



supporting local
**economic
development**



2009

**LOCAL
PARTNERS
PROGRAM**

local partners | program

ONLINE

www.MIDAMERICANENERGY.com

click economic development

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I. INTRODUCTION AND ELIGIBILITY

MidAmerican Energy's EconomicAdvantage® Group's Local Partners Program is planned to increase effectiveness of local development organizations within the MidAmerican Energy region.

Partnerships are essential in leveraging resources. The Local Partners Program offers opportunities to leverage local resources in the areas of product enhancement, strategic planning and implementation, workforce development, professional development and special projects.

Please review the partnership opportunities on the following pages and let us know your areas of interest. If you need additional information, please call a MidAmerican Energy EconomicAdvantage® representative. **All applications must begin with a consultation with a MidAmerican Energy representative, prior to project initiation.**

Please keep in mind all programs are subject to the availability of funds and are subject to change. For the most current program, please see our Web site.

a) Eligibility

To be eligible for the Local Partners Program funding, the following requirements must be met:

- LocationOne Information System (LOIS) information must be complete for locality, building and site records to generate the printable brochure.
- Web site display using LOIS.
- The organization's marketing plan must be on file and supported by MidAmerican Energy.
- The organization must submit an annual report to MidAmerican Energy showing results of the marketing plan.
- MidAmerican Energy's EconomicAdvantage® Group must be on the mailing list to receive publications of the organization.
- Web site:
 - > Local Partner organization must have a Web site.
 - > The organization's Web site must have an economic development section.
 - > The organization's Web site must have a link to the MidAmerican Energy Economic Development Web site at www.midamericanenergy.com/html/econdev1.asp.
- MidAmerican Energy will be recognized as a sponsor on partnership projects.

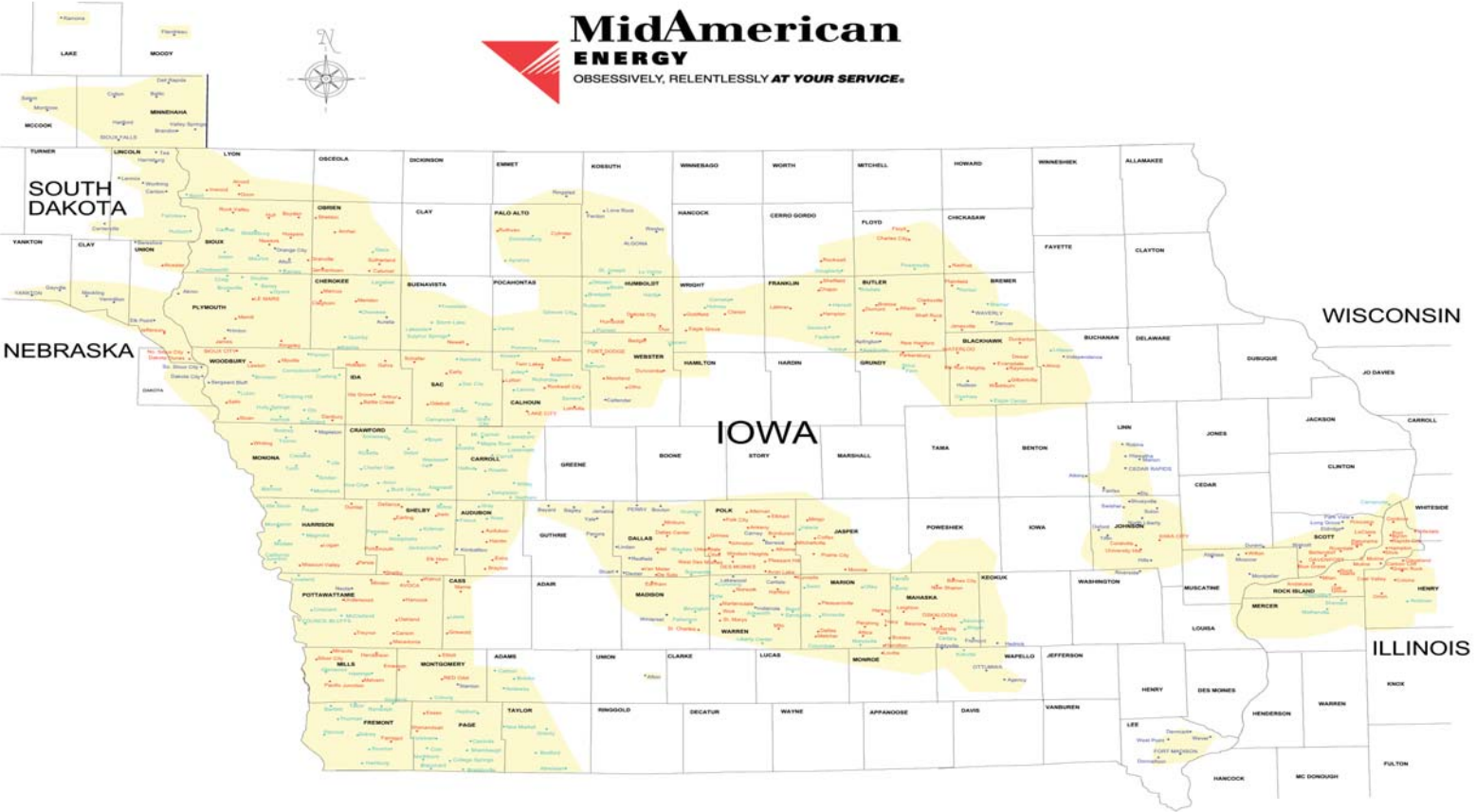
b) Consideration

In awarding funds, the specific jurisdiction in which the project is located determines the amount of the award. Generally, combination electric and gas jurisdictions will receive maximum funding; electric only jurisdictions will receive 75% and gas only jurisdictions 50% of the amounts shown on the following pages. The local organization must employ a full-time economic developer for a jurisdiction served primarily by MidAmerican Energy.

II. ECONOMIC ADVANTAGE® STAFF

NAME	TITLE	PHONE / FAX	E-MAIL	ADDRESS
Kathryn Kunert	Vice President Community Relations and Economic Development	Phone: 515-281-2287 Fax: 515-242-4399	kmkunert@midamerican.com	MidAmerican Energy Co. 4299 NW Urbandale Dr Urbandale, IA 50322
Brad Howard	Economic Development Consultant	Phone: 712-233-4850 Fax: 712-233-4819 Phone: 605-232-5920 Fax: 605-232-5995	blhoward@midamerican.com	MidAmerican Energy Co. 223 S Iowa Street Sioux City IA 51101 335 Sioux Point Rd. Suite 100 Dakota Dunes SD 57049
Deb Calvert	Economic Development Consultant	Phone: 515-281-2595 Fax: 515-242-4399	dcalvert@midamerican.com	MidAmerican Energy Co. 4299 NW Urbandale Dr Urbandale, IA 50322
Greg Theis	Economic Development Consultant	Phone: 563-333-8917 Fax: 563-333-8809	gstheis@midamerican.com	MidAmerican Energy Co. 106 East Second Davenport, IA 52801
Ken Wunsch	Economic Development Consultant	Phone: 515-281-2591 Fax: 515-242-4399	khwunsch@midamerican.com	MidAmerican Energy Co. 4299 NW Urbandale Dr Urbandale, IA 50322
Marion Burns	Economic Development Consultant	Phone: 712-792-7050 Fax: 712-792-7069	mjburns@midamerican.com	MidAmerican Energy Co. 206 North Grant Road Carroll, IA 51401
Jamie Van Fossen	Economic Development Analyst	Phone: 563-333-8420 Fax: 563-333-8809	jvanfossen@midamerican.com	MidAmerican Energy Co. 106 E. 2nd Street Davenport, IA 52801
Donna Higgins	Administrative Assistant	Phone: 563-333-8808 Fax: 563-333-8809	dmhiggins@midamerican.com	MidAmerican Energy Co. 106 E. 2nd Street Davenport, IA 52801
Gail Stender	Administrative Assistant	Phone: 563-333-8806 Fax: 563-333-8809	gstender@midamerican.com	MidAmerican Energy Co. 106 E. 2nd Street Davenport, IA 52801

II. SERVICE TERRITORY MAP




N
Gas Towns
Electric Towns
Combination Towns

III. PRODUCT ENHANCEMENT

Successful economic development organizations devote considerable attention to “capacity-building” activities. The comprehensive approach focuses on product development—improving the community to make it more effective as a place to live and conduct business.

a) Simulated Prospect Visit

MidAmerican’s EconomicAdvantage® team has years of experience working with communities and companies on the site selection process. If your contact team would like some pointers, contact a MidAmerican representative to schedule a “simulated” visit.

b) Business Park Planning

Planning for business parks should be continuous. It includes not only the initial project planning and master plan process, but also the continuing development process. Contact an EconomicAdvantage® team member to include our expertise on your planning team.

c) Phase 1 Environmental Assessment

The site selection process may require a phase 1 environmental assessment. MidAmerican offers assistance for property controlled or owned by a local economic development organization.

- A matching grant up to \$1,000, not to exceed one third of the project cost, per year will be available.

d) Community Surveys

MidAmerican will partner to identify community feedback on issues to develop an action plan. An EconomicAdvantage® team member will be part of your planning team to access the required resources.

- A matching grant up to \$2,500, not to exceed 50% of the project cost per year will be available.

e) Small Community Projects

Communities with a population of less than 5,000 may have unique projects that contribute to their local economy. Examples of eligible projects include, but are not limited to, grocery stores, recreational projects and medical clinics. A small community does not need to have an available building or controlled business site to participate in this program.

- A matching grant up to \$5,000, not to exceed 50% of the project cost per year will be available. A limit of five projects per year will be considered throughout our service territory.

IV. STRATEGIC PLANNING AND IMPLEMENTATION

A three to five-year strategic plan provides focus to your economic development program. Will you take advantage of partnership programs with other entities? Is your message clear? Who is your target audience? How will you handle follow-up?

As an enhancement to your planning, MidAmerican Energy EconomicAdvantage® may provide a matching grant for review of your strategic plan.

Reimbursement: A matching grant of up to 50% of the total project cost, not to exceed \$5,000.

Application Deadline: Two weeks prior to the review.

a) Marketing Plan

A marketing program must have sound "tactics." MidAmerican Energy encourages communities and regions to develop a plan including goals, tactics, deliverables, timelines and a budget. As an incentive to encourage this, MidAmerican Energy EconomicAdvantage® will provide financial support of the initiative.

Eligibility: Must be an initiative led by the recognized local or regional development group in an area primarily served by MidAmerican Energy.

Reimbursement: Up to 50% of the total cost, not to exceed \$3,000.

Application Deadline: Eight weeks before the program commences.

b) MidAmerican EconomicAdvantage® Trade Shows

MidAmerican Energy exhibits at trade shows specific to the targeted industries in our marketing plan. Local Partners will be notified of these opportunities annually and may select to participate in events fitting their marketing plan.

Reimbursement: Up to 50% match for lodging cost (room plus room tax only). Submit receipts after the expenses are incurred.

c) Local/Regional Trade Shows

MidAmerican will partner on trade shows that have been identified as a "tactic" in your marketing plan. The show must fit your marketing targets. We will partner on the cost of the booth space for the show.

Eligibility: Must be an initiative led by a recognized local or regional development group in an area primarily served by MidAmerican Energy. The program is limited to one event per entity per year. A limit of five projects will be considered throughout the service territory per year.

Reimbursement: Up to 50% of the booth space cost, not to exceed \$2,000.

Application Deadline: Eight weeks before the show.

d) Local/Regional Marketing Trips

Regional marketing is an avenue for leveraging limited resources and calling on corporate headquarters. MidAmerican Economic Advantage® supports regional endeavors and will partner on marketing efforts to meet with companies matching your targeted business profile.

Reimbursement: Up to 50% of the total cost for list preparation, telemarketing, mailing or scheduling, not to exceed \$2,000 per trip. The program is limited to one effort per year per entity. A limit of five projects per year will be considered throughout our service territory.

Application Deadline: Eight weeks before the trip.

e) Aerial Photographs

Recognizing that up-to-date aerial photographs of available sites and buildings are a basic tool in any marketing and promotional materials, MidAmerican Energy Economic Advantage® will assist in the cost of photography.

Reimbursement: Up to 50% of the cost to take the photo, not to exceed \$100 per site, payable after photos are taken, submit receipts.

Application Deadline: Two weeks prior to the photography.

f) Web Site Development and Maintenance

MidAmerican Energy strongly encourages local economic development groups to have an up-to-date Web site that includes a section on the common site selection data standards being promulgated by national organizations. To assist you in this process, MidAmerican Energy will provide financial support toward the cost of developing a new Web site or modifying a current site to include these data standards. When completed, the Web site must be linked to MidAmerican Energy's Economic Development Web site at www.midamericanenergy.com/html/econdev1.asp and the appropriate state site.

Reimbursement: Up to 50% of the cost, not to exceed \$5,000. No more than 12 projects will be funded in any one year.

Application Deadline: Four weeks prior to selecting a vendor for the work.

g) Existing Business Programs

National statistics indicate 60-80% of job creation occurs within the existing business sector. MidAmerican encourages our local partners to include existing business initiatives in your program of work. We will partner on tactics such as impact awards, employer round tables, and recognition events.

Reimbursement: Up to 50% of the cost, not to exceed \$1,000 per year. The program is limited to one per entity per year. A limit of ten projects per year will be considered throughout the service territory.

Synchronist-Prime and Convention, Retail, Tourism and Services

The Synchronist Business Information System™ software package helps identify and support local economic policy-making and business retention projects. Synchronist is central for development and chamber officials to productively gather, organize and analyze data, and produce relevant status reports. Synchronist provides community decision-makers with invaluable insight into the dynamics of their local economy. Unlike former concepts of business retention, Synchronist discovers opportunities for systematic growth, not just specific problems.

MidAmerican EconomicAdvantage® contracted with Blane Canada Ltd., creator of Synchronist, to deliver these exciting tools to communities and regions in our service area. Regional initiatives to manage, conduct and analyze program inputs and outputs are strongly encouraged. A variety of useful multi-jurisdictional options are available with restricted data access and data management techniques adaptable to local preferences.

We want to help you better understand your local business environment. If you are interested in learning about this program, contact Marion Burns at 712-792-7050.

h) Entrepreneurship

Entrepreneurial initiatives have become a focus in many local/regional partner's economic development programs. MidAmerican EconomicAdvantage® will collaborate with organization's that have full time staff committed to this element in their program of work.

Reimbursement: Up to \$500 annually. A limit of ten initiatives will be considered annually throughout our service territory.

i) Building Marketing

Available buildings are integral to the site selection process. If your marketing plan includes promotion of a modern existing facility, MidAmerican Energy offers assistance through the following initiatives:

- A matching grant of up to \$5,000 per year for two years will be available to market existing modern buildings on a local match reimbursement basis.
- A sign will be placed at the building site identifying the building size, contact person and telephone number. In addition, MidAmerican Energy and Local Partners will be listed as sponsors.
- MidAmerican Energy photography and graphics resources will be accessible.
- Adjustment in grant amount may be made if the market area has multiple available buildings.
- Grants will be distributed to projects with highest potential, and are subject to available funds.

j) Project Impact Analysis

An economic impact analysis is available through the University of Northern Iowa Institute for Decision Making. The cost is \$300. MidAmerican will reimburse \$150 for combination electric and gas jurisdictions.

Contact Kathryn Kunert at 515-281-2287 for details.

V. WORKFORCE DEVELOPMENT

a) Smart Career Move

MidAmerican Energy, in cooperation with the Iowa Human Resources Recruitment Consortium, has purchased the right for companies within our Iowa service area who have fewer than 50 employees to advertise their job openings on the SmartCareerMove.com Web site. There is no cost to the company to list their job openings. Listed jobs must pay in the range of \$30,000 or more per year. Contact Chris Cataldo at the Iowa Department of Economic Development at 515-242-4740 for details.

b) School-To-Work Programs

MidAmerican EconomicAdvantage® encourages its economic development partners to work with their school systems to promote the School-To-Work Program. Up to \$250 per year may be applied for under this program to help support innovative programs within your schools. Applications will be considered on the need basis for the project.

c) Job Fairs

We recognize the value of job fairs in recruiting employees for new and existing industry. Up to \$500 per year may be applied for under this program.

d) Labor Shed/Wage and Benefit Profiles

Accurate labor/wage and benefit statistics are critical to expanding business and when recruiting new industry to a community. We encourage our partners to have up-to-date labor information. Up to one-third of the project cost, not to exceed \$7,000, may be applied for under this program.

e) Workforce Recruitment Initiatives

Creative strategies may enhance your community's or region's workforce development efforts. Eligible project examples include recruitment initiatives, workforce studies, skill and employment needs assessments, and workforce brochures. Up to 50% of the project cost, not to exceed \$5,000 per year.

VI. PROFESSIONAL DEVELOPMENT

a) Scholarships

The Economic Development Institute, Community Development Academy and the National Development Council provide advanced education for professional economic developers. These programs offer training in the skills required to carry out an effective economic development program.

Scholarships Available:

- Basic Economic Development course or approved equivalent.
- Advanced symposium, economic development skills-related workshop or seminar.
- Economic development programs to gain or maintain certification.

Application Deadline: Six weeks before the event.

Reimbursement: Up to 100% of the tuition or registration fees.

b) Specialized Training

When your economic development organization has a specific change in staff, board makeup or program direction, we can guide you to specific courses to address your issues. Topics may include: Leadership, The Volunteer Board Member's Role, The Local Contact Team's Responsibility, Hiring a Full-Time Economic Developer, Creating an Effective Marketing Plan, Evaluating Speculative Building Options, Industrial Park Planning, Tax Increment Financing and Using the Internet.

Application Deadline: Six weeks before the event.

Reimbursement: Up to 100% of the tuition or registration fees.

VII. SPECIAL PROJECTS

A matching grant for special projects based upon immediate need, local preparedness, planning and potential for success will be considered. Examples of eligible projects include prospect response projects, industry specific or targeted industry studies, pilot projects, internships, unique Web-based marketing initiatives and brownfields redevelopment. Contact an EconomicAdvantage® representative for an initial consultation on whether your project would qualify.

Reimbursement: A matching grant up to 50% of the total cost, not to exceed \$5,000, awarded to the project with greatest potential for success. Subject to availability of funds.

Application Deadline: Four weeks prior to the start of the project.

VIII. APPLICATION FORM

To use our online form go to www.midamericanenergy.com. Click on Economic Development and then Local Partners.

Step One (required by all applicants)

Name of MidAmerican Energy contact

Date discussed

(Must be discussed with a MidAmerican Energy Economic Development representative before submitting.)

Applicant Name

Title

Organization

Address

City

State

Zip

Phone ()

Fax ()

E-mail

Web site URL

Length of time in economic development field

Length of time in present position

Full-time

Part-time

Volunteer

Age of economic development organization

Application discussed with Economic Development representative

Yes

No

LOIS Information completed

Yes

No

Link to MidAmerican Energy Web site

Yes

No

Documents sent to dmhiggins@midamerican.com

Current Annual Report

Yes

No

Current Organizational Budget

Yes

No

Current Board of Directors List

Yes

No

Current Marketing Plan

Yes

No

Step Two (required by all applicants)

MidAmerican Energy Local Partners Program

Directions: Check the program for which you are applying. If applying for more than one program, please submit a separate application for each.

A. Product Enhancement

- Simulated Prospect Visit
- Business Park Planning
- Phase 1 Environmental Assessment
- Community Surveys
- Small Community Projects

B. Strategic Planning and Implementation

- Marketing Plan
- Local/Regional Partner Trade Shows
- Local/Regional Partner Marketing Trips
- Aerial Photographs
- Web Site Development and Maintenance
- Existing Business Programs
- Entrepreneurship
- Building Marketing
- Project Impact Analysis

C. Workforce Development

- Smart Career Move
- School-To-Work Training
- Workforce Recruitment
- Job Fairs
- Labor Shed/Wage and Benefit Studies

D. Professional Development Scholarships

- Basic
- Community Development Academy
- Specialized Training
- Economic Development Institute
- National Development Council

E. Special Projects

- Prospect Response
- Special Industry Study
- Brownfields Redevelopment
- Marketing Initiative/Web-Based Focus
- Targeted Industry Study
- Pilot Projects
- Internship
- Other

Step Three (required by all applicants)

Financial Need

(Please send current organizational budget AND project budget.)

Project Budget Sent: <input type="checkbox"/> E-mailed	Project Budget Sent: <input type="checkbox"/> E-mailed
Total Amount Requested	\$
Total Project Cost	\$
Other Sources of Funding	Amount \$
Other Sources of Funding	Amount \$
Other Sources of Funding	Amount \$
YTD MidAmerican Energy Funding	\$

Step Four (Required by all applicants)

General Application Information

Please provide a general description of your project. Attach additional sheets if necessary:

Project time frame/dates of event:

Expected measurable results:

Quantify benefit to MidAmerican Energy (increased or retained energy sales):

Follow-up plan:

Step Five

Industrial Building Marketing Assistance Program

(required only if applying for industrial building marketing assistance).

Location

Owner

Total Square Feet

Year Built

Electric Provider

Natural Gas Provider

Attach budget, marketing plan, photos, available sites and buildings forms and site drawing.

Is building listed on LocationOne?

Yes

No

Office use only:

LP Decision Model

\$

IX. RESOURCES

IOWA

Institute for Decision Making

University of Northern Iowa
113 Business and Community Services Building
Cedar Falls, IA 50614-0186
(319) 273-6941
Fax (319) 273-6830
www.bcs.uni.edu/idm

Professional Developers of Iowa

100 East Grand Ave, Suite 330
Des Moines, IA 50309
(515) 243-4585
Fax (515) 243-2049
www.pdiowa.com

Institute for Social and Economic Development

1111 9th Street, Suite 380
Des Moines, IA 50314
Phone: 800-888-4733
Fax: 515-283-0348
www.isedventures.org

Small Business Development Center

Iowa State University
340 Gerding Business Building
Ames, Iowa 50011-1350
Telephone: (515) 294-2030
Fax (515) 294-6522
E-mail: iowasbdc@iastate.edu
www.iowasbdc.org

Iowa Department of Economic Development

200 East Grand Avenue
Des Moines, IA 50309
Phone: 515-242-4700
Fax: 515-242-4809
www.iowalifechanging.com

Iowa Workforce Development

1000 East Grand Avenue
Des Moines, Iowa 50319-0209
Telephone: (515) 281-5387 or (800) JOB-IOWA
www.iowaworkforce.org/

Iowa Utility Association

321 East Walnut Street
PO Box 6007
Des Moines, IA 50309-6007
Phone: 515-282-2115
Fax: 515-282-7709
www.iowautility.org
E-mail: mdouglas@iowautility.org
jackbclark@iowautility.org

ILLINOIS

Illinois Department of Commerce and Economic Opportunity

620 East Adams Street
Springfield, IL 62701
Phone: 217-782-7500
Fax: 217-524-3701
www.commerce.state.il.us

Illinois Development Council

Professional Association Management Services, Inc.
225 East Cook Street
Springfield, IL 62704
Phone: 217-528-5230
www.ildevelopmentcouncil.org

Illinois Department of Labor

1 West Old State Capitol Plaza, Room 300
Springfield, Illinois 62701
Phone: 217-782-6206
www.state.il.us/agency/idol

Illinois Chamber of Commerce

215 E. Adams St.
Springfield, IL 62701
217.522.5512
Fax: 217.522.5518
www.ilchamber.org/

NEBRASKA

Nebraska Department of Economic Development

301 Centennial Mall South
PO Box 94666
Lincoln, NE 68509-4666
Phone: 800-426-6505
Fax: 402-471-3778
www.neded.org

Nebraska Workforce Development

550 South 16th Street
P.O. Box 94600
Lincoln, Nebraska 68509-4600
Phone 402-471-2600
Fax 402-471-9867
www.dol.state.ne.us/nwd/

Nebraska Economic Developers Association

318 East 19th Street
Cozad, NE 69130
(308) 784-3809
Fax: (308) 784-3809
www.neda1.org/

SOUTH DAKOTA

South Dakota Governor's Office of Economic Development

711 East Wells Avenue
Pierre, SD 57501
(800) 872-6190
Fax (605) 773-3256
www.sdreadytowork.com

REGIONAL

Heartland Economic Development Course

University of Northern Iowa
113 Business and Community Services Building
Cedar Falls, IA 50614-0186
(319)273-6841
Fax (319) 273-6830
www.bcs.uni.edu/heartland
E-mail: ladene.bowen@uni.edu

South Dakota Chamber of Commerce & Industry

108 North Euclid Avenue
PO Box 190
Pierre, SD 57501
Phone: 605-224-6161
www.sdchamber.biz

South Dakota Department of Labor

700 Governors Drive
Kneip Building – 3rd Floor
Pierre, SD 57501-2291
Phone: 605-773-5017
Fax: 605-773-4211
www.sdjobs.org

NATIONAL

Economic Development Institute Center for Business and Economic Development

University of Oklahoma Outreach
The University of Oklahoma
1666 Cross Center Drive, Room 301
Norman, OK 73072
(405) 325-3891
Fax (405) 325-7329
www.edi.ou.edu

U.S. Department of Commerce

1401 Constitution Avenue, Northwest
Washington, DC 20230
(202) 482-2000
www.commerce.gov

The National Development Council

708 Third Avenue, 7th Floor
New York, NY 10017
(212) 682-1106
www.nationaldevelopmentcouncil.org

USDA Economic Research Service

1800 M Street NW
Washington, DC
20036-5831 USA
202-694-5050
www.ers.usda.gov

International Economic Development Council

734 15th Street NW / Suite 900
Washington, DC 20005
Phone: (202) 223-7800
Fax: (202) 223-4745
www.iedconline.org/

Mid-America Economic Development Council

17 South High Street, Suite 200
Columbus, OH 43215
Phone: 866-439-9172
Fax: 614-221-1989
www.maedc.net

U.S. Census Bureau

Kansas Regional Office
1211 North 8th Street
Kansas City, KS 66101-2129
(913) 551-6728 or 1-800-728-4748
www.census.gov