



# Newsletter

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## Iowa Economic Development Authority (IEDA) Recognizes Emmetsburg

Emmetsburg received various accolades last week from two state employees who are very familiar with community development. Debi Durham, Iowa Economic Development Director and Beth Balzer, Manager for Business Development at Iowa Economic Development Authority traveled to town last Wednesday. Maureen Elbert, Kossuth/Palo Alto County Economic Development Director, took the lead coordinating the visit. It consisted of a tour of Emmetsburg businesses and development, a luncheon with various community leaders and a speaking opportunity for Durham to explain Iowa's new Destination Iowa Campaign.

Stops were made at Dr. Justin and Abby Burn's downtown upper story apartment project. This was prompted by a partnership between the Burns and the City of Emmetsburg and received a Downtown Housing Grant from the state of Iowa. The apartments will be completed and ready for occupancy later this year.

The final visit was at Blossoming Creations. This was one of the first businesses to take part in the Shop Iowa online store/shopping program initiated by the State of Iowa. Shell commented that this has been a great support for many small businesses in Iowa who now have a presence online as well as their physical location. Since then, owner Shell Iwen has added two additional e-commerce stores. She manages two greenhouses and doubled her downtown store location when she purchased the south building next door. From there she added technology equipment to create custom pieces with logos, special wording, insignias, emblems, symbols or whatever suits the customer. The home décor items are plentiful, trendy and make special gifts. She does floral arrangements and stocks houseplants and garden items. Both Debi and Beth did some shopping, asked questions and



were very impressed with the shop.

The tour ended at The Shores where business leaders and guests shared lunch. Maureen Elbert, Executive Director of Kossuth/Palo Alto County Economic Development Corp welcomed everyone. She thanked Debi and Beth for choosing Emmetsburg for an Economic Development visit.

Following lunch Durham reviewed data that her office has been collecting which indicates that Iowa needs to grow the state's population. Specifically, the goal is to increase the number of households by 42,000 by 2030. It has been proven that consumers are open to relocating. The fact that Iowa ranks number one in the country for affordable homes is a prime attraction. Top amenities named were the natural beauty of Iowa, outdoor parks, arts, culture, broadband, good infrastructure, and universities working to solve problems with innovations such as grinding up spent wind blades for use in concrete. Durham also pointed out that if workers are good enough



The tour vehicle was driven by Jonathan Moe, PACHS CEO and a board member for Kossuth/Palo Alto County Economic Development. The tour encompassed the ECDC's Rockport housing project, the ILCC campus, PACHS, Brookstone/Dollar Fresh area development, DOT sidewalk project, downtown area, business/development park, major industries Aluma, AGP and POET, Wild Rose Casino and Hotel and potential areas for future development.



[www.kossuth-edc.com](http://www.kossuth-edc.com)

[www.paloaltoiowa.com](http://www.paloaltoiowa.com)

IEDA/Emmetsburg.....cont'd on pg. 2





regarding how communities could enact a downtown code that would state a closed building could not be used for storage, no living quarters on the first floor and address safety concerns. "As a small town we can't afford hiring a building inspector," she said. Durham answered that Emmetsburg needs to contact the North West Iowa Planning and Development, a Council of

We love to show off what Emmetsburg has to offer, and it's an added bonus to have the opportunity to show state professionals how impactful and vital state grant programs and assistance have been and will continue to be as we pursue development projects. Director Durham's presentation provided a broad look at the state's economy, strengths, and priorities. I particularly appreciated Director Durham's comments about how important visitor and talent attraction efforts are for Iowa communities, including placemaking projects such as downtown beautification and development of outdoor amenities such as trails."

to work in Iowa communities, they should also be able to live where they work. The Governor has approved the idea of introducing Iowa to the nation. Last Spring and Fall the Destination Iowa Campaign was kicked-off in surrounding states. It was a \$100 million investment to bolster the quality of life in Iowa's communities to attract visitors and new residents. The professional ads showcased, Iowa parks, recreation, downtown life, nature areas, museums, the arts and cultural features.

There data showed a positive response to the ads so it is probable that the Campaign will continue. Durham added that if anyone is interested in how communities are reconstructing and rebuilding, "You need to visit Council Bluffs. That town has transformed itself."

It was also pointed out that there is a possibility of partnering with other states to locate a hydrogen hub in Iowa. Other advancements are being made in robotics, Artificial Intelligence, automation in manufacturing, precision digital farming, vaccines and diagnostics.

When it came time for audience questions Gretchen Reichter asked if there was any more information



Government that would have the means to hire an inspector that could then charge a fee for service. Durham thanked everyone for attending the luncheon and supporting the community.

Gretchen summed up the visit with the following remarks, "We were all very pleased to have both Debi Durham and Beth Balzer visit our community.



## Creative Stitches of Emmetsburg Expands

Congratulations to Terri Larson with Creative Stitches on your business expansion. Creative Stitches moved into their new location at 3104 Main Street, Emmetsburg.



PACEDC Board members recognized Terri at her open house by presenting her with a plaque.

Pictured from left are: Maureen Elbert, K/PACEDC Executive Director, Kim Kibbie, Rick Brennan, Terri Larson, Tony Brugman and Jonathan Moe.

Terri was a recipient of a small business loan through the Palo Alto County Revolving Loan Fund which is administered by PACEDC.



# What's on Algona's Horizon? A GrandStay!



GrandStay Lobby – with Fireplace and Gathering Options



Beverage and Breakfast Area



Meeting Room: 100-person capacity

## AMENITIES

- Beverage and Breakfast Area
- Swimming Pool
- Fitness Center
- Event / Meeting Space: 100-person capacity
- Outside Terrace Seating with Scenic Views
- Electric Vehicle Charging Stations
- Exclusive Algona Custom Decor

## LODGING OPTIONS

- Double Queen
- Executive Double Queen
- Single King
- Double Queen (ADA Accessible)
- Extended Stay Studio – Double Queen
- Extended Stay Suite
- Extended Stay (ADA Accessible)



Fifty-seven Room GrandStay

All residents in Algona and the surrounding area can be excited about the GrandStay Hotel on Highway 18 just west of Pharmacists Mutual Insurance Company. The 57-unit hotel will be complete and available for lodging in the fall of 2023. In 2019, the Algona Area Economic Development Corporation sponsored an independent hotel feasibility study with Patek Hospitality Consultants from Sussex, Wisconsin. The findings were conclusive that additional lodging accommodations in Algona were essential to support existing and future businesses, organizations, events, and family needs.

Pharmacists Mutual, a national insurance company with headquarters in Algona, Iowa, was seeking an opportunity to invest in the Algona area and enhance the appeal for residents, visitors, business endeavors, event planners, and families to make Algona their destination. A newly constructed GrandStay Hotel & Suites made sense to be Pharmacists Mutual's latest investment project for the community. The GrandStay brand, an upper mid-scale hotel entity, is a growing franchise with over 30 locations in six states.

Following extensive planning, GrandStay developer Douglas Carlson Development (St. Cloud, Minnesota) was chosen as the general contracting company, along with local and area subcontractors. The project groundbreaking occurred in the fall of 2022. Fast forward to spring 2023. With the wintertime completion of the foundation phase, the framing and enclosure process has proceeded visibly faster throughout April, and the project team has finalized the orders for interior finishes and fabrics. DesignWise, GrandStay's interior style team, proposed a delightful palette of furnishings and materials selection that reflect the beauty of Algona's North Central Iowa terrain and surrounding environment. In addition, the new Algona facility will feature custom and unique art and photography décor throughout, depicting well-known and beloved landmarks of the community and area.

The Algona GrandStay Hotel and Suites promises comfort, convenience, price point, exemplary service, and value for all to enjoy. In the next few months, watch for more information on reserving rooms for guests, family, organizations, or gatherings. For a "GrandStay," come to Algona!

Opening  
FALL  
2023



Guestroom Extended Stay Suite





## Board of Directors SWOT planning sessions

KCEDC and PACEDC Board of Directors conducted SWOT planning sessions and focused their thoughts on their organizations. During the sessions, Board members identified focus areas and initiatives to accomplish within each focus area. Eventually, the Boards will assign responsibilities for the completion of the initiatives. The goal of the SWOT planning is to help us bring the best ideas to the table and make K/PACEDC an even more effective organization.

## Leaders receive recognition

K/PACEDC Career Intern Committee recognized three leaders and thanked them for their help this past year in the Intern Program. Thank you Kathryn Wirtz, Brianna Marso and Tina Ulfers for your assistance.



## City Clerks quarterly meeting



Stephanie Neppel, Tourism Liaison with Iowa Economic Development Authority (IEDA), was the keynote speaker at the quarterly city clerk meeting which was held in West Bend. Stephanie shared with the City Clerks how to market their communities and all of the avenues IEDA could assist.



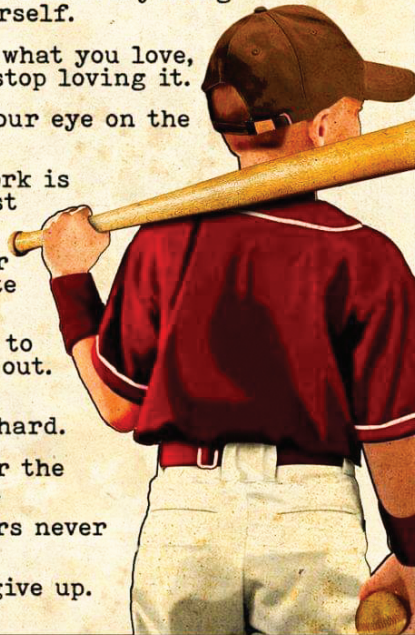
# Quarterly Human Resource Meeting



Ali Payne, President of Organization Engagement, presented at the quarterly Human Resource meeting on Rethinking Leadership and Employee Engagement with ETHOS. Ali presented to the group on the need for employers and leadership groups to rethink how to engage and lead your staff.

## BASEBALL LIFE LESSONS

1. Sacrifice is necessary in the most crucial moments.
2. Your brain is your most important muscle.
3. You can't do everything by yourself.
4. If it's what you love, never stop loving it.
5. Keep your eye on the ball.
6. Teamwork is the best work.
7. Do your absolute best.
8. It's OK to strike out.
9. Always swing hard.
10. Aim for the fences.
11. Cheaters never win.
12. Never give up.



## NATIONAL ECONOMIC DEVELOPMENT WEEK 2023



Josh Rasmusson with Woodruff Construction presented Maureen Elbert with a gift of gratitude in honor of National Economic Development Week May 8-12th.

## LEADERSHIP AWARD

Steve Hoskins, who recently retired from PMC Advantage Insurance Services, received the Leadership Award in recognition for his years of service with Kossuth/Palo Alto County Economic Development Corp. He has promised he is not done volunteering!



The last day  
of 2023 will be

123123







**K/PACEDC**  
**SUMMER**  
**INTERNS**



## 2023 K/PACEDC Intern Skill Building *sessions & meetings*

### **MAY 24** **Intern Breakfast**

7:30 am to 9:00 am at Columbia Events Center  
(Formerly Known as KC Hall)

### **MAY 31** **Seeking Professional Growth**

*An interactive evening to provide you with skills  
to understand human behavior and  
socialize with fellow interns.*

5:00 pm at K/PACEDC

### **JUNE 1** **Intern Advisory Committee Meeting**

7:30 am at K/PACEDC

### **JUNE 6** **Secrets to Success:** *Insider's guide to business etiquette.*

7:30 am at K/PACEDC

### **JUNE 8** **Project Hope Work Session**

11:45 am at K/PACEDC



### **JUNE 14** **Project Hope Work Session**

11:45 am at K/PACEDC

### **JUNE 18- JULY 1** **Project Hope Weeks** (Box Collection Day is June 30th)

### **JUNE 20** **ALICE Training** **(Alert, Lockdown, Inform, Counter, Evacuate)**

5:00 pm at the Kossuth County Election Center

### **JUNE 27** **Excel Training:** *Advanced tips to make your life easier*

7:30 am at Pharmacists Mutual Insurance  
(Algona)



### **JUNE 9** **Intern Golf Outing**

9:30 am at West Bend Golf  
& Country Club

### **JUNE 13** **Kossuth County Board of Supervisors Presentation**

8:30 am at the Kossuth County  
Courthouse Meeting Room

### **JUNE 13** **Palo Alto County Board of Supervisors Presentation**

10:00 am at the Palo Alto County  
Courthouse Meeting Room



### **JULY 5-6** **Bagging Project Hope Items**

8:00 am at K/PACEDC

### **JULY 7** **Intern Golf Outing** **Rain Date**



### **JULY 11** **Manage your Money:** *Simple and clear advice for your financial future*

7:30 am at K/PACEDC



### **JULY 26** **County-Wide Breakfast:** St. Michael's Parish Center (Whittemore) at 7:00 am





# IASourceLink:

## a resource for small businesses in Iowa

### Business Begins with IASourceLink.

**UNDERSTAND HOW** // Read and download step-by-step small business how-to guides

**GET LICENSED** // Browse our database to find the licensing needed to operate your business

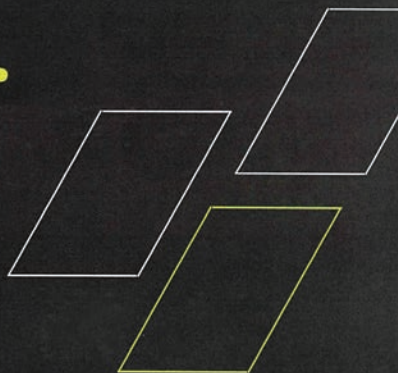
**GET CONNECTED** // Discover 390+ statewide Resource Providers to assist your startup

**BUILD YOUR SKILLS** // Attend business focused events and webinars across Iowa

**WATCH AND LEARN** // Stream free Iowa Tax and digital marketing webinars



University of Northern Iowa  
John Pappajohn Entrepreneurial Center



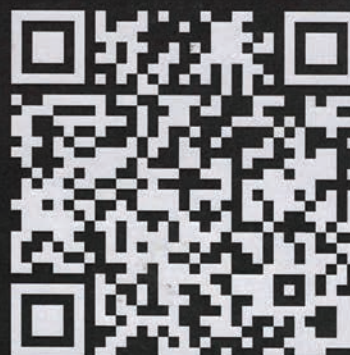
Amy Kahlers is program manager and network builder for IASourceLink, a small business initiative of the Iowa Economic Development Authority (IEDA). In this role, Amy facilitates the effective connection of small businesses and startups to financial and technical expertise available through over 400 statewide resource providers; develops and expands relationships with both public and private resource providers; builds awareness of the IASourceLink program, and champions resource partners in their efforts to foster Iowa small business success. She holds a Bachelor of Arts degree in business management / entrepreneurship from Buena Vista University, and a Master of Public Administration from Drake University.

### Start with IASOURCELINK

IASourceLink provides step-by-step resources for small business owners and entrepreneurs in all stages of the business life cycle. Five free, step-by-step guides are available on our website, covering Starting, Growing, Innovating, Funding, and Exiting a business. Scan our QR code to view the IASourceLink Startup Guide!

As our hottest resource, this guide details the complete start-up process, including choosing a business structure, business licensing, registration with the Secretary of State, and so much more!

Visit [www.iasourcelink.com](http://www.iasourcelink.com) to explore our comprehensive business resources and get in touch with resource providers who can help.



*Scan our QR Code  
to read the step-by-step  
Start a Business Guide on  
our website!*





## Businesses Working Together are the Key to a Strong Community

It is important for Downtown businesses to come together to provide wonderful experiences for locals and visitors alike ... with the purpose of working together to promote their community. They need to provide information, connection, and partnership opportunities to keep a Community top of mind and working together

## Top 5 Benefits of Collaboration with Community Businesses

- 1] Boosts Employee Engagement  
{An engaged employee is someone who actively seeks to benefit the team and business they work for}
- 2] Expands Skills and Learning
- 3] Improves Employee Well-Being and Morale
- 4] Attracts More Customers and Creates Loyalty
- 5] Unifies a Dispersed Workforce



# HOW TO FOCUS ON RETAINING EMPLOYEES



In these competitive days that we are having to do business in, here are some top reasons why people are leaving their place of work. They are as follows:

- Lack of competitive wages and benefits. (Number 1 reason!)
- Increase of cost of living and wages, if a business is not increasing wages to meet the needs of the cost of living, employees will seek employment that has adjusted to the Cost of Living.
- Lack of top leadership willing to adjust or look at their employee as a value to their place of work. If an employee doesn't feel valued, they start looking for another place of work that will. It's all about culture of the workplace!!!
- Hours vs. Daycare - Do their work hours meet available daycare hours?
- Haven't had advancement to meet the years worked or know there is no advancement in the future of the company.

## What are the current challenges of employee retention?

- post-Pandemic fallout.  
*One of the biggest challenges of employee retention at present is the fallout of the global pandemic. ...*
- Economic Uncertainty. ...
- Longer working hours. ...
- Lack of HR advocacy. ...
- Working from home. ...
- Lack of job security. ...
- Turnover Expenses. ...
- Lost Knowledge.

## What are the top five reasons why people leave their place of work?

The five main drivers of employee retention are strong leadership, frequent feedback, including recognition, opportunities for advancement, competitive compensation packages, and a good work/life balance. For retention strategies to be successful, they should be crafted with these five drivers in mind.



Do your community and downtown businesses know what the busiest shopping hours are of the week?

**Between 12:00 PM - 4:00 PM  
on weekends**

## Courting the Customer:

Make the MOST of the Marketing Relationship.



## Local Businesses

*Make You Feel at Home*

## The Power of Partnerships:

Using your neighbors to grow your business.

## • RECESSION-PROOF YOUR SMALL BUSINESS •

The appeal is simple to understand - in 2023/2024, consumers increasingly want their relationships and interactions with merchants to be memorable and experiential. This means that merchants that want to stay relevant must create customer journeys that are thoughtful, memorable experiences.



# County Wide Breakfast

WEDNESDAY, JULY 26TH



Christmas in July  
with speaker:  
Debi Durham,  
Director IEDA & IFA

LOCATION: ST.  
MICHAEL'S PARISH  
CENTER, WHITTEMORE

TIME: 7:00 AM

COST: \$30



RSVP BY **JULY 12TH** TO  
515-295-7979 OR  
[KCEDC@KOSSUTHIA.COM](mailto:KCEDC@KOSSUTHIA.COM)





## BUSINESS INVESTORS 1000+

Ag Processing (AGP)  
Algona Medical Clinic II  
Alliant Energy  
Bank Plus  
Bolton & Menk  
Buchanan, Bibler, Gabor & Meis  
Central Financial Group  
Corn Belt Power Cooperative  
Corteva Agriscience  
Country Maid, Inc.  
Cozzini, LLC  
Erpelding, Voigt & Company  
Evolution Driveline  
Farmers State Bank  
Fidelity Bank & Trust  
Greg Penning & Company  
Hormel Foods Corporation  
Iowa Lakes Electric Cooperative  
Iowa State Bank  
ITC Midwest, LLC  
Klein Insurance Agency  
Kossuth Regional Health Center  
MidAmerican Energy  
Midland Power Cooperative  
NIACOG  
Northwest Bank  
Pharmacists Mutual Insurance Company  
Precision Food Innovations  
Precision Pulley & Idler  
Security State Bank  
Smithfield Hog Production  
Snap-on  
StateLine Cooperative  
Walker Chiropractic & Wellness, PC  
West Iowa Bank  
White Transfer & Storage

**Kossuth County Board of Supervisors and communities in Kossuth County also contribute funding dollars to assist with our programs**

## BUSINESS INVESTORS \$500 - \$999

Algona Publishing Company  
Aluma  
Bancroft Municipal Utilities  
Drs. Klepper & Trainer, ODS  
Erpelding Excavating Enterprise  
Farm & Home Services  
Forge & Build  
Gold Eagle Cooperative  
Good Samaritan Society of Algona  
Heartland Mutual Insurance Association  
Hy-Vee  
Kemna Auto Center  
Kossuth Abstract & Title Company  
McMahon, Stowater, Lynch & Laddusaw  
Northwest Communications  
Reding's Gravel & Excavating / Edwards Contracting  
Suidae Health & Production  
Valero Renewable Fuels  
Visual Edge  
Whittemore Municipal Utilities

## BUSINESS INVESTORS \$250 - \$499

AI Processors/Balchem  
Algona Dairy Queen  
Algona Floor Design  
Blacktop Service Company  
Bloom Floral Design Boutique  
Brenda Clark-Hamilton -  
"Professional Growth Programs"  
Carroll Implement  
Deitering Bros., Inc  
Dump It Sanitation & Recycling  
East Fork Swine Veterinary Services  
EXIT Realty Home/Land Properties  
Farmers Cooperative Elevator  
Feed Mill Coffee Company  
Grass Masters  
Henkel Construction Company  
Henry-Olson Funeral Homes  
J & J Custom Meats  
Jack's O.K. Tire Service  
K.C. Nielsen, Ltd.  
Kinetic Technologies, LLC  
KLGA/KLGZ  
North Iowa Appliance Center  
Oakcrest Funeral Services  
Protein Resources  
Roethler Electric  
Standard Nutrition Services  
Stuart Simonson, CPA  
Titonka-Burt Communications

## BUSINESS INVESTORS \$50 - \$249

Algona Family YMCA  
Algona Hearing Center  
Algona Machine & Supply  
Algona Manor Care Center  
Blair & Amanda Redenius

Boyken Insurance Agency  
Columbia Events Center  
G-Force Customs  
Johnny's Bar & Grill  
Kossuth County Farm Bureau

Lone Rock Cooperative  
Telephone Company  
Reutzel Excavating  
Steier Ag  
Tom Eischen Sales

## BUSINESS INVESTORS \$1000

Ag Processing (AGP)  
Alliant Energy  
Community Lumber Supply  
Corn Belt Power Cooperative  
Erpelding, Voigt & Company  
Iowa Lakes Community College  
Iowa Lakes Electric Cooperative  
Iowa State Bank  
Iowa Trust & Savings Bank  
MidAmerican Energy  
NW Iowa Planning & Development  
Palo Alto County Health System  
POET Biorefining  
River Valley Telecommunications  
USDA  
West Iowa Bank

## BUSINESS INVESTORS \$500 - \$999

Bank Plus  
Community State Bank  
Energy Panel Structures  
Farmers State Bank  
K & W Electric  
Northwest Communications

## BUSINESS INVESTORS \$250 - \$499

Brownlee Management  
Graettinger Hardware/Roberts  
Street Self Storage  
Horizons Unlimited

North Iowa Lumber & Design  
Northland Auto & Marine  
Pro Cooperative  
Protein Resources

**Palo Alto County Board of Supervisors and communities in Palo Alto County also contribute funding dollars to assist with our programs**

