

## **Greater Council Bluffs Regional Partnership**

The Greater Council Bluffs Regional Economic Development Partnership, consisting of Harrison, Mills, and Pottawattamie Counties has been very active over the past few months working to attract new businesses to our communities.

In the past quarter, a partnership representative attended four national conferences.

- International Association of Refrigerated Warehouses Conference, Palm Springs, CA , March 28 – April 2, 2009
- American Wind Energy Association – Wind Power 2009 Conference, Chicago, IL, May 4 – 7, 2009
- National Value-Added Ag Conference, Moline, IL, June 2-4, 2009
- Institute of Food Technologists Expo, Anaheim, CA, June 6 – 10, 2009

In the next quarter, the partnership will be sending a representative to the following conferences to attract new business.

- BioWorld Congress, Montreal, Quebec, July 19 – 22, 2009
- Omaha Product Show, September 16 – 17, 2009
- Site Selection Network, Reno, NV, October 2 – 3, 2009

In addition, the partnership contracts with two organizations to help locate qualified leads. The Community Venture Network (CVN) holds six sessions each year where potential leads are introduced. The partnership has already participated in 3 sessions in 2009, with 3 additional sessions on the calendar. The World Economic Development Alliance (WEDA) provides the partnership with qualified leads that they gather through their participation in tradeshow, conferences, networking, etc.

In spring of 2009, the partnership received a marketing grant from the Iowa Department of Economic Development (IDED). This grant will be utilized to attract new businesses to our region.

Over the past year, the partnership has also been working with other economic development entities along interstates 29 and 80 to form the Western Iowa Transportation Corridor (WITC). This group consists of representatives from Sioux City, Monona County, Fremont County, and the Greater Council Bluffs Region. The goal of WITC is to market and promote the Corridor Region as a prime logistics and distribution location. To begin our efforts, the group has commissioned a study to determine the factors that site selectors are searching for in regards to selecting a location for logistics/distribution companies.