

Clinton Regional Development Corp.

Happy Holidays! from CRDC

December 5, 2008

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CRDC RECEIVES NEW LABORSHED REPORT

Karen Mooney - Marketing/Research Specialist:
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You might be asking, "What's a Laborshed?" A "Laborshed" is a valuable tool for anyone interested in learning more about the workforce within the Clinton Region. It is a report of demographics, commuting patterns, wage and benefits expectations, and many other characteristics of the people living and working in the Clinton Region.

CRDC recently commissioned our 3rd Laborshed Report from Iowa Workforce Development (IWD), and the results of this report were made public at a presentation on November 20. Overall, some interesting trends were revealed. For example, people working in the Clinton Region commute from as far away as Bellevue, Iowa and Dixon, Illinois. And, did you know that more than 30,000 people in the region have expressed an interest in entering the workforce or considering new employment opportunities?

In Laborshed reporting, IWD has created a truly world-class product. Site selectors from many facets of the business world see this as a valuable method of documenting the availability of a quality workforce for new industry or expansions of existing businesses.

The Laborshed for the Clinton Region can be found via our website: www.clintondevelopment.com; or it can be downloaded from IWD: <http://www.iowaworkforce.org/lmi/labsur/clintonexecsum08.pdf>. If you would like more detailed or customized information, please contact our office at 563-242-4536.

SURVEY RESULTS

Sylvia Banes - Business Relations Manager:
sbanes@clintondevelopment.com

There were 68 surveys distributed by email to primarily manufacturing companies. Results have been compiled with excellent support for the forming of a **Business/Education Partnership** in Clinton County to provide skill-training to high school students.

The results have been emailed to companies with the next meeting planned for December 15. At this meeting, the County School Superintendents will begin working with plant managers and human resource staff to discuss content and curriculum. The goal is to begin course work at a central place in Clinton County in fall 2009. Contact the CRDC if you would like to be involved with this most important workforce project.

EXPANSION PROJECT ANNOUNCED

Sylvia Banes - Business Relations Manager: sbanes@clintondevelopment.com

On November 20, 2008, the Iowa Department of Economic Development approved a forgivable loan to the **Egging Company** for a planned expansion project at their Clinton facility. The state benefit programs for company expansions have become limited due to the redirection of funding from state agencies for the rebuilding of Iowa communities due to floods and tornados. This creates few monies for use in assisting current companies in their expansion projects.

TIME 21 RALLY SCHEDULED

Steve Ames - President & CEO: sames@clintondevelopment.com

As mentioned in previous newsletter articles, the *TIME-21* fund was established by the Legislature in 2007. The Fund was established because of a dramatic need to improve the condition of Iowa's bridges, highways, roads, railway systems and structures.

It is estimated that over the next 20 years, Iowa's public roads system will experience a \$4 billion shortfall in funding for its most critical construction and maintenance needs. Based on current projected revenues, Iowa will need an additional \$200 million annually to meet minimal transportation maintenance needs and a great deal more than that to build new infrastructure and keep Iowa's economy moving.

Last year, the Iowa Legislature approved a \$161-million budget for TIME-21 which does not come close to addressing current transportation infrastructure needs. Because of this shortfall, the Clinton Area Chamber of Commerce has been taking the lead in assembling chambers and economic development entities across the state to participate in a *TIME-21 Funding Rally on Wednesday, January 28, 2009, at the State Capitol.*

The purpose of the gathering is to advocate to legislators the need to increase the annual funding allocation for TIME-21. More about this event will be forthcoming in our January newsletter. In the meantime, if you have questions about TIME-21 contact Clinton Area Chamber of Commerce Chamber President Julie Allesee (jallesee@clintonia.com) or CRDC President and CEO Steven Ames (sames@clintondevelopment.com).

REGIONAL MARKETING EFFORT

Sylvia Banes - Business Retention Manager: sbanes@clintondevelopment.com

The Eastern Iowa Economic Development Alliance (EIEDA) has been formed to provide counties the opportunity to work together in marketing the Region. The group is comprised of Cedar, Clinton, Jackson, Muscatine and Scott Counties. This area shares many resources and has worked together in the past. With support and outside funding assistance, economic development representatives will market the Region and continue to grow jobs for Eastern Iowa.

The Iowa Department of Economic Development has awarded \$50,000 to the Alliance to assist in gathering information, and developing the marketing tools needed to attract new employers and jobs. The counties, utility companies, local governments and economic development groups are financially matching the marketing initiative.

The first steps will be to create an organization that supports the mission of the organization. This mission is stated in the following way, "We are a group of independent organizations that share common needs, interest, and resources who have partnered to improve economic development for the five counties we represent." After identifying the resources in the five counties, marketing materials can be developed to tell the story.

WE'VE GONE DIGITAL!

Karen Mooney - Marketing Research Specialist:
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Clinton Regional Development (CRDC) recently partnered with *Business Xpansion Journal* (BXJ), a national publication for corporate site selectors and consultants, to create a digital "special edition" centered on the Clinton Region.

Through partnerships with trade show affiliates, BXJ has a circulation of 200,000, including 21,544 manufacturers in the Midwest alone. In addition to BXJ readers, CRDC has a powerful new marketing piece at our disposal. The magazine can be found at: <http://www.bxj-digital.com/bxj/clintonregion/>.



We would also like to thank the Clinton County Community Development Association for helping to make this project a success.

Activity Score Card



Since 1953, the Clinton Regional Development Corp. has offered professional, client-driven site selection services. Our goals are to enhance the regional business climate, attract new investment, expand existing industry, and encourage quality new jobs.

A "scorecard" tracking our sales and marketing activities is available to our investor on our website: www.clintondevelopment.com

User ID: crdcmb

Password: crdcweb

Investors who would like more details about our current project mix, please contact Steve Ames at 563-242-4536 or

sames@clintondevelopment.com

[See the Scorecard...](#)



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