

2010 ANNUAL REPORT



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

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Development Association
2010.10.21

FEDA = COMMITMENT.

The **Fairfield Economic Development Association** is committed to creating an economic environment that welcomes and supports growth in Fairfield Iowa. 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.

PROGRAMMING.

FEDA in 2010 again widely expanded its community information collection efforts, releasing a revamped Community Quick Reference and adding several Fairfield specific reports which are available at **GrowFairfield.com**. Some other programming highlights from the year include

- 100% member retention. Brought on four new members.
- Improvements to GrowFairfield.com
 - Easier website navigation with dropdown menus
 - FEDA Supporting Member logos on the home page
 - New page created for FEDA Lifetime Members
 - Added new pages with reports specifically about Fairfield including FEDA annual report and FEBI report
- Launched ***Project Grow Our Own***, a strategic partnership formed with the Cedar Rapids-based **Entrepreneurial Development Center** to provide professional support and mentoring services to qualifying Jefferson County entrepreneurs at a reduced cost

The **2010 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 29 of the area's largest employers. FEBI Committee members Pat Doyle, Craig Foss, Jodi Kerr, Dan Sullivan, Lori Schaefer-Weaton, Sam Busch and Brent Willett conducted the executive interviews during the second and third quarters of 2010. **A copy of the 24-page FEBI report is available** from the FEDA office as well as on GrowFairfield.com

ADVOCACY.

In 2010, FEDA **continued its advocacy efforts** in the legislative and local issue arenas. FEDA maintains several seats on the Fairfield Area Chamber of Commerce Government Affairs Committee and formally endorsed the Chamber's **2010 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 Board of Directors
- Professional Developers of Iowa Legislative Committee [Co-Chairmanship]
- United States Small Business League

FEDA-led advocacy efforts in 2010

- Participated in Chamber Day at the Capitol February 8th
- Advocated at Iowa legislature for ultimately successful proposals including
 - 260E/F workforce program protection
 - Enterprise Zone program extension
 - Tax increment financing program protection
 - Preservation of Iowa's tax credit programs
- Participated in IDED Enterprise Zone Interim Committee to generate legislative recommendations on next generation of Enterprise Zone program
- Endorsed Chamber legislative agenda which included property tax reform, county zoning, entrepreneurship priorities and much more
- Supported successful Fairfield Arts & Convention Center ballot issue to form a public-private partnership between the FA&CC and the City of Fairfield
- Participated in Iowa-Illinois Freight Corridor Consortium to advocate for smart, efficient transportation access agreement for the Heartland Highway corridor
- Advocated for business –friendly approach to City's development of a municipal building code, including issue partnerships with the Fairfield Manufacturing Association and the Fairfield Area Chamber of Commerce
- Continued to advocate for establishment of regional career academy career preparedness center for area high school students in Fairfield

PROPERTY DISCLOSURES.

- Sale of parcel at Stone and 9th Streets to H&N holdings to allow for *immediate expansion*
 - Sale of parcel in industrial park to Kulp Family Trust to allow for **future expansion of Trafix Devices**
 - Granted easement to permit development of section of **Fairfield Loop Trail** along “Buch Farm” boundaries
 - Purchase of seven acres of frontage at Hwy 1 & 34 in Fairfield
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RESOURCE EVENTS.

- Hosted **EntreBash** November 19th an entrepreneurial support event in partnership with the University of Northern Iowa, Opportunity² and the Iowa Department of Economic Development
 - Hosted **Leadership Iowa** Session in May which brought in 50+ business leaders from around the state to Fairfield for three days
 - Co-hosted with **Iowa Association Business and Industry** area human resources workshop that attracted 35 CEO-level attendees
 - Co-hosted **Tri-State Development Summit**, which brought more than 400 business and industry leaders, economic developers and political leaders to Fairfield to discuss regional collaborative and infrastructure issues
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INDUSTRY SERVICES AND DEVELOPMENT.

2010 executive interview data indicates that **company expansion plans have slowed since 2009** when, 60% of Fairfield-area businesses indicated no intention to expand in the next 36 months. FEDA recognizes the important fact that national statistics indicate 80% or more of all jobs growth comes from existing industry expansion and retention and we have emboldened our capabilities to work with expanding local companies in tandem with our business recruitment efforts.

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 2010:

\$1,552,665

New jobs those incentives guarantee:

50

Capital investment of those projects:

\$13,400,000

LEADERSHIP.

Fairfield Economic Development Association, Inc. 2010 Board of Directors

DIRECTORS

Pat Doyle, President; Gamrath-Doyle Insurance
Craig Foss, 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-Weaton; Agri-Industrial Plastics Company
Dan Sullivan; Cambridge Investment Research, Inc.

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Fred McElwee, Fairfield Area Chamber of Commerce President-Elect; Fairfield Community School District.
Ed Malloy; Mayor, City of Fairfield
John Morrissey, FEDA Legal Counsel; Morrissey Law Offices

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Lance Yedesberger
Greg Lowenberg
Gus Schaus

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