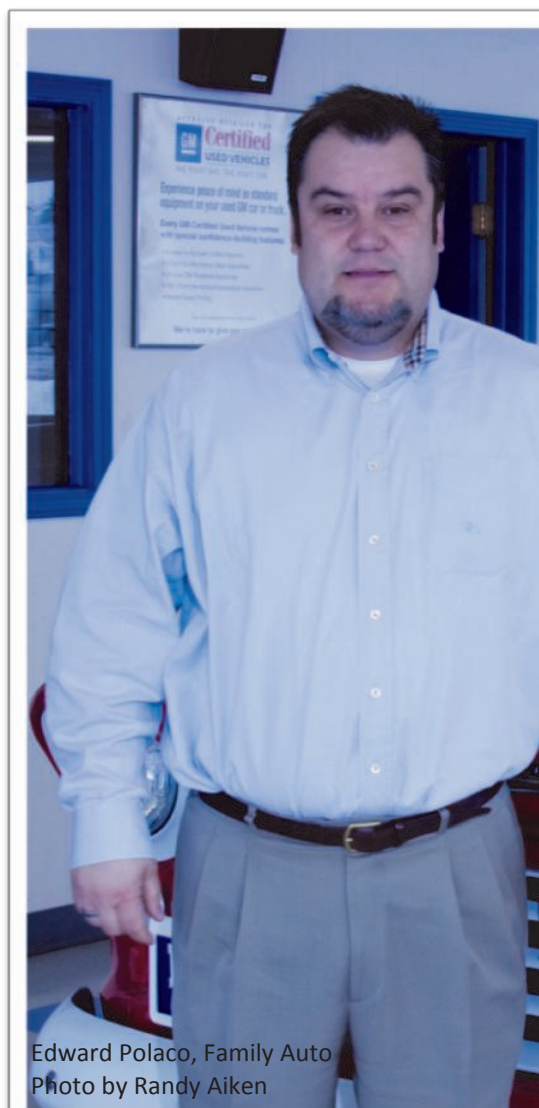
HOW WE OVERCAME IT: We heavily involved ourselves in every tourism aspect that we could. This included becoming members of regional associations. We opened our facility to the public and provided tours on how we started our winery and the process of making wine. We utilized a lot of different methods of advertising: newspaper, magazine, radio, internet, parades, banners and social media efforts (Twitter, Facebook, MySpace) and took advantage of Constant Contact’s e-newsletters.

ADVICE TO OTHERS: Never give up. Always welcome different methods to reach the target market. Don’t underestimate the power of networking.

FAMILY AUTO CENTER, TOLEDO

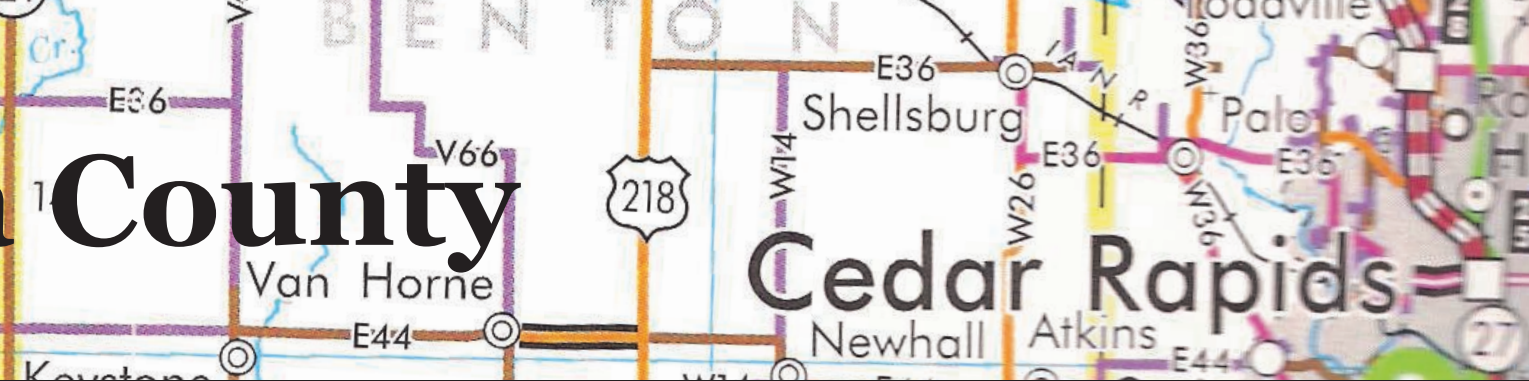
PROJECT: Demonstrated creative and differentiated multi-media marketing campaign reaching beyond the borders of the county.

HOW WE DID IT: Utilized TV, radio, and internet. We were sure to advertise



Edward Polaco, Family Auto
Photo by Randy Aiken

County



during the morning news during the winter when people were watching for school closures.

HOW WE GOT THE IDEA: We wanted something fun that people would remember.

OUR GREATEST CHALLENGE: Being able to get the

and area required.

HOW WE OVERCAME IT: We were strategic in watching weather reports and placing ads.

CUSTOM CREATIONS BY SHERI, DYSART

PROJECT: Uses publications and event marketing to draw projects from outside of Tama County. Expanded into a second building on Dysart's Main Street.

HOW WE DID IT: I started my original business (Custom Creations) with sewing custom window treatments and wanted to expand into home décor, furniture, custom floral and gifts. Custom Creations Too was added to downtown Dysart to offer our customers a truly unique decorating experience.

HOW WE GOT THE IDEA: I was looking for a way to expand my business in helping my clients decorate their homes and offices. I wanted it to be a one stop shopping experience for my clients.

OUR GREATEST CHALLENGE: Getting our name out to all the surrounding communities as to all we have to offer. Also competing with the big box store. Making sure that our customers get the best customer service possible.

HOW WE OVERCAME IT: Our newspaper ads and e-mails have been very successful but our best advertisement is our client referral, word of mouth and our in-home consultation service we offer.



Rural Rebels for the

Dwayne Luze, Mayor Roger Ochs, and Scott Schmidt know the rules, and know when to break them when it comes building small town community vitality.

Tama County recently completed the first phase of a long-term community and hazard mitigation planning program under the leadership of Region 6 Planning. Independently each communities identified a total of 171 projects, and are currently in the process of bringing it all together into an action plan with priorities and feasible resources.

But community development is not only about identifying the needs. Its also about celebrating the authentic stories and attractions. In concert with Tama County Historic Preservation and Tama County Tourism each town is now also doing low and no cost quality of life promotion initiatives.



DYSART PEOPLERIDES PARTY BUS

PROJECT: Optimizes community transportation resources designed to serve health care needs to also transport people to out-of-town events or shuttling tourist groups to area attractions.

HOW WE DID IT: We found a need that was accomplished, and fulfilled an area of the Dysart Development Corporation (DDC) mission statement (improving the safe quality of life for all ages).

HOW WE GOT THE IDEA: The Dysart Development Corporation did a survey with the senior population in the 476 prefix area of Dysart with one of the needs questions being transportation, with a 89% reply back showing a transportation need.

OUR GREATEST CHALLENGE: Looking into purchasing a handicap accessible unit and qualified drivers available along with a liability insurance presenting a key concern.

HOW WE OVERCAME IT: The DDC looked into the PeopleRides Services option and was able to partner with Region 6 and signed a contract for a 6-month pilot program that the DDC would be subsidizing the rides in the Dysart area.

ADVICE TO OTHERS: This was a very worthwhile decision fulfilling a need and now have expanded the use beyond medical trips to local tours, group transportation, available for all ages.



Mayor Roger Ochs, Chelsea Station
Photo by Mike Rickard

CHELSEA STATION

PROJECT: Identified a need for a gas station, but unable to find a buyer, took matters into its own hands and started up a gas pump where residents can pay using card technology to decrease the need for a manned operation.

greater good



GLADBROOK MAN GROUP

PROJECT: Explained to their community they would be happy to help the community, but they don't want to sit in long boring meetings and pour over financial statements, they only want to focus on getting things done. This group builds, paints, plants & hauls, and constructs community solutions.

HOW WE DID IT: Our first project was to tear down some park equipment in order to start the construction of our new daycare center.

HOW WE GOT THE IDEA: We have different groups for women in town for all ages, but nothing for the younger man. There have been different projects that have stopped due to this. The main focus of the group was to be able to help with projects around town that maybe some of the groups cannot physically handle.

OUR GREATEST CHALLENGE: Our main hurdle has been to get different men involved. Everyone is busy with their families and jobs.

HOW WE OVERCAME IT: At our first meeting, we told them we don't expect to have monthly meetings or dues. We just want to be there to help the community with projects when needed.

ADVICE TO OTHERS: You don't always have to have bi-laws and rules for a group...some like to help when help is needed and leave it at that.

HOW WE DID IT: Acquired the building, got funding, and opened as a card pump.

HOW WE GOT THE IDEA: As mayor, it was the only way I could see to get gas pumps back in town.

OUR GREATEST CHALLENGE: Funding, all the agencies we had to

work with and getting the people there to do the installation.

HOW WE OVERCAME IT: It took many telephone calls and much help from members of the community.

ADVICE TO OTHERS: Work together and you can get things done.

The foundation of small

Small Businesses are charged with getting America out of the recession. Small Businesses are charged with the future of rural vitality. Entrepreneurs John Witt, Kyle Hrabak, Mike Stein, and Jeff Chesick talk about opportunities and challenges on their journey.

Tama County Economic Development also considers new business formation as a very important part of rural vitality. Leveraging the collective wisdom of local entrepreneurs, it makes available a free Entrepreneur Starters Kit and is happy to sit down in confidence to discuss and survey possible resources and directions the company can take given some push and pull factors in the local economy.

Once a business idea becomes a serious consideration, entrepreneurs may opt for additional specialized business resources based on needs they have identified. These can be provided at various levels of time commitment, cost levels and to people with various levels of education and experience.



LINCOLN BRIDGE INN MOTEL, TAMA

PROJECT: Reopened and branded a hotel leveraging proximity to a national landmark to interest travelers.

HOW WE DID IT: We are breathing life into this little motel, thus offering visitors to our community great accommodations at an inexpensive rate. We are a reminder to guests of a time when life was much simpler.

HOW WE GOT THE IDEA: We felt that there was a real need in the community for a motel that could fit any budget. Whether people are working in the area, or just passing through, we like to give them a relaxed atmosphere where they can feel at home.

OUR GREATEST CHALLENGE: Location, location, location! We are just on the edge of town, yet a little off the beaten path.

HOW WE OVERCAME IT: We have come to realize how valuable local citizens and advertising really are. We are starting to get the word out in our community, and it is helping our business tremendously.

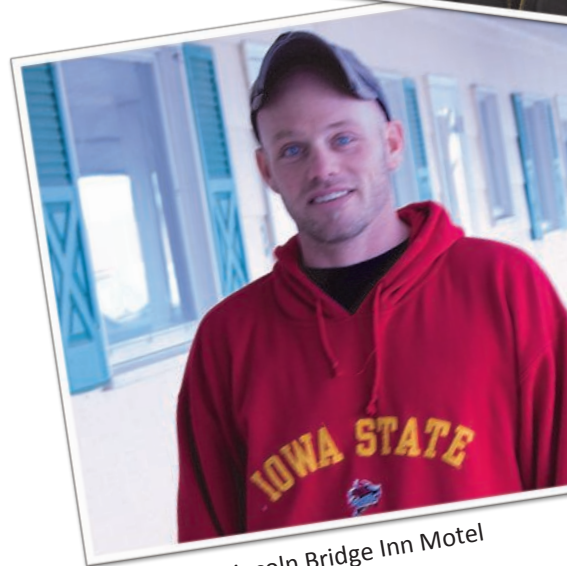
ADVICE TO OTHERS: Take that extra moment when working with the public to show people genuine great customer service and they will visit our community again. Our business is being built on our return customers.

TOLEDO'S CHRISTIAN TAEKWONDO

PROJECT: Opened a studio in downtown Toledo bringing energy and vitality to the area. Participated in fundraising events doing demonstrations at the Toledo Farmers Market.



Kyle Hrabak, Mike Stein, Stein Hrabak Floor Covering
Photo by Randy Aiken



John Witt, Lincoln Bridge Inn Motel
Photo by Randy Aiken

town vitality

HOW WE DID IT: A taekwondo club was opened to provide exercise and an outlet for kids and adults to interact with others in the community.

HOW WE GOT THE IDEA: My instructor wanted to expand from Marshalltown and it worked out that Toledo had a need for more kids and family activities.

OUR GREATEST CHALLENGE: To get a good starting student base.

HOW WE OVERCAME IT: Introductory fee for first month's lessons, hanging door hangers in the community, and interacting by doing demos along with different parades.

ADVICE TO OTHERS: Never let anyone tell you that you can't do something because can't is the first step in giving up.

STEIN-HRABAK FLOOR COVERING, TOLEDO

PROJECT: Seized an opportunity to start a collaborative venture in the Tama-Toledo area.

HOW WE GOT THE IDEA: We saw an opportunity to continue to provide the community with a service that was no longer available.

OUR GREATEST CHALLENGE: We want to make sure the community and surrounding area know that we are here and they can continue to shop competitively and locally.

HOW WE OVERCAME IT: We are fortunate that our location is next to a successful business where we have walk-in customers that refer us to family and friends.

ADVICE TO OTHERS: Small businesses need the support of the community members to succeed. New businesses must provide exceptional customer service and products to your customers to ensure long lasting relationships.



Jeff Chesick, Toledo's Christian Taekwondo
Photo by Randy Aiker

Industry Staples on the

People have to eat, have access to safe energy, and move products from point A to point B. But what if many companies offer these services? Chad Gauthier, Jim Ocheltree, and Carol Hoyt talk about what they are doing differently from others.

Business Expansion and Retention is also a cornerstone of the Tama County Economic Development office doing research and development for the 2,181 entities already established inside Tama County who have a defined need or opportunity to respond to.

The Commission also does projective work identifying opportunities or challenges that could benefit from early response or first mover advantages in the market.

Most recently critical industries receiving primary market research focus included Manufacturing and Banking, juxtaposing the local challenges to that on a national level. The next sectors to be interviewed are expected to be Education, Financial Service Providers, Transportation and Construction.

B&G HVAC, GLADBROOK

PROJECT: Started and expanded a heating and cooling business leveraging innovative energy efficient residential and commercial contracts and acquisitions in the surrounding area.

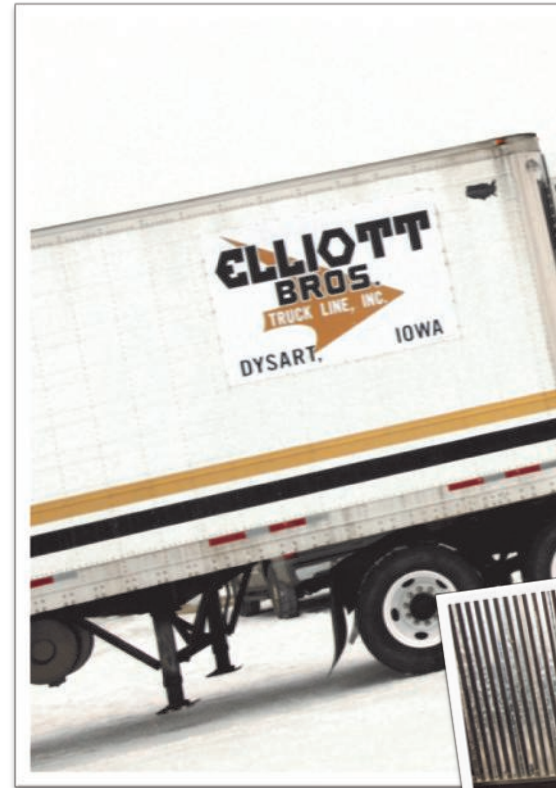
HOW WE DID IT: Started in March 2006 with two owners, Chad Gauthier and Ryan Boswell. Strive to provide quality work to improve customers comfort and efficiency. Have grown to a company of 14 and have acquired several major accounts.

HOW WE GOT THE IDEA: We knew if we could combine our knowledge in both ends of the business, we could provide customers with quality service. Ryan is the service expert and Chad is the installation expert.

OUR GREATEST CHALLENGE: Keeping up with the fast pace of growth and finding a financial institution to believe in us during the economic downturn.

HOW WE OVERCAME IT: Found the right financial institution to see what we had going and believe that we have what it takes to provide our customers with high quality workmanship for a competitive price.

ADVICE TO OTHERS: Knowledge and experience in what you do can take you a long way.



Top: Elliott Brothers Truck Line
Photo by Pamela Thiele

Right: Chad Gauthier, B&G HVAC
Photo by Wayne Chamberlain

Far Right: Carol Hoyt, Mama Hoyt's Kitchen
Photo by Mike Rickard

ELLIOTT BROTHERS TRUCK LINE, DYSART

PROJECT: Grew into one of Tama County's top employers with a workforce of 80. First Tama Co. business to become certified for HUBZone govt. contracts.

HOW WE DID IT: We were established in Dysart in 1933. Our customer base is focused in Iowa.

Move



As a result, many of our drivers live in and around Tama County. Two years ago, we experienced our greatest growth by acquiring another truck line.

HOW WE GOT THE IDEA: As our customer base and number of employees increased, so did our opportunity for developing new business avenues.

OUR GREATEST CHALLENGE: The rather arduous process of becoming HUBZone qualified.

HOW WE OVERCAME IT: With collaboration from a customer, who recommended HUBZone qualification, we are pleased to have met the criteria and look forward to bidding on federal contracts.

MAMA HOYT'S KITCHEN, ELBERON

PROJECT: Expanded business and client base with a new building furnished by low cost equipment identified using internet resources.

HOW WE DID IT: We got a good price for the building. It needed a lot of work & repair, & 18 months later our business was ready to open.

HOW WE GOT THE IDEA: The catering part of the business began when I cooked the food for my son's wedding. I was asked why I didn't have a catering business, so I started one.

OUR GREATEST CHALLENGE: I didn't want to go into debt starting this business.

HOW WE OVERCAME IT: It took much patience and searching on the internet to get the necessary equipment and paying as we went for the things we needed.

ADVICE TO OTHERS: Be patient. Large loans have to be paid back, sometimes with large interest rates that take many years to repay. We got one smaller loan for the initial purchase and set up of the building, but otherwise we paid as we went. I realize this method doesn't work for everyone, but in an unstable economy I feel better knowing I don't have a large loan to repay many years from now.

Investment in Hu

The reputation of the Iowa work ethic is legendary. Ken Akers, Tony Lidgett, and Jammie Howard talk about “the human strategy” as industry's demands and responsibilities to their work force evolve.

Tama County Economic Development also serves workforce and education development initiatives. As depicted below it serves as a clearing house for relevant labor shed data in our evolving economy to assist industry, and government in making data driven decisions.

In concert with educational institutions, industry, local government, non-profits and a regional network of economic developers, Tama County Economic Development furthermore collaborates in matching up and developing training, recruitment and retention based on local needs and available resources.



RESTONIC MATTRESS, TOLEDO

PROJECT: Increased workforce 400% over the past 8 years. Also made use of CIRAS Iowa State Extension resources to layout the manufacturing floor plan to make sure it's as efficient as possible and minimizes strain on workers.

HOW WE DID IT: The factory made major investments in equipment, employees, and infrastructure to procure customers.

HOW WE GOT THE IDEA: Major mattress manufacturers abandoned popular price points, creating a niche for our assortment. Savvy consumers are always looking for value, and our products provide it.

OUR GREATEST CHALLENGE: The mattress business is a marketing driven business. Our greatest challenge is getting consumers to know what we know - that our factory builds a great product which provides years of support, comfort, and durability.

HOW WE OVERCAME IT: It is a challenge we face every day. It is not overcome, but when one happy customer Tells another and another . . . and slowly. It is working .word of mouth advertising

ADVICE TO OTHERS: Stay the course, be true to your stakeholders, your employees, and your customers. Work hard, maintain your integrity, and things seem to work out.

TRAER MAN RETRAINING

PROJECT: Leveraged retraining resources from a major layoff to retrain in a new industry with high need for skilled employees.

HOW WE GOT THE IDEA: I wanted to work in a field that I would not have to fear being laid off again and



Tony Lidgett
Photo by Molly Clubb



Jammie Howard,
Appraisal & Real Estate
Photo by Molly Clubb

Human Capital

help my daughter out at the same time.

OUR GREATEST CHALLENGE:

Getting over the fear of a 30-year-old going back to school with people half my age.

HOW WE OVERCAME IT: We were able to accomplish our goals

with help from NAPTA and support from our friends. Lots of prayers for support and strength.

ADVICE TO OTHERS: Don't be too afraid of opportunities that have a challenge and never turn them down, especially when it means a better life for you and your family.

TRAER APPRAISAL & REAL ESTATE

PROJECT: Increased and diversified workforce to include a next evolution of skills like online and auction sales and marketing.

HOW WE DID IT: We are now utilizing video streaming technology to broadcast live public auctions to potential buyers throughout the world.

HOW WE GOT THE IDEA: We wanted to offer a service that is not regularly offered and wanted to be able to stand out when competing at the level of the larger companies and give our clients great success with a larger market area.

OUR GREATEST CHALLENGE: Finding the right professional person who was able to offer a service very few offer.

HOW WE OVERCAME IT: We were able to hire Jason Lakin who is an auctioneer with the knowledge utilizing video streaming to broadcast live public land auctions to buyers throughout the world. We can list, represent, and sell real estate in Iowa at open public auctions locally while also utilizing video streaming technology to broadcast the auctions throughout the world.

ADVICE TO OTHERS: Don't settle with the norm. Strive to stand out and compete with the larger companies and give your clients the success that they deserve with the small town charm.



Ken Akers, Restonic Mattress
Photo by Randy Aiken

“Neighbor, I have your

Young families often move to small town Iowa because “it takes a village to raise a child”. Tama County’s villages raise more than children. Nick Podhajsky, Laurie Schultz, and Mike Bearden tell us more about what partnerships can do.

Tama County Economic Development also supports partnership formation and capacity building. At its core the Commission actually is a bipartisan public-private partnership. It serves as a hub connecting shared industry and community vitality objectives, but it also serves as a hub for regional or non-geographically based shared objectives and goals that may be hard to impossible to accomplish as a lone wolf.

Strengthening collaborative relationships inside and outside the county with entities sharing goals and fruits of successes will continue to be a priority.



TAMA COUNTY LAND OWNERS ASSOCIATION

PROJECT: Farmers in a high wind section of northern Tama County formed a limited liability corporation to work together in obtaining intelligence on selling wind turbine land lease and wind rights in a cohesive block format.

HOW WE DID IT: There was interest by two competing developers to build a wind farm on the same geographic area. As a result, we were able to select and negotiate with one developer.

HOW WE GOT THE IDEA: A wind farm needs a contiguous field, so we couldn't let the area become “checker-boarded” by having landowners randomly choose developers. We organized out of necessity.

OUR GREATEST CHALLENGE: To educate ourselves about the issues impacting landowners in a wind farm.

HOW WE OVERCAME IT: We hired an attorney who had experience reviewing wind leases and also employed the services of a consultant in the wind industry. We spent a great deal of time doing our own work and research.

ADVICE TO OTHERS: When opportunities come your way, keep your options open and do your homework.

Tama County Humane Society
Photo by Randy Aiken

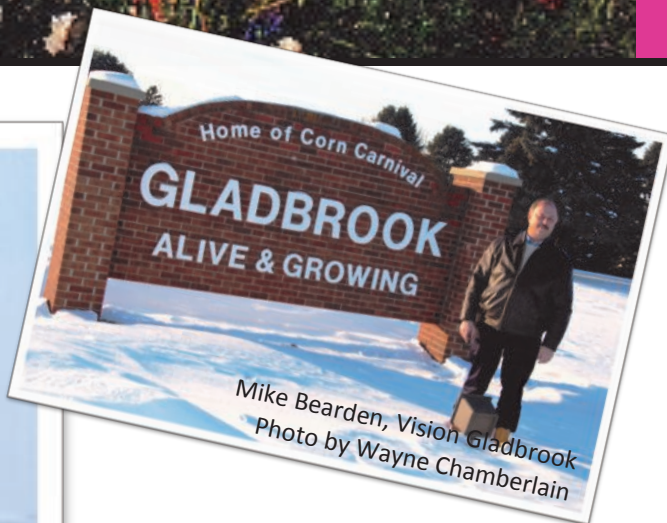


Nick Podhajsky,
Tama County Land Owners Assoc.
Photo by Molly Clubb

TAMA COUNTY HUMANE SOCIETY

PROJECT: After years of working on finding a solution to shelter cats and dogs, Tama County Humane Society bought a building and unveiled plans

back”



KIDS CORNER DAYCARE, GLADBROOK IA

PROJECT: City and school partnered to build a daycare center designed to support an increase in young families.

HOW WE DID IT: A year-long coordination between the city of Gladbrook and the Gladbrook Reinbeck School District.

HOW WE GOT THE IDEA: In a community survey conducted, a need for a daycare facility became a high priority to attract young families and maintain enrollment in our school system.

OUR GREATEST CHALLENGE: With the joint commitment of \$600,000 from the city and school, we still needed to raise \$200,000 to complete the project.

HOW WE OVERCAME IT: A committee was formed, applied for various grants, and did an extensive community awareness campaign.

ADVICE TO OTHERS: Getting a diverse group of community members involved was the key.

the generosity and continued efforts of the Tama County residents.

HOW WE GOT THE IDEA: Tama County had no animal shelter, leaving county residents few options for homeless pets. Tama County cities were forced to take animals from their city pounds to the Marshalltown animal shelter, while other cities have no animal control in place.

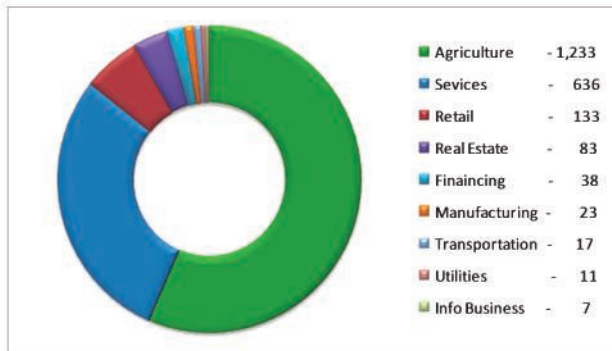
OUR GREATEST CHALLENGE: Raising funds to purchase & remodel a building and maintain a functioning non-profit animal shelter.

HOW WE OVERCAME IT: We held several fundraisers. We operate a thrift store within the shelter with donated items with all proceeds going to the shelter animals and building fund. Grants are being pursued.

economic development

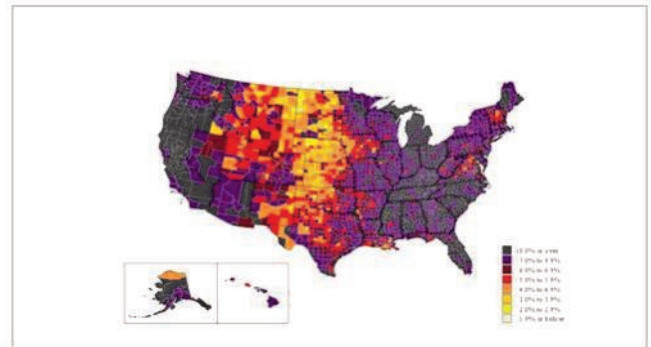
indicators

INDUSTRY SECTORS



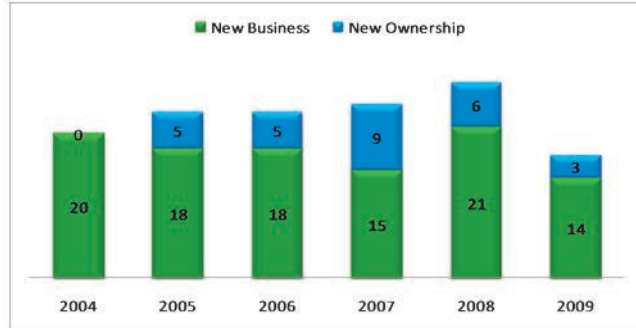
Total number of entities in Tama County: 2,181
Source: Tama County Economic Development, 2010

UNEMPLOYMENT



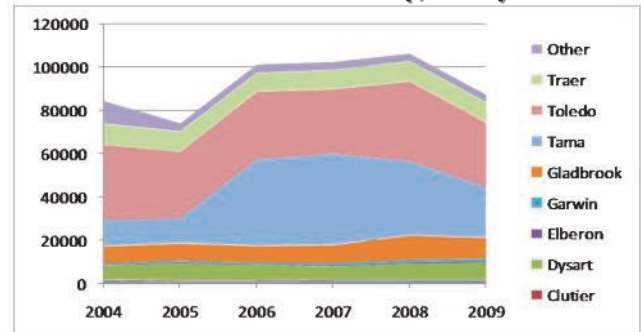
Unemployment Nationally: 9.3%, Iowa: 6.0%, Tama County 6.9%
Source: US Department of Labor, 2009

SMALL BIZ FORMATION & RETENTION



Five yrs after formation, 50% of 2004 startups are still in business.
Source: Tama County Economic Development, 2010

ANNUAL TAXABLE SALES (\$ 000)



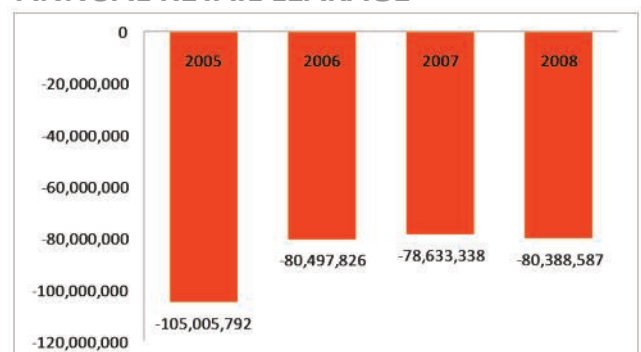
Total Taxable Sales increased from \$84M—\$87M, 2004-2009
Source: Internal Revenue Service for year ending March 2009

REAL ESTATE DEVELOPMENT & RE-USE

Available	Type of Real Estate	Size Ranges
54	Residential Dwellings	
17	Commercial Buildings	1,200 - 16,560 SF
4	Industrial Buildings	3,264 - 155,085 SF
14	Industrial/Commercial Sites	1.0 - 143 Acres

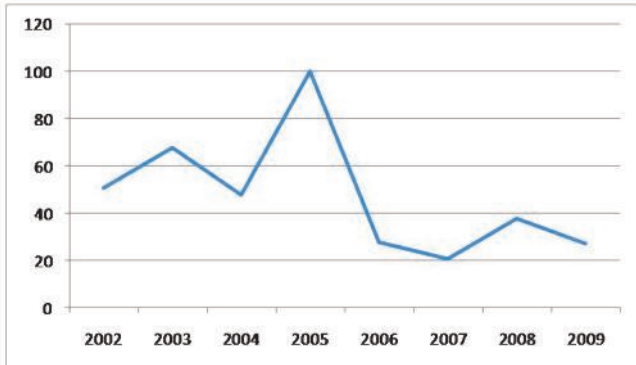
Source: Tama County Economic Development, 2010

ANNUAL RETAIL LEAKAGE



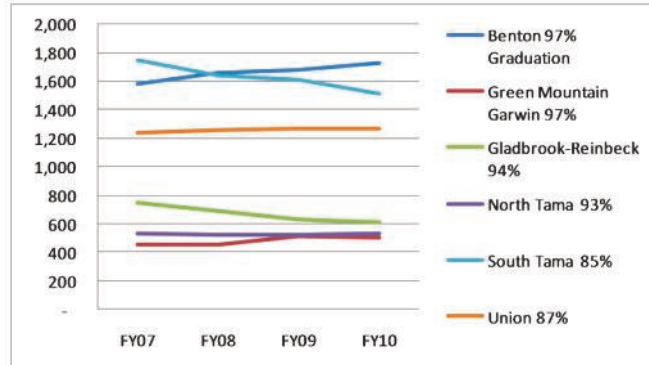
Annual Sales Capacity: \$135 Million. Actual Sales: \$106 Million
Source: Iowa State University, 2009

ANNUAL BANKRUPTCIES



Source: U.S. Bankruptcy Court Northern & Southern Dist of Iowa, 2009

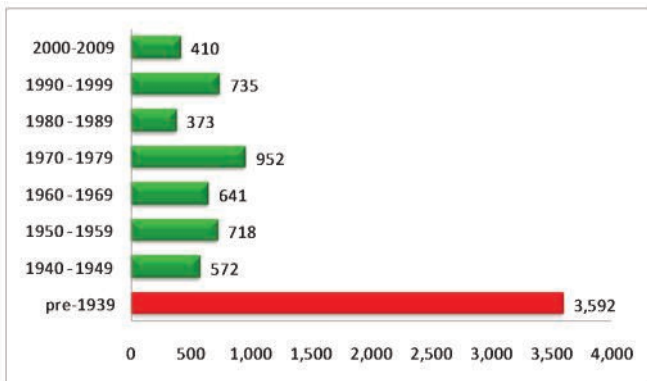
SCHOOL DIST. ENROL. & GRADUATION



Graduation Rate: IA 92%. US: 89%

Source: Iowa Department of Education, 2009

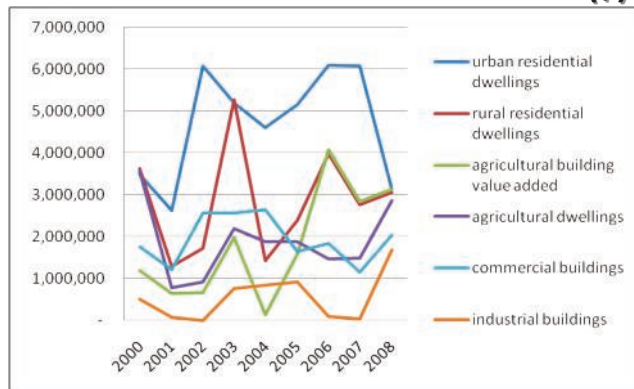
AGE OF HOUSING UNITS BY DECADE



Median year built: 1943. Est. Total Housing Stock: 7,993

Source: Iowa State University, 2009

NEW CONSTRUCTION VALUE ADDED (\$)



Total New Construction Value Added since 2000: \$126 Million

Source: Tama County Assessor, 2009

TAMA COUNTY IN THE MEDIA, 2009

- Tama Co. designated an Iowa Great Place** by Governor Culver, Iowa Department of Cultural Affairs.
Source: Iowa City Press Citizen, Waterloo Cedar Falls Courier, Clayton County Register, Ottumwa Courier, & Burlington Hawk Eye
- Tama County Community Enrichment** filed an application for a state gambling license.
Source: WHO-TV, Iowa City Press Citizen, Radio Iowa, Chicago Tribune, Des Moines Register, & Waterloo Cedar Falls Courier
- U.S. Highway 30 Bypass through Tama-Toledo** in the Iowa Department of Transportation's 5-year \$2.1B road plan.
Source: KWWL, Cedar Rapids Gazette, Des Moines Register, Waterloo Cedar Falls Courier, Ames Tribune, & Quad City Times
- Tama in the spotlight as it hosts annual **Iowa Tourism Conference**.
Source: Burlington Hawk Eye & Dubuque Telegraph Herald
- The Sac & Fox Tribe of the Mississippi in Iowa** purchases Pinnacle Bank in Marshalltown.
Source: Chicago Tribune, US Banker & News from Indian Country
- Haven School** highlights movement to preserve rural schoolhouses.
Source: Chicago Tribune & Waterloo Cedar Falls Courier
- Meskwaki Settlement School** unveiled a new 108,000 square foot, \$22M high school addition.
Source: Des Moines Register, & Waterloo Cedar Falls Courier
- Family Auto** won appeal as GM dealership reversed its cancellation of the franchise in Toledo
Source: NPR, KCCI, Cedar Rapids Gazette
- Designer Inn & Suites'** owner, Gary Strobusch, was interviewed about his custom-built fantasy suites.
Matchstick Marvels Museum was featured as a unique Midwest attraction worth visiting.
Source: KSTP Channel 5, Minneapolis

DIRECTORY

GOVERNMENT

Tama County

104 W. State Street
Toledo, IA 52342
641-484-3980
www.tamacounty.org

City of Chelsea

600 Station Street
Chelsea, IA 52215
641-489-2525
www.tamacountyiowa.org/chelsea

City of Clutier

P.O. Box 117
Clutier, IA 52217
319-479-2530
www.tamacountyiowa.org/clutier

City of Dysart

P.O. Box 686
Dysart, IA 52224
319-476-5690
www.dysartiowa.com

City of Elberon

106 Main Street
Elberon, IA 52225
319-439-5372
www.cityofelberon.com

City of Garwin

P.O. Box 148
Garwin, IA 50632
641-499-2307
www.tamacountyiowa.org/garwin

City of Gladbrook

P.O. Box 309
Gladbrook, IA 50635
641-473-2582
www.gladbrookiowa.com

City of Lincoln

P.O. Box 62
Lincoln, IA 50652
641-473-2793
www.tamacountyiowa.org/lincoln

City of Montour

P.O. Box 120
Montour, IA 50173
641-492-6006
www.tamacountyiowa.org/montour

City of Tama

305 Siegel Street
Tama, IA 52339
641-484-3822
www.tamacity.govoffice2.com

City of Toledo

P.O. Box 234
Toledo, IA 52342
641-484-2160
www.toledoia.com

City of Traer

649 - 2nd Street
Traer, IA 50675
319-478-2580
www.traer.com

City of Vining

P.O. Box 7
Vining, IA 52348
641-489-2157
www.tamacountyiowa.org/vining

AUTOMOTIVE

Sand Hill Auto Salvage

1981 Highway E64
Tama, IA 52339
641-484-2057

CONSTRUCTION

DeWitt Refrigeration, Heating, & Cooling

P.O. Box 274
Gladbrook, IA 50635
641-473-3232
www.dewittrefrigeration.com

Chyma's Machine & Welding

206 South 2nd Street
Toledo, IA 52342
641-484-3997

Gethmann Construction

P.O. Box 220
Gladbrook, IA 50635
641-473-2323
www.gethmannconstruction.com

Iowa Builders Supply

313 Front Street
Gladbrook, IA 50635
641-473-3037

Manatts

P.O. Box 87
Tama, IA 52339
641-484-4022
www.manatts.com

DINING & RETAIL

John Ernest Vineyard & Winery

3291 N Avenue
Tama, IA 52339
641-484-8048
www.johnernestvineyard.com
See ad on page 8

Hempy Farms

2952 D Avenue
Montour, IA 50173
641-492-6252

King Tower Café

1701 E. 5th Street
Tama, IA 52339
641-484-5970
www.tamacountyiowa.org/kingtower

Rube's Steakhouse

202 W. 14th Street
Tama, IA 52339
641-492-6222
www.rubessteaks.com

HEALTH CARE

Covenant Clinic Dysart

501 Clark Street
Dysart, IA 52224
319-476-4000
www.wfhealthcare.org
See ad on page 4

Covenant Clinic Gladbrook

309 - 2nd Street
Gladbrook, IA 50635
641-473-2707
www.wfhealthcare.org
See ad on page 4

Covenant Clinic Traer

200 Walnut Street
Traer, IA 50675
319-478-8198
www.wfhealthcare.org
See ad on page 4

Deer Creek Health Center

401 - 1st Avenue
Toledo, IA 52342
641-484-2602
www.grmc.us

Glenwood Place Assisted Living

2907 South 6th Street
Marshalltown, IA 50158
641-752-8410
www.glenwoodplace.avenet.net

Medicap Pharmacy

108 - 2nd Avenue West
Toledo, IA 52342
641-484-6198
www.medicap.com/8019.aspx

Mental Health Clinic of Tama County

P.O. Box 7
Toledo, IA 52342
641-484-5234

Plaza Family Dental Center

507 S. County Road
Toledo, IA 52342
641-484-2466

Sunrise Hill Care & Rehab Center

909 - 6th Street
Traer, IA 50675
319-478-2730

Wolfe Family Vision Centers

1302 S. Broadway
Toledo, IA 52342
641-484-2020
www.wolfeeyeclinic.com

Wolfe Family Vision Centers

524 - 2nd Street
Traer, IA 50675
319-478-2081
www.wolfeeyeclinic.com

LODGING

Designer Inn & Suites
403 Highway 30 West
Toledo, IA 52342
641-484-5678
www.designerinnandsuites.com

KZAT Radio
205 W. 3rd Street
Tama, IA 52339
641-484-5958

Eikamp & Assoc.
314 Main Street, P.O. Box 99
Dysart, IA 52224
319-476-4590

Kenkel Law Office
P.O. Box 307
Toledo, IA 52342
641-484-8899
www.kenkellaw.com

MANUFACTURING

Deimco
1004 E. 5th Street
Tama, IA 52339
641-484-8806
www.deimco.com

Goos Implement
P.O. Box 247
Gladbrook, IA 50635
641-473-2403

Pioneer Hi-Bred Dysart Plant
3239 Highway 8 West
Dysart, IA 52224
319-476-2390
www.pioneer.com

Pioneer Hi-Bred Toledo Plant
404 South County Road
Toledo, IA 52342
641-484-2141
www.pioneer.com

Rowan Equipment & Fabrication
P.O. Box 399
Dysart, IA 52224
319-476-3100
www.tamacountyiowa.org/rowanequipment

Tama Paper Board
117 Siegel Street
Tama, IA 52339
641-484-2884
www.caraustar.com

MEDIA

KFJB Radio
123 W. Main
Marshalltown, IA 50158
641-753-3361
www.1230kfjb.com

Tama/Grundy Publishing
220 W. 3rd Street
Tama, IA 52339
641-484-2841
www.tamatoledonews.com

COMMUNITY DEVELOPMENT

Dysart Development Corp.
P.O. Box 223
Dysart, IA 52224
319-476-4949
www.dysartiowa.com

Garwin Revitalization Committee
204 Park Street
Garwin, IA 50632
641-499-2148

Jim & Mary Roan
721 Country View Drive
Toledo, IA 52342

Tama Co. Comm. Foundation
P.O. Box 22
Toledo, IA 52342
641-484-3108
tamacountyiowa.org/foundation
See article on page 5

PROFESSIONAL SERVICES

Appraisal & Real Estate Services
504 - 2nd Street
Traer, IA 50675
319-478-2990
www.cedarvalley-homes.com

Bohemian Mutual Ins. Assoc.
1309 South County Road
Toledo, IA 52342
641-484-5233
www.gmrc.com

Carl Luze Real Estate
P.O. Box 105
Dysart, IA 52224
319-476-4949

Farmers Mutual Ins. Assoc.
540 - 2nd Street
Traer, IA 50675
319-478-2585

Farmers Savings Bank & Trust
P.O. Box 435
Traer, IA 50675
319-478-2148
www.fsb-traer.com

Home Federal Savings Bank
P.O. Box 212
Toledo, IA 52342
641-484-5141
www.justcallhome.com

L. L. Owens & Associates Ins.
622 - 2nd Street, P.O. Box 58
Traer, IA 50675
319-478-2710

State Bank of Toledo
P.O. Box 309
Toledo, IA 52342
641-484-2980
www.banktoledo.com
See ad on page 29 below



He Ain't Heavy!

He's Our Future.

We can make sure he'll have a great job waiting for him, right here in Tama County.

How?



By supporting our local businesses
By making sure we support our schools
By providing recreation opportunities
By keeping our parks and cities clean
By being **PROUD** citizens of Tama County.

STATE BANK OF TOLEDO

100 E. HIGH ST. & 1003 SOUTH COUNTY RD, TOLEDO, IA 52342
PH 641.484.2980 FAX 641.484.2333 WWW.BANKTOLEDO.COM



DIRECTORY

PROFESSIONAL SERVICES

Tama County Abstract Co.
123 W. High Street
Toledo, IA 52342
641-484-4386

Tama County Farm Bureau
115 N. Main Street
Toledo, IA 52342
641-484-4160
www.iowafarmbureau.com

Tama Co. Mutual Ins. Assoc.
P.O. Box 58
Traer, IA 50675
319-478-2710

Wrage Realty
P.O. Box 628
Dysart, IA 52224
319-476-7070

Acme Printing Co., Inc.
66 Washington Avenue
Des Moines, IA 50314
515-244-1723
www.acmeiowa.com

Aiken Photography
1880 – 220th Street
Toledo, IA 52342
641-691-1063

Art & Frame Off Main
554 – 2nd Street
Traer, IA 50675
478-640-2447

Photography by Pamela
724 Dostal Court
Dysart, IA 52224
319-476-3632

Mo-Co Creative Solutions
2650 – 170th Street
Traer, IA 50675
319-478-8447

Sash Auction Service
301 W. 1st Street
Gladbrook, IA 50635
641-473-2561

Sunshine Laundry, T-T Storage
P.O. Box 252
Toledo, IA 52342
641-484-3984

Wayne's Photography
1284 E Avenue
Gladbrook, IA 50635
641-473-2063
www.previewgallery.com/waynesphotography

Alliant Energy
200 - 1st Street SE
Cedar Rapids, IA 52401
515-558-9703
www.alliantenergy.com

Consumers Energy
2074 - 242nd Street
Marshalltown, IA 50158
641-752-1593
www.consumersenergy.net

Farmers Coop Telephone Co.
P.O. Box 280
Dysart, IA 52224
www.fctc.coop

Grundy County REC
102 East G Avenue
Grundy Center, IA 50638-2095
319-824-5251
www.grundycountyrecia.com

Iowa Telecom
403 W. 4th Street North
Newton, IA 50208
641-787-2068
www.iowatelecom.net
See ad on page 2

ITC Midwest
201 - 3rd Avenue SE
Cedar Rapids, IA 52401
www.itctransco.com

T.I.P. Rural Electric Coop.
P.O. Box 534
Brooklyn, IA 52211
641-522-9221
www.tiprec.com

Traer Municipal Utilities
649 - 2nd Street
Traer, IA 50675
www.traer.net

Wind Capital Ventures
1430 Washington Ave, Suite 300
St. Louis, MO 63103
www.windcapitalgroup.com

Central Iowa Tourism Region
P.O. Box 454
Webster City, IA 50595-0454
515-832-4808
www.iowatourism.com

Hawkeye Community College
1501 East Orange Road
P.O. Box 8015
Waterloo, IA 50704-8015
319-296-2320
www.hawkeyecollege.edu

Highway 30 Coalition of Iowa
P.O. Box 221
Mechanicsville, IA 52306
563-243-7751

Iowa Connections
905 E. Main Street
Marshalltown, IA 50158
641-752-0717
www.iowaconnections.org
See ad on page 32

Iowa Department of Economic Development
200 E. Grand Avenue
Des Moines, IA 50309
515-242-4724
www.iowalifechanging.com

Iowa Finance Authority
100 E. Grand Avenue, Suite 250
Des Moines, IA 50309
515-242-4990
www.ifahome.com

Iowa State University Extension
400 Locust Street
Des Moines, IA 50309
515-237-5434
www.extension.iastate.edu

Iowa Valley Community College District
3702 South Center Street
Marshalltown, IA 50158
641-752-4643
www.iavalley.edu

Iowa Valley Resource, Conservation, & Development
300 W. Welsh Street
P.O. Box 87
Williamsburg, IA 52361
319-668-8111
www.ivrcd.org

Iowa Workforce Development
3405 South Center Street
P.O. Box 497
Marshalltown, IA 50158-0497
641-754-1401
www.iowaworkforce.org

Marshalltown Area SCORE Chapter
709 South Center Street
P.O. Box 1000
Marshalltown, IA 50158
641-753-6646
www.marshalltown.org

Region 6 Planning
905 E. Main Street, Suite A
Marshalltown, IA 50158
641-752-0717
www.region6planning.org

Renew Rural Iowa
5400 University Avenue
West Des Moines, IA 50266
515-225-5400
www.iowafarmbureau.com

Small Business Administration
2750—1st Avenue NE, Suite 350
Cedar Rapids, IA 52402-4831
319-362-6405
www.sba.gov

UNI Regional Business Center
212 W. 4th Street
Waterloo, IA 50703
319-236-8123
www.unirbc.org

USDA Rural Development
840 Brooks Road
Iowa Falls, IA 50126
641-648-5181
www.rurdev.usda.gov/ia

UTILITIES

REGIONAL PARTNERS

SERVICES



WELCOME TO THE NEW ECONOMY

CAPITAL WILL ALWAYS GO WHERE IT'S WELCOME AND STAY WHERE IT'S WELL TREATED. CAPITAL IS NOT JUST MONEY, IT'S ALSO TALENT AND IDEAS. – WRISTON'S LAW OF CAPITAL

QUESTION: How is it possible for US industry to be growing by the billions, while the number of US manufacturing workers have been decreasing by millions over the past three decades?

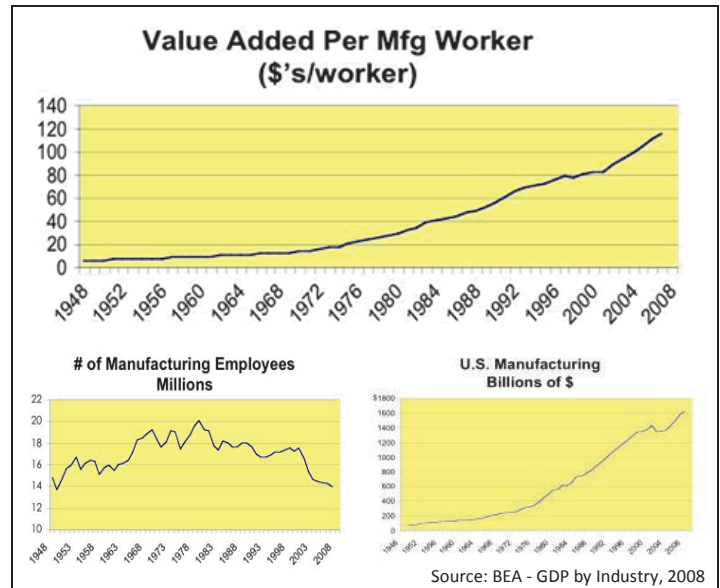
ANSWER: In a nutshell: *innovation*. Over the past 30 years technology improved, workforce skills and training improved, and operational management improved. That meant industry was able to gradually decrease their workforce while increasing wages for workers who adapted best to a plant's new money saving technology and processes.

The good news is that this change in the economy is increasing the value and (theoretical) wage of the skilled worker at the local manufacturing plant. The bad news is that a worker is less likely to secure that coveted, stable manufacturing job today than 30 years ago because the number of manufacturing jobs have been steadily decreasing. The decrease we are talking about here is thus not due to an anomaly like a recession, nor to offshore outsourcing. Its because of the good old fashioned American ability to recognize and optimize new efficiency resources in the marketplace.

This is but one of the reasons old business models embracing paradigms of bigger is better, the superiority of top-down bureaucratic organizational structures, and the strong focus on products, are being replaced. An ever-changing marketplace requires new focus on building organizations, which are more agile, decentralized, interactive and adaptive with a strong emphasis on attracting and retaining intellectual and human capital. New perspectives and innovative approaches are required—by businesses and by communities—hoping to attract and retain the best and brightest in business and industry.

That means the old school smokestack focused economic development approach has also been replaced by dynamic partnerships that often includes both the public and private sector.

Today economic development can be redefined as a proactive, evolving process, which engages the entire community in building the context and products necessary to attract and retain businesses and the labor force needed to ensure an economic foundation that will sustain the desired quality of life for all community members.



The mission of Tama County Economic Development Commission is to coordinate the cultivation of Tama County's business environment, agriculture, industry and residents in maximizing their full potential within the county and beyond.

We tactically execute this with eight strategies:

- 1) Economic Development Financing
- 2) Real Estate Development and Re-Use
- 3) Marketing & Attraction
- 4) Community Development
- 5) Small Business Development & Entrepreneurship
- 6) Business Expansion and Retention
- 7) Workforce Development
- 8) Strategic Partnerships

Have questions? Need more information?

We would love to hear from you. Visits are free and confidential.





Photo courtesy of Otter Creek Honey
Tama, Iowa

Made in Iowa

Delicious and healthy. Iowa is an international leader in food production and processing. Supporting 30 of the 100 largest food processors in North America, and consistently ranking as a top food producer across various segments:

-  #1 corn producing state in the US. *Source: USDA, 2008*
-  #1 soy producing state in the US. *Source: USDA, 2008*
-  #1 hog producing state in the US. *Source: USDA 2008*
-  #7 beef producing state in the US. *Source: USDA, 2008*

The natural and organic food sector in central Iowa is also experiencing healthy growth with environmentally conscious certified organic farms like **El V.I.R.A. Farms** (photo) and processors like **Eden Natural, Frontier Natural Products, Kerry Proteins & Nutritionals, Natural Products, Pulmuone Wildwood**. Quick & easy market access is also expanding with the **United Natural Foods Iowa City Warehouse**.

Walmart & Target also use Iowa as their food warehousing & distribution hub.

Ready to expand in the state with the **2nd lowest overall cost of doing business***?

Make the Iowa Connection.



An economic development partnership with Benton,
Jasper, Marshall, Poweshiek and Tama Counties

641.750.3932

www.iowaconnections.org