

# Navigating

## the **Corridor**

Looking for directions on the road to success? The **Cedar Rapids-Iowa City Corridor Business Alliance** has the resources to recruit new businesses and steer startup and expanding companies towards their ultimate goals.





## Scoping out the Corridor

### Ideal environment for growth and vitality

The Cedar Rapids-Iowa City Corridor is a highway to the future, where all roads lead to opportunity for new and expanding businesses seeking an ideal environment for growth and vitality.

The Corridor is located at the crossroads of Interstate Highways 80 and 380. It encompasses dozens of communities and has evolved into the business hub of eastern Iowa. Because it is situated in this thriving, central location, it is a model of regional development and a magnet for a variety of businesses.

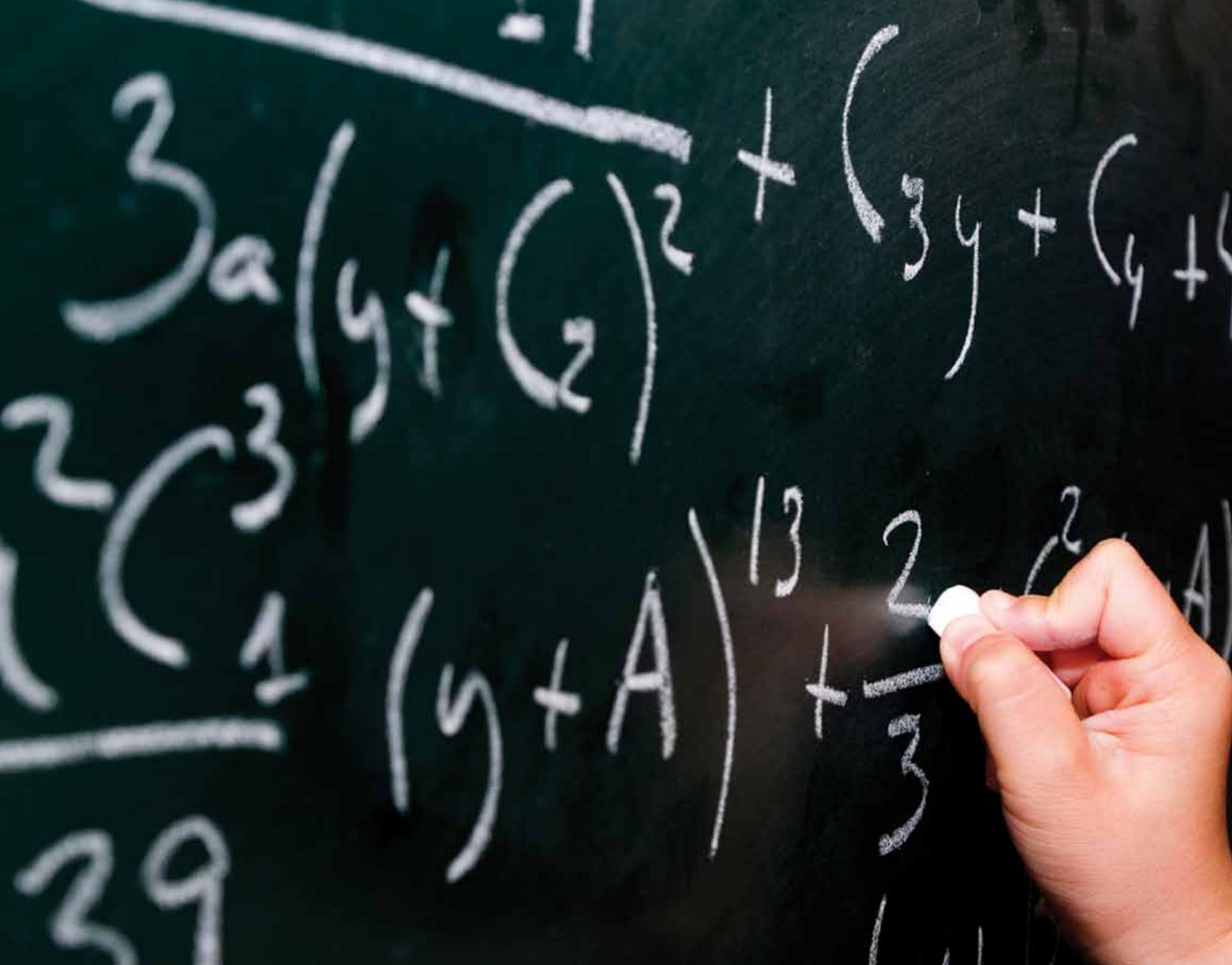


From cosmopolitan metro areas to college campuses and country charm, the Cedar Rapids-Iowa City Corridor boasts a diverse mix of businesses, cultures and communities. More than 250 manufacturing operations, nearly 30 Fortune 500 companies and many foreign-based companies reside here.



“Bagolitas has benefited greatly from our involvement with the organizations in the Corridor Business Alliance. Their staffs have been instrumental in our success, serving as mentors and sounding boards. Having the ability to network and share ideas with other entrepreneurs in the Corridor has been very rewarding and has helped us grow.”

**Janice Baldes,**  
Founder – Bagolitas



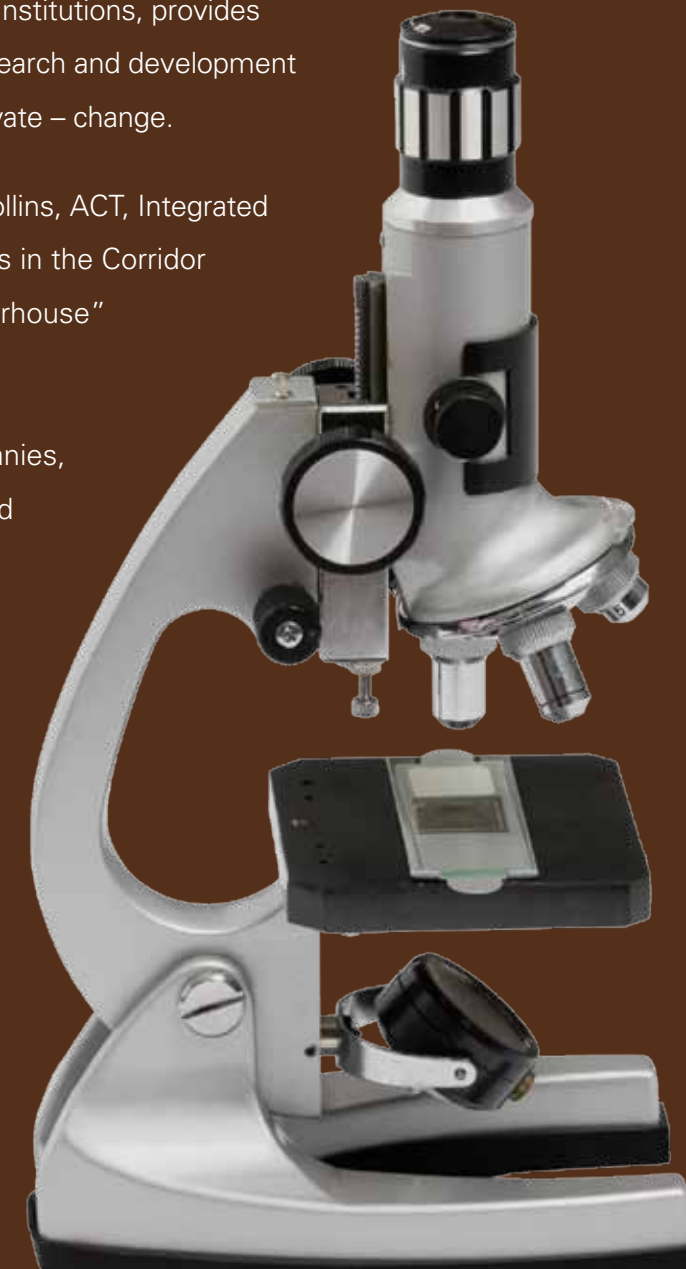
## Spotting points of interest

### Minutes away from high-tech resources

The Corridor's proximity to the University of Iowa, Kirkwood Community College and other public and private educational institutions, provides area businesses with the education, training, research and development support necessary to keep pace with – and innovate – change.

Dynamic tech-based companies like Rockwell Collins, ACT, Integrated DNA and Genencor International with operations in the Corridor have made the region a "high-tech prairie powerhouse" according to California's Milken Institute.

In addition to the synergies with existing companies, new and expanding businesses can look forward to having abundant energy, public utilities, telecommunications infrastructure, transportation and a talented, quality workforce.



"It has been a pleasure to work with the member organizations of the Corridor Business Alliance. From valuable advice in the conception phase of the business to assistance finalizing critical agreements and contracts, the Alliance has been indispensable to our business. The access to these resources and the educational institutions in the Corridor make it an excellent place to start a business."

**John Swart,**  
CEO – Exemplar Genetics



# Mapping out your route

## Let the Corridor Business Alliance help

Starting or expanding, buying or selling a business can be like planning a long journey through unfamiliar country. That's when connecting with an experienced guide – someone who knows the territory, the detours and the shortcuts – can save you time, money and effort. That's the Corridor Business Alliance.

The Alliance is a coalition of more than a dozen organizations with an economic development focus. Some members offer skills in recruiting new businesses, while others have the resources and personnel to nurture small start-up companies or work with established businesses that are planning an addition.

When you need directions for writing a business plan, locating funding, government procurement, marketing or a hundred other items on your list, the Alliance has the expertise and mentors ready to help steer you in the right direction.



“Since 2005, the Corridor Business Alliance has been a valued resource for my business. Throughout this time, one Alliance member and I have strategized on almost every facet of my business – from how to grow my customer base to developing and hiring the right team. In that time, I’ve grown my plant from 3,500 square feet to over 38,000 square feet. The Alliance adds an objective perspective to my business issues. It is helpful to talk to people who have ‘been there and done that.’”

**Eric Bochner,**  
CEO – Bochner  
Confections



# Following the road signs

## Posted to keep you on course

The Alliance has the resources to provide you with financial and regulatory assistance, product development, training, recruitment, hiring and more to take your dream from a concept to bricks and clicks.

The Corridor Business Alliance members will work with you to get your business off to a good start and then, provide the road signs along the way that keep you on course.

Whether you're new to the Corridor, just launching your business or planning a major expansion, the Alliance is capable and ready to provide you with consultation, funds and directions to the resources you need to succeed.



“There was strong competition from communities in Michigan, Minnesota and Nebraska for this project. Members of the Corridor Business Alliance kept providing the data that answered our questions and arranged meetings with all the appropriate business and government contacts. Their efforts led us to locate our production facility in Cedar Rapids.”

**Josef Rettenmaier,**  
President –  
J. Rettenmaier  
& Söhne GmbH & Co.



# Reaching your destination

## Navigate the Corridor with confidence

You have the drive to succeed. And, like a GPS, the members of the Alliance are here to help you navigate the Corridor with confidence. Our members provide the expertise to help you pin-point specific business resources and avoid the bumps, wrong turns and detours you may encounter on the road to success – at no cost to you.

Alliance members are dedicated to creating a vital regional economy through strong partnerships, cooperation and collaboration among business and community leaders, educators, economic developers and municipal and state governments. They have helped countless businesses – large and small – navigate the Corridor and they are ready to assist you.

To learn more about the members of the Corridor Business Alliance and the resources we have to offer, read the following profiles with helpful business keys. We're here to help you reach your destination in the Corridor.



“Several members of the Corridor Business Alliance worked hand-in-hand to help make this business a reality. They are great resources for anyone who wants to start or expand their business within the Cedar Rapids/Iowa City Corridor. Assistance was provided with developing a business plan, finding a facility that met our needs and securing financial support through the Iowa Department of Economic Development.”

**Doug Miskimen**  
President – Cedar Crest  
Manufacturing



**Alliant Energy Economic and Community Development**

200 First Street SE  
Cedar Rapids, IA 52401

**Diane Ramsey, Director Economic Development and Community Relations**

319-786-7288  
*DianeRamsey@alliantenergy.com*  
*www.midwestsites.com*

Alliant Energy Economic and Community Development partners with communities in its service area to assist the growth of existing firms and to encourage the development of new and expanding businesses.

With more than 50 years of combined experience, our team of economic development specialists provides free site location and consulting to businesses interested in starting up, expanding or relocating to our Iowa-Wisconsin-Minnesota utility territory.

Other services include:

- A searchable online database of buildings and sites
- Profiles of more than 350 Alliant Energy communities
- Access to local and state incentives and contacts
- Dedicated strategic account managers and technical support experts
- Portfolio of energy-management products and services
- Partnership Programs for Economic Development provide financial and technical assistance to eligible communities in our service territory

Resource Key	
X	Business expansion
	Business plan development
X	Business recruitment & retention
	Entrepreneurial training
	Funding
	Start-up

**Cedar Rapids Area Chamber of Commerce**

424 First Avenue NE  
Cedar Rapids, IA 52401

**Shannon L. Meyer, President/CEO**

319-730-1400  
*smeyer@cedarrapids.org*  
*www.cedarrapids.org*

The Cedar Rapids Area Chamber of Commerce serves as the catalyst to promote economic vitality and quality of life in Linn County. One of the oldest business associations in the area, the Chamber has more than 1,500 business members. Activities in support of its members include:

- Working to create a Regional Economic Commerce Center to streamline the recruitment, retention and creation of area business
- Striving to enhance overall quality of life by advocating, identifying projects and communicating needs to the community
- Acting as the voice of business in Linn County through advocacy initiatives, programs, and candidate development
- Supporting an initiative that focuses on shifting out-of-area purchases back to businesses in Linn County. To date, more than \$700,000 has been shifted to Linn County businesses
- Offering networking opportunities

Resource Key	
X	Business expansion
	Business plan development
X	Business recruitment & retention
	Entrepreneurial training
	Funding
	Start-up

**Entrepreneurial Development Center, Inc.**

230 Second Street SE – Suite 212  
Cedar Rapids, IA 52401

**Curt Nelson, President, CEO**

319-369-4955  
*cnelson@edcinc.org*  
*www.edcinc.org*

The Entrepreneurial Development Center, Inc. (EDC) is a nationally recognized business accelerator that provides services tailored for Iowa-founded interstate-commerce companies. Whether you have a new business model or are operating an established business that needs assistance, EDC offers services to maximize your potential.

Look to EDC for advice from seasoned mentors, assistance with your plan, help connecting with professional or governmental resources, finding quality talent or raising money. Services include, but are not limited to:

- Leadership and team building
- Business/strategic planning
- Marketing plan development
- Market research
- Sales and distribution
- Operations tools and planning
- Product development
- Transition planning
- Financial planning
- Legal structures, contracts and IP
- Equity, debt and grant funding

Resource Key	
X	Business expansion
X	Business plan development
	Business recruitment & retention
X	Entrepreneurial training
X	Funding
X	Start-up

**Iowa City Area Development Group**

325 East Washington Street – Suite 101  
Iowa City, IA 52240

**Joe Raso, President**

319-354-3939  
*jraso@iowacityarea.com*  
*www.iowacityareadevelopment.com*

The Iowa City Area Development (ICAD) Group is a private, non-profit economic development organization. It serves the business development needs of primary sector (interstate commerce) companies in the Amana Colonies, Coralville, Iowa City, Johnson County, Kalona, North Liberty, Solon, Tiffin, Tipton, West Branch and West Liberty.

The organization works to connect businesses with federal, state, and local resources to enhance and stimulate area economic growth through business retention, expansion and attraction efforts, and advocates on behalf of the area’s workforce. ICAD Group provides the expertise to:

- Lead a company through state and local financial assistance programs
- Locate available land or buildings
- Work with utility companies
- Facilitate access to funds for a project
- Workforce attraction and retention
- Coordinate meetings with local municipalities – all at no charge and on a confidential basis
- Support entrepreneurial development and regionalism by creating collaborative partnerships throughout the Iowa City and Cedar Rapids corridor

Resource Key	
X	Business expansion
X	Workforce recruitment & development
X	Business recruitment & retention
X	Entrepreneurial training
	Funding
	Start-up

**Iowa City Area Chamber of Commerce**

325 East Washington Street  
Iowa City, IA 52240

**Nancy Quellhorst, President/CEO**

319-337-9637  
*nancy@iowacityarea.com*  
*www.iowacityarea.com*

The Iowa City Area Chamber of Commerce serves more than 1,000 members and actively fosters a better business environment through member services, community and economic development and public policy advocacy. The Chamber serves the communities of Coralville, Iowa City, North Liberty and Solon, providing services including:

- Referrals
- Connections to business resources
- Business education seminars
- Networking events
- Marketing opportunities
- Community and Economic Development:
  - Chicago Flyer Passenger Rail
  - *Buy Here* local purchasing initiative
  - Community Leadership Program
  - Special interest committees
- Local, State, and Federal Public Policy:
  - Registered staff lobbyist

Resource Key	
	Business expansion
	Business plan development
X	Business recruitment & retention
X	Entrepreneurial training
	Funding
	Start-up

**John Pappajohn Entrepreneurial Center**

University of Iowa  
108 Pappajohn Business Building – Suite S160  
Iowa City, IA 52242

**David Hensley, Executive Director and Clinical Professor**

319-335-1022  
*david-hensley@uiowa.edu*  
*www.iowajpec.org*

The John Pappajohn Entrepreneurial Center (JPEC) at the University of Iowa is one of the nation’s top academic programs and provides entrepreneurial education and business consulting services to start-up and growing Iowa-based companies.

A select team of experienced entrepreneurs and business leaders is available to assist Iowans in creating and growing successful companies through the following programs and services.

- Strategic business planning assistance, one-on-one advising and University of Iowa faculty/student business consulting projects
- Accessing capital through the Wellmark Venture Capital Fund, State of Iowa economic development programs and other private equity funds
- Education and training including FastTrac® entrepreneurial training programs, community seminars and workshops
- Connecting with other University of Iowa resources, including the University of Iowa Research Park, the Tippie Business Solutions Center and the Pomerantz Career Center

Resource Key	
X	Business expansion
X	Business plan development
	Business recruitment & retention
X	Entrepreneurial training
X	Funding
X	Start-up

**Kirkwood Small Business Development Center**

3375 Armar Drive  
Marion, IA 52302

**Al Beach, Regional Director**

319-377-8256  
al.beach@kirkwood.edu  
www.kirkwood.edu/ktos/sbdc

The Kirkwood Small Business Development Center (SBDC) provides the highest quality assistance to current and future businesses in Linn, Benton and Jones counties. Its staff collaborates with other federal, state, local and private resources to ensure maximum benefit to clients. Its expert, confidential and free business counseling includes:

- Business planning
- Financing options and opportunities
- Market research
- Technology business assistance
- Loan proposal assistance
- Business growth strategies
- New business guidance
- Business succession strategies
- Human resources management
- Business disaster counseling

The Kirkwood SBDC also provides affordable and practical training workshops on topics such as basic business start-up, writing a business plan, business succession, marketing and public relations, government procurement, accounting, human resources and more.

Resource Key	
X	Business expansion
X	Business plan development
	Business recruitment & retention
X	Entrepreneurial training
X	Funding
X	Start-up

**Kirkwood Training and Outreach Services**

3375 Armar Drive  
Marion, IA 52302

**Dee Baird, Executive Vice President**

319-398-5886  
dbaird@kirkwood.edu

**Amy Lasack, Director**

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www.kirkwood.edu/ktos

Kirkwood Training and Outreach Services (KTOS) provides businesses with education and training solutions. KTOS also administers the Iowa New Jobs Training Program (260E) and the Iowa Jobs Training Program (260F) which provide financial assistance for training to qualifying businesses.

Its commitment to providing total training solutions means KTOS will partner with you to create customized programs that are central to your company's success. Working together, they'll assess and pinpoint your organization's training and consulting needs and develop specific solutions to help your employees succeed.

Core training and consulting areas include:

- Computers/information technology
- Essential skills
- Health and safety
- Industrial/technical skills
- Lean processes
- Supervisory and leadership training
- Organizational development
- Strategic planning

Resource Key	
	Business expansion
	Business plan development
	Business recruitment & retention
	Entrepreneurial training
X	Funding
	Start-up

**MidAmerican Energy Company**

106 East 2nd Street  
Davenport, IA 52801

**Greg Theis, Economic Development Consultant**

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gstheis@midamerican.com  
www.midamericanenergy.com

MidAmerican Energy Company is the largest utility in Iowa and is strategically located in the middle of several major Midwest markets. We provide service to more than 732,000 electric customers and more than 702,000 natural gas customers in a 10,600 square-mile area encompassing Sioux City, Waterloo, Iowa City and Council Bluffs, Iowa; the Quad Cities area of Iowa and Illinois; and Sioux Falls, South Dakota.

Economic development is a key component of MidAmerican Energy Company's service to its customers. As a strong advocate for economic development in its service territory, they work closely with site selectors and our local community partners to recruit, retain and expand businesses.

Their experience and understanding of the forces that influence business decisions, combined with their strategic partnerships, create winning outcomes.

Resource Key	
X	Business expansion
	Business plan development
X	Business recruitment & retention
	Entrepreneurial training
	Funding
	Start-up

**Priority One**

424 First Avenue NE  
Cedar Rapids, IA 52401

**Mark Seckman, President**

319-730-1420  
mseckman@cedarrapids.org  
www.priority1.com

Priority One is an economic development organization that represents the Cedar Rapids metropolitan area and surrounding region. Since its inception in 1986, Priority One's mission has been to assist in creating and filling jobs and attracting capital investment in the communities it serves by:

- Focusing on interstate commerce industry
- Recruiting new companies
- Assisting existing business expansion and retention
- Directing workforce recruitment and development initiatives

Priority One provides the expertise to lead a company through state and local financial assistance programs, locate available land or buildings, work with utility companies, facilitate access to funds for training employees, coordinate meetings with local municipalities about zoning or permitting issues – all at no charge and on a confidential basis.

Resource Key	
X	Business expansion
	Business plan development
X	Business recruitment & retention
	Entrepreneurial training
X	Funding
	Start-up

**University of Iowa Research Foundation**

2660 University Capitol Centre  
Iowa City, IA 52242

**Pete Donnelly, New Ventures**

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www.uiowa.com

The University of Iowa Research Foundation (UIRF) is a non-profit corporation that commercializes University of Iowa technologies and inventions through intellectual property protection, licensing and startup company formation.

UIRF identifies and develops new high growth UI technology startup companies, and focuses on those suitable for venture capital financing. Startup functions housed within UIRF include:

- Commercial application assessment and exploration
- Technology and business strategy development
- Entrepreneurs-In-Residence
- Patent and copyright analysis and management of protection strategies
- Business and legal matters related to startup formation

UIRF funds the expenses for these activities and, on a selected basis, provides funding to high potential startups.

Resource Key	
	Business expansion
X	Business plan development
	Business recruitment & retention
	Entrepreneurial training
X	Funding
X	Start-up

**University of Iowa Small Business Development Center**

IOWA Centers for Enterprise  
2660 University Capitol Centre – Suite 2673  
200 S. Capitol Street  
Iowa City, IA 52242

**Paul Heath, Regional Director**

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paul-heath@uiowa.edu  
www.iowasbdc.org

The mission of the University of Iowa's Small Business Development Center (SBDC) is to positively impact Iowa's economy and its communities. It provides the highest quality assistance to current and future businesses and collaborates with federal, state, local and private resources to ensure maximum benefits for its clients. Its expert, confidential and free business counseling includes:

- Business planning
- Financing options and opportunities
- Cash flow projections
- Market research
- Technology business assistance
- Loan proposal assistance
- Business growth strategies
- New business guidance
- Business succession strategies
- Human resource management
- Business disaster counseling

It also provides workshops on basic business start-up, writing a business plan, business succession, marketing and public relations, government procurement, accounting, human resources and more.

Resource Key	
X	Business expansion
X	Business plan development
	Business recruitment & retention
X	Entrepreneurial training
X	Funding
X	Start-up

