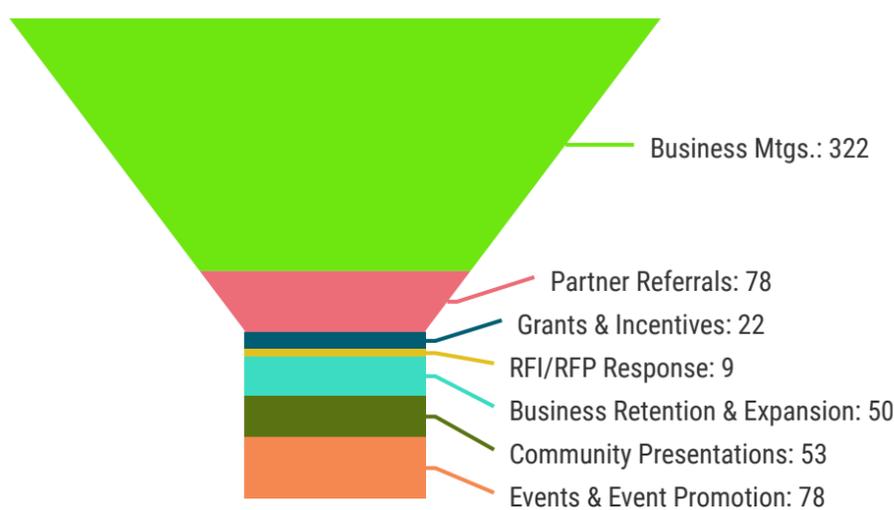


## 2020 Snapshot



## Annual Comparison



## Marketing

### Facebook & Social Media

- 515 Likes - 598 Followers**  
We ended 2019 with 424 likes and 431 Followers on Facebook - adding 174 followers in 2020.
- Instagram - 130 Followers**  
Implemented mid-2019
- Linked In - 28 Followers**

### Spotlight Articles

- 10 Original Content**  
4 Founder Focus Interviews and Spotlight Business Articles, 2013-2019 Review press release, Covid-19 resources landing page, and Celebrate Small - Shop Local article & Landing page.
- Featured Entrepreneurs 2020**  
PowerTech, Rachel Dorr Accounting, Georgi Ivanov, & Pomodoro

### Events & External Press

- Events**  
Renew Rural IA, Launch CB Meetups, Back 2 Biz, WED Blitz events, & Celebrate Small.
- Billboard on W. Broadway**  
May 11 - July 31, 2020
- Press**  
Populus, - *Startups Shouldn't Overlook Council Bluffs*  
3 Article features/press releases in Daily Nonpareil, and article feature in Midlands Business Journal. ASWIC as Iowa Sourcelink Friday Feature.

## Testimonials

### Tom Hastings



**Owner**  
TSL

"Paula and the staff at Advance Southwest Iowa have been instrumental in guiding us through this application process. I don't know how we could have proceeded without their knowledge and support. Their involvement has been a key factor in our decision to expand our investment in Council Bluffs."

### Theo Ramsey



**Owner**  
Ramsey's Market

"Working with Shalimar has been a delightful and amazing experience! She has been great at listening to understand our project. She asks tough questions to help make sure we are on the right track, and has actively engaged in finding the right people for us to talk to, and helping us know which paths we should pursue to make our project a success. I believe that when Shalimar believes in your project and sees the clear benefits to Southwest Iowa advancement, she will do everything in her power to see that it happens. 5 stars!!"

### Maggie Smith-Juza



**Owner**  
Em & Liv's

"I reached out to Niki regarding our struggles with Covid and she immediately started brainstorming on ideas to help us stay afloat. She helped promote our business and came to our one year anniversary and gave a shout out, which increased our sales greatly for that day. She's very knowledgeable and I love having someone available I can bounce ideas off of. I also worked with Advance to take advantage of the Urban Development Grant, which has greatly helped us during this trying time. I'm so thankful I have Advance as a resource for my business, without them we may not be open today."



## ADDITIONAL ACCOMPLISHMENTS

### Grants/Initiatives

- IWF-Entrepreneurial CITIES-Oakland Main
- MAPA EDA
- RISE/LIFTS
- MidAm
- Back2Biz
- CB's CDBG

### Staff Accomplishments

- Leadership CB Graduate -Shalimar
- Ecosystem Health-Niki
- Program of Work Pivot-All

### Marketing/Events

- 6-Year Review
- Launch Meet-Up Group
- Debi Durham COVID Webinar
- REV
- Livability: This is SW IA
- Shop Local: Celebrate Small

### Studies In-Progress

- Land Use (City/County)
- Rural Housing

### Relationship Building

- CB Chamber
- SBDC
- City of Council Bluffs
- Pottawattamie County
- Rural Stakeholders

### Fund Development Campaign

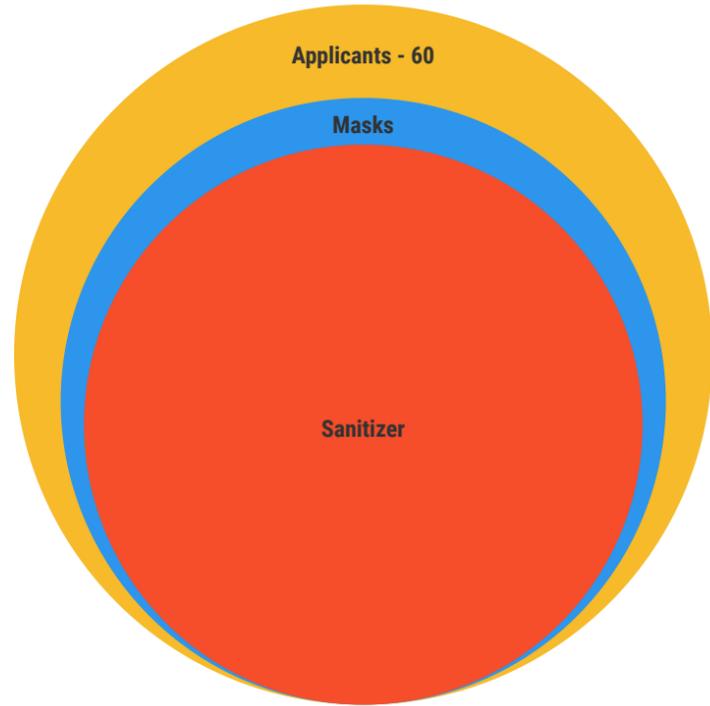
- Kicked off in June
- 13 Private Investors Secured

292 Covid Check In Calls

Back2Biz - PPE Initiative

What We Heard

State Mandates  
Essential Workers  
Unemployment  
PPP / EIDL (SBA)  
Consumer Confidence  
Protocols  
Safety  
Accounting Help  
Timeline  
Efficiencies  
Pivot  
Marketing  
Staying Open  
PPE  
Cash Flow  
Strength  
Financial Assistance  
Uncertainty  
IEDA Grants  
New Normal  
Social Media  
Back to Normal  
Layoffs / Furlough  
Alternative Revenue Streams



## Letter from our Executive Director

As we put 2020 in the rear view mirror, I wanted to take this opportunity to thank Advance's Board of Directors, investors and partners – we certainly wouldn't have made it through such a difficult year without your support. In retrospect, 2020 wasn't entirely intolerable as it forced us to learn new technologies to stay connected with clients, co-workers, friends and loved ones (**YOU'RE ON MUTE**), it thrust us into a creativity for survivability mode, it provided us a new, and quite frankly "more comfortable" work wardrobe but most importantly - 2020 demonstrated that the businesses in Pottawattamie County are determined, passionate and resilient.

Overall, Advance had an eventful and productive year and as we round the corner to 2021, I hope you will take time to reflect on your own successes and help us celebrate ours. I'm extremely proud of the work that the Advance team has accomplished and look forward to keeping you up-to-date as we work to secure future growth and prosperity for Pottawattamie County.

We'd love to connect with you so don't hesitate to reach out with questions, concerns or ideas – (402) 960-8505. In the meantime, the Advance team wishes you health and happiness as we embark on this exciting new year.

Best Regards -

*Paula*

## Thank You for Investing in Advance!

