



149 West Broadway
Council Bluffs, IA 51503

**Board of Directors Meeting
Advance Southwest Iowa Corporation
Friday, March 25, 2022 @ 9:30 AM
Council Bluffs Public Library – 400 Willow Avenue – Room Meeting Room A**

AGENDA

- I. Call to Order, Welcome & Introductions – **Tim Wichman**
 - a. New Board Member: Joe Disalvo, Council Bluffs City Council
 - b. New Board Member: Pete Ryerson, MidAmerican Energy
 - c. New Board Member: Georgi Ivanov, The Best Wrestler
 - d. Guest: Mayor Hildreth, Crescent
 - e. Guest: Cindy Sorlien, Underwood City Clerk
 - f. Introductions: All – Roundtable: Items of Interest

- II. Consent Agenda (**ACTION**) – **Tim Wichman**
 - a. Approval of Minutes from BOD Meeting on January 25, 2022
 - b. Approval of Financials through February 28, 2022
 - c. Approval of Monthly Staff Report through February 2022

- III. Executive Director's Report – **Paula Hazlewood**
 - a. Rural Pottawattamie County Infrastructure Collaborative (RPCIC)
 - b. 2021 Program of Work – Reporting Matrix Review
 - c. 2021 Annual Report
 - d. Kitchen Council Discussion
 - 1) Status of GOCC Financial Transition
 - 2) Budget
 - 3) Grants/Fund Development
 - e. Project Updates

- IV. Kitchen Council Update – **Holly Benson Muller**
 - a. Membership & Activity Highlights

- V. Entrepreneurial Update – **Niki Ferguson**
 - a. Project & Activity Highlights

- VI. Rural Development Update – **Shalimar Mazetis**
 - a. Project & Activity Highlights

- VII. Adjourn

Next Meeting – April 29, 2022 – Location: Council Bluffs Public Library-Meeting Room A



**Advance Southwest Iowa Corporation
Board of Directors Meeting
Friday, January 28, 2022 @ 9:30 AM
Zoom**

Minutes

Present Voting Members:

Chris Blum, Joe Disalvo, Mark Hanwright, Brenda Mainwaring, Sue Pitts, Pete Ryerson, Tara Slevin and Tim Wichman

Present Non-Voting Members, Staff and Guests:

Niki Ferguson, Paula Hazlewood, Brandon Garrett, Drew Kamp, Shalimar Mazetis, Lisa Scheve, Mayor Matt Walsh and Matt Wyant

Call to Order:

Tim Wichman called the meeting to order at 9:30 AM. Tim welcomed the new Board members Joe Disalvo from the City of Council Bluffs and Pete Ryerson from MidAmerican Energy.

Tim Wichman began the roundtable with Brandon Garrett, the new Chief of Staff for the Mayor of Council Bluffs. Brandon confirmed he will still provide updates on behalf of his old position for the time being and commented on the recent street car and downtown development announcements in Omaha. Brenda Mainwaring expanded on Brandon's comments regarding the street car project in Omaha, mentioning Omaha will not be going after federal funding for the project as it would prolong the process but may be open to partnerships with Council Bluffs in the future. Currently the project is projected to be complete by 2026 and will be funded primarily through TIF. Joe Disalvo asked if the street car were to come to Council Bluffs as potentially discussed if costs would be shared and Brenda confirmed that likely the cost of the bridge and other miscellaneous expenses would be shared between Omaha and Council Bluffs. Brenda added the Iowa Racing and Gaming Commission completed their most recent socioeconomic study, which is also posted on their website and predicted 38-45% revenue impact from Nebraska when construction is complete in 2025 on their new casinos. Lastly Brenda announced due diligence on Cycle 1 of their grant cycles. Matt Wyant asked Brenda if the Nebraska Gaming Committees plan to reciprocate support that Iowa has given them in the past and Brenda noted that Nebraska does not plan to but rather focus on their property taxes.

Chris Blum noted current interest rates and potential of them increasing in March. Lisa Scheve with the Omaha Chamber shared RFP's are beginning to come in at a higher rate and commented on the new partnership with Mills County and encouraged everyone to tune in to the upcoming respective legislative session for their areas. Mark Hanwright commented real estate is still in high demand with low inventory with no indication of that changing. From a development standpoint Mark commented on the Crescent development with 2/3 of the houses started and the Pioneer Trail project is still searching for sourcing for the water line. Tara Slevin mentioned continued efforts to stabilize healthcare workforce, currently with 23 COVID patients at the hospital. Matt Wyant reported progress on the 2-mile study, identifying three different areas to work out of: City Growth Area 1, City Growth Area 2, and County Development Area. Matt confirmed receipt of the maps from the contractor to ensure parcels line up and positive progress is being made. Matt noted a MidAmerican Wind Farm is potentially coming to the area noting the positive effect the wind turbines could have. Matt noted working with Council Bluffs Water Works to enable rural water progress to attract new housing developments. Matt commented on increasing public interest in the industrial park. Matt provided a public health update and for the month of January the COVID positivity rate is currently 47.2% with over 10,000 tested, 49 hospitalized and 9 deaths along with continued efforts with vaccine clinics and making test kits available. Matt commented

on Nomi Health seeking testing sites and Brenda added efforts to support them staying in the area and Mark Hanwright shared he also provided them with a couple local listings.

Mayor Walsh shared the street car project with Omaha has been in discussion for years and on the Council Bluffs side, the City will be pursuing federal funding. Mayor Walsh added the rail system could be a crucial piece to connect southwest Iowa housing to new upcoming jobs in Omaha. Drew Kamp added upcoming meetings are planned to discuss a multimodal bridge and additional funding opportunities across Nebraska and Iowa state lines. Drew updated that the legislative session is underway, with childcare, windmills, workforce, and truckers being some of the major points. Drew announced African refugees have been coming in to the community, totaling about 60 by the end of next week with efforts being made to provide necessary resources to try and ease their transition. Sue Pitts noted SBDC is in search of two new employees, asking the Board to forward the job postings.

President's Report:

Tim Wichman presented the following consent agenda in three sections.

Consent Agenda:

Approval of Minutes from BOD Meeting on November 19, 2021

Approval of Financials through December 31, 2021

Approval of Monthly Staff Report through December 31, 2021

Approval of 2022 Slate of Directors

Approval of 2022 Budget for ASWIC

Tim presented the first three items, including approval of minutes, financials and monthly staff report and asked Chris Blum to comment on the financials. Chris noted the December financials and bank accounts ended in a good position with no other concerns.

Brenda Mainwaring made a motion to approve the first three items on the consent agenda as presented. Mark Hanwright seconded the motion. The Board voted and approved the first three items on the consent agenda as presented with an 8-0 vote.

Tim presented the next item on the consent agenda, the 2022 Slate of Directors. Tim noted Joe Disalvo and Pete Ryerson have been appointed as new Board members for 2022 and Georgi Ivanov will become a member, if approved. Tim presented the proposed new executive Board with Amy McDermott becoming the new Secretary and Treasurer and Chris Blum moving to Vice President. Paula noted that Georgi is a successful entrepreneur in Pottawattamie County and has a passion for the community with an innovative mind for business development.

Tara Slevin made a motion to approve the 2022 Slate of Directors as presented. Brenda Mainwaring seconded the motion. The Board voted and approved the 2022 Slate of Directors as presented with an 8-0 vote.

Tim presented the final item from the consent agenda, the 2022 Proposed Budget for ASWIC. Paula provided some additional explanation regarding new line items aiming to streamline reporting for the upcoming year.

Chris Blum made a motion to approve the 2022 Budget for ASWIC as presented. Mark Hanwright seconded the motion. The Board voted and approved the 2022 Budget for ASWIC as presented with an 8-0 vote.

Rural Development Update:

Shalimar Mazetis provided her update regarding rural Pottawattamie County applauding efforts of community members working together to get a local company, Radberries an electrical piece that was backordered 30+ weeks in one day to keep their projected opening date on track. Shalimar noted that the grocery boxes with Fresh out of the Box are not succeeding as expected so they are pivoting to at home grocery delivery which will decrease overhead expenses and increase communities they are able to serve. Shalimar informed Matt

Wyant and other members she's received recent push back on the potential windfarms from rural community members. Shalimar finished her update by summarizing her current project list and new developments.

Entrepreneurial Update:

Niki Ferguson updated the Board, noting entrepreneurial ecosystems are flourishing. Niki mentioned a potential upcoming partnership with the Economic Impact Catalyst and what a start-up space would look like in the Council Bluffs area. Niki acknowledged being a part of the former start up collaborative in partnership with the Omaha Chamber noting a positive uptick of regional efforts in entrepreneurship. Niki announced a new program, Student Entrepreneurship Ambassadors (SEA), in hopes of connecting with local high school students to bridge entrepreneurial gaps, cultivate relationships and share resources. SEA will be offered to three local high schools in the upcoming school year. Niki noted recent KIVA funding successes in Pottawattamie County. Niki shared events will tentatively resume in person in February, pending current COVID numbers and guidelines and :45 Moguls with NEF are scheduled through April. Niki provided a project update mentioning the Occasional Collective, second place REV winner, recently had their soft opening and encouraged Board members to continually think and use local resources and businesses.

Executive Director's Report:

Paula Hazlewood provided an update on the Rural Pottawattamie County Infrastructure Collaborative has now entered phase two. Paula announced the next step is to break down the data gathered from communities into the following categories: housing, infrastructure, and quality of life components and prioritizing accordingly to optimize funding and will then bring to the Pottawattamie County Board of Supervisors for approval. Shalimar and Brenda added communities genuinely appreciate the effort and time being taken to make their concerns and voices heard. Paula noted that Golden Hills RC&D has offered to become a fiscal agent for Advance and she expects opportunity for future collaborations. Paula mentioned working with the Omaha Chamber to create an economic impact report and will present in February to accurately represent the work the Advance team is doing.

Paula announced Advance now has begun financial oversight, effective January 1, 2022 in addition to administrative. Paula noted efforts to acquire new and adequate insurance for the kitchen spaces. Paula noted she will present the 2022 Budget for Kitchen Council and the Resolution of Support for Advance reflecting how Advance will support the Kitchen Council at the February Board meeting. Paula announced Advance submitted their first grant on behalf of Kitchen Council in Cycle 1 and will be notified by March if funding will be awarded and Paula is actively working to secure alternate funding sources. Brenda added reservations regarding taking on the Kitchen Council and acknowledging agreements with the Omaha Chamber were not honored but confirmed that the Iowa West Foundation plans to continue their support regardless. Paula provided a detailed project update. Paula concluded her update by reminding Board members the City of Council Bluffs still has CBDG funds available. Mayor Walsh added that individuals need to prove they have been adversely affected due to the pandemic to receive any funds and must also be within city limits of Council Bluffs.

Additional Board Discussion:

Tim Wichman thanked everyone for attending the meeting virtually and that updates will be sent regarding the location of next month's Board meeting.

Adjourn:

Tim Wichman announced that the next BOD meeting will be on Friday, February 25, 2022 at the Council Bluffs Public Library. No other business was discussed and the meeting adjourned at 11:15 AM.

Advance Southwest Iowa Corporation
Statement of Activities with Budget
January 2022

	Actual	Total Budget	Over Budget
Income			
City of Council Bluffs	31,250.00	31,250.00	0.00
Pottawattamie County	45,000.00	45,000.00	0.00
Private Investors		0.00	0.00
MAPA Grant		0.00	0.00
IWFGGrant		0.00	0.00
RPCIC Grant	30,773.26	30,000.00	773.26
Additional Grants		0.00	0.00
Total Income	\$ 107,023.26	\$ 106,250.00	\$ 773.26
Gross Profit	\$ 107,023.26	\$ 106,250.00	\$ 773.26
Expenses			
Rent	1,540.00	1,542.00	-2.00
Technology	856.81	1,042.00	-185.19
Office/General Administrative Expenses		83.00	-83.00
Accounting & Professional Services	1,209.18	418.00	791.18
Consultant Services	15,775.26	30,000.00	-14,224.74
Liability Insurance	183.40	0.00	183.40
Cleaning Service- Oakland		100.00	-100.00
Dues & Subscriptions	29.16	500.00	-470.84
Client Services	1,949.48	500.00	1,449.48
Travel	406.27	1,858.00	-1,451.73
Marketing & Events	1,938.05	667.00	1,271.05
Payroll & Benefits	43,296.80	32,600.00	10,696.80
Total Expenses	\$ 67,184.41	\$ 69,310.00	-\$ 2,125.59
Net Operating Income	\$ 39,838.85	\$ 36,940.00	\$ 2,898.85
Other Income			
Interest Income	0.76		0.76
Total Other Income	\$ 0.76	\$ 0.00	\$ 0.76
Net Other Income	\$ 0.76	\$ 0.00	\$ 0.76
Net Income	\$ 39,839.61	\$ 36,940.00	\$ 2,899.61

Kitchen Council

Statement of Activities with Budget

January 2022

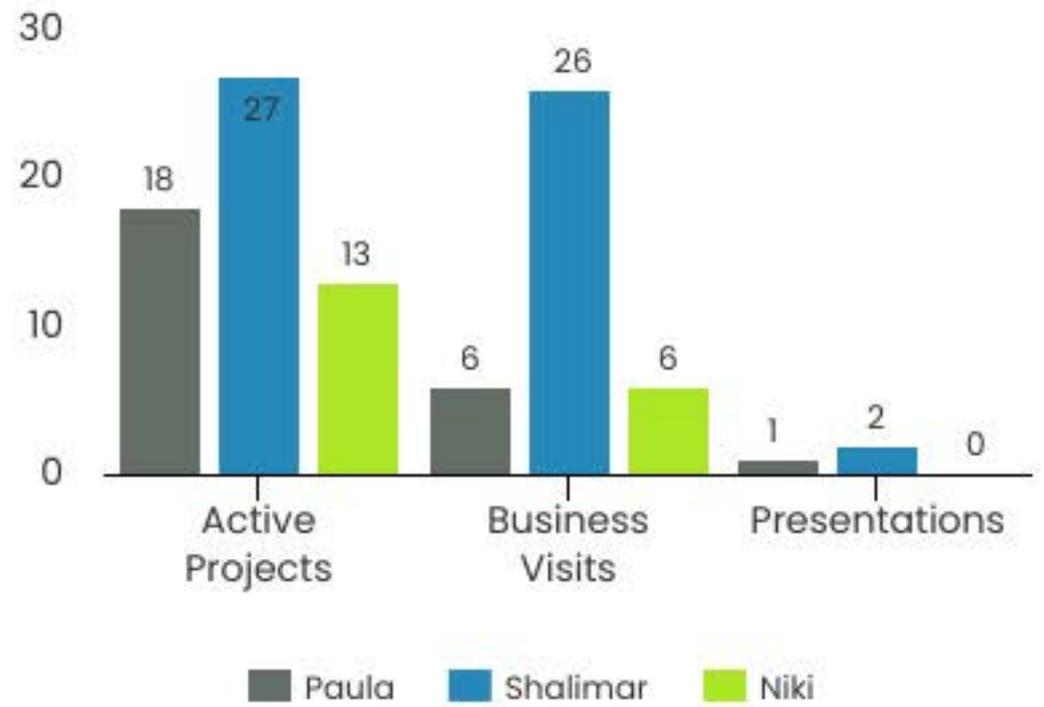
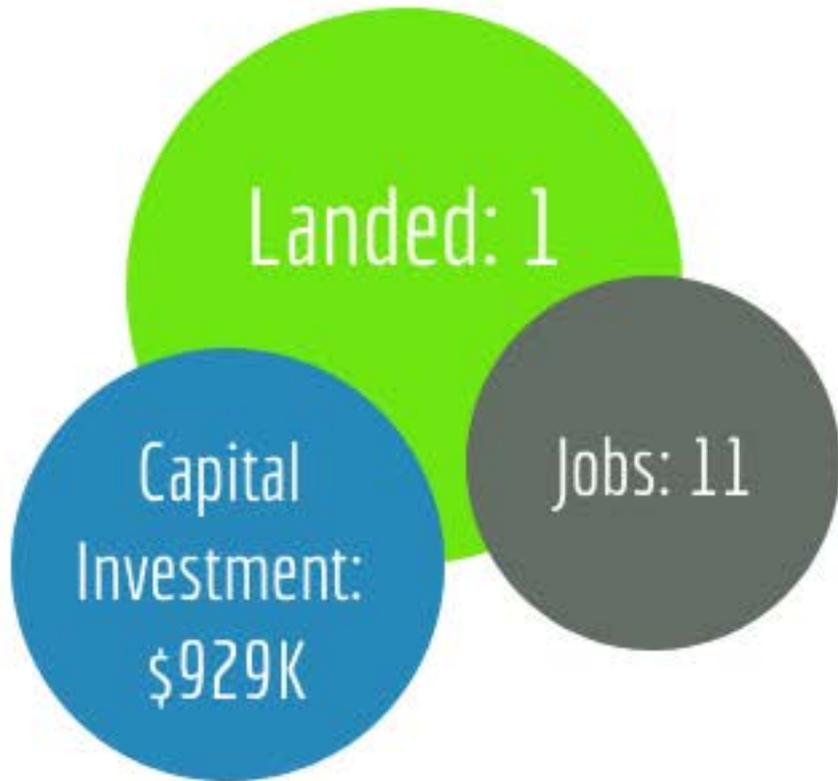
		TOTAL	
	ACTUAL	BUDGET	OVER BUDGET
Revenue			
30-001 Membership Fees & Storage	5,750.00	5,000.00	750.00
30-002 Cafe Kitchen Rental	2,100.00	416.67	1,683.33
30-003 NEF Curriculum Grant		1,666.67	-1,666.67
30-005 Iowa West Foundation Grant		10,416.67	-10,416.67
30-006 Additional Grants		1,666.67	-1,666.67
30-007 Private Investors		1,666.67	-1,666.67
30-008 ASWIC Financial Support	5,000.00	2,500.00	2,500.00
Total Revenue	\$12,850.00	\$23,333.35	\$ -10,483.35
GROSS PROFIT	\$12,850.00	\$23,333.35	\$ -10,483.35
Expenditures			
40-001 Rent - PACE	2,821.00	2,833.33	-12.33
40-003 Technology	210.05	208.33	1.72
40-004 Facility/Supplies		1,250.00	-1,250.00
40-005 Facility Vendors	1,852.71	3,333.33	-1,480.62
40-006 Accounting & Professional Services		416.67	-416.67
40-007 Liability Insurance		583.33	-583.33
40-009 Marketing & Events		1,666.67	-1,666.67
40-010 Payroll & Benefits		10,833.33	-10,833.33
Travel		208.33	-208.33
Utilities		2,000.00	-2,000.00
Total Expenditures	\$4,883.76	\$23,333.32	\$ -18,449.56
NET OPERATING REVENUE	\$7,966.24	\$0.03	\$7,966.21
NET REVENUE	\$7,966.24	\$0.03	\$7,966.21

Advance Southwest Iowa Corporation
Statement of Activities with Budget
January - February, 2022

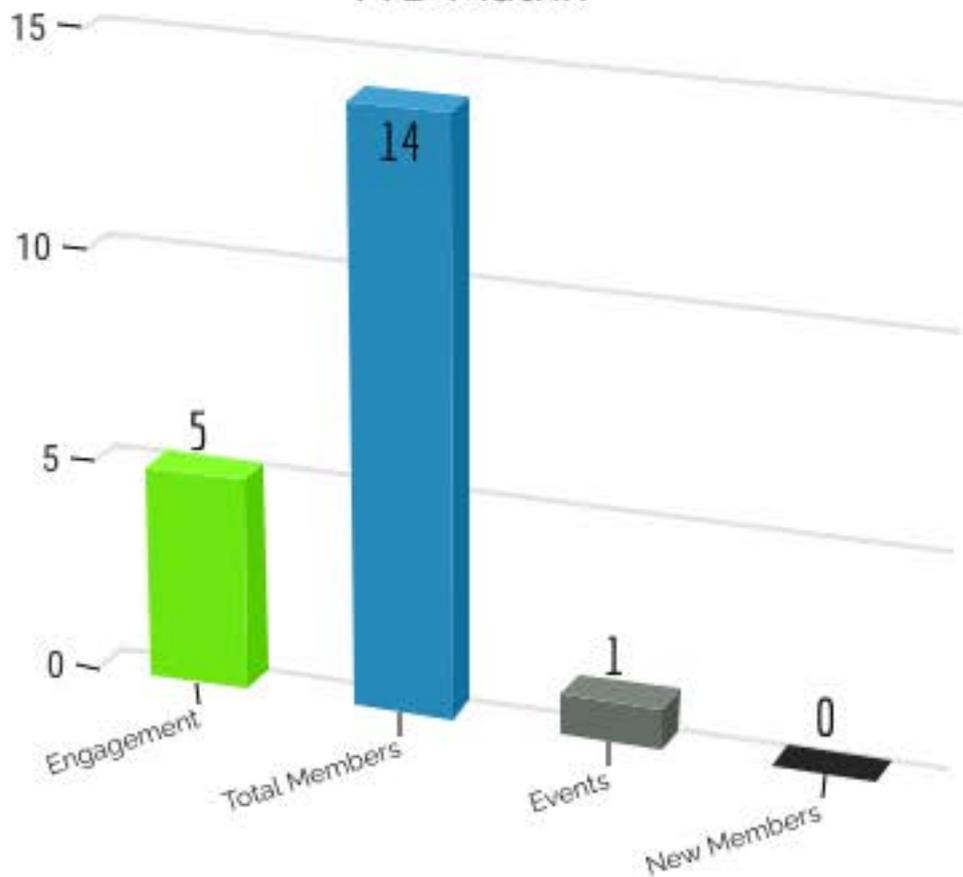
	Actual	Total Budget	Over Budget
Income			
City of Council Bluffs	31,250.00	31,250.00	0.00
Pottawattamie County	60,000.00	45,000.00	15,000.00
Private Investors	10,000.00	0.00	10,000.00
MAPA Grant		5,500.00	-5,500.00
IWFGGrant	5,000.00	0.00	5,000.00
RPCIC Grant	30,773.26	35,000.00	-4,226.74
Additional Grants		0.00	0.00
Total Income	\$ 137,023.26	\$ 116,750.00	\$ 20,273.26
Gross Profit	\$ 137,023.26	\$ 116,750.00	\$ 20,273.26
Expenses			
Rent	2,140.00	3,083.00	-943.00
Technology	1,579.55	2,083.00	-503.45
Office/General Administrative Expenses	1,021.60	166.00	855.60
Accounting & Professional Services	3,005.43	836.00	2,169.43
Consultant Services	19,690.26	35,000.00	-15,309.74
Liability Insurance	3,352.40	0.00	3,352.40
Cleaning Service- Oakland		200.00	-200.00
Dues & Subscriptions	739.16	500.00	239.16
Client Services	2,288.05	1,000.00	1,288.05
Travel	689.43	3,716.00	-3,026.57
Marketing & Events	2,517.25	1,334.00	1,183.25
Payroll & Benefits	76,164.55	65,200.00	10,964.55
Total Expenses	\$ 113,187.68	\$ 113,118.00	\$ 69.68
Net Operating Income	\$ 23,835.58	\$ 3,632.00	\$ 20,203.58
Other Income			
Interest Income	1.44		1.44
Total Other Income	\$ 1.44	\$ 0.00	\$ 1.44
Net Other Income	\$ 1.44	\$ 0.00	\$ 1.44
Net Income	\$ 23,837.02	\$ 3,632.00	\$ 20,205.02

Monthly Board & Investor Update

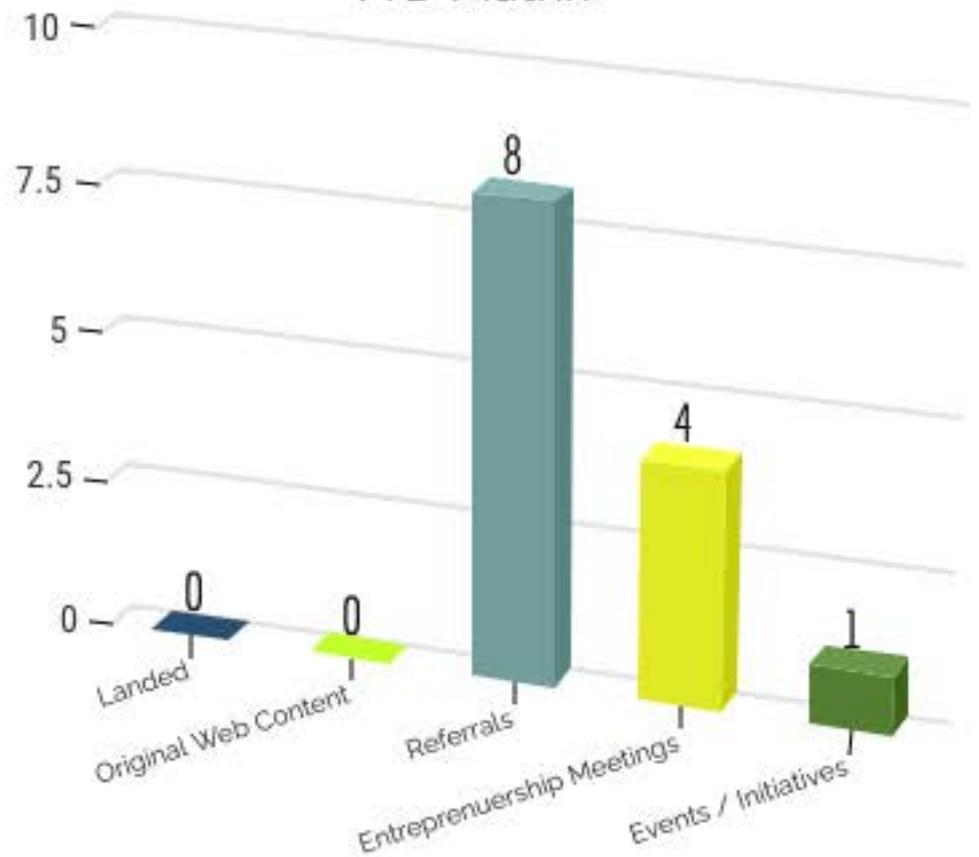
YTD Landed Projects



YTD Matrix



YTD Matrix



Executive Director Report

- Prospect activity continued to be strong in January with 50+ "active" projects in the pipeline - 8 of these projects came on-line in January.
- The majority of the financial transition has been completed for Kitchen Council - there are still a few outstanding items that are being addressed. Working with Fox Creek Fundraising on grant submittals. Grants have been submitted to the Iowa West Foundation and Sherwood Foundation with LOL's submitted to Lakin, Hitchcock and Schildberg foundations.
- The RPCIC is progressing with community project priority lists being developed with intentions of presenting to the Pottawattamie County BOS in late February/early March.
- LaUNch (Niki) developed and implemented the SEA program. The response has been good to date.
- Pain Points: Sites, Workforce and Housing.

Rural Development

- We were able to help Carter Lake secure a new tenant for an underutilized building owned by TSL. This new tenant will be bringing to Carter Lake roughly 11 jobs from Nebraska, with the lease of their new facility.
- Advance was able to assist with a Ribbon Cutting for a new business Austin's Corner Garage in Carson. This Ribbon cutting was a jointly hosted event with WIDA and Carson Downtown Resource Coordinator. It was a great event attended by roughly 12 people, and live streamed on our Facebook Page.
- There has been a lot of activity this month on several new projects, one of which is an expanding/relocating ag business in Carson. Another is a new accounting firm opening in Crescent, and a potential housing development/discussion in Oakland.
- The Oakland Golf Course Green Project has started ramping up to test for feasibility, which is wonderful to see.

Kitchen Council

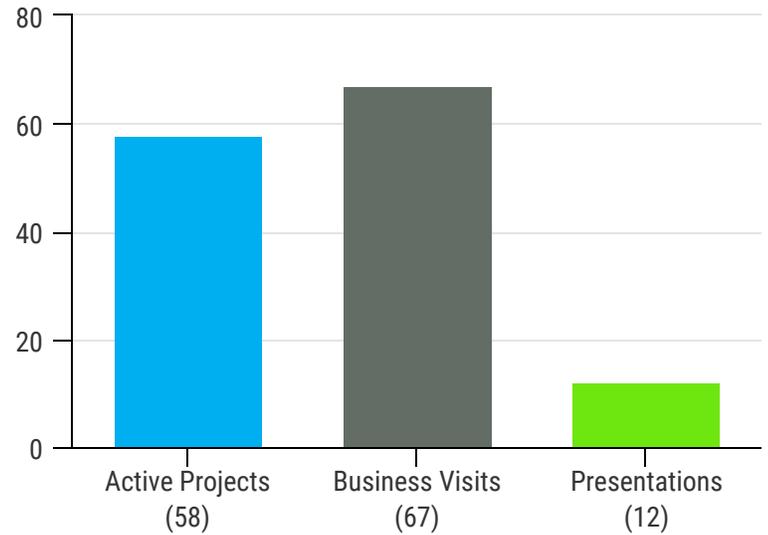
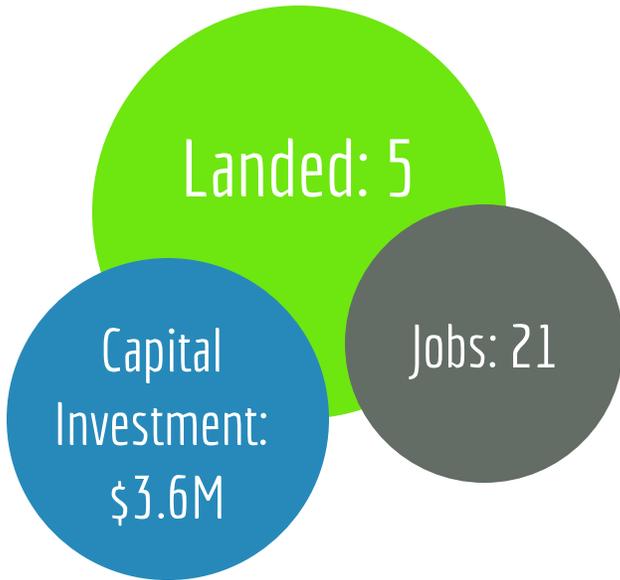
- Directly engaged 5 food entrepreneurs in January.
- Officially transitioned all members over to new payment platform (Quickbooks) with guidance and help from Rachel Dorr. Member insurance will be next action item to flesh out.
- Fig and Honey Charcuterie passed inspection and will plan to onboard in February. Breeze Desserts Iowa DIA application was processed and inspection and on-boarding will be set up for February.
- Kitchen Council and PACE held first pop-up for 2022 with Chef Around the Block resulting in \$1600 in food sales. Next pop-up is scheduled for Feb 25 with Bald Brothers.
- We received new and permanent Iowa DIA inspector who was impressed with space. Holly worked with her to revise sections of the member SOPs.

Entrepreneurial Development

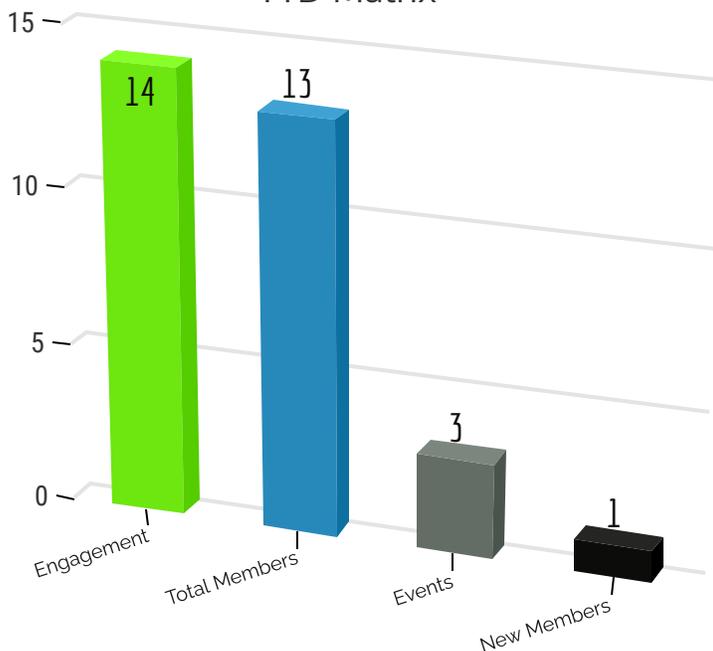
- In-person Meetups suspended in January due to Omicron surge. Feb. 17 scheduled at Tandem Works, Rural March TBA
- Project Updates: 13 Active .
- SEA (Student Entrepreneurship Ambassador) application went live on January 13th & will stay open through 3/15 to accommodate CB Youth Leadership entrepreneurship presentation on 3/10.
- First Pott Co. KIVA loans fully funded in January!! Bev's Porch - Neola \$7500 / Duane Foster \$5500 (both trustee endorsements).
- *Registered for IEDC 2nd Entrepreneurship course (of 5 required - 2 budgeted for 2022) toward becoming certified Entrepreneurial Development Professional to be completed in 2023.*
- Started weekly podcast (Launchcast) with Todd Studer to introduce and tell entrepreneur/startup success stories. Release date 2/2 & weekly on Wednesday. 3rd week of month will be Kitchen Council Member.
- :45 Mogul 2/3 - Marketing, 3/3 - Bookkeeping.

Monthly Board & Investor Update

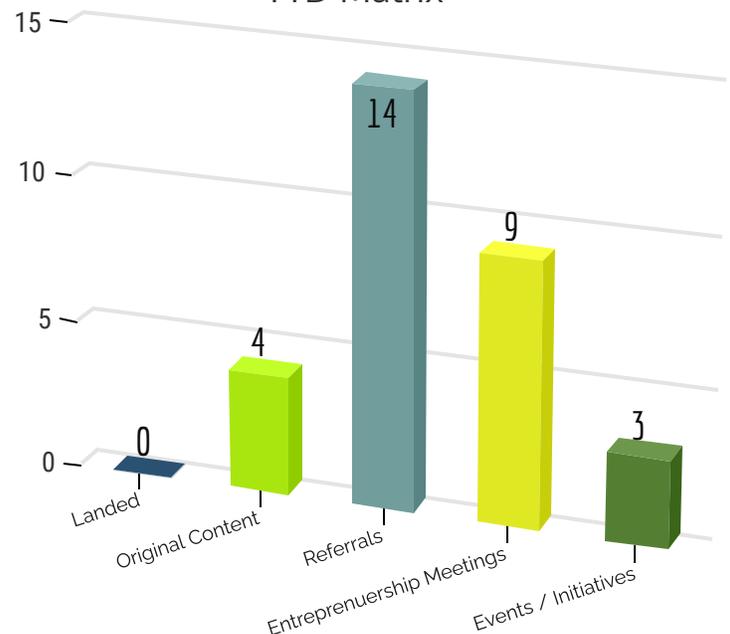
YTD Project Data



YTD Matrix



YTD Matrix



Executive Director Report

- I'd like to take this opportunity to thank the Advance Board, partners and especially the staff for the amazing support that I've received this past month as my family continues to deal with major health issues for both of my parents. These situations are never easy but the love and support has definitely lightened the burden.
- The Kitchen Council financial transition is nearing finalization. The accounts payable, receivables and reports have been streamlined. In addition, the facility liability insurance has been reviewed and modified to the appropriate coverage.
- With 58 projects in our active pipeline this early in 2022, we are optimistic that 2022 is shaping up to be another successful year. We have several capital intense projects that we are hoping to land in Q1 or early Q2.
- Our entrepreneurial initiatives are going great with the return of in-person events, podcasts and projects.

Kitchen Council

- Directly engaged 9 food entrepreneurs in February.
- Member insurance has been revised and tracked to include ASWIC as additional insured.
- Fig and Honey Charcuterie officially on-boarded in February and have hit the ground running.
- Kitchen Council and PACE held second pop-up for 2022 with Bald Brothers Catering resulting in \$2027 in food sales. Next pop-ups are scheduled for March 18th/25th with CATB. Food Startup 101 scheduled for March 28th.
- Kitchen Council participated in Iowa Food Systems Annual Event in Des Moines and sat on panel about food safety and incubation hosted by Iowa State University CIRAS.
- We revamped Hoff Center Event Catering brochure and are collecting menus from Members.

Rural Development

- February was an extremely busy month. Rural Economic Development was able to land 3 projects: Austin's Corner Garage, Carson, 1 new position; Accurate Tax & Accounting, Crescent, 1 new position; and Casson Farm & Auto, Carson, 1 new position. Total capital investment for Rural Pottawattamie County already in 2022 is \$1.094 Million Dollars with 29 active projects currently in the pipeline.
- Project Jack Links is moving forward at a good pace. We had a highly productive meeting with Pott. County Secondary Roads to discuss roadway improvements that are already in the works and how we can align the Jack Links expansion into the current work. This was truly a meeting that highlighted how well Pottawattamie County works with Companies.
- We had a company out of Chicago come to the Western Ventures site in Walnut. They liked the site and the location we are waiting for them to discuss with their team.

Entrepreneurial Development

- In-person Meetup held 2/17 at Tandem Works.
- Project Updates: 14 Active - 1 New project Voice - recording incubator in CB .
- Project Perks identified potential turnkey downtown location.
- SEA (Student Entrepreneurship Ambassador) scholarship for class of 2023 at AL, TJ, LC - open through 3/15.
- Presenting entrepreneurship to CB Chamber's Youth Leadership on 3/10.
- LaunchCast live every Wednesday focused on story-telling for local entrepreneurs. Feb. guests: Little Storey's, Kitchen Council & Occasional Collective.
- Occasional Collective grand opening scheduled for April - currently opened "occasionally" in Treynor.
- February :45 Mogul: Everything Marketing. March Everything Bookkeeping
- Began Meet the Team Tuesday content on 2/22 on social media. Will continue to BOD members after staff.



**ASWIC PROGRAM OF WORK PROGRESS MATRIX
2021-2022**

Matrix Key:

Active or In-Progress	Completed	Not Completed, Canceled or Rescheduled
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Goal #1: Urban Development

Action	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Responsible
Attraction – Focus on Logistics and Technology									PH
Retention – Complete 50 BRE Meetings – Best of Iowa									PH

Goal #2: Rural Development

Action	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Responsible
Attraction – Focus on Logistics, Ag and Manufacturing									SM
Retention – Complete 40 BRE Meetings – Best of Iowa									SM

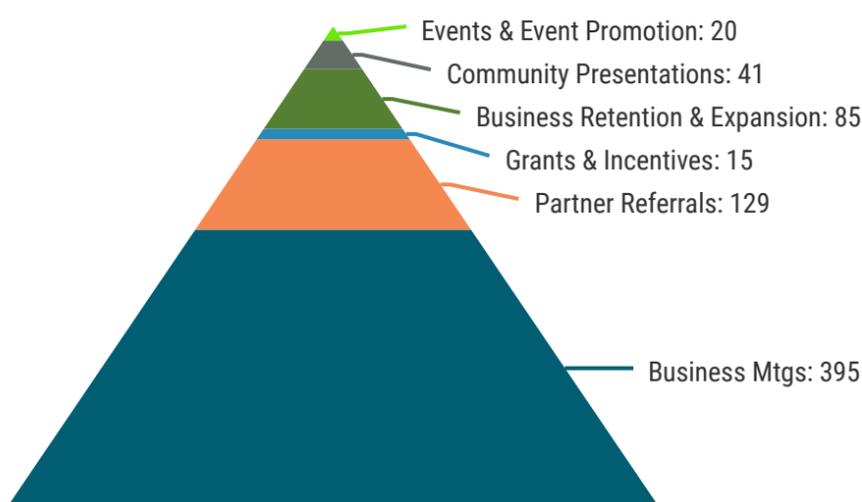
Goal 3: Entrepreneurial Development

Action	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Responsible
Unearth New Entrepreneurs in Pottawattamie County									NF
Growth – Complete 25 BRE Meetings – Small Business									NF
Recruit Operator for Start-Up Space									NF

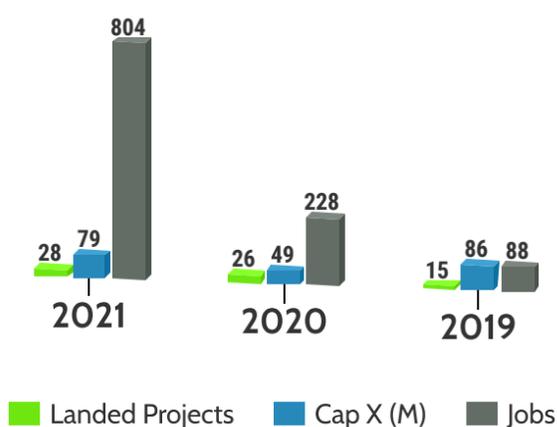
Goal #4: Kitchen Council Development

Action	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Responsible
Recruit 10 New Members to Kitchen Council									HB
Finalization of Curriculum for Kitchen Council									HB
Development Food Packaging Plan for Kitchen Council									HB

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

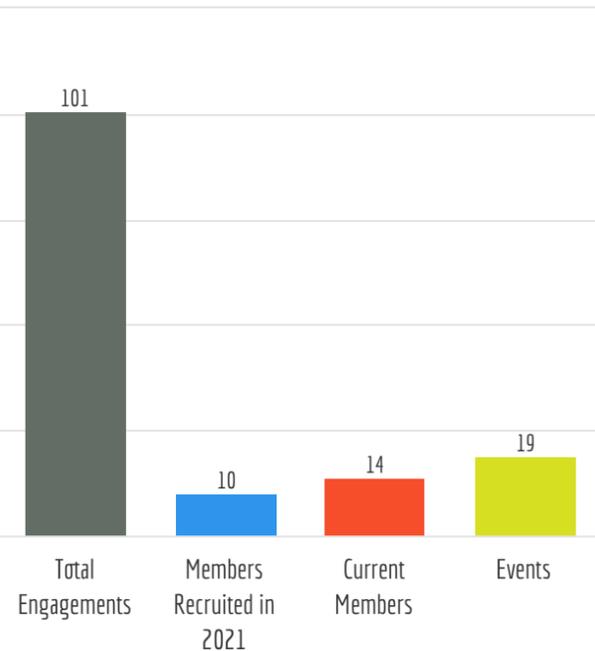
Studies In-Progress

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.

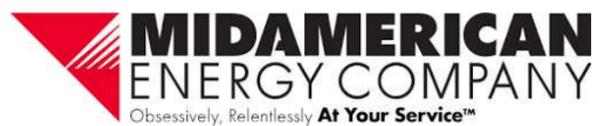
It really doesn't matter where you travel in Pottawattamie County, you'll see progress that is moving us forward as a location of choice for families to locate and businesses to thrive. In Council Bluffs, the First Avenue corridor is a monumental (and long term) commitment) by the City to bring vitality 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!



**Kitchen Council
2022 - Proposed Budget**

<u>Line Item #:</u>	<u>Revenue:</u>	<u>2022</u>	<u>Comments:</u>
30-001	Membership Fees & Storage	\$60,000.00	Invoiced Monthly (15-Members)
30-002	Café Kitchen Rental	\$5,000.00	Annual Rental of Café Kitchen
30-003	NEF Curriculum Grant	\$20,000.00	Secured for 2022
30-004	GOCC (IWF Grant)	\$30,000.00	Secured for 2022 (\$15K for 2023)
30-005	Iowa West Foundaton Grant	\$100,000.00	C1 2022 - Tentatively to Receive in April 2022
30-006	Aditonal Grants	\$20,000.00	Working with Fox Creek Fundraising to Identify/Apply
30-007	Private Investors	\$20,000.00	Fund Development Campaign
30-008	ASWIC Financial Support	\$25,000.00	Financial Support
30-009	Miscellaneous Income	\$0.00	Refunds and Other
30-010	Member Deposits-Restricted	\$4,700.00	Member Deposit - Exit Refunds
	Total:	\$284,700.00	
	<u>Expenses:</u>	<u>2022</u>	<u>Comments:</u>
40-001	Rent	\$34,000.00	PACE - Culinary Kitchen + Café Kitchen
40-002	Utilities	\$24,000.00	Electric and Gas
40-003	Technology	\$3,500.00	Computers, Cell Phones, Virtual Subscriptions, Internet & Website Hosting
40-004	Facility/Supplies	\$15,000.00	Cleaning Supplies, Small Wears and Office Supplies
40-005	Facility Vendors	\$40,500.00	Facility Cleaning, Equipment Maintenance & Pest Control
40-006	Accounting & Professional Services	\$7,000.00	Accounting
40-007	Liability Insurance	\$2,500.00	Risk & Liability
40-008	Travel	\$3,500.00	All Travel (Inside & Outside State) and Mileage Reimbursement
40-009	Marketing & Events	\$20,000.00	Community Events, Printing, Brochures, Website & Meetings
40-010	Payroll & Benefits	\$130,000.00	Salaries, Benefits, Taxes, 401(k), Workers Comp, Staff Training & Bonuses. Note: 2 Additional 1 FT & 1 PT
	Total:	\$280,000.00	
	Total 2022 Revenue:	\$284,700.00	\$4,700 Restricted Funds for Member Refunds
	Total 2022 Expenses:	\$280,000.00	

Note: Additional staff will NOT be hired until additional grant and private investor funding is secured.

ASWIC - 2022 Grant Pipeline

Funding Source	Focus	Type	Contact	External Due Date	Status	Request Amount	Award Amount	Date Received	NOTES
Ameritas Charitable Foundation	kitchen council	Grant	N/A	11/1/2021	DECLINED				Lisa emailed - they declined due to focusing on Lincoln and Lancaster County
Lakin Foundation	operating	Grant	Steve/Jen/John	LOI only	PENDING	\$25,000/2 years			Lisa to talk to John H. 1/18/22 LOI submitted to Lakin on ASWI letterhead
Gilbert M and Martha H Hitchcock Foundation	kitchen council	Grant		11/30/2021	PENDING	\$15,000.00			notification in May, 2022
Iowa West Foundation	kitchen council	Grant	Matt H.	1/15/2022	PENDING	\$125,000.00			Increase from \$75,000 to replace Omaha Chamber support of \$100,000; LOI submitted
Schildberg Foundation	kitchen council	Grant		3/30/2022	PENDING	\$5,000.00			1/25 PH approved letter.
Sherwood Foundation	operating	Grant	Michelle Z	2/15/2022	PENDING	\$25,000.00			Submitted 2/15/22. Lisa to email Michelle Zych; funding for ASWI (not just Kitchen Council)
SW Iowa Fdn (thru Omaha Comm Fdn)	kitchen council	Grant	Stacey Goodman	2/15/2022	PENDING	\$25,000/2 years			Stacey Goodman provided guidance for submitting a funding request; 1/24/22 Submitted draft of appl to Lisa for review
Hawks Foundation	kitchen council	Grant	Julie Cobb	Ongoing	ON DECK				Lisa/Paula to email intro to Julie Cobb
Tyson Foods - general plant	kitchen council	Sponsorship	Shane	Q2	ON DECK				
Tyson Foods - pepperoni plant	kitchen council	Sponsorship	Eric Zumm	Q2	ON DECK				Paula/Lisa/Holly to reach out
D&D Foods	kitchen council	Sponsorship	Doug Wallace	Q2	ON DECK				development strategy needed - no grant application
Rutella	kitchen council	Sponsorship		Q2	ON DECK				development strategy needed - no grant application - Sarpy County folks for contact
Fareway	kitchen council	Sponsorship		Q2	ON DECK				Potential sponsorship
Walmart - 16th St, CB	kitchen council	Mini Grant			ON DECK				Field to market opportunity-local store connection
Walmart - Manawa	kitchen council	Mini Grant			ON DECK				Field to market opportunity-local store connection
Kum & Go	kitchen council	Grant			ON DECK	\$1,000.00			Lisa to research application process. 11/9/21 Application was drafted by Susan. In sharepoint pending Lisa's review and feedback.
Casey's	kitchen council	Grant			ON DECK	\$1,000.00			Lisa to set up an acct with YourCause Grants Connect
Scooters	kitchen council	Grant			ON DECK				
Cargill	kitchen council	Sponsorship		Q2	ON DECK				
Wellmark Access to Healthy Foods MATCH Grant	kitchen council	Grant		9/21/2022	ON DECK	\$2,500.00			
Robert B Daugherty Foundation	kitchen council	Grant		Ongoing	ON DECK				Hold until additional funding is secured
City of Omaha ARPA Community Grant Program	KC & LaUNch	grant		3/30/2022	PROSPECT				Webinar on Feb 10 to discuss grant requirements; Paula suggested applying for both KC and LaUNch programs
Clif Bar Family Foundation	kitchen council	small grants		6/1/2022	PROSPECT				
Leland & Dorothy Olson Charitable Foundation	kitchen council			6/1/2022	PROSPECT				
Iowa Farm Bureau Foundation	kitchen council			Ongoing	PROSPECT				supporting the long-term viability of agriculture, entrepreneurs and rural communities across the state of Iowa. 2/1 Mtg with Farm Bureau; will try to identify champion
Kauffman	kitchen council			on hold	PROSPECT				
Physicians Mutual Ins Comp Fdn	kitchen council			Ongoing	PROSPECT				
Rogers Foundation	kitchen council			Ongoing	PROSPECT				1/31/22 website under construction https://therogers.foundation/
Lozier Foundation	kitchen council			Ongoing	PROSPECT				1/14/22 email LOI to FoundationAssistance@lozierfoundation.org
Burnett Charitable Trust	kitchen council			Ongoing	PROSPECT				
Bekins Foundation	kitchen council			Ongoing	PROSPECT				
Byron & Linda Stigge Foundation	kitchen council			Ongoing	PROSPECT				
Clifton & Anne Batchelder Fdn	kitchen council			Ongoing	PROSPECT				
Edward & Lida Robinson Charitable Trust	kitchen council			Ongoing	PROSPECT				
Harper Family Foundation	kitchen council			Ongoing	PROSPECT				
Harvey Twyman Fdn	kitchen council			Ongoing	PROSPECT				
Hirschfeld Family Foundation	kitchen council			Ongoing	PROSPECT				
Joseph A Horwath Foundation	kitchen council			Ongoing	PROSPECT				
Lee and Mary Volkmer Family Foundation	kitchen council			Ongoing	PROSPECT				
Peed Foundation	kitchen council			Ongoing	PROSPECT				
Rebensdorf Family Fdn	kitchen council			Ongoing	PROSPECT				
Robert Carstens Charitable Foundation	kitchen council			Ongoing	PROSPECT				
Sunnyside	kitchen council			Ongoing	PROSPECT				
Vincent & Marie Kreifels Family Foundation	kitchen council			Ongoing	PROSPECT				
ConAgra Foods Foundation	kitchen council			on hold	PROSPECT				Lisa to reach out to Robert Rizzo
Kelloggs	kitchen council				PROSPECT				
Google Cares	kitchen council				PROSPECT				
Scoular Foundation	kitchen council				PROSPECT				
Anne Thome Weaver	kitchen council				PROSPECT				
Hoegemeyer Fam Fdn	kitchen council				PROSPECT				
Imperial Fdn	kitchen council				PROSPECT				
Mary F Tous Char Fdn	kitchen council				PROSPECT				
Farner Boeken (Core-Mark)	kitchen council				PROSPECT				1/14 Jason DeBolt to research if Foundation exists
Mike & Kathy Gross Family Foundation	TBD				TBD				
Donlan Foundation	TBD				TBD				
Woodward Family Charitable Foundation	TBD				TBD				
David E. Abboud Family Foundation	TBD				TBD				
LaRue Coffee Fdn	TBD				TBD				
Gerdes Charitable Fdn	TBD				TBD				
Lawrence R. & Jeannette James Foundation	TBD				TBD				
Friedland Fdn	TBD				TBD				
Blue Stem Prairie Fdn	TBD				TBD				