



supporting local  
**economic  
development**



**2010**  
**LOCAL  
PARTNERS  
PROGRAM**

# local partners | program

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## I. INTRODUCTION AND ELIGIBILITY

MidAmerican Energy's EconomicAdvantage® group's Local Partners Program is structured to increase the effectiveness of local development organizations within MidAmerican Energy's service area.

Recognizing the importance of partnerships to attain resources, the Local Partners Program offers opportunities to leverage local resources in the areas of product enhancement, strategic planning and implementation, workforce development, professional development and special projects.

Please review the partnership opportunities regarding your potential areas of interest. For additional information, please contact a MidAmerican Energy EconomicAdvantage® representative. **All applications must begin with a consultation with a MidAmerican Energy representative, *prior to project* initiation.**

All programs are subject to the availability of funds and are subject to change. For the most current program, please visit our Web site.

### Eligibility

To be eligible for the Local Partners Program funding, the following requirements must be met:

- LocationOne Information System (LOIS) information must be complete for locality, building and site records to generate the printable brochure.
- Web site display using LOIS.
- The organization's marketing plan must be on file and supported by MidAmerican Energy.
- The organization must submit an annual report to MidAmerican Energy showing results of the marketing plan.
- MidAmerican Energy's EconomicAdvantage® group must be on the mailing list to receive publications of the organization.
- Web site:
  - > Local Partner organization must have a Web site.
  - > The organization's Web site must have an economic development section.
  - > The organization's Web site must have a link to the MidAmerican Energy Economic Development Web site at: [www.midamericanenergy.com/econdev1.aspx](http://www.midamericanenergy.com/econdev1.aspx)
- MidAmerican Energy will be recognized as a sponsor on partnership projects.

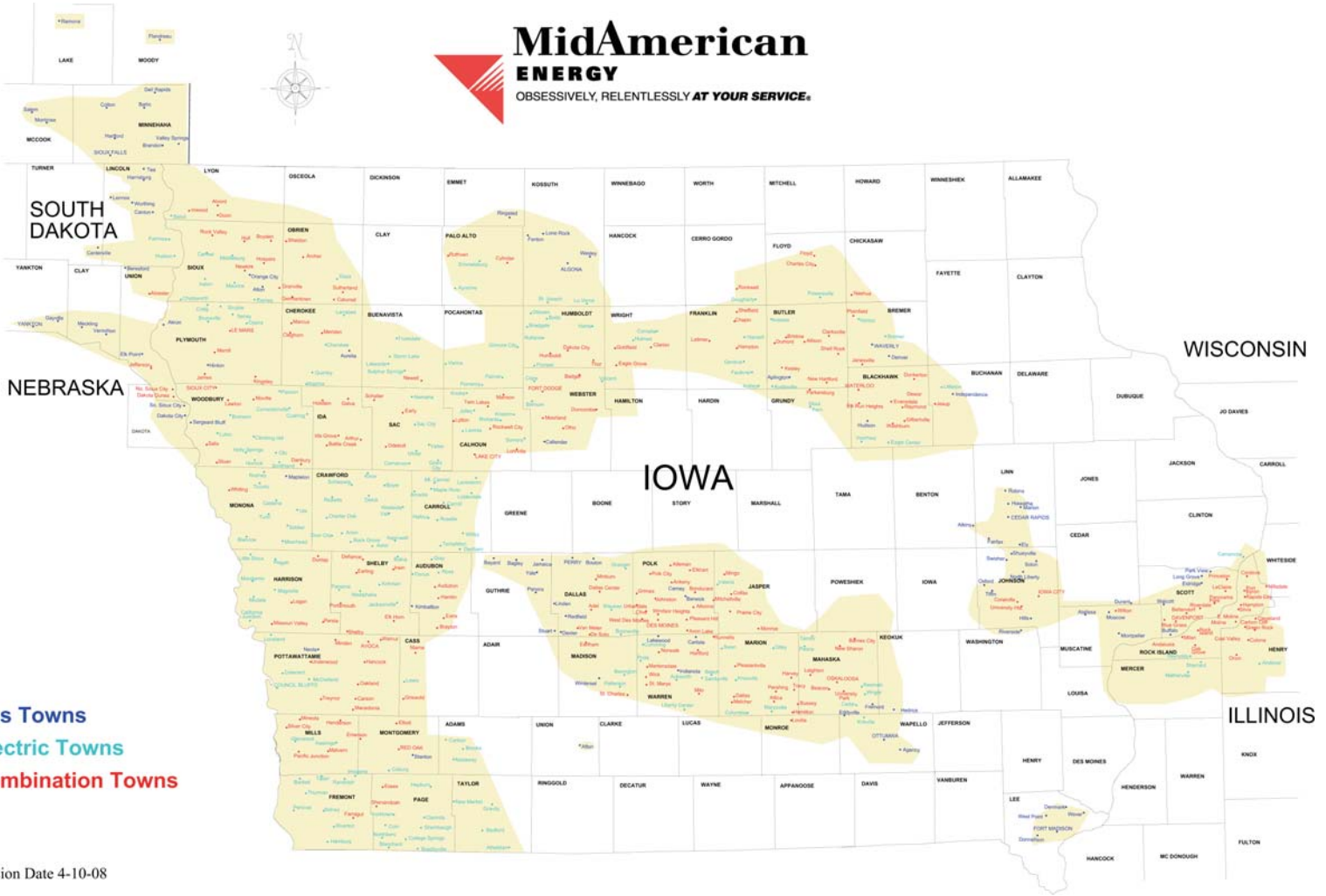
### Consideration

In awarding funds, the specific jurisdiction in which the project is located determines the amount of the award. Generally, combination electric and gas jurisdictions will receive maximum funding; electric only jurisdictions will receive 75% and gas only jurisdictions 50% of the amounts shown on the following pages. The local organization must employ a full-time economic developer for a jurisdiction served primarily by MidAmerican Energy.

## II. ECONOMIC ADVANTAGE® STAFF

NAME	TITLE	PHONE/FAX	E-MAIL	ADDRESS
<b>Kathryn Kunert</b>	Vice President Community Relations and Economic Development	Phone: <b>515-281-2287</b> Fax: 515-242-4395	kmkunert@midamerican.com	MidAmerican Energy P.O. Box 657 Des Moines, Iowa 50306-0657 -or- 666 Grand Ave. Des Moines, Iowa 50309-2580
<b>Brad Howard</b>	Economic Development Consultant	Phone: <b>712-233-4850</b> Fax: 712-233-4819  Phone: <b>605-232-5920</b> Fax: 605-232-5995	blhoward@midamerican.com	MidAmerican Energy 223 S. Iowa St. Sioux City, Iowa 51101-1937 -or- 335 Sioux Point Rd. Suite 100 Dakota Dunes, SD 57049-5329
<b>Deb Calvert</b>	Economic Development Consultant	Phone: <b>515-281-2595</b> Fax: 515-242-4399	dcalvert@midamerican.com	MidAmerican Energy 4299 N.W. Urbandale Dr. Urbandale, Iowa 50322-7916
<b>Greg Theis</b>	Economic Development Consultant	Phone: <b>563-333-8917</b> Fax: 563-333-8809	gstheis@midamerican.com	MidAmerican Energy P.O. Box 4350 Davenport, Iowa 52808-4350 -or- 106 E. 2nd St. Davenport, Iowa 52801-1502
<b>Marion Burns</b>	Economic Development Consultant	Phone: <b>712-792-7050</b> Fax: 712-792-7069	mjburns@midamerican.com	MidAmerican Energy 206 N. Grant Rd. Carroll, Iowa 51401
<b>Jamie Van Fossen</b>	Economic Development Analyst	Phone: <b>563-333-8420</b> Fax: 563-333-8809	jvanfossen@midamerican.com	MidAmerican Energy P.O. Box 4350 Davenport, Iowa 52808-4350 -or- 106 E. 2nd St. Davenport, Iowa 52801-1502
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## II. SERVICE TERRITORY MAP



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N

Gas Towns  
Electric Towns  
Combination Towns

### III. PRODUCT ENHANCEMENT

Successful economic development organizations actively participate in “capacity-building” activities. The comprehensive approach focuses on product development—improving the community to make it more effective as a place to live and conduct business.

#### **Community Surveys**

MidAmerican will partner to collect community input and opinions on issues to develop an action plan. An EconomicAdvantage® team member will be part of your planning team to access the required resources.

**Reimbursement:** A matching grant up to \$2,500, not to exceed 50% of the project cost.

#### **Environmental Assessment - Phase 1**

The site selection process may require a Phase 1 environmental assessment. MidAmerican offers assistance for property controlled or owned by a local economic development organization.

**Reimbursement:** A matching grant up to \$1,000, not to exceed one third of the project cost.

#### **Industrial Park Planning**

Planning for industrial parks includes not only the initial project planning and master plan process, but also the continuing development process. Contact an EconomicAdvantage® team member to include our expertise on your planning team.

#### **Simulated Prospect Visit**

MidAmerican’s EconomicAdvantage® team has years of experience working with communities and companies on the site selection process. If your contact team wants assistance to improve your community or regional approach, contact a MidAmerican representative to schedule a “simulated” visit.

#### **Small Community Projects**

Communities with a population of less than 5,000 may have unique projects that contribute to their local economy. Examples of eligible projects include, but are not limited to, grocery stores, recreational projects and medical clinics. A small community does not need to have an available building or controlled business site to participate in this program.

- A matching grant up to \$5,000, not to exceed 50% of the project cost. A limit of five projects per year will be considered throughout our service territory.

## **IV. STRATEGIC PLANNING AND IMPLEMENTATION**

A three to five-year strategic plan provides focus to your economic development program. The plan should help to address the following: Do you take advantage of partnership programs with other entities? Is your message clear? Who is your target audience? How will you handle follow-up?

To enhance your planning, MidAmerican Energy's EconomicAdvantage® group may provide a matching grant to review the strategic plan.

**Reimbursement:** A matching grant of up to 50% of the total project cost, not to exceed \$5,000.

**Application Deadline:** Two weeks prior to the review.

### **Aerial Photographs**

Recognizing up-to-date aerial photographs of available sites and buildings are a basic marketing tool, assistance is available to offset the cost of photography.

**Reimbursement:** Up to 50% of the cost to take the photo, not to exceed \$100 per site.

**Application Deadline:** Two weeks prior to the photography.

### **Building Marketing**

Available buildings are integral to the site selection process. If the marketing plan includes promotion of a modern existing facility, MidAmerican offers assistance through the following initiatives:

- A matching grant of up to \$5,000 per year for two years will be available to market existing modern buildings. A sign will be placed at the building site identifying the building size, contact person and telephone number. MidAmerican and Local Partners will be listed as sponsors.
- MidAmerican's photography and graphics resources will be accessible.
- Adjustment in grant amount may be made if the market area has multiple available buildings.
- Grants will be distributed to projects with highest potential.

### **Entrepreneurship**

Entrepreneurial initiatives have become a focus in many local and regional economic development programs. MidAmerican will partner on initiatives such as workshops, networking events and special training.

**Reimbursement:** Up to \$500 annually. A limit of 10 initiatives will be considered.

### **Existing Business Programs**

MidAmerican supports Synchronist and the local partners' use of this program. To enhance the benefits of implementing this program, MidAmerican will partner on initiatives such as internships, impact awards, employer round tables, and recognition events.

**Reimbursement:** Up to 50% of the cost, not to exceed \$1,500. The program is limited to one event per entity per year. A limit of 10 projects per year will be considered throughout the service territory.

## Marketing Plan

A marketing program must have sound objectives. MidAmerican Energy encourages communities and regions to develop a plan including goals, tactics, deliverables, timelines and a budget.

**Reimbursement:** Up to 50% of the total cost, not to exceed \$3,000.

**Application Deadline:** Eight weeks before the program commences.

## Marketing Trips - Local Partner or Regional

Regional marketing is an approach being implemented to leverage limited resources. An initiative of regional marketing is to connect with corporate headquarters to discuss opportunities in your region. MidAmerican Economic Advantage® supports this regional program initiative and will partner on marketing efforts to meet with companies matching the targeted business profile.

**Reimbursement:** Up to 50% of the total cost for list preparation, telemarketing, mailing or scheduling, not to exceed \$2,000 per trip. The program is limited to one effort annually per entity. A limit of five projects will be considered throughout our service territory.

**Application Deadline:** Eight weeks before the trip.

## Project Impact Analysis

An economic impact analysis is available through the University of Northern Iowa's Institute for Decision Making. The cost is \$300.

**Reimbursement:** Up to \$150.  
Contact Kathryn Kunert at [kmkunert@midamerican.com](mailto:kmkunert@midamerican.com) for details.

## Social Media

Social media is a recognized tool to reach target audiences. Local partners need to implement the use of this marketing communication tool to remain competitive. MidAmerican will support a new initiative or project.

**Reimbursement:** Up to 50% of the cost, not to exceed \$1,000. The program is limited to one initiative per organization, with a maximum of 10 projects.

## Trade Shows - Local Partner or Regional

MidAmerican will partner on trade shows identified in your marketing plan. The show must fit your marketing targets. We will partner on the cost of the booth space for the show.

**Eligibility:** Must be an initiative led by a local or regional development group in an area primarily served by MidAmerican Energy. The program is limited to one event per entity annually. A limit of five projects will be considered throughout the service territory.

**Reimbursement:** Up to 50% of the booth space cost, not to exceed \$2,000.

**Application Deadline:** Eight weeks before the show.

### **Web Site Development**

MidAmerican strongly encourages local economic development groups to have an up-to-date Web site. To assist in this process, MidAmerican will provide financial support toward the cost of developing or updating a Web site. Initiatives may include site selection, business retention, entrepreneurship, workforce development and unique marketing elements. When completed, the Web site must be linked to MidAmerican's Economic Development Web site at [www.midamericanenergy.com/econdev1.aspx](http://www.midamericanenergy.com/econdev1.aspx)

**Reimbursement:** Up to 50% of the cost, not to exceed \$2,500. No more than 14 projects will be funded.

**Application Deadline:** Four weeks prior to selecting a vendor.

## V. WORKFORCE DEVELOPMENT

### Iowa Career Consortium

MidAmerican Energy, in cooperation with the Iowa Career Consortium, has purchased the right for companies within our Iowa service area who have fewer than 50 employees to advertise their job openings. There is no cost to the company to list their job openings. Listed jobs must pay in the range of \$30,000 or more per year. Contact Chris Cataldo at the Iowa Department of Economic Development at 515-725-3157.

### Job Fairs

We recognize the value of job fairs in recruiting employees for new and existing industry.

**Reimbursement:** Up to \$500.

### Labor Shed/Wage and Benefit Profiles

Accurate labor/wage and benefit statistics are critical to expanding business and when recruiting new industry to a community. We encourage our partners to have up-to-date labor information.

**Reimbursement:** Up to one-third of the project cost, not to exceed \$2,500 (per county if you are part of a regional effort), may be applied for under this program.

### School-To-Work Programs

MidAmerican Economic Advantage® encourages its economic development partners to work with their school systems to promote innovative programs.

**Reimbursement:** Up to \$250.

### Workforce Recruitment

Creative strategies may enhance your community's or region's workforce development efforts. Eligible project examples include recruitment initiatives, workforce studies, skill and employment needs assessments, and workforce brochures.

**Reimbursement:** Up to 50% of the project cost, not to exceed \$5,000.

## VI. PROFESSIONAL DEVELOPMENT

### Scholarships

The Economic Development Institute, Community Development Academy and the National Development Council provide advanced education for professional economic developers. These programs offer training in the skills required to carry out an effective economic development program.

#### **Scholarships Available:**

- Basic Economic Development course or approved equivalent.
- Advanced symposium, economic development skills-related workshop or seminar.
- Economic development programs to gain certification.

**Reimbursement:** Up to 100% of the tuition or registration fees.

**Application Deadline:** Six weeks before the event.

### Specialized Training

When your economic development organization has a specific change in staff, board makeup or program direction, we can guide you to specific courses to address your issues. Topics may include: Leadership, The Volunteer Board Member's Role, The Local Contact Team's Responsibility, Hiring a Full-Time Economic Developer, Creating an Effective Marketing Plan, Evaluating Speculative Building Options, Industrial Park Planning, Tax Increment Financing and Using the Internet.

**Reimbursement:** Up to 100% of the tuition or registration fees.

**Application Deadline:** Six weeks before the event.

## VII. SPECIAL PROJECTS

A matching grant for special projects based upon immediate need, local preparedness, planning and potential for success will be considered. Examples of eligible projects include prospect response projects, industry specific or targeted industry studies, pilot projects, internships, unique Web-based marketing initiatives and brownfield redevelopment. Contact an EconomicAdvantage® representative for an initial consultation on whether your project would qualify.

**Reimbursement:** Up to 50% of the total cost, not to exceed \$5,000, awarded to the project with greatest potential for success.

**Application Deadline:** Four weeks prior to the start of the project.

## VIII. APPLICATION FORM

To use our online form, visit [www.midamericanenergy.com](http://www.midamericanenergy.com). Select Economic Development, and then Local Partners.

### Part One (required by all applicants)

Name of MidAmerican Energy contact

Date discussed

(Must be discussed with a MidAmerican Energy EconomicAdvantage® representative before submitting.)

Applicant Name

Title

Organization

Address

City

State

ZIP

Phone ( )

Fax ( )

E-mail

Web site URL

Length of time in economic development field

Length of time in present position

Full-time

Part-time

Volunteer

Age of economic development organization

Application discussed with Economic Development representative

Yes

No

LOIS Information completed

Yes

No

Link to MidAmerican Energy Web site

Yes

No

Documents sent to [gstender@midamerican.com](mailto:gstender@midamerican.com)

Current Annual Report

Yes

No

Current Budget

Yes

No

Current Board of Directors List

Yes

No

Current Marketing Plan

Yes

No

## **Part Two (required by all applicants)**

### **MidAmerican Energy Local Partners Program**

Product Enhancement Directions: Check the program for which you are applying. If applying for more than one program, please submit a separate application for each.

#### **A. Product Enhancement**

- Community Surveys
- Environmental Assessment - Phase 1
- Industrial Park Planning
- Simulated Prospect Visit
- Small Community Projects

#### **B. Strategic Planning and Implementation**

- Aerial Photographs
- Building Marketing
- Entrepreneurship
- Existing Business Programs
- Web Site Development
- Marketing Trips
- Marketing Plan
- Project Impact Analysis
- Social Media
- Trade Shows - Local or Regional

#### **C. Workforce Development**

- Job Fairs
- Labor Shed/Wage and Benefit Studies
- School-To-Work Programs
- Workforce Recruitment Training

#### **D. Professional Development Scholarships**

- Basic
- Community Development Academy
- Economic Development Institute
- National Development Council
- Specialized Training

#### **E. Special Projects**

- Brownfield Redevelopment
- Internships
- Marketing Initiative/Web-Based Focus
- Pilot Projects
- Prospect Response
- Special Industry Study
- Targeted Industry Study
- Other

**Part Three (required by all applicants)**

**Financial Need**

(Please send current organizational budget AND project budget.)

Project Budget Sent:  E-mailed                      Organization Budget:  E-mailed

Total Amount Requested		\$
Total Project Cost		\$
Other Sources of Funding	Amount	\$
Other Sources of Funding	Amount	\$
Other Sources of Funding	Amount	\$
YTD MidAmerican Energy Funding		\$

**Part Four (Required by all applicants)**

**General Application Information**

Please provide a general description of your project. Attach additional sheets if necessary:

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---

Project time frame/dates of event:

---

---

Expected measurable results:

---

---

Quantify benefit to MidAmerican Energy (increased or retained energy sales):

---

---

Follow-up plan:

---

---

## Part Five

### Industrial Building Marketing Assistance Program

(Required only if applying for industrial building marketing assistance.)

Location

---

Owner

---

Total Square Feet

---

Year Built

---

Electric Provider

---

Natural Gas Provider

---

Attach budget, marketing plan, photos, available sites and buildings forms and site drawing.

Is building listed on LocationOne?

Yes

No

#### Office use only:

LP Decision Model

\$

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