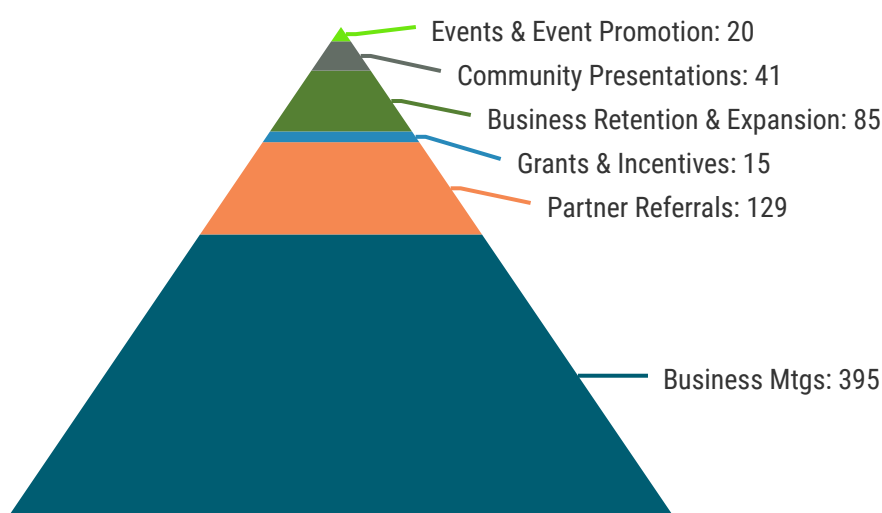
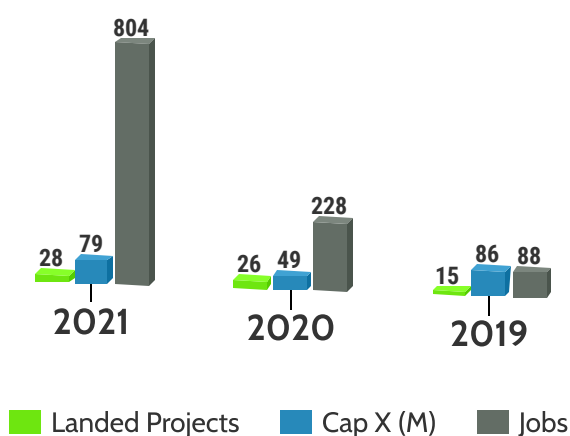


2021 Snapshot



Annual Comparison



Marketing

Facebook & Social Media

573 Likes - 680 Followers

We ended 2021 with 515 likes and 598 Followers on Facebook - adding 82 followers in 2021.

Instagram - 206 Followers

Implemented mid-2019

Linked In - 51 Followers

Spotlight Articles

11 Original Content

Founder Focus Interviews, :45 Mogul Events, Press Releases, Social Media blitz, Celebrate Small - Shop Local article & Landing page

Featured Entrepreneur

Madness/Pioneer Trail

Where are they now?

Full Fledged

Events & External Press

Events

Launch CB & Rural Meetups, Back 2 Biz, REV, WED Blitz events, & Celebrate Small.

:45 Mogul

Webinar series offered in partnership with NEF

Multiple Ground-breakings & Ribbon Cuttings

Testimonials

Jim Myers

Vice President

American Games and International Gamco

"Starting in late 2019 Pollard Games (American Games (Council Bluffs) and International Gamco (Omaha)) began preparations for consolidation of our 2 facilities comprising approximately 350 employees. We considered different options; however, the support of the Council Bluffs Chamber of Commerce, Advance Southwest Iowa and our local political representatives, specifically Tom Hanafan, Dan Dawson, Don Kohler and Paula Hazlewood were instrumental in our decision to expand the current operations at the American Games facility to consolidate operations. Paula was particularly helpful in facilitating our application process and subsequent approval of the Targeted Jobs program. This program has provided additional incentive for Pollard Games to purchase land, plan for a 40,000 square foot building expansion and make preparations to bring the 150 employees at International Gamco in Omaha to the expanded Council Bluffs facility."

Doug & Kathy Applegate

Owners

Praxidyn

"Knowing there are individuals who work with businesses who reach out to others is always helpful! That is how the Praxidyn Team met Niki Ferguson. Niki has reached out to us several times just to let us know she is there to help. When you are an entrepreneur, you do not know where to find resources. Niki was there to help make connections and help us find answers. It is a valuable resource to know someone like Niki who is there to lend a helping hand with important information."

Jessica & Chris Shanno

Owners

Accurate Accounting & Shanno Trucking Inc

"Starting a new business is a big step and even bigger change in ones' life. Shalimar has given my husband and I the tools to start our own businesses. Both, within the last 6 months. She has helped with every step of the way from deciding if it was the direction we wanted to take, all the way through the lending process. Even now she still checks in with us to see how our businesses are developing and ensuring we have everything we need to succeed. My husband and I are very thankful that we have had Shalimar as our go to person. She is very helpful in the entire process of starting a business and watching it grow."



ADDITIONAL ACCOMPLISHMENTS

Grants/Initiatives

CB's CDBG
PPP
Catalyst Grant Program
IEDA International Trade
KIVA
TIF

Entrepreneurial Meetups

Events were held both in Council Bluffs and in rural Pottawattamie County

Staff Accomplishments

Rocky Wade/Ruffin OU EDI Scholarship - Shalimar
REV Sponsorships - Niki

Marketing/Events

Launch Meet-Up Group
REV Pitch Event
Livability: This is SW IA
Shop Local: Celebrate Small
Friends Pop-Up Market

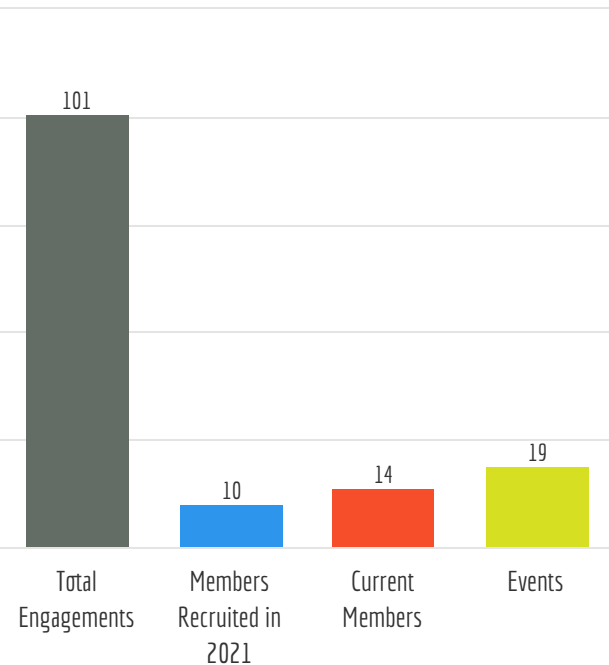
Studies In-Progress

Rural Pottawattamie County Infrastructure Collaborative (RPCIC)

Relationship Building

CB Chamber
SBDC
City of Council Bluffs
Pottawattamie County
Rural Stakeholders
Nebraska Enterprise Fund
TS Bank

KITCHEN COUNCIL



"If you know me outside of this screen, you know Veg.Edible has been alive in my head and heart for the last 4 years. You know how hard I've worked, how many hours I've put in, and how many times I had to say "sorry, can't make it" because I was too busy working on growing someone else's dream. Today, I moved into my commercial kitchen space at Kitchen Council. This historical building curated by multiple organizations serves as a shared space for the arts, culture and entertainment. This program has been more helpful than any other resource I've found. The support and eagerness to succeed is unmatched. This is where my journey begins. Buckle in. Hope you're hungry."



Stacie Van Cleave
Owner
Veg.Edible

Letter from our Chief Executive Officer

This is certainly an exciting time for Council Bluffs and Pottawattamie County. Despite what seems like the "never ending" COVID-19 pandemic, our communities and the businesses within continued to be resilient and rise above the challenges that we've all faced since early 2019.

It really doesn't matter where you travel in Pottawattamie County, you'll see progress that is moving us forward as a location of choice for families to locate and businesses to thrive. In Council Bluffs, the First Avenue corridor is a monumental (and long term) commitment) by the City to bring vitality to the west end. Not to mention what kicked it all off - five phases of infrastructure revitalization on W. Broadway (16th - 35th Avenue) -which is now complete. CONGRATS to all that were involved in bringing this transformation to reality! In rural Pottawattamie County, you'll experience enhanced trail systems, downtown revitalizations and events that are bringing our citizens and visitors together which is memory making at its best. In addition, I'm excited what the future holds for Pottawattamie County and their acquisition of the Mt. Crescent Ski Resort which represents increased tourism, quality of life and the preservation of our natural resources.

While Advance played "NO" role (you can see our project impact on Page 1) in the projects that I outlined above, these are the exact and necessary placemaking projects that allow Advance to continue to expand our existing business footprint and attract new businesses to Council Bluffs and Pottawattamie County. I want to send a special "THANK YOU" to Mayor Matt Walsh (City Council), Chairman Scott Belt (Supervisors) and all of the City and County employees that work hard each and every day to make a difference for our current and "future" residents and businesses.

On behalf of the entire Advance team, I want to thank you for your continued support. Advance had a great 2021 and are thrilled to be a small part of the equation that is moving Council Bluffs and Pottawattamie forward. As always, I invite you to contact me directly at (402) 960-8505 with your thoughts and ideas. Best wishes for a wonderful and prosperous 2022!

Paula

Thank You for Investing in Advance!

