

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
- 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
 Linzy Martin: Office Assistant
 Chelsea Kuehl, 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 —\$21,000.00
 Allamakee/Clayton Electric—\$250.00
 Dairyland Power Coop—\$250.00
 Iowa Tourism Grant—\$10,000.00
 Clayton Co. Foundation for Future—\$1000.00
Thank you! Your contributions makes it possible to provide programs that assist businesses in Clayton County.

FUNDING:

Income/Expense Budget Summary July 1, 2021—June 30, 2022

Income Summary 2021 - 2022		Expense Summary 2021 - 2022	
Membership	60.00%	Payroll Salaries	33.50%
Marketing Income	22.33	Marketing Expense	22.97
Advertising CCDG	7.38	Payroll Tax Expenses	11.60
PPP Loan Payout	6.12	Postage	5.43
Insurance Claim Income	1.85	Advertising CCDG Expense	5.07
Grants	1.48	Contract Labor	3.69
Annual Meeting Dinner	0.71	Travel Business	3.56
Interest Earned	0.11	Program Expense	3.36
Revolving Loan Fund	0.01	Office Expense	3.17
		Memberships & Dues	2.14
		Other	5.52
Total	\$161,560.65	Total	\$159,156.52

Income: \$161,560.65
 Expenses: \$159,156.52
 Balance: \$2404.13 For Marketing Expenses

Iowa Workforce Unemployment Rate - June 2022

USA: 4.2% State: 2.7% Clayton County: 2.8%
 June 2021 Clayton County unemployment rate 3.9%

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

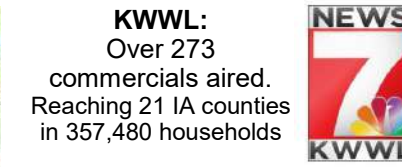
\$42,650.00



2022 Iowa Travel Guide:
 Circulation: 125,000
Brochure Request 8041



Over 662 radio ads on
 KCTN & KADR



KWVL:
 Over 273
 commercials aired.
 Reaching 21 IA counties
 in 357,480 households



Our Iowa Magazine
 Circulation 88,810
Brochure Requests 592

KCRG: 84 Commercials aired the 14
 community and county ads in April.



Social Media: Facebook, Instagram
 & Twitter With Over 4984 followers



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

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

Over 1296 Brochures Distributed
 at county and state fairs.



AAA Living Magazine:
 Circulation: 157,998
Brochure Request: 1532

NEW Savor the Flavor
 Dining Card 4,000 printed



Arrivalist Data:
 Reported in 2021
 Over 301,829 visitors to
 Clayton County

Banner Marketing
 20
 Banners
 on view.



Bike & Hike Guide
 Circulation 50,000
Brochure Request: 162



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 Chamber of Commerce, McGregor/Marquette Chamber of Commerce, City of Garnavillo, Strawberry Point Chamber & Development, 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 18 gap financing loans, creating 76 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 program for Ready Set Hire 20 Business Participants with over 242 students attending presentations.
- **Housing Needs Assessment:** Surveys returned to UERPC = 1537
- **Clayton County Foundation for the Future:** holds 83 Family of Funds for individuals, families, businesses, and organization endowments.
- **Partnered with IA State Extension** Promoting Leading Communities. Participation of 23 attended the 6 week leadership training program.
- **Wow Who Knew Radio:** Weekly radio interviews with 15 businesses.
- **Business Consulting:** Providing one on one assistance with SBDC Ralph Kluseman, sponsored by SBA & NICC. Assisted 9 businesses.
- **REAP Meeting:** Promoted/supported REAP applications submitted.
- **Workshops:** Shared SCORE zoom business assistance programs.
- **Industrial Park:** Dronh Video & photos by RC & D for website.
- **Industry Visits:** Toured 17 industries in Clayton County.
- **Promoted Housing:** NE IA Regional Housing Trust Fund Programs.
- **Researched Funding:** To support the CCDG Housing Gap program.

2022/2023 GOALS

- Host SBDC Business Consultant
- Promote Small Business Programs SBA
- Support the county wide ED Club.
- Promote Google My Business workshop
- 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
- Share Business Info on KCTN/KADR
- Promote CCFF Endowment Funding
- Partner with Central Best Program
- Promote Home Base Iowa Program
- Housing Drone Video Promotion.

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
 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.



2022 Annual Report

Rural Tough

AWARD WINNERS

Alpine Communications
25 Yrs of Broadband Service



Industry of the Year
Edgewood Locker



Business Succession of the Year
B & R Construction
Brent & Renea Hackman



New Business of the Year
Nauty Marina— McGregor



Entrepreneur of the Year:
Kathryn & Jonathan Klaes



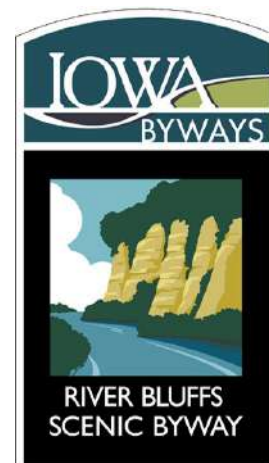
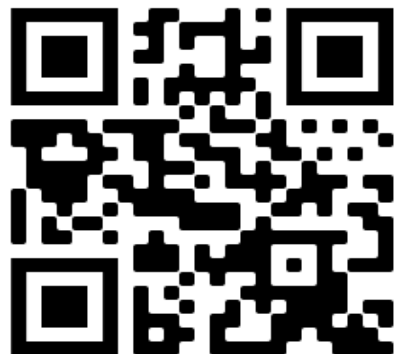
New Attraction of the Year
Earthmoving Legacy Center



Event of the Year
Volga Bump & Run Races



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