

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:

- Central Clayton Co. BEST Program
- 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
- IA State Extension & Clayton Co. Extension
- Small Business Administration & SBDC
- SCORE Chapter 0227 Volunteer

BOARD OF DIRECTORS:

John Finley of Elkader, President, Ag Rep
 Don Ostert of Marquette, Vice President
 Robert Hauber of Elkader, Treasurer
 Cathy Denning of McGregor, Secretary
 Steve Hanson of Monona, Utility Rep
 Lanny Kuehl of Garnavillo, At Large
 Jackie Opperman of Strawberry Point, At Large
 Amy Speed of Guttenberg, At Large
 Sharon Keehner, Clayton Co. Supervisor

OFFICE STAFF:

Darla Kelchen, Executive Director
 Gerrie Torkelson: Office Secretary
 Emily Sadewasser, Web Master
 Ashley Augustyn Social Media Designer

OFFICE HOURS:

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

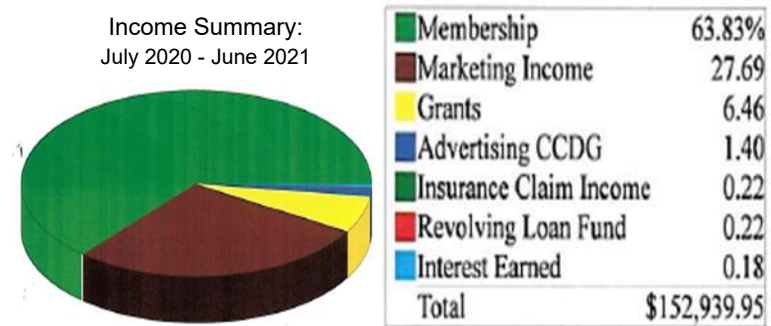
GRANTS:

Upper Mississippi Gaming Corp —\$20,000.00
 Allamakee/Clayton Electric—\$450.00
 Clayton Co. Foundation for Future—\$1000.00
 NE IA Telephone Co.—\$1750.00
 Iowa Area Development Group—\$1750.00

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

FUNDING:

Income/Expense Budget Summary July 1, 2020—June 30, 2021



Income: \$152,939.95
 Expenses: \$144,309.28
 Balance: \$8630.67 Marketing Expenses

Iowa Workforce Unemployment Rate - June 2021

USA: 5.9% State: 4.0% Clayton County: 3.9%
 June 2020 Clayton County unemployment rate 5.7%

Follow our social media pages



200 E. Bridge Street, Box 778 Elkader, Iowa 52043
 Office: 563.245.2201
www.claytoncountyiowa.com ccdgd@alpinecom.net

MARKETING CAMPAIGN

\$38,550.00



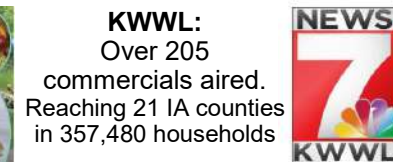
Our Iowa Magazine
 Circulation 98,000.00
 Brochure Requests 638



Over 73 radio ads on KCTN & KADR



WXOW:
 190 commercials
 Over 285,000 viewers in Iowa, Wisconsin and Minnesota



2021 Iowa Travel Guide:
 Circulation: 125,000
 Brochure Request 3053

Animoto Slideshow Program:
 Promoting Clayton County 7/2020—6/2021
 Reached 25,951 by: Abigail Cummer
 Facebook, Twitter & Instagram

Calendar of Events Card & Dining cards.
 12,000 Calendar of Events Distributed to 21 welcome centers in state & out of state.



AAA Living Magazine:
 Circulation: 157,998
 Brochure Request: 1262



Bike & Hike Guide
 Circulation 50,000
 Brochure Request: 284

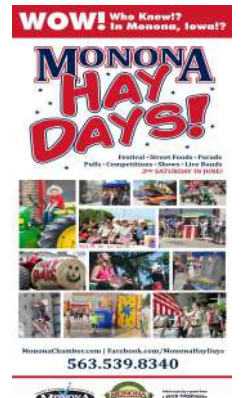
Arrivalist Data:
 Reported in 2020
 Over 399,596 visitors to Clayton County

NEW COUNTY BROCHURE

Clayton Co. Best Students 25,000 printed



Banner Marketing
 44 Banners



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

BUSINESS PROGRAMS

- **Revolving Loan Fund:** Approved 17 gap financing loans, creating 71 new jobs, since 2008. Maximum loan amount is \$20,000 or 40% of project. 5 Year Loan with a 1 to 5 % Interest rate. Funding is available.
- **Central Clayton Best Program:** Student internship for Animoto video slideshow presentations on social media prepared by Abigail Cummer.
- **Clayton County Foundation for the Future:** holds 81 Family of Funds for individuals, families, businesses, and organization endowments.
- **Partnered with IA State Extension** Promoting Leading Communities.
- **Business Consulting:** Providing one on one zoom assistance with SBDC sponsored by SBA and NICC. Assisted 7 businesses.
- **REAP Meeting:** Promoted/supported REAP applications submitted.
- **Workshops:** Shared SCORE zoom business assistance programs.
- **Home Base Iowa** Completed with recognition signage installed by IDOT.
- **Industrial Park:** Drohn Video and photos by RC & D for website.
- **Industry Visits:** Toured 3 industries in Clayton County.
- **Promoted Housing:** NE IA Regional Housing Trust Fund Programs.
- **Researched Funding:** To support the Housing Gap program.
- **CoVid 19:** Communicated programs and opportunities to businesses.

2021/2022 GOALS

- Host SBDC Business Consultant
- Promote Small Business Programs SBA
- Support the county wide ED Club.
- Promote with IA State Extension Clayton Co. for Leadership Training in 2021
- Support NICC Sector Board initiative
- Utilize State & Regional Partners to promote business growth
- Conduct Industry Visits county wide.
- County-Wide Tourism Marketing Campaign
- Promote Revolving Loan Program
- Host business training workshops
- Promote CCFF Endowment Funding
- Conducting a Housing Needs Assessment
- Promote Home Base Iowa Program

THANK YOU

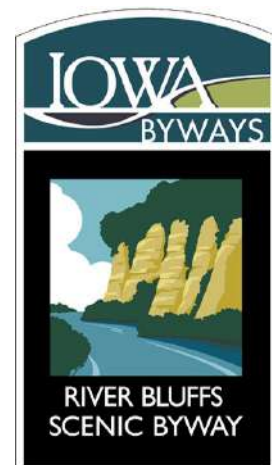
A special Thank You for all your time, commitment, encouragement and support in making Clayton County Development Group's goals become a reality.

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
 Clayton County Recycling
 Edgewood Locker
 Guttenberg Industries
 ITC Midwest
 Kendrick Forest Products
 M's Machine & Manufacturing Co.
 Northeast Iowa Community College
 Northeast Iowa Telephone Company
 PromiseLand Winery
 St. Olaf Tavern
 Timmerman Concrete Construction

CCDG welcomes you to become a member of the organization.
Benefits: Listing on the www.claytoncountyiowa.com website,
 Annual visit with program partners, resource for programs,
 business consulting and coop marketing opportunities.

Visit: claytoncountyiowa.com or visitiowa.org or traveliowa.com
 to plan your next vacation in scenic Northeast Iowa.



“Plan your trip on” www.claytoncountyiowa.com



AWARD WINNERS

**Community Initiative of the Year:
 Claytonsides Investments - Edgewood**



**60 Years of Excellent Health Care:
 Guttenberg Municipal Hospital**



**Business of the Year:
 White Springs Supper Club
 McGregor**



2021 Annual Report Stronger Together

**Industry of the Year:
 Aero Seeder LLC**



**Celebrating 175th Anniversary:
 Community of Elkader**



**Entrepreneur of the Year:
 Kelly & Steve Meyer
 Embers - Strawberry Point**

