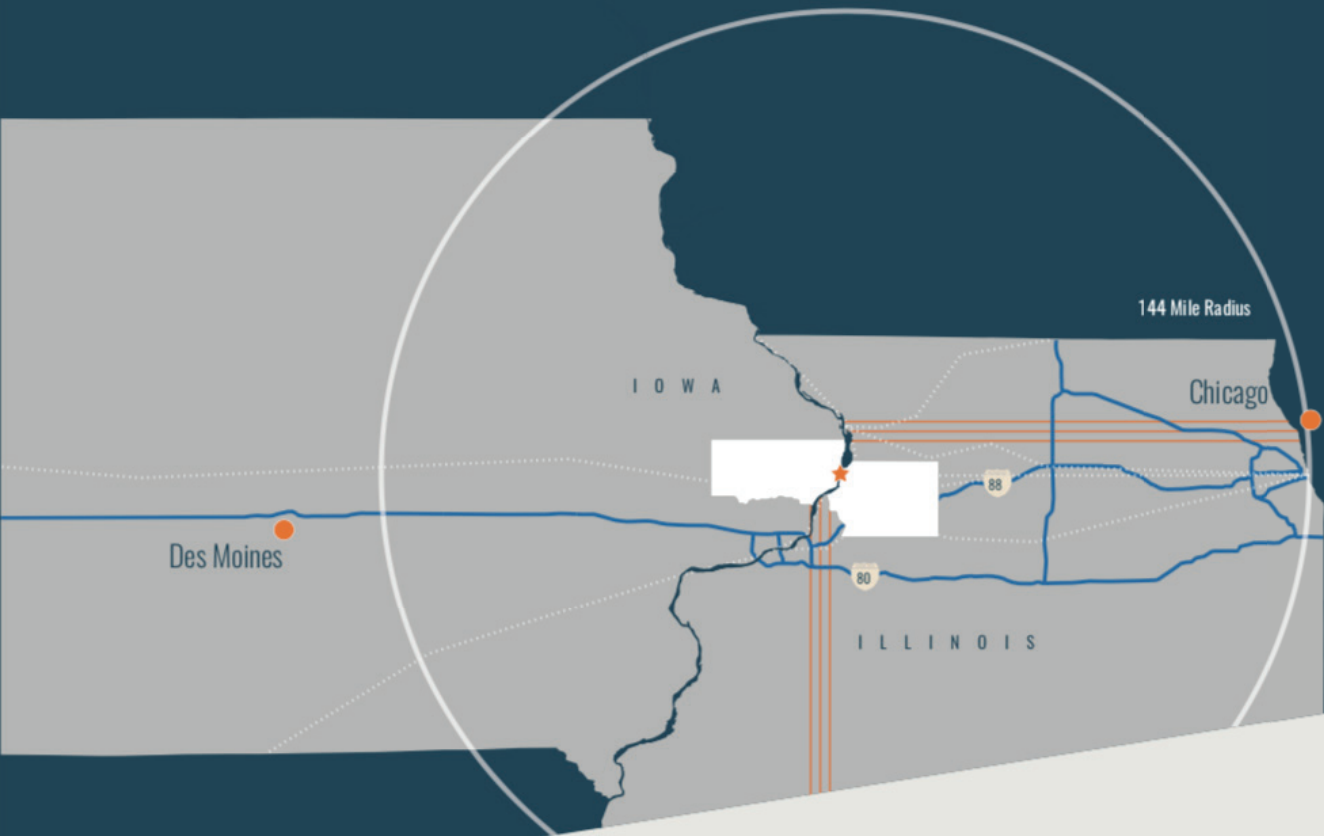




**CLINTON  
REGIONAL  
DEVELOPMENT  
CORPORATION**



## **FUTURE FOCUSED 2024 A FIVE-YEAR PLAN FOR GROWTH**



# A WORD FROM THE FUTURE FOCUSED 2024 CO-CHAIRS



Stephen Clements

The Clinton Regional Development Corporation has deep-seated roots in our area with a focus on promoting the success of our current businesses and attracting new businesses and jobs. Future Focused 2024 will expand on previous efforts that have been made by countless individuals and organizations who also want the Greater Clinton Region to develop and flourish.

My parents moved to this area in the 1980's, where they have worked and raised their family for more than 30 years. After graduating college, my wife and I worked for a few years outside of the area until opportunities arose to move back, continue our careers and raise our family in the community where we were raised.

It is my privilege to Co-Chair Future Focused 2024 and assist with leading this campaign to develop the region and build on the established foundation. Thank you for making our region a great place to live and work, and thank you for taking the time to consider being an investor in Future Focused 2024.



**Stephen Clements**  
Citizens First Bank  
First Vice-Chair



**Paula Schneckloth**  
Alliant Energy  
Second Vice-Chair



Paula Schneckloth

The Clinton Regional Development Corporation (CRDC) has played a large role in many economic development successes over the years and, with the implementation of Future Focused 2024, the organization is poised to lead the way to growth in the Greater Clinton Region for the next five years. An aggressive plan, dedicated volunteers, effective partnerships and professional staff are all in place and represent a recipe for success!

Future Focus 2024 is more than a fundraising campaign. It is a new beginning – an opportunity to reset the vision and implement a plan with the required resources. The CRDC is committed to taking care of existing businesses, adding new companies and jobs, and developing a workforce to meet current and future needs. Our first priority, and the heart of any good economic development program, will always be to provide great service to our existing companies.

Economic development is everyone's business. Retaining jobs, adding jobs and increasing the income of the community benefits small and large private businesses, government revenue, and quality of life.

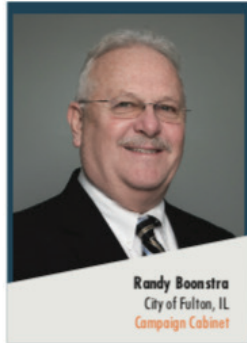
I believe in the mission of the CRDC and am proud to Co-Chair this campaign. Please join in our efforts to grow the Greater Clinton Region by investing in Future Focused 2024.



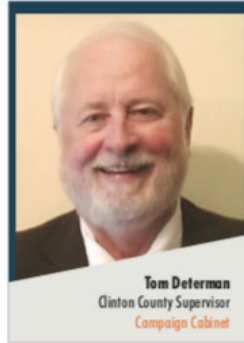
## CAMPAIGN CABINET MEMBERS



**Tamra Binder**  
US Bank  
Campaign Cabinet



**Randy Boonstra**  
City of Fulton, IL  
Campaign Cabinet



**Tom Determan**  
Clinton County Supervisor  
Campaign Cabinet



**Carl Fenzel**  
Collis Inc.  
Campaign Cabinet



**Mike Johnson**  
Clinton Engineering  
Campaign Cabinet



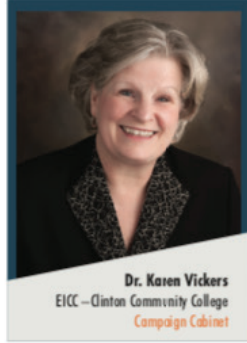
**Dennis Lauver**  
Howes & Jefferies Realtors  
Campaign Cabinet



**Rich Phelan**  
Nelson Corp Wealth Management  
Campaign Cabinet



**Brigham Tubbs**  
First Central State Bank  
Campaign Cabinet



**Dr. Karen Vickers**  
EICC - Clinton Community College  
Campaign Cabinet



**Jason Wheat**  
Clinton National Bank  
Campaign Cabinet

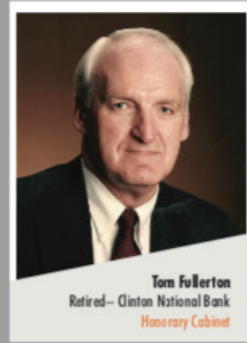


NOT PICTURED

**Pete Clausen**  
Clausen Companies  
Honorary Cabinet



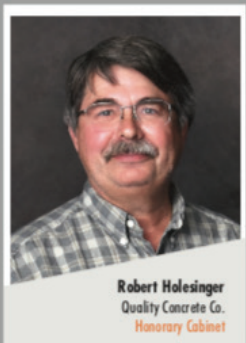
**Mary Cornel**  
Air Control Inc.  
Honorary Cabinet



**Tom Fullerton**  
Retired - Clinton National Bank  
Honorary Cabinet



**James Hillier**  
LyndellBasall  
Honorary Cabinet



**Robert Hoesinger**  
Quality Concrete Co.  
Honorary Cabinet



**Steve Howes**  
Howes & Jefferies Realtors  
Honorary Cabinet



**Marcelena Ordaz**  
Data Dimensions  
Honorary Cabinet



**Dave Rose**  
Rose Investments  
Honorary Cabinet



**Dave Sivright**  
Retired Judge  
Honorary Cabinet

## HONORARY CABINET MEMBERS

Formed in 1953, the Clinton Regional Development Corporation (CRDC) has contributed to the sustainability and growth of the Greater Clinton Region for over 65 years. The CRDC is a non-profit economic development organization. With your generous investment and support, the CRDC achieved the following under our “Vision 2020” economic development initiative (2015 – 2019):

- Retained 100% of local companies that participated in VALUE visits, even though 16% of them experienced a change in ownership and 22% of them experienced a change in management
- Attracted one new business into the Lincolnway Industrial Rail & Air Park and facilitated an option to purchase land at the Rail Park for a second company
- Responded to over 80 new project inquiries and hosted 15 site visits for prospective companies
- Provided direct assistance to three new companies in the region: 1) Hero BX (Clinton), 2) EnviroVision (Clinton) and 3) Logisticus (Camanche)
- Marketed the Home Base Iowa program to local businesses and out-of-state U.S. military veterans; contributed to the 500% increase in veterans relocating to Clinton County to live and work
- Assisted local companies with accessing over \$2 million in state training grants
- Initiated and launched the new Clinton County Community Student Loan Assistance Program, which is an innovative talent attraction and retention tool

Future Focused 2024 is the CRDC’s new five-year economic growth plan for 2020 – 2024. CRDC staff developed the plan with input from a broad range of local businesses, partner organizations and municipalities. With your assistance, we identified our four key priorities, plus performance metrics to track our progress. Working together collaboratively will ensure our future success!

## THE FOUR KEY INITIATIVES OF FUTURE FOCUSED 2024 ARE:

- Develop the workforce to meet the needs of existing and prospective companies.
- Assist existing companies with job retention and expansion opportunities.
- Recruit new businesses.
- Attract new workers to the region.



The Greater Clinton Region has a long history as a center of commerce and manufacturing in Eastern Iowa and Northwest Illinois. Both existing and prospective companies are drawn by three Class I railroads, barge service on the Mississippi River and good access to several interstate highways for truck transportation. We have available land in the Lincolnway Industrial Rail and Air Park, the Lyons Business and Tech Park, and the Fulton Industrial Center to house new and expanded businesses. All of these assets allow us the opportunity to aggressively compete with other communities. To properly market our assets, the CRDC completely revamped its website and created new digital and printed marketing materials under Vision 2020. The groundwork has been laid to aggressively recruit new businesses into our region and to help local businesses expand here.

During our feasibility study, workforce development was identified as the number one priority for growing our region. Existing companies need skilled workers and prospective companies need to know that they can hire good people locally. Therefore, the CRDC serves as a bridge between business and academia, ensuring that the companies' needs are being met and the educational entities have the business intelligence they need to develop new programming. Our challenge over the next five years is to develop and market talent attraction tools that will draw more skilled workers into the region, while improving local programming for existing employees and students.

The CRDC staff are knowledgeable, hardworking and enthusiastic about the future of the region. As a small team, we must partner with others to leverage limited resources. We look forward to expanding upon our partnerships with local, state and federal government entities, utility providers, educational institutions and others who can aid us in growing the region's economy over the next five years.





## Initiative #1 – Workforce Development

There is no issue more important to the future economic development of the Greater Clinton Region than workforce development. The following are planned strategies to address workforce development:

- Work with local companies and Clinton Community College to address training needs ranging from short-term certificate programs to hands-on technical training and apprenticeships.
- Form a Human Resources Task Force to identify common workforce issues, access available programs/services and implement new solutions.
- Support the establishment of a Career Technical Education Center in Clinton County in cooperation with Clinton Community College and area school districts.
- Organize career awareness activities for students, parents, and teachers to acquaint them with the range of industries and job opportunities in the Greater Clinton Region.
- Using the CRDC VALUE visits, gather feedback from employers about existing workforce programs/facilities and provide the information to workforce partners and training managers.



**"Hero BX greatly appreciates the assistance that the CRDC provided during our start-up phase in Clinton." Chris Peterson - President/CEO Hero BX**

## Initiative #2 – Business Attraction

A dynamic community must continuously add new companies and jobs to the local economy. The CRDC plans to implement the following to attract more companies and jobs into the Greater Clinton Region:

- Attend local, state, national and international events to promote the Greater Clinton Region's assets.
- Fully utilize the CRDC website to generate leads, drive traffic to the site and track and analyze website traffic.
- Utilize social media, digital marketing, print advertising, and direct marketing to promote the Greater Clinton Region. Results will be tracked and analyzed for effectiveness.
- Coordinate marketing efforts with state and regional partners to maximize impact.
- Support the growth of entrepreneurship in the Greater Clinton Region.
- Foster relationships and visit with site selection firms.
- Leverage Opportunity Zone benefits to attract new investment into Clinton's two zones.
- Maintain an accurate database of existing buildings and land.





## Initiative #3 – Business Retention and Expansion

The best economic development efforts always involve retaining existing companies and helping them expand locally. The following strategies address how CRDC will stay in touch with and serve existing businesses:

- Conduct VALUE visits annually with existing companies for the purpose of identifying their needs and analyzing local trends.
- Provide business solutions to local employers as identified from VALUE visits or other interactions.
- Develop and offer international trade and export workshops for local manufacturers.
- Hold monthly Manufacturing Roundtables on timely and pertinent topics.
- Continue to recognize companies in the region for their expansions, process improvements and workforce initiatives.
- Conduct corporate headquarter visits to enhance relationships and better understand the issues and opportunities facing the local operation.
- Advocate for a strong business environment at the local, state, and federal government levels.



## Initiative #4 – Workforce Attraction

There is a significant need in the present economy to bring new skilled workers to the Clinton region. The following strategies are intended to attract new workers:

- Continue to aggressively market Home Base Iowa nationally.
- Expand and market the student loan payback program to attract workers to the region.
- Attract legal foreign-born workers by marketing the Greater Clinton Region and existing vacancies to them.
- Attend college and university career fairs to promote jobs in the region.
- Actively promote the return of college students to the Greater Clinton Region to begin a career.
- Provide community tours to new employees, interns, and new company prospects.

# MESSAGE FROM CEO

When I moved to Clinton in 2018, I was very impressed with the diversity of our local industrial businesses, the number of banks in our community, and the willingness among all of our key partners to work together to make our region even better. Economic development is a competitive game that requires a team approach. Here in the Greater Clinton Region we are lucky to have a very strong team—our investors, our Board of Directors, our partners and CRDC staff. Collectively, we have developed a new five-year economic development plan that is already starting to reap results. We thank our investors and partners for their on-going support, we couldn't grow our local economy without you! We also acknowledge that more can always be done, which is why our new five-year plan focuses exclusively on our top four priorities—workforce development, business retention, business attraction and workforce attraction. The CRDC staff and I will be laser-focused on implementing activities to achieve our economic objectives, and we will continue to inform and engage you throughout.



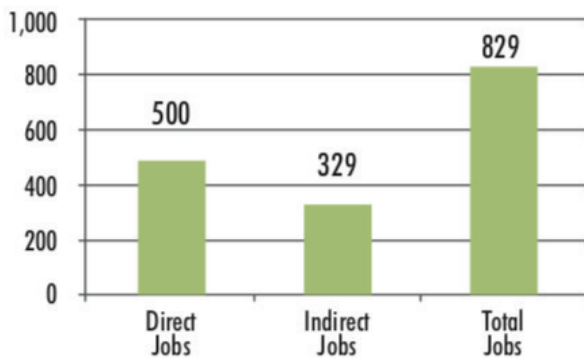
The CRDC values its local partners and commits to continuous improvement of communication and effective collaborative planning and implementation.



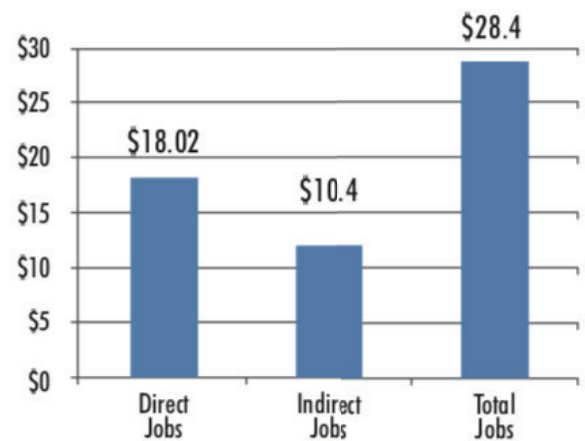


METRIC	FIVE-YEAR GOALS
Job Growth	500 new primary jobs
Capital Investment	\$100,000,000
Workforce Attraction	300 new workers to the area
Worker Training Grants	250 workers/25 companies
Career and STEM Exploratory	2,500 students/parents/educators

## EMPLOYMENT IMPACT



## EARNINGS IMPACT (IN MILLIONS)



## REGIONAL IMPACTS & RETURN ON INVESTMENT

The attainment of the conservative campaign job creation goal, and the subsequent effect of the earnings from those jobs, will have a dramatic impact on the businesses and communities of our region. The Outcomes Lab in Atlanta, Georgia has projected the following economic benefits from the 500 new primary jobs expected:

Increase in area earnings: **\$28,427,993**  
 Increase in consumer expenditures: **\$15,713,943**  
 Potential increase in bank deposits: **\$2,456,425**

## PROPOSED FIVE-YEAR BUDGET

Initiative	Target Budget Goal
Workforce Development	\$500,000
New Business Attraction	\$750,000
Existing Business Retention and Expansion	\$500,000
Workforce Attraction	\$750,000
<b>Total</b>	<b>\$2,500,000</b>

### CRDC STAFF

Erin M. Cole... President/CEO  
 Andy J. Sokolovich... Existing Industry Manager  
 Ari Lewerenz... Office Coordinator

Dennis Hinkle... Campaign Director



**Andy Sokolovich**  
 Existing Industry Manager  
 Clinton Regional Development Corp.



**Ari Lewerenz**  
 Office Coordinator  
 Clinton Regional Development Corp.

### CRDC BOARD OF DIRECTORS

Amy Berentes... MercyONE  
 Tamra Binder... U.S. Bank  
 Randy Boonstra... City of Fulton, IL  
 Roger Brecht... Nestle Purina PetCare  
 Stephen Clements... Citizens First Bank  
 Gary DeLacy... Clinton Community Schools  
 Tom Determann... Clinton Co. Board of Supervisors  
 Cari Fenzel... Collis LLC  
 Tom Fullerton... Retired - Clinton National Bank  
 James Hillier... LyondellBasell  
 Robert Holesinger... Quality Concrete  
 Steve Howes... Howes & Jefferies Realtors  
 Mike Johnson... Clinton Engineering  
 Jarrek Lucke... Iowa American Water  
 Marcie Ordaz... Data Dimensions  
 Tom Parker... Camanche School District  
 Rich Phelan... Nelson Corp. Wealth Management  
 David Rose... Rose Investments  
 Paula Schneckloth... Alliant Energy  
 Steve Shupp... Alliant Energy  
 Brig Tubbs... First Central State Bank  
 Dr. Karen Vickers... Eastern Iowa Community College  
 Mayor Mark Vulich... City of Clinton, IA  
 Jason Wheat... Clinton National Bank  
 Mayor Trevor Willis... City of Camanche, IA



# CAMPAIGN SUPPORT COUNCIL



Dan Srp	Clinton Co. Board of Supervisors	Greg Lundgren	Ryan Construction	Jason Banks	Culver's of Clinton
Mark Vulich	City of Clinton, Iowa	Dave Mohr	Eastern Iowa REC	Dale Dalton	DaBo, LLC
Eric Fasnacht	ADM Corn Processing	Chris Vens	Core-Vens & Co., Inc.	George Chamberlain	Direct Packaging
Paula Schneckloth	Alliant Energy	Mark Land	Snyder & Associates, Inc.	Brian Buis	Fray Brothers
Kathy Forrest	Citizens First Bank	Ron Gutierrez	Clinton Herald	Tom Fullerton	Individual
Steve Thacker	Clinton National Bank	Mike Frye	Frye Builders & Associates, Inc.	Rita Hart	Individual
Mark Cross	CROSSROADS Land Development	John Frey	Frey, Haufe & Current, P.L.C.	Mark Kelly	Kelly Heating & Air Conditioning
Amy Berentes	MercyONE - Clinton	Nick Whisler	7 G Distributing LLC	Tina Lemke	Lemke Funeral Home
Bob Bogner	Rail.One	Juliann Bray	A.C. Root Agency, Inc., The	Richard Phelan	Individual
Karen Vickers	Clinton Community College	Jeffrey Beckwith	Beckwith Commercial Roofing, Inc.	David Pillers	Pillers and Richmond
Brigham Tubbs	First Central State Bank	Karrie Kenney	Central Bank Fulton	Randall Schmitt	Schmitt Family Dentistry
Charlie Minnick	Ashford University	Craig Miller	Clinton Auto Group	Rick John	Sedona Staffing Service
Jeff Anderson	Custom-Pak, Inc.	Mark Schroeder	Clinton Co. ISU Extension	Randy Glanz	Sethness
Dennis Lauver	Howes & Jefferies Realtors, LLP	Vicki Larson	Chysar, LLC	Jennifer Cady	Soderstrom Skin Institute
James Hillier	Lyon dellBasell	Cari Fenzel	Collis Inc.	Jeff Reed	State Farm Insurance
Tamra Binder	U.S. Bank	Steve Heysinger	Electric Service of Clinton, Inc	Lou Egging	The Egging Company
John McEleney	Individual	Lynn McGraw	Happy Joe's Pizza & Ice Cream Parlor	Kathy Galbraith	UFP Technologies
Roger Brecht	Nestle Purina PetCare Company	John Freitag	IN, IL and IA Foundation for Fair Contracting	Kelli O'Brien	Union Pacific Railroad
Sean Connell	Air Control, Inc.	David Parker	Lelectronics Inc. & KROS	Frank Heafy	Via Rail Logistics, LLC
Robert Simpson	Big River Packaging	Kathryn Kunert	MidAmerican Energy	Mary Wolfe	Wolfe Law Office
Marcelena Ordaz	Data Dimensions Corporation	Cole Norton	P & N Flight and Charter	Brent Seeser	Eastern Iowa Propane, Ltd.
Ric Parades	Estes Construction	Brian Pape	Pope Funeral Home, Inc.	Shelly Remrey	Leslie Electric Services, Inc.
Breton Williams	First Wealth Financial Group	Jim Russell	Russell Construction Company	Tim Hess	Domestic Plumbing Co.
Randy Boonstra	City of Fulton, Illinois	Dave Tallman	Shive-Hattery, Inc.	Jerry Lampe	Classic Bodyworks, Inc.
Jarek Lucke	Iowa American Water Co.	Ryan Veenstra	Snell-Zornig Funeral Homes and Crematory	John Rausenberger	Employer's Service Bureau, Inc.
David Nelson	NelsonCorp Wealth Management	Mike Farrell	Sterling Federal Bank -- Clinton	David Meade	Miner Gilroy & Meade CPAs, PC
Jason Watts	WestRock	Mark Mangler	The Insurance Group	Jeff Voss	Voss Brothers Plumbing and Heating, Inc.
Tom Timmons	Wild Rose Casino & Resort	Tim Clark	Zirkelbach Refrigeration, Inc.	Mike Keamey	Individual
Peter Clausen	Clausen Trucking/Wharehousing	Drew Vielbig	Ranger Power	Jerry Moehr	Moehr Painting Company
Mike Rastrelli	Rastrelli's Restaurant	Shelly Pilon	Clinton Business Center	Charles Armstrong	NAI Ruhl Commercial Company
David Sivright	Individual	James Bruhn	Farwell & Bruhn	Tom Determann	Individual
Joe Hunter	Colony Brands, Inc. and DM Services	Chuck & Brenda Thornton	Homer's Deli/Sweetheart Bakery	Tom Timion	Edward Jones - Investment Representative
John Eisenman	Abstract & Title Guaranty Company	Bruce Thomas	Republic Services Waste Management	Mike Kroemer	Ken Kroemer Insurance
Trevor Willis	City of Camanche, Iowa	A.J. Loss	Bush Construction	Russ Wiersema	Wiersema Scrap Iron and Metal
Mike Johnson	Clinton Engineering Co., Inc.	Angela Swanson	Wal-Mart SuperCenter	Mike Judge	Petersen, Eddy & Judge
Richard Winkel	Winkel, Parker & Foster, CPA PC	Jim Voss	American Family Insurance	Sue Watkins	TEMP Associates
Thomas Conrardy	Clinton Industrial Venture	Tom Parker	Camanche Community School District	Bud Rutenbeck	Individual
Robert Holesinger	Quality Concrete Co.	Douglas Bertrand	Carpetland USA of Clinton, Inc.	Geoffry Blandin	IIW
Pat Drennen	1st Gateway Credit Union	Charles Duax	Charles L. Duax Insurance		
Mike Callahan	Agri-King, Inc.	Gary DeLacy	Clinton Community School District		
Todd Powers	Determann Asphalt Paving, LLC	Valerie Pell	Clinton Jaycees		
Jon Thoms	Honkamp Krueger & Co., PC	Daniel Osaro	Clinton Urgent Care Center		
Chad Seely	Hy-Vee Food & Pharmacy				
Eric Johnson	J.T. Cullen Co., Inc.				
David Rose	Rose Investments				

# FUTURE FOCUSED 2024



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[WWW.CLINTONDEVELOPMENT.COM](http://WWW.CLINTONDEVELOPMENT.COM)

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