

# OUR MISSION

The mission of the Clayton County Development Group is to enhance opportunities for the creation of wealth for the citizens of Clayton County, Iowa through the promotion of Agriculture, Industry & Tourism: Build Strong profitable economic businesses through cooperation and education, create a destination for quality recreation and tourism, provide a quality of life that promotes public investment, and promote county equality for the betterment of everyone.

## PARTNERSHIPS:

- Rural Housing 360 & Iowa Area Development Group
- Community Foundation of Greater Dubuque & CCFF
- Northeast IA Resource Conservation & Development
- Upper Explorerland Regional Planning Commission
- NE Iowa Scenic By Ways
- Northeast Iowa Tourism Association
- Eastern Iowa Tourism Association
- Iowa Group Travel Association
- Northeast Iowa Community College
- Northeast Iowa Business Network
- Professional Developers of Iowa
- NE IA Regional Housing Trust Fund
- Iowa State University CIRAS
- Small Business Administration & SBDC

## BOARD OF DIRECTORS:

John Finley of Elkader, President  
 Tom Blake of Guttenberg, Vice President  
 Robert Hauber of Elkader, Treasurer  
 Cathy Denning of McGregor, Secretary  
 Lanny Kuehl of Garnavillo, At Large  
 Brad Moorman of Strawberry Point, Ag Rep  
 Nathan Trappe of Monona, At Large  
 Don Ostert of Marquette, At Large  
 Gary Bowden & Sharon Keehner Supervisors,

## OFFICE STAFF:

Darla Kelchen, Executive Director  
 Gianna Manternach, Office Secretary  
 Emily Sadewasser, Web Master  
 Jenna Jansen Social Media Designer  
 UIU Intern: J.J. Teng

## OFFICE HOURS:

Monday—Friday 8:30 a.m. - 5:30 pm.  
 Available after hours by Appointment

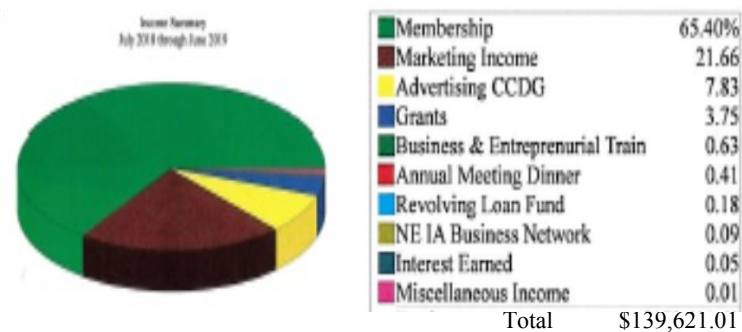
## GRANTS:

Upper Mississippi Gaming Corp —\$15,000.00  
 ITC Midwest—\$1500.00  
 Alliant Energy — \$500.00  
 Halvorson Endowment Fund—\$500.00  
 Leroy & Colleen Darby Endowment—\$999.97

*Thank you! Your contributions makes it possible to provide programs that assist businesses in Clayton County.*

## FUNDING:

Income/Expense Budget Summary July 1, 2018—June 30, 2019



Income: \$139,621.01  
 Expenses: \$137,251.59  
 Balance: \$2369.42

### Iowa Workforce Unemployment Rate - May 2019

USA: 3.4% State: 2.1% Clayton County: 2.2%

June 2018 Clayton County unemployment rate 2.5%

Follow our social media pages and blog



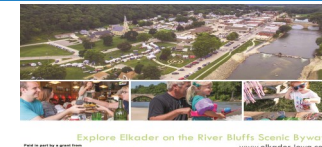
200 E. Bridge Street, Box 778 Elkader, Iowa 52043

Office: 563.245.2201

www.claytoncountyiowa.com ccdg@alpinecom.net

# MARKETING CAMPAIGN

# \$31,625.00



**KWWL:**  
 Over 2150  
 commercials aired.  
 Reaching 21 counties



**2019 Iowa Travel Guide:**  
 Circulation: 125,000



**Eastern Iowa Tourism**

**2019 Visitor's Guide:**

Circulation: 29,000  
 Leads: 294

**Calendar of Events Card & Dining cards.**

12,000 Calendar of Events  
 Cards are printed and  
 Distributed to 24 welcome  
 centers in state & out of state.



**2019 Our Iowa Magazine:**

Circulation: 98,000  
 Readers that found all  
 Three I's: 8,442  
 "Lucky I" Clayton County  
 contest winner:  
 Kim Simmerman—Hubbard IA



**WXOW:**  
 1193 commercials aired  
 Over 285,000 viewers  
 in Iowa, Wisconsin, Minnesota



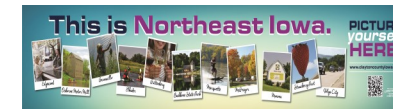
Over 351  
 radio ads on  
 KCTN & KADR



**Animoto Slideshow Program:**  
**Promoting Clayton County events**  
 Reached 113,886 July 2018—June 2019  
 Facebook, Twitter & Instagram



**AAA Living Magazine:**  
 Circulation: 157,998  
 Leads: 783



**IA Semi Trailer Wrap**  
 18 month moving billboard in IA.



**Trade Show:**  
 Canoeopia, Madison Wisc.  
 Reaching: Over 3500

**Banner Marketing**  
 23  
 Banners  
 on view.



**A Thank you to our marketing partners:** Upper Mississippi Gaming Corporation, Clayton County Hotel/Motel Tax, Edgewood Chamber of Commerce & Development, Elkader Development Corporation, Clayton County Development Group, Guttenberg Development & Tourism, McGregor/Marquette Chamber of Commerce, City of Garnavillo, Strawberry Point Development Fund/ Chamber of Commerce, City of Strawberry Point, Monona Chamber of Commerce, City of Marquette, City of McGregor, Clayton County Conservation & Clayton County Fair Board..

## BUSINESS PROGRAMS

- **Revolving Loan Fund:** Approved 13 gap financing loans, creating 58 new jobs, since 2008. Maximum Loan amount is \$20,000 or 40% of project. 5 Year Loan with a 1-5 % Interest Rate. Funding is available.
- **UNI Institute for Decision Making,** Entrepreneurial Program Planning hosted in Edgewood, 28 attended. Chambers, development directors & volunteers set goals to promote business growth. The ED Club was formed.
- **Social Media Marketing:** Monona hosted with 19 Attended. Facilitator: Christa Fosse, shared the use of Animoto a social video program to market an event, business or attraction.
- **Clayton County Foundation for the Future:** holds 59 funds for individuals, families, businesses, and organizations. 25 proposals submitted with 14 grants awarded totaling over \$12,279.97
- **Clayton Co. Entre Bash:** 48 attended, Connecting resources and businesses with Speaker Mike Whitson business analyst & UNI Specialist.
- **Business Consulting:** Providing one on one assistance with Ralph Kluseman SBDC sponsored by SBA and NICC. Assisted 13 businesses
- **Training:** Econ. Dev. 101 training, facilitated by Mark Reinig, CECD.
- **Workshop:** Hosted 2 Advanced Quick Books w/ Milestone Group
- **Workshop:** Partnered with Delaware Co & Edgewood Econ. Dev. to host the 3 week Quick Books basic training program in Edgewood.
- **Workshop:** Farmers Market Bash w/ IA State University 37 attended.
- **Industry Visits:** Teamed with Iowa Works, AEA, Man Power and Local Educators to visit 12 industries in Clayton County.

## 2019/2020

- Host SBA Business Consultant
- Promote Small Business Programs SBA
- Support the county wide ED Club.
- Partner with Rural Housing 360 program
- Support NICC Sector Board initiative
- Utilize State & Regional Partners to Promote Business Growth
- Conduct Industry Visits county wide.
- County-Wide Marketing Campaign
- Promote Revolving Loan Program
- Host business training workshops
- Promote CCFF Endowment Funding

# THANK YOU

A special thank you for all your time, commitment, encouragement and support in making Clayton County Development Group's goals become a reality.

Clayton County Supervisors  
 City of Edgewood  
 City of Elkader  
 City of Garnavillo  
 City of Guttenberg  
 City of Luana  
 City of Marquette  
 City of McGregor  
 City of Monona  
 City of Postville  
 City of Strawberry Point  
 City of Volga  
 Central State Bank  
 Citizens State Bank  
 Community Savings Bank  
 Farmers Savings Bank  
 Freedom Bank  
 Fidelity Bank & Trust  
 Interstate Federal Savings & Loan  
 Peoples State Bank

Allamakee-Clayton Electric Coop  
 Alliant Energy  
 \* Alpine Communications  
 Arts Way Scientific, Inc.  
 Black Hills Energy  
 Casino Queen  
 Clayton County Recycling  
 Edgewood Locker  
 Guttenberg Industries  
 ITC Midwest  
 Kendrick Forest Products  
 Man Power  
 M's Machine & Manufacturing Co.  
 Milestones Group  
 Northeast Iowa Community College  
 Northeast Iowa Telephone Company  
 Pattison Sand Company, LLC  
 PromiseLand Winery  
 St. Olaf Tap  
 Timmerman Concrete Construction

\* new member



# 2019 Annual Report

## Sustaining the Future

### AWARD WINNERS

**Business Development of the Year:**  
**FreedomBank** Elkader, Monona, Postville, Waukon, Decorah



**Celebrating 60 Yrs.**  
**Clayton County Conservation Board**



**Entrepreneur of the Year**  
**Meyer True Value, Strawberry Pt.**



**Celebrating 70 Yrs. in Business**  
**Kann Imports—Guttenberg**



**New Business of the Year:**  
**Old Man River—McGregor**



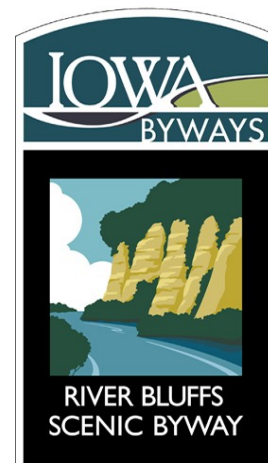
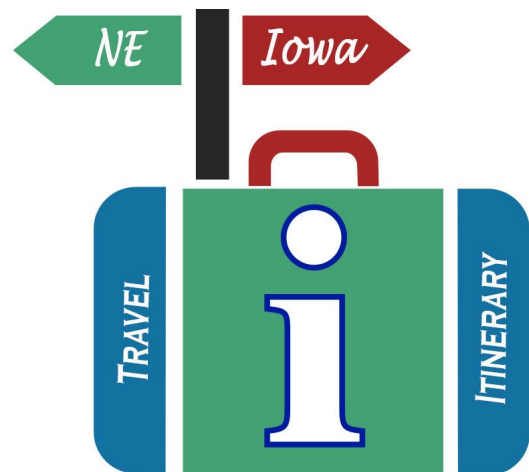
**New Museum Attraction**  
**The Edgewood Museum**



**Celebrating 70 Yrs. in Retail**  
**Esser's Clothing Store—Guttenberg**



Visit: Travel Iowa blog stories about Clayton County events, attractions & points of interest at [traveliowa.com](http://traveliowa.com)



“Plan your trip on” [www.claytoncountyiowa.com](http://www.claytoncountyiowa.com)