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MEMORANDUM

Date: October 26, 2016

To: Mayor, City of Hiawatha and Council Members

From: Doug Neumann, Interim President & CEO, Cedar Rapids Metro Economic Alliance

Re: Economic Alliance Results

1. **New Expansions and New Business Recruitment -**
   We are currently working with 15 projects that should make a decision within the next 12 months. Of the projects, two are with Hiawatha companies. We are working with another 40 prospects that are in early stages of decisions.

2. **Synchronist -**
   We've conducted surveys with four Hiawatha businesses to date including CCB, Crystal Group, DAD Manufacturing, and Personal Safety Corporation. There are additional we will survey by December 31, 2016. These businesses include: JP Gasway, RUD Chain, Newell Machinery, Ready Wireless, JA Printing, Midwest Microwave Solutions, World Class Industries, Parker Hannifin, GoDaddy, Cedar Graphics, Safelite, Bluestar, Enseva, Level 10 Apparel, Cope Plastics, Mobile Demand, Shey Systems, Channel Fusion, CEC, Master Tool Manufacturing, Nolting Manufacturing.

3. **Existing Hiawatha Companies Assisted -**
   a. GoDaddy – Assisted with the state and city financial application process and subsequent modifications. Met with Rich Van Meter to see how the EA can assist with their workforce challenges moving forward as they continue to grow their workforce in Hiawatha.
   b. Safelite – Worked on the company's plans to add an additional 140 new positions.
   c. Crystal Group – Assisted with the process of exploring state financial assistance and what funds may be available under the state's High Quality Jobs Program. Highlighted Crystal Group and coordinated a visit and site tour with IEDA Director, Debi Durham.

4. **Hiawatha Prospects Properties Shown -**
   We represented 10 properties in Hiawatha throughout 2016 when responding to Request For Information for client projects.

5. **DOT -**
   Assisted with $329,300 RISE Grant award from DOT for recently completed Industrial Avenue improvements.

6. **HEDCO -**
   In partnership with HEDCO, the Economic Alliance held 3 Hiawatha Business Summits. The purpose of the Hiawatha Business Summit is to provide an opportunity for businesses to network and learn about a topic of interest specific to Hiawatha businesses.
   a. February 9 – Kirkwood Linn County Regional Center (62 attendees)
   b. May 10 – Storey Kenworthy (69 attendees)
   c. October 11 – Hiawatha Community Center (45 attendees)

7. **Workforce Initiative** -
   We continue to see an increase in the number of visitors to the www.cricjobrush.com. As of the end of September the site has had over 71,500 unique visitors and 10,576 applications submitted. The workforce team has matched nearly 100 college students with community champions this year through the Stay Here Initiative encouraging college graduates to stay in the region post graduation.

8. **EA New Members in Hiawatha -**
   AndrewJon Video, Balanced Fitness & Health LLC, El Kahir Shrine, TRIPM LLC

9. **Hiawatha Companies Utilizing Economic Alliance Benefits -**
   a. Hiawatha Ribbon Cutting – HACAP
   b. Hiawatha Companies Attending an EA event – Advanced Systems Inc, Aerotek, AndrewJon Video, Back in Line Family Chiropractic & Wellness PC, CCB Packaging, City of Hiawatha, Communications Engineering Company, Crystal Group Inc, Enseva, Express Employment Professionals, HACAP, Hawkeye Communications/Fandel Alarm, Home Town Restyling Inc., Honkamp Krueger & Co. PC, J.P. Gasway Company Inc., Marco, Metro Studios, New York Life Insurance Company, North Forty, Premier Staffing, Inc., Securian Advisors MidAmerica, Inc., Strategic Print Solutions, Inc., World Class Industries

10. **Hiawatha Business Recognition** -
    The Economic Alliance will award Strategic Print Solutions a 2016 Bravo Award at Good Morning Cedar Rapids on November 3, 2016. Bravo awards are presented to unique, home-grown businesses in the Cedar Rapids metro area.

CEDAR RAPIDS METRO
ECONOMIC
ALLIANCE

City of Hiawatha

Value Statement Portfolio

CEDAR RAPIDS METRO ECONOMIC ALLIANCE

2016 Membership Value Statement for City of Hiawatha

Thank you for being an Economic Alliance member for **32 years.** We ***value*** your membership investment. The following information details the benefits you received and/or used January through Oct. 21, 2016.

DIRECT MARKETING & REFERRALS

In the last 10 months, the credibility and visibility of the EA brought 1.24 million views from business consumers to the member business directory and website. As a result of this traffic, your business has received the following exposure.

BUSINESS LISTING VIEWS

- 974 times your business listing was viewed on www.cedarrapids.org
- 3661 times your organization was viewed on Economic Alliance social media

DIRECT STAFF REFERRALS

- 110 times your organization was referred by Economic Alliance staff

BUSINESS MEMBER EVENTS (includes any event you or your employees attended)

- Economic Alliance Annual Meeting
- Hiawatha Business Summit
- Iowa Chamber Alliance Legislative Breakfast

BUSINESS MEMBER PROGRAMS (includes any program where you or your employees attended)

- Business Support Series - Building a Strong Brand to Increase Sales

MEMBERSHIP BENEFITS

- Hiawatha Business Summit host at Hiawatha Community Center with over 40 attendees
- Participated in October DOT meeting regarding Tower Terrace Project
- Provided input to the City Council on potential legislative action regarding minimum wage
- Provided letter of support for Tower Terrace project
- Special invitation to Economic Alliance meeting with US Senator Chuck Grassley
- Online workforce toolkit
- Resource connection to local & state financial assistance and government services
- Expert advocate for pro-business and pro-growth issues at local, state and federal levels
- Logo featured on www.cedarrapids.org home page for one month
- Recognized for investment level on www.cedarrapids.org
- Recognized for premier investment level in Economic Alliance lobby
- Recognized as Vision Builder at Annual Meeting with more than 1,000 attendees
- Enhanced listing in online membership directory on www.cedarrapids.org
- Interactive monthly e-magazine with leading business development news
- Up-to-the-minute e-communication on top business information
- Exclusive opportunity to sponsor Economic Alliance events

VISION:

TO BE THE TOP ECONOMIC GROWTH REGION IN THE COUNTRY.

MISSION:

TO SERVE AS THE CATALYST FOR ECONOMIC DIVERSITY, GROWTH AND PROSPERITY FOR OUR REGION.

VALUES:

WE VALUE OUR MEMBERS AND STRIVE TO EXCEED THEIR EXPECTATIONS.

WE EMBRACE INNOVATION IN OUR WORK.

WE FOCUS ON COLLABORATIVE RELATIONSHIPS IN EVERYTHING WE DO.

WE ARE COMMITTED TO A HIGH-PERFORMANCE CULTURE, CENTERED ON CORE COMPETENCIES.

PROUD TO BE PART OF iowa's creative corridor

2016 Results To Date

As an Economic Alliance member, you are part of an organization that is 1,150+ members strong, representing 117,000 employees. We have a laser focus on growth of employers in Iowa's Creative Corridor.

We have retained 87% of our members with 122 new employers. Other key achievements focus on our five core functions provided below:

Business Support

- 879 employees engaged in 107 programs focused on business growth or expense reduction strategies
- 4,002 members attended business to business networking events

Community Development

- 12,913 customers on average at 8 Farmers' Markets
- 90 new units in core housing pipeline
- 27,000 customers at Market After Dark

Economic Development

- 10 business expansions and 1 new businesses recruited
- More than 220 new jobs with an average wage of $18.28/hour
- 120 existing business and headquarter retention calls
- Funding for 4 Brownfield/Grayfield projects in excess of $2.65mm

Public Policy

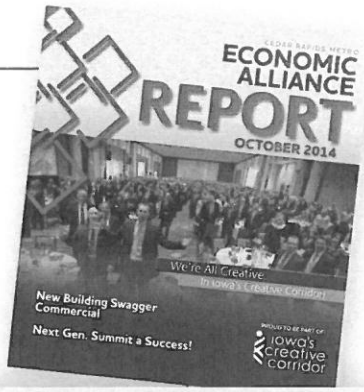
- 12 legislative policy wins
- 570 members engaged in legislative events
- 278 members participated in advocacy network

Regional Development

- 71,578 unique visitors from more than 30 states to our job portal
- 10,576 candidate applications submitted
- 87 college students matched with community champions

Here's What We Do For You

MARKETING

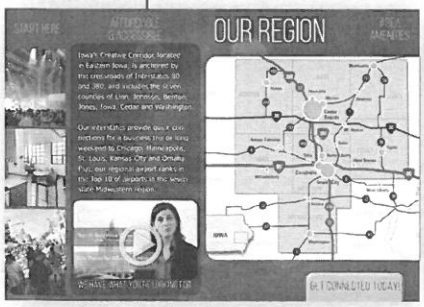


- Provide information about the business community through our weekly eConnection email blast and monthly Report newsletter
- Send regular communication about upcoming programs, events and news
- Provide access to our member portal to post your events on our community calendar
- Maintain a comprehensive and interactive website
- Celebrate success with ribbon cuttings and groundbreakings
- Keep an online business listing of all our members
- Provide company referrals
- Offer exclusive advertising opportunities in email communication, monthly newsletter and at events or programs
- Promote our members on social media platforms

SERVICES

CRST World Headquarters

GoDaddy

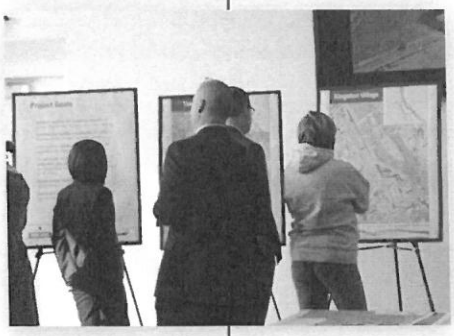


Quality of Place Digital Magazine

- Financial Assistance for local, state and federal funds
- Regulatory assistance
- Trade assistance
- Partnerships with higher education institutions
- Design and infrastructure assistance
- Data compilation - labor, demographic, cost of living, land, business climate comparisons
- Up-to-date information on wages, benefits and the regional laborshed
- Synchronist program - the survey instrument used with area businesses to assist in identifying growth and retention opportunities.
- Meeting space to get your teams off-site
- Workforce recruitment and retention toolkit
  - Quality of Place digital magazine
  - Employee onboarding program
  - Internships
  - Creative Corridor Welcome Receptions
  - Executive tours
  - Trailing spouse/partner assistance
  - Alumni marketing campaigns
  - Recruiting activities
- Legislative services -we can connect you with a local, state, or federal contact.

EVENTS & PROGRAMS

- We organize and produce one of the Midwest's largest open-air farmers' markets in downtown Cedar Rapids
- We organize and produce a family-friendly winter festival and parade
- Provide programs for youth, college students, adults and executives to learn leadership skills and connect them to their community
- Support a young professionals group that leads networking, education and career opportunities
- Hold monthly networking events
- Connect newcomers to the community through spring and fall welcome receptions
- Onboard your employees with information about what the region has to offer
- Promote downtown housing options through special events
- Attend college career fairs throughout Iowa and neighboring states meeting with job-seekers
- Hold programs and social gatherings for interns to connect them to the community
- Provide relevant, timely programs about issues that matter most to you such as health care, workforce, and trade
- Provide Business-to-Business networking opportunities - connect with your peers
- Celebrate business success with events such as Good Morning, Cedar Rapids! and Annual Meeting
- Hold several professional development programs throughout the year focused on small business owners



Urban Living Event Highlights Core Housing

Policy on the Rocks

BlueStar located our refrigeration engineering facility in Hiawatha in 2014. The Economic Alliance has been a great advocate for our business and we appreciate their assistance.

-Mike Eveland
Manager, Refrigeration Division
Prizer Painter Stove Works

DRAFT

RESOLUTION NO. 16-
City Council

RESOLUTION PLEDGING FINANCIAL SUPPORT FOR SERVICES PROVIDED BY CEDAR RAPIDS METRO ECONOMIC ALLIANCE FY2017-2018

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HIAWATHA, IOWA, to pledge an amount not to exceed $10,000.00 from Tax Increment Financing (TIF) Funds for a fiscal period of one year (FY2017-2018) to Cedar Rapids Metro Economic Alliance for services provided in attracting businesses to the metro area and assisting existing companies with expansion projects, job placement and recruitment, and promoting Iowa's Creative Corridor.

AYES:
NAYS:
ABSENT:

PASSED AND APPROVED this 2nd day of November, 2016.

_____
Bill Bennett, Mayor

ATTEST:

_____
Kelly Kornegor, City Clerk