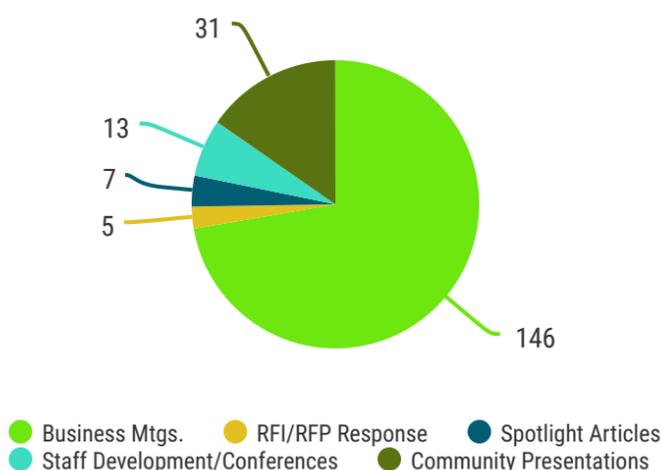
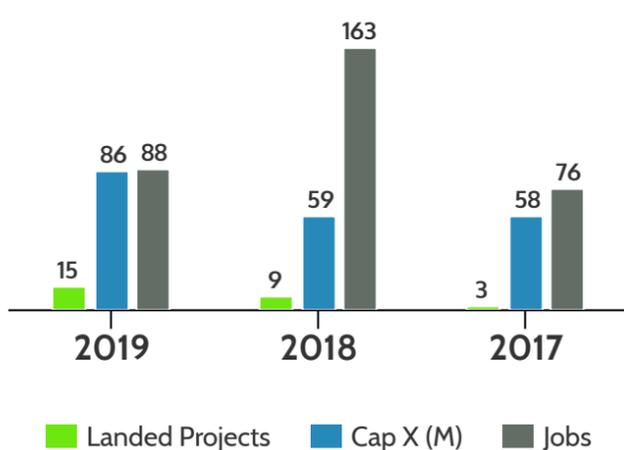


2019 Snapshot



Annual Comparison



Marketing

Facebook & Social Media

424 Likes - 431 Followers

We started 2019 with the goal of increasing community awareness of ASWIC & our mission. This included increasing Facebook following (184 likes/190 followers) by 100. This goal was surpassed with an increase of over 230%.

Instagram Implementation

Spotlight Articles

7 Spotlight Articles

Completed feature articles on Pottawattamie County companies, with a mixture of Council Bluffs and county businesses featured.

Featured Businesses in 2019

Dusted Charm, Full Fledged Brewing Co, Salvage Bait Co, Walnut Market Village, Fox Creek Fundraising, Midwest Ag Srvs, Rustic Cuts

Events

Hosted/Co-hosted 5 events

River's Edge Open House, ASWIC Rural office open house/Main St. Block Party, Pop-up Market @ the Ent. District, Rural Jelly, Meet GOC/ASWIC

Multiple Ground-breakings & Ribbon Cuttings

Testimonials

Dessie & Marshall Redmond



Owners
Full Fledged Brewing Company

"We had been trying to pick a community to locate our business for about a year, one of the deciding factors for us locating in Council Bluffs was the continued support and connection to resources that we got from Paula with Advance. We wouldn't be here without her."

Mark Pietig



Customer Relations Manager
OmniTel Communications

"Shalimar has assisted in making our initial Fiber Optics foray into both the Carson and Oakland communities a smooth and efficient process with her knowledge of the areas themselves and the community leaders with whom we need to work. She and Advance have the knowledge base and provide exactly the service that OMNITEL Communications needs to help us confidently roll out a high cost project such as ours."

Vicki Pospisal



Owner
Good Flour Confections

"Without Niki I feel like I would be lost at sea in the huge world of small business. She has been a complete godsend in helping me navigate not only contacts, but also working through issues. So, SO grateful for her!"



ADDITIONAL ACCOMPLISHMENTS

New Board Members.

Four new Board members joined Advance.

Operating Agreements

Updated our partnership Operating Agreement through 2022.

Entrepreneurship Grant

Applied for a grant from the Iowa West Foundation.

RISE Grants

Completed 2 RISE grants for Project Cowboy and Armstrong Development.

Marketing Videos

Completed two marketing videos for the CB Airport and Entertainment District.

Land Use Study

Helped drive a joint Land Use Study between County and City of Council Bluffs.