

2009 Annual Report



Patrick C. Doyle, President
Brent M. Willett, Executive Director

©Fairfield Economic
Development Association
2009.09.22

FEDA = Commitment.

The **Fairfield Economic Development Association** is committed to creating an economic environment that welcomes and supports growth in Fairfield. Our staff **works to help our companies grow and create more jobs, investment and wealth in Fairfield.** We provide direct services to local businesses and connect them with the customized information, tools and support needed to respond to the changing world market. Through our prospect procedures, we “sell” Fairfield to prospective businesses and, above all, we problem-solve on behalf of all existing companies. FEDA is **committed to attracting and retaining our workforce** and to becoming home to companies that Fairfield is particularly suited to accommodate: advanced manufacturing, logistics and information solutions.

Membership.

We thank the following members who have **renewed their 2009 FEDA membership**, a commitment to the betterment of the Fairfield economy.

Access Energy Cooperative
Agri-Industrial Plastics
Alliant Energy Corp.
Ameriprise Financial Services, Inc.
Barker Company
Bob’s Automotive, Inc.
Cambridge Investment Research, Inc.
City of Fairfield
Creative Edge Master Shop
D & L Development, Inc.
Danaher Oil Co.
Davis & Palmer Real Estate/Marcris Builders
Dexter Apache Holdings
Dr. Gary Roth, D.D.S.
Drish Construction, Inc.
Edward Jones Investments – Brian Olson
Edward Jones Investments – John Stever
ERA Fairfield Real Estate
Fairfield Animal Hospital
Fairfield Dental Clinic – Dr. Martin Gleason
Fairfield Dental Clinic – Dr. Steve Van Tassell
Fairfield Tire & Service
First National Bank in Fairfield

Foss, Kuiken, Gookin & Cochran P.C. –
Gary Cameron
Foss, Kuiken, Gookin & Cochran P.C. –
Craig Foss
French-Reneker-Associates, Inc.
Gamrath-Doyle Insurance
Hawthorne Direct Inc.
HCM Plastics Inc.
Holt Family Dental Clinic
Huff Financial Group
Hy-Vee Food Store / Drug Store
Iowa Telecom
Jefferson County Abstract
Jefferson County Equipment
Jefferson County Health Center
Jet Stop
Kessel Agency
L.T. Evans Insurance Agency
Libertyville Savings Bank
Live Wire Electric
Local Internet Service Co.
Maharishi University of Management
MidWestOne Bank
Morrissey Law Offices

Neil Doyle
Reiff Grain & Feed Company
Schaus-Vorhies Companies
ShIPLEY Contracting Corp.
SunnyBrook Assisted Living, Inc.
TD&T Financial Group, P.C.
Walmart
Winfrey Storage

Programming.

Through successful implementation of Phase II of the **FEDA Business Plan** and Phase I of the **2011 FEDA Strategic Plan**, FEDA in 2009 widely expanded and capitalized upon its programming menu.

In a formalization of **18 months of community research and professional design**, FEDA introduced the first Web site dedicated to economic development in the organization's and the area's history. **GrowFairfield.com** offers more Fairfield community and demographic information than ever previously compiled in one online space. The site includes **labor, tax, transportation, incentives, funding and available commercial real estate information** as well as community history, municipal services and membership information. On the GrowFairfield.com blog, **visitors can remain current** on events and initiatives surrounding economic development in the Fairfield area. Constantly updated and maintained by FEDA Administrator Samuel Busch, the site is your **one stop shop for the latest and most in depth community business information**.

The **Fairfield Existing Business Initiative report**, summarizing the findings of the Fairfield Existing Business Initiative, was released following **six months of research and executive interviews** involving more than 40 of the area's largest employers. FEBI Committee members Pat Doyle, Craig Foss, Dave Reiff, Lori Schaefer and Brent Willett conducted the executive interviews during the fourth quarter of 2008. **A copy of the 24-page FEBI report is available** from the FEDA office as well as on GrowFairfield.com

FEDA in 2009 again widely expanded its community information collection efforts and released a revamped Community Quick Reference, which is available at GrowFairfield.com.

Workforce initiatives like **Project Lead the Way**, launched this year in area schools, saw FEDA involvement in 2009. PLTW is a program for high school juniors and seniors which features an intense **engineering-driven curriculum** to prepare students for studies and careers in the engineering field. FEDA is currently a primary sponsor of discussions underway relating to the development of a **regional "Career Academy" career** preparedness education center in area schools.

Strategic Priorities.

FEDA in 2009 released its **2011 Strategic Plan**. The plan identifies seven strategic priority pillars upon which the organization will build through 2011.



Copies of the full FEDA Strategic Plan are available at the FEDA office and online at GrowFairfield.com.

Advocacy.

In 2009, FEDA **revamped and smartened its advocacy efforts** in the legislative and local issue arenas. FEDA maintains several seats on the new-in-2009 Fairfield Area Chamber of Commerce Government Affairs Committee and will later this year review for formal endorsement or amendment of the Chamber's **legislative agenda**.

FEDA leadership is represented on several **state and national advocacy organizations**, including

- Area XV Regional Planning Commission Board of Directors
- Iowa Association of Business & Industry Board of Directors
- Iowa Association of Business & Industry Economic Growth Committee
- Iowa Chamber of Commerce Executives Board of Directors
- Iowa-Illinois Freight Corridor Consortium
- National Association of Manufacturers
- Professional Developers of Iowa Legislative Committee
- United States Small Business League

Sample: local FEDA-led advocacy efforts in 2009

- **Challenge to permanent restriping of Burlington Avenue** from four lanes to three. FEDA requested of the Fairfield City Council a commitment to review three-lane performance after 18 months.
- **Opposition to section of new subdivision ordinance** in Jefferson County **limiting non-farm land use** only to terrain bearing a Corn Suitability Rating of 55 or lower.
- Sponsorship and moderating of **Iowa House District 90 Candidate Forum**, the only candidate forum to draw all four candidates.
 - A listing of questions moderator Brent Willett put to the candidates is available on GrowFairfield.com.
- **Supervisor Candidate Forum** sponsorship and moderating

Industry Services and Development.

The findings of the FEDA-led Fairfield Existing Business Initiative showed that **Fairfield companies by a figure of 2 to 1 plan to expand in the next three years.** The planned expansions represent and **estimated capital investment of \$77,500,000, 361 new jobs and nearly 500,000 in new commercial square footage.**

FEDA in 2009 worked with many local companies ranging from growing industrial partners to entrepreneurial start-ups in assisting to facilitate growth opportunities through governmental advocacy, the securing of state and local incentives packages and technical assistance. FEDA worked with companies like **Creative Edge Master Shop, Let's Order Online and Traffix Devices** in identifying and facilitating growth opportunities to assist in job creation and growth.

Total estimated local, state and federal financial incentives received by local businesses, including low-interest and no-interest loans and performance-based grants which FEDA helped secure in 2009:

\$728,684

New jobs those incentives guarantee:

79

Capital investment of those projects:

\$3,400,000

Example I

Creative Edge Master Shop grows, FEDA helps

- \$142,500 in low interest Regional Economic Development Investments, Inc. loans
- \$108,000 in 260E Industrial New Jobs Training funding through Indian Hills Community College
- \$75,000 in Community Economic Betterment Account funding through the Iowa Department of Economic Development
- \$22,095 in High Quality Job Creation program funding through the Iowa Department of Economic Development

Result: a \$693,000 capital project which will create 22 high quality jobs in the Fairfield area in the next 36 months.

Example II

Tech start-up Let's Order Online attracts attention, funding

- \$125,000 in Entrepreneurial Ventures Assistance funding through the Iowa Department of Economic Development
- \$75,000 low interest Regional Economic Development Investments, Inc. loan

Result: 10 new tech jobs in Fairfield in the next 36 months leveraged through a \$250,000 growth project.

Prospecting.

FEDA is working to bring new business to Fairfield. In 2009 our prospecting activity included

- Inquiry packets for 11 businesses considering Fairfield
 - Multiple informal consultations
 - Hosted 2 prospect visits
 - Response to multiple RFP from regional, state and national leads
-

Other 2009 Highlights.

FEDA filled out the rest of its year with activities ranging from community organization support to state capitol visits to executive training.

- Host of Sen. Charles Grassley **young professionals forum**
 - Visit to **Iowa State Capitol** to discuss legislative priorities with local and other state representatives
 - Ongoing **participation in community and regional groups** and support of community enterprises
 - FEDA Executive Conference Suite, Fairfield Arts & Convention Center
 - Fairfield Manufacturers Association
 - Fairfield Green Planning Commission / endorsement of Fairfield Go-Green Strategic Plan 2020
 - Highway 34 Ribbon Cutting Ceremony
 - FEDA-sponsored progression planning program in Fairfield, presented by the Iowa Association of Business and Industry.
 - FEDA-sponsored Renew Rural Iowa business start-up seminar in Fairfield
 - Completion of Buch Farm **infrastructure project**.
 - Establishment as Jefferson County **point of contact for 2010 Census**.
 - **Executive training** including Economic Development Institute coursework, Iowa Chamber of Commerce Executives Board of Directors, Leadership Iowa and Professional Developers of Iowa
 - The Board thanked the retiring **Royse Huff** of Huff Financial Group and **Ross Walker** of Walker Office Supply for their combined nearly 50 years of service to the Fairfield Economic Development Association and welcomed **Jodi Kerr** of TD&T Financial Group and **Dan Sullivan** of Cambridge Investment Research to the Board.
-

Leadership.

Fairfield Economic Development Association, Inc. 2009 Board of Directors

Directors

Pat Doyle, FEDA President, Gamrath-Doyle Insurance

Craig Foss, FEDA Treasurer, Foss, Kuiken, Gookin & Cochran, P.C.

Frank Fritz, Dexter Apache Holdings

Jodi Kerr, TD&T Financial Group

Dave Reiff, Reiff Grain & Feed

Lori Schaefer, Agri-Industrial Plastics

Dan Sullivan, Cambridge Investment Research, Inc.

Ex-Officio

John Brown, City Administrator, City of Fairfield

Jane Anne Harl, Fairfield Area Chamber of Commerce President-Elect, French-Reneker-Associates, Inc.

Ed Malloy, Mayor, City of Fairfield

John Morrissey, FEDA Legal Counsel, Morrissey Law Offices

FEDA PROPERTY COMMITTEE

Pat Doyle
John Morrissey
Dave Reiff
Brent Willett

FEDA BUDGET AND FINANCE COMMITTEE

Pat Doyle
Craig Foss
Lori Schaefer
Brent Willett

FEDA ADVISORY COMMITTEE

Deb Davis
Myron Gookin
Tim Hawthorne
Greg Lowenberg
Gus Schaus

Staff.

Brent M. Willett, Executive Director
641-472-2111
bwillett@fairfieldiowa.com

Samuel E. Busch, FEDA Administrator
641-472-3436
sbusch@growfairfield.com

©Fairfield Economic Development Association, Inc.
204 West Broadway
Fairfield, Iowa 52556
p641.472.2111/f641.472.6510
GrowFairfield.com