



2020 ANNUAL REPORT TO THE MEMBERSHIP

PRESENTED DECEMBER 17, 2020

FROM THE MID-AMERICA EDC PRESIDENT:

Dear Mid-America Economic Development Council Members, Sponsors, and Board:

It has been my privilege to serve as 2020 President of Mid-America EDC. When starting the year in January I would have never imagined we would be in the position we are today. That said, I could not be prouder of the work Mid-America EDC has accomplished in the last 12 months. From increasing our webinar learning opportunities, to the work on the new regional research report, and to the switch from in-person to virtual for the Competitiveness Conference and Site Selector Forum. The flexibility and work of the Board was vital in making 2020 the success that it was. Certainly, we all wish that we had opportunities to connect in person at the Best Practices Conference and Competitiveness Conference and Site Selector Forum as those are often the locations we learn so much and help grow our networks. But we know we will once again be together in-person and until that time, Mid-America EDC will be there to help foster the mission of growing economic development professionals. I am enthusiastic for 2021 and the many great things the Board has in store. I encourage everyone to consider renewing their sponsorships or memberships for next year so that you don't miss anything. I also encourage everyone to share any feedback you have with the Board, please reach out to either of the two Directors from your state (contact information on www.midamericaedc.org) and let us know your thoughts.

To Tracey, Karla, and the entire Board I want to say thank you for your dedication, enthusiasm, and support of Mid-America EDC. You all work so hard to continually improve the organization and make it better.

I want to extend a special thank you to our outgoing Board members:

- Iowa - Chris McGowan - President, Siouxland Chamber of Commerce and The Siouxland Initiative
- Michigan - Janice Karcher - Chief Engagement Officer, ERDCWERX
- Wisconsin - Mary Gage - Vice President - Business and Community Development, Wisconsin Economic Development Corporation

Additionally, I want to welcome the following incoming Board members:

- Indiana - Clarence Hulse - Executive Director, Economic Development Corporation Michigan City, Indiana
- Iowa - Mark Seckman, EDFP - Senior Economic Development Manager, Alliant Energy
- Wisconsin - Tina Chitwood, CEcD, EDFP - Senior Economic Development Director, Wisconsin Economic Development Corporation

Finally, I am excited to introduce the 2021 President of Mid-America EDC President Dean Dziedzic - Vice President of Economic Development for the Sioux Falls Development Foundation in South Dakota. It has been my honor to work with Dean for a number of years and learn so much from him. I look forward to all the great things he has planned for next year.

Kyle Adams
Vice President
RDC National, Inc.

FROM THE PRESIDENT-ELECT/TREASURER:

The Board of Directors met virtually for two days late this summer to strategize and plan for 2021. While there is lots of uncertainty during this unprecedented pandemic, we are pleased with the plan for next year and continue to focus on the needs of our members in our planning.

Please be sure to check out the established 2021 goals/priorities [HERE](#). Note the formation of a Rural Initiatives Committee. Based on member feedback, this committee was formed to focus on gathering and providing information and resources to assist/benefit our many rural community members! Look for conference sessions, webinars, and electronic communications from this committee in 2021 that are rural-focused.

Below are highlights/items to note from 2020 from an operations and financial perspective:

- Membership & Sponsorship dues down only slightly from the previous year
- Best Practices Conference postponed, no income from registration and sponsorships
- Best Practices Conference also incurred roughly \$6,200 in prepaid expenses for the 2021 conference
- Competitiveness Conference registration, \$6,000. Limited expenses due to virtual conference.
- Overall, being the year of COVID 19, expenses were managed responsibly and showed a total net income of \$28,000.

I would like to take a moment to thank Kyle Adams for his dedication of time and talent to Mid-America EDC as 2020 President. Kyle has certainly led by example in one of the most difficult and uncertain years. I am sure that I speak for all of the leadership when I say that I admire Kyle's willingness to get involved in all areas of the organization and work so effectively with fellow board members. It is an honor to follow Kyle as incoming President.

Dean Dziedzic
Vice President
Sioux Falls Development Foundation

COMMITTEE CHAIR REPORTS/UPDATES

Memberships:

The Mid-America Economic Development Council Board and Membership committee continue to monitor membership levels closely and work with leadership to target new members and stay in contact with our current members! Mid-America Economic Development Council leadership continuously considers value to members and work diligently to continue to improve membership communications. Membership marketing continues to be a key focus area for 2021, along with marketing our region. Based on favorable feedback, we are also pleased to offer FREE monthly webinars to our members in 2021!

The membership dues rates for Mid-America EDC will not be increased for 2021. Rates will be:

- Individual Membership Rate - \$300
- Additional Firm Member Rate - \$125
- Retired and Student Rates - FREE!

Available membership discounts for 2021 include discounted new membership/conference packages for both conferences, as well as a discount for new members to join at a discounted rate through March 31, 2021 if they are already members of their state association.

***Mary Cierebiej, Membership Chair
Senior Director of Site Strategies
Team NEO***

Sponsorships:

We cannot express enough our appreciation for our valued sponsors. The ability for Mid-America EDC to continue to promote the region, as well as increase services for members (including scholarships and information such as the regional research study completed in 2020), is dependent upon the financial support that is received.

Thank you to our 2020 Sponsors!

Platinum Sponsors

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MidAmerican Energy Company
The Montrose Group, LLC
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Overland Park Chamber of Commerce
South Dakota Governor's Office of Economic Development
Wyoming Business Council

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***Keith Gillenwater, Sponsorship Chair
President/CEO
EDG of Wabash County***

Conferences:

The 2020 Best Practices conference in Flint, Michigan was postponed to May 12-14, 2021. The planning committee is putting the finishing touches on what is proving to be a can't-miss event (that will be offered both in-person and virtually), so mark your calendar now! We appreciate our partnership with the Michigan Economic Developers Association (MEDA) to present this event – and we truly appreciate their flexibility to work with us to proceed with the postponement, due to the pandemic.

***Tim Robinson, Best Practices Conference Chair
Director of Operations
Lenawee Now***

The Competitiveness Conference & Site Selector Forum, Mid-America EDC's premier event, is held annually in early December in downtown Chicago. This year's conference was held virtually, due to the pandemic, utilizing the Whova virtual event platform, on December 2-3, 2020. The conference provided outstanding educational sessions covering various topics, including many to assist economic developers in navigating through the pandemic and its aftermath. And, we, of course, presented our annual Site Selector small group virtual discussion sessions, which are always a great opportunity for attendees to learn more from top industry consultants! We look forward to being in-person again next year, so save the date now for the 2021 Competitiveness Conference – December 1-3, 2021 at the Marriott Chicago Magnificent Mile! (The 2021 conference is planned for an in-person format, but the leadership will continue to monitor for necessary changes in format.)

***Nicole Sedlacek, Competitiveness Conference Chair
Economic Development Consultant
Nebraska Public Power District***

Awards:

Due to the pandemic, we have extended the deadline for the 2020 awards competition to January 31, 2021. This will allow the judging to take place in the spring, with the presentation of the awards at the Best Practices Conference in May. If you haven't yet submitted your entry, be sure to visit our website at <https://www.midamericaedc.org/events-and-programs/annual-awards> to submit today. Don't miss this opportunity to have your community's/organization's excellence recognized!

Award categories will remain the same for the coming year, including the addition of the new category of "Overcoming Adversity." While the award idea was the result of 2020's onslaught of economic hardship, the long-term vision (and even current vision) is that this award will recognize groups taking extra steps to overcome special situations in their local economy.

New Judging Team Announced:

The 2020 Awards will be judged by an expert panel of consultants and site selectors. We are pleased to have external judges in economic development to review the entries.

***Brandon Marshall, Awards Chair
Business Development Director
Wyoming Business Council***

Professional Development:

We were so pleased to offer multiple webinars to our members this year. Thank you to so many of our partners for sharing their knowledge to keep our members informed in this ever-changing economic environment.

We look forward to offering FREE monthly webinars to our members in 2021. Look for more information in your inbox as we finalize these webinars throughout the year.

***Horton Hobbs, Professional Development Chair
Vice President, Economic Development
The Chamber of Greater Springfield***

Marketing:

The marketing committee is very active, striving to keep members updated via email, website, and social media – AND marketing to potential members! If you don't yet follow us on social media, please be sure to check us out on Twitter, LinkedIn, and Facebook!

The marketing committee will continue its hard work in 2021 with goals to highlight our leaders, continue to enhance overall communications, and allow our members to highlight their communities' achievements! Among the 2020 goals achieved are:

- Regional research project. This project/study was updated and completed earlier this year and includes our newly-added state Missouri in the data. Check out the report at <https://www.midamericaedc.org/about/midamerica-edc-macroeconomic-analysis>.
- Promotion of the region (growth, diversification, success stories).
- Member testimonials.
- Create and publish a board resource guide for all Mid-America members. List specialties, expertise, and contact information.

***Colleen Eddy, Marketing Co-Chair
Economic Development Specialist
City of Elk River***

***Alex Smith, Marketing Co-Chair
Economic Development Representative
Economic Development Administration
U.S. Department of Commerce***

Scholarships:

The Bob Ady Scholarship program, created in 2012, has been awarded to 75 economic development professionals to-date!

The committee is continuing to evolve the scholarship program and will be adding a mentoring aspect to the program in 2021! Look for more information to be released soon!

***Mary Gage, Scholarship Chair
Vice President – Business and Community Development
Wisconsin Economic Development Corporation***