



Annual Report 2013-2014

Executive Summary

Our goals and objectives for the previous fiscal year were as follows together with an assessment of our efforts towards those goals:

1. Focus on the growth of the Waverly Business Park.

We have one remaining lot (3.28 acres behind AgVantage FS) in the Business Park on Technology Drive. There has been interest shown in that lot, but lack of access to the property is a significant obstacle to marketing that lot. We would have to finish at least one half block of 16th Ave. SW in order to provide access. We continue to explore the acquisition of private sites adjacent to the Business Park for potential expansion of the Park. The acquisition of such sites has proven to be difficult for various reasons, including cost. We continue to explore the possibility of purchasing land to the west and north of the new Public Services Building site for Industrial Park expansion. The acquisition of this has proven to be difficult for various reasons, including cost. We intend to continue to pursue opportunities for additional business and industrial sites when and if they become available.

2. Develop and maintain new, high quality, useful web site for Economic Development.

We are looking forward to updating and expanding our Economic Development page on the new City website. We are in the process of revamping and improving that site. We hope to be ready for the new site when it is launched. We are also looking at re-branding our department through the use of a new logo (matching the City's new logo) and new tag lines. While we continue to represent Waverly and the surrounding area, we are no longer partially supported by the Board of Supervisors. Regardless, we intend to give support to any community in our area and the county when requested, especially through the job website.

3. Work within Waverly and surrounding communities to help with business retention, job creation and capital investments.

Retention is a critical part of our mission as an economic development department. We have numerous great employers and our priority is to help them maintain and grow their businesses. We will work to help current property owners to promote proper utilization of existing spaces that are under-occupied such as unused space at Willow Lawn, in the Business Park, in the Industrial Park, the old CUNA building and in various other places throughout the community.

4. Market the Waverly Area as a place for new industry, manufacturing, technology and education.

We continued to grow our marketing efforts for the Waverly Area. We are investing more time and effort in working through our regional partnerships to promote the entire Cedar Valley region. Our lack of shovel-ready sites makes it difficult to compete for new larger business opportunities. We continue to field inquiries about available spaces and buildings for new and expanding businesses and are attempting assist those interested in developing in Waverly. Our monthly E-letter now goes to over 1,271 emails of both our internal market (county citizens and leaders) as well our external market (site selectors, consultants and others in economic development). We continue to expand our use of social media through Facebook, Twitter and LinkedIn. Weekly and daily messages give updates and drive traffic to our website.

5. Grow community businesses with the use of the Waverly Area Development Fund.

The Waverly Area Development Fund is a valuable tool to assist new business growth by providing gap financing. This type of fund must work hand in hand with a support network for those new businesses. We hope that a connection (through the Chamber) with the UNI Small Business Incubator will help stimulate growth. We will continue our efforts to support these efforts.

6. Build the Economic Development Commission into a working board that is progressively working the goals of the Economic Development office.

At the end of the fiscal year, we have 4 empty positions. We are unable to meet effectively as a commission with 4 out of 9 needing to be appointed. We further need to clarify the role of the commission and recruit members who can provide

valuable assistance in evaluating incentive and recruitment criteria for the pursuit of new capital investment.

7. Establish a data base of contacts to promote and market existing businesses and buildings for purchase by utilizing the Location One Information System (LOIS) data base.

Our lack of available sites and buildings hinders our use of this data base. We must use this data base to the extent possible.

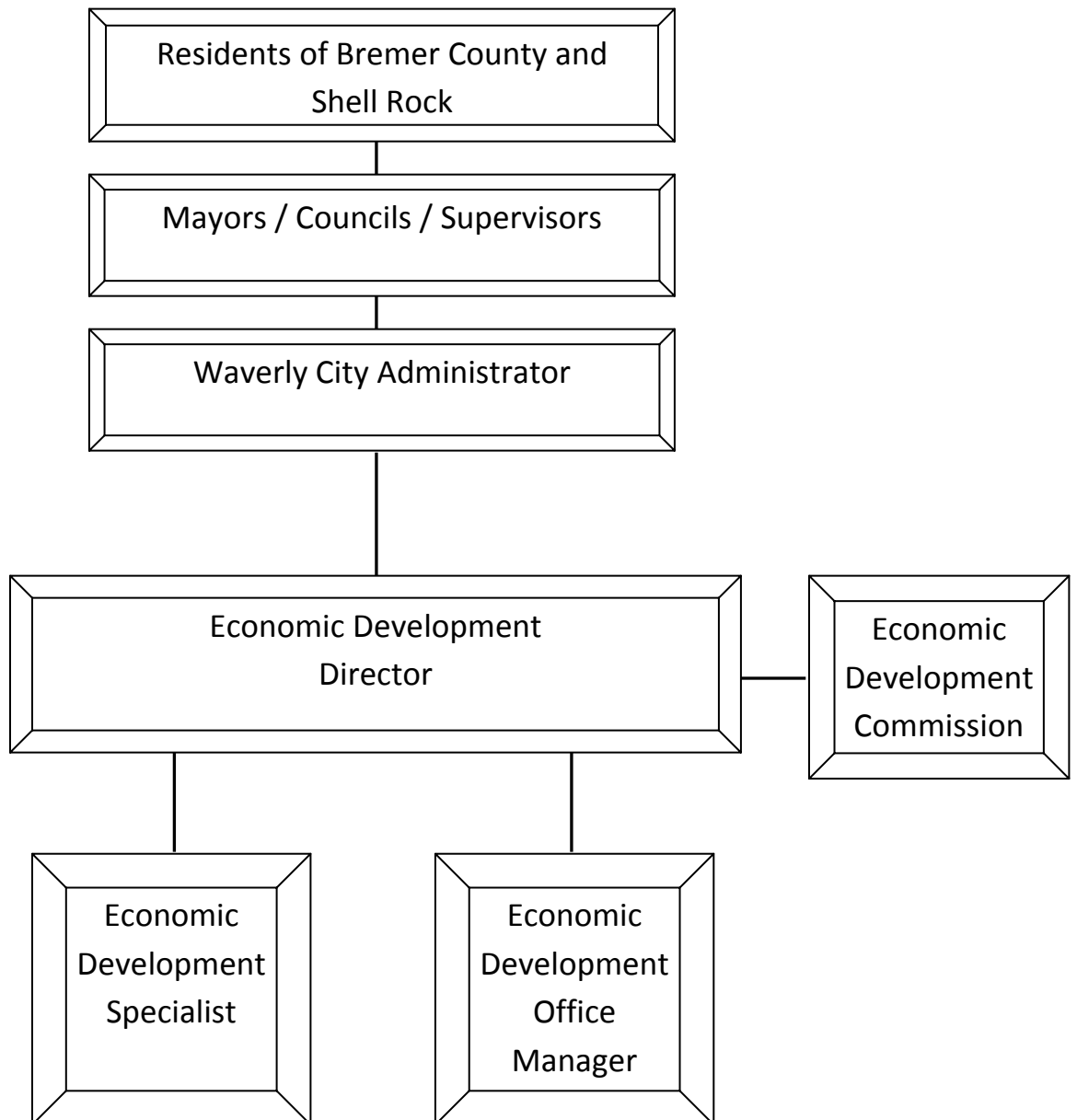
**8. Continue the promotion and growth of job site:
www.waverlyia.com/careers**

Our Job Site is an area for free postings for both job seekers and employers. Currently we have been averaging over 4,000 views per month. Open jobs on the site have averaged over 200 jobs per month. Unemployment has been one of the lowest in Eastern and Central Iowa. We need to maintain and promote this service for our employers and employees. We believe that the new website will enable us to increase the usage of the site. This will continue to be a priority.

**City of Waverly
Economic Development**

**Mission Statement and
Organizational Chart**

The Waverly Area Economic Development Commission seeks to develop and sustain a diverse and vital local economy by supporting activities that lead to business retention, job creation and capital investment in Bremer County and the surrounding communities.



Activities and Accomplishments

Business Expansions

| Company | Description | Valuation | Incentives? |
|--------------------------|--------------------------|------------------|--------------------|
| Waverly Health Center | Add exam rooms to clinic | \$ 336,337 | No |
| St. John Lutheran Church | Addition to church | \$ 525,000 | No |
| Total | | \$ 861,337 | |

Waverly Area Development Fund Loan Applications

| Business Description | Date | Amount | Approved? |
|-------------------------------|---------------|---------------|------------------|
| Purchase of Business (Sumner) | February 2013 | \$40,000 | No |

State Leads

| Company Description | Date of Contact | Proposal Submitted ? | Site Visit? | Status |
|----------------------------|------------------------|-----------------------------|--------------------|-------------------------------------|
| Business Expansion | Jan. 2014 | No | No | Did not have site that met criteria |
| Business Expansion | Mar. 2014 | No | No | Did not have site that met criteria |
| Business Relocation | Apr. 2014 | No | No | Did not have site that met criteria |

Business Visits

| Business Visited | Contact Person | Participants | Date |
|-----------------------|----------------|---|----------|
| CUNA Mutual | Reid Koenig | Matthias, Tolan, Brunkhorst, McKenzie, Jones, E.D. Commission | 9/10/13 |
| Carmi Flavors | Eliot Carmi | Matthias, Tolan, Jones, Brunkhorst, Reed, Skubal, Iversen, Wolf | 10/2/13 |
| TDS Automation | A.J. McKinney | Matthias, Tolan, B. Jones, Reed, Wolf | 11/12/13 |
| GMT Corporation | Darcy Knights | Tolan, Sec. of State Bill Northey | 3/17/14 |
| TDS Automation | A.J. McKinney | Tolan | 4/14/14 |
| Midwest Mold Builders | Joe Sands | Tolan | 4/16/14 |
| Rada Manufacturing | Gary Nelson | Tolan | 5/28/14 |

Conferences and Marketing

| Event | Date | Involvement |
|--|------------|---------------------------|
| PDI Fall Conference – Cedar Falls, IA | Sept. 2013 | Matthias, Tolan attended |
| International Baking Industry Expo – Las Vegas, NV | Oct. 2013 | Matthias represented CVRP |
| FABTECH Trade Show – Chicago, IL | Nov. 2013 | Matthias represented CVRP |
| MAEDC Conference – Chicago, IL | Dec. 2013 | Matthias attended |
| IFT Trade Show – New Orleans, LA | June 2014 | Tolan represented CVRP |

Marketing & Attraction

- Ongoing administration of Economic Development website
- Ongoing development of data base of 1,500+ relevant contacts for marketing and communication
- Produced monthly E-Newsletter sent to 1500+ recipients monthly
- Produced utility bill inserts marketing Waverly
- Participation in Waverly Connected Business Networking Events
- Content contribution and advertisement in the Cedar Valley Region Marketing Publication

Business Retention & Expansion (BR&E)

- Increased focus on existing industry support
- Integrated Synchronist interviews and software into BR&E program
- Increased number of business visits

Workforce Development

- Ongoing administration of job website
- Participation in Waverly Area Educational Roundtable
- Participated in Iowa Finance Authority media event promoting housing search website and hosted training

Local & Regional Economic Development Participation

- Cedar Valley Regional Partnership (Tolan, Vice Chair)
- Iowa Northland Regional Economic Development Commission (Werger)
- Waverly Economic Development Commission (Werger, Tolan)
- Waverly Chamber of Commerce Board (Tolan, Ex Officio)
- Waverly Area Small Business Incubator and Consultation Center Board - WASBICC (Tolan)
- Waverly Area Development Fund Board (Tolan, Secretary)

- HCC Advanced Manufacturing Business Sector Board (Tolan)
- Waverly Area Education Roundtable (Werger, Tolan)
- Member of the Cedar Valley Manufacturers Association
- Member of the Professional Developers of Iowa
- Member of International Economic Development Council
- Member of the Greater Cedar Valley Alliance and Chamber

Goals and Objectives for FY 2014 – 2015

1. Maintain our focus on the recruitment and development of new business and industry in the Waverly area.
2. Focus efforts on the retention and expansion of existing business and industry in the Waverly area, especially through increased number of BR&E visits and utilization of Synchronist to capture BR&E data.
3. Market the Waverly area as a place for new industry, manufacturing, technology, education and a place to grow and live. Promote and market existing buildings and sites for purchase by utilizing the Location One Information System (LOIS) data base and the new Economic Development webpage.
4. Continue and expand our efforts to promote and grow jobs in the area through the use of our job search webpage.
5. Work with our local and regional economic development partners to promote business retention, job creation and capital investments in the Cedar Valley, Bremer County and Waverly.
6. Work to spur growth and development in the areas of housing, retail business, service providers and recreational opportunities to enhance our quality of life in Waverly.
7. Recruit strong members for our Economic Development Commission to provide valuable input and feedback regarding current and new marketing and development efforts.