THE POWER OF PARTNERSHIPS

SUPPORTING LOCAL ECONOMIC DEVELOPMENT

LOCAL PARTNERS PROGRAM

MidAmerican ENERGY
OBSESSIVELY, RELENTLESSLY AT YOUR SERVICE.
# LOCAL PARTNERS PROGRAM

## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SECTION I: INTRODUCTION AND ELIGIBILITY</td>
</tr>
<tr>
<td>2</td>
<td>SECTION II: MIDAMERICAN ENERGY</td>
</tr>
<tr>
<td></td>
<td>EconomicAdvantage® Staff</td>
</tr>
<tr>
<td></td>
<td>Service Territory Map</td>
</tr>
<tr>
<td>4</td>
<td>SECTION III: PRODUCT ENHANCEMENT</td>
</tr>
<tr>
<td></td>
<td>Business Park Planning</td>
</tr>
<tr>
<td></td>
<td>Certified Sites</td>
</tr>
<tr>
<td></td>
<td>Community Surveys</td>
</tr>
<tr>
<td></td>
<td>Environmental Assessment - Phase 1</td>
</tr>
<tr>
<td></td>
<td>Small Community Projects</td>
</tr>
<tr>
<td>5</td>
<td>SECTION IV: STRATEGIC PLANNING AND IMPLEMENTATION</td>
</tr>
<tr>
<td></td>
<td>Aerial Photographs</td>
</tr>
<tr>
<td></td>
<td>Building Marketing</td>
</tr>
<tr>
<td></td>
<td>Corporate and Headquarter Calls and Marketing Trips – Local Partner or Regional</td>
</tr>
<tr>
<td></td>
<td>Economic Modeling Specialists, Intl.</td>
</tr>
<tr>
<td></td>
<td>Existing Business Programs</td>
</tr>
<tr>
<td></td>
<td>IASourceLink</td>
</tr>
<tr>
<td></td>
<td>Marketing Plan</td>
</tr>
<tr>
<td></td>
<td>MyEntre.net</td>
</tr>
<tr>
<td></td>
<td>Project Impact Analysis</td>
</tr>
<tr>
<td></td>
<td>Strategic Planning</td>
</tr>
<tr>
<td></td>
<td>Trade Shows – Local Partner or Regional</td>
</tr>
<tr>
<td></td>
<td>Website Development</td>
</tr>
<tr>
<td>8</td>
<td>SECTION V: WORKFORCE DEVELOPMENT</td>
</tr>
<tr>
<td></td>
<td>Hire Veterans</td>
</tr>
<tr>
<td></td>
<td>Job Fairs</td>
</tr>
<tr>
<td></td>
<td>Labor Shed/Wage and Benefit Profiles</td>
</tr>
<tr>
<td></td>
<td>STEM Initiatives</td>
</tr>
<tr>
<td></td>
<td>Skilled Iowa</td>
</tr>
<tr>
<td></td>
<td>Workforce Recruitment</td>
</tr>
<tr>
<td>10</td>
<td>SECTION VI: PROFESSIONAL DEVELOPMENT</td>
</tr>
<tr>
<td></td>
<td>Scholarships</td>
</tr>
<tr>
<td>11</td>
<td>SECTION VII: SPECIAL PROJECTS</td>
</tr>
<tr>
<td>11</td>
<td>SECTION VIII: APPLICATION FORM</td>
</tr>
</tbody>
</table>
MidAmerican Energy’s EconomicAdvantage® group’s Local Partners Program is structured to increase the effectiveness of local development organizations within MidAmerican Energy’s service area.

Recognizing the importance of partnerships to attain resources, the Local Partners Program offers opportunities to leverage local resources in the areas of product enhancement, strategic planning and implementation, workforce development, professional development and special projects.

Please review the partnership opportunities regarding your potential areas of interest. For additional information, please contact a MidAmerican Energy EconomicAdvantage® Business and Community Development Manager. All applications must begin with a consultation with a MidAmerican Energy representative, prior to project initiation.

All programs are subject to the availability of funds and change.

**ELIGIBILITY**

To be eligible for the Local Partners Program funding, the following requirements must be met:

- LocationOne Information System (LOIS) information must be complete for locality, building and site records to generate the printable brochure.
- The organization must have an existing business and retention program. If an applicant is from Iowa, utilization of Synchronist is a prerequisite for participation in the program. Other states are encouraged to implement Synchronist.
- Website display using LOIS.
- The organization’s marketing plan must be on file and supported by MidAmerican Energy.
- The organization must submit an annual report to MidAmerican Energy showing results of the marketing plan.
- MidAmerican Energy’s EconomicAdvantage® representative must be on the electronic communication list to receive the organization information.
- Website:
  > Local Partner organization must have a website.
  > The organization’s website must have an economic development section.
  > The organization’s website must have a link to the MidAmerican Energy Economic Development website at: [www.midamericanenergy.com/econdev1.aspx](http://www.midamericanenergy.com/econdev1.aspx)
- MidAmerican Energy will be recognized as a sponsor on partnership projects.

**CONSIDERATION**

In awarding funds, the specific jurisdiction in which the project is located determines the amount of the award. Regional existing business programs utilizing Synchronist are factored. Generally, combination electric and gas jurisdictions will receive maximum funding; electric only jurisdictions will receive 75% and gas only jurisdictions 50% of the amounts shown on the following pages. The local organization must employ a full-time economic developer for a jurisdiction served primarily by MidAmerican Energy.
## II. ECONOMICADVANTAGE® STAFF

<table>
<thead>
<tr>
<th>NAME</th>
<th>TITLE</th>
<th>PHONE / FAX</th>
<th>EMAIL</th>
<th>ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>KATHRYN KUNERT</td>
<td>Vice President Business and Community Development</td>
<td>Phone: <strong>515-281-2287</strong> Fax: 515-242-4395</td>
<td><a href="mailto:kmkunert@midamerican.com">kmkunert@midamerican.com</a></td>
<td>MidAmerican Energy P.O. Box 657 Des Moines, Iowa 50306-0657 -or- 666 Grand Ave. Des Moines, Iowa 50309-2580</td>
</tr>
<tr>
<td>BRAD HOWARD</td>
<td>Business and Community Development Manager</td>
<td>Phone: <strong>712-233-4850</strong> Fax: 712-233-4819 Phone: <strong>605-232-5920</strong> Fax: 605-232-5995</td>
<td><a href="mailto:bllhoward@midamerican.com">bllhoward@midamerican.com</a></td>
<td>MidAmerican Energy 223 S. Iowa St. Sioux City, Iowa 51101-1937 -or- 335 Sioux Point Rd. Suite 100 Dakota Dunes, SD 57049-5329</td>
</tr>
<tr>
<td>DEB CALVERT</td>
<td>Business and Community Development Manager</td>
<td>Phone: <strong>515-281-2595</strong> Fax: 515-242-4399</td>
<td><a href="mailto:dlcalvert@midamerican.com">dlcalvert@midamerican.com</a></td>
<td>MidAmerican Energy 4299 N.W. Urbandale Dr. Urbandale, Iowa 50322-7916</td>
</tr>
<tr>
<td>DAVID JOHNSON</td>
<td>Business and Community Development Manager</td>
<td>Phone: <strong>712-366-5652</strong> Fax: 712-366-5687</td>
<td><a href="mailto:dpjohnson@midamerican.com">dpjohnson@midamerican.com</a></td>
<td>MidAmerican Energy 3003 South 11th Street Council Bluffs, Iowa 51501</td>
</tr>
<tr>
<td>GREG THEIS</td>
<td>Business and Community Development Manager</td>
<td>Phone: <strong>563-333-8917</strong> Fax: 563-333-8809</td>
<td><a href="mailto:gtheis@midamerican.com">gtheis@midamerican.com</a></td>
<td>MidAmerican Energy P.O. Box 4350 Davenport, Iowa 52808-4350 -or- 106 E. 2nd St. Davenport, Iowa 52801-1502</td>
</tr>
<tr>
<td>KELLY SWENSON</td>
<td>Business and Community Development Manager</td>
<td>Phone: <strong>515-281-2648</strong> Fax: 515-242-4395</td>
<td><a href="mailto:kmswenson@midamerican.com">kmswenson@midamerican.com</a></td>
<td>MidAmerican Energy P.O. Box 657 Des Moines, Iowa 50306-0657 -or- 666 Grand Ave. Des Moines, Iowa 50309-2580</td>
</tr>
<tr>
<td>GAIL STENDER</td>
<td>Administrative Assistant</td>
<td>Phone: <strong>563-333-8806</strong> Fax: 563-333-8809</td>
<td><a href="mailto:gstender@midamerican.com">gstender@midamerican.com</a></td>
<td>MidAmerican Energy P.O. Box 4350 Davenport, Iowa 52808-4350 -or- 106 E. 2nd St. Davenport, Iowa 52801-1502</td>
</tr>
</tbody>
</table>
II. SERVICE TERRITORY MAP

Gas Towns
Electric Towns
Combination Towns

Revision Date 3-22-13
Successful economic development organizations actively participate in “capacity-building” activities. The comprehensive approach focuses on product development—improving the community to make it more effective as a place to live and conduct business.

**BUSINESS PARK PLANNING**
Planning for business parks includes not only the initial project planning and master plan process, but also the continuing development process. Contact an EconomicAdvantage® team member to include our expertise on your planning team.

**REIMBURSEMENT:** No funds, expertise only.

**CERTIFIED SITES**
Site selectors indicate there is a distinct advantage for communities that have certified sites. The process allows for proactive marketing, prepares the community for better reactive marketing, educates you on the site’s strengths and weaknesses, and speeds the development schedule by having due diligence completed.

**REIMBURSEMENT:** MidAmerican will provide engineering expertise to support the utility infrastructure planning for the site. A matching grant up to $1,500 for environmental assessments, not to exceed 50% of the project cost.

**COMMUNITY SURVEYS**
MidAmerican will partner to collect community input and opinions on issues to develop an action plan. An EconomicAdvantage® team member will be part of your planning team to access the required resources.

**REIMBURSEMENT:** A matching grant up to $2,500, not to exceed 50% of the project cost.

**ENVIRONMENTAL ASSESSMENT - PHASE 1**
The site selection process may require a Phase 1 environmental assessment. MidAmerican offers assistance for property controlled or owned by a local economic development organization.

**REIMBURSEMENT:** A matching grant up to $1,500, not to exceed one-third of the project cost.

**SMALL COMMUNITY PROJECTS**
Communities with a population of less than 5,000 may have unique projects as they work to retain or expand a balanced commercial mix. Components may include converting underused or unused commercial space within a district, enhancing a district’s physical appearance, designing of management systems or long-term planning.

**REIMBURSEMENT:** A matching grant up to $5,000, not to exceed 50% of the project cost. A limit of five projects per year will be considered throughout our service territory.
AERIAL PHOTOGRAPHS
Recognizing up-to-date aerial photographs of available sites and buildings are a basic marketing tool, assistance is available to offset the cost of photography.

REIMBURSEMENT: Up to 50% of the cost to take the photo, not to exceed $100 per site.

CORPORATE HEADQUARTER CALLS & MARKETING TRIPS - LOCAL PARTNER OR REGIONAL
Regional marketing leverages limited resources. An initiative of regional marketing is to connect with corporate headquarters and specific target business sectors to discuss opportunities. MidAmerican EconomicAdvantage® supports this regional initiative and will partner on marketing efforts. Corporate headquarter calls will utilize the Synchronist headquarter call form. Data must be entered into the system as a result of the meeting.

REIMBURSEMENT: Up to 50% of the total cost for list preparation, telemarketing, scheduling, airfare or mileage not to exceed $2,000 per trip. Mileage reimbursement will not exceed the federal mileage rate. The program is limited to two trips annually per entity. A limit of five projects will be considered.

ECONOMIC MODELING SPECIALISTS, INTL.
Economic Modeling Specialists, Intl. is a leading provider of up-to-date statistical data on states, counties and municipalities across the nation. MidAmerican’s subscription to the EMSI Analyst database allows us to submit data requests and receive pertinent information needed to make informed decisions when attracting new businesses to your area and reassessing the value of retaining current ones. This can include your local labor market data, demographic information and economic impact analysis.

EXISTING BUSINESS PROGRAMS
The organization must have an existing business and retention program. In Iowa, utilization of Synchronist is required with a data quality indicator greater than 80 for database records. To enhance the benefits of this tool, MidAmerican will partner on initiatives such as data analysis and initiatives that enhance the existing business base.

REIMBURSEMENT: Up to 50% of the cost, not to exceed $1,500. The program is limited to one event per entity per year. A limit of 10 initiatives per year will be considered.

IASOURCELINK
IASourceLink connects a network of 200+ nonprofit resource organizations that provide business-building services for small businesses. It facilitates the linking of these resource organizations to one another and to established, emerging and start-up small businesses. www.iasourcelink.com
MARKETING PLAN DEVELOPMENT
Communities need marketing techniques to educate businesses looking to locate or expand. Successful marketing programs need accurate, up-to-date, and credible information to reach the needs of the business community. Marketing plans help to ensure a positive impact and make effective use of available resources, staff and financial capabilities. It provides a guide for all marketing activities and is an important part of an overall economic development strategy. The marketing plan must be done in coordination with the strategic plan.

REIMBURSEMENT: Up to 50% of the total cost, not to exceed $5,000.

MYENTRE.NET
MidAmerican Energy is a sponsor of MyEntre.Net serving Iowa small business owners. Start networking with other small business owners, access free bi-monthly business seminars (webinars), view hundreds of recorded webinars, receive one of the best business e-newsletters in the Midwest covering upcoming small business grant or loan programs, events, and business opportunities.

PROJECT IMPACT ANALYSIS
An economic impact analysis is available through the University of Northern Iowa’s Institute for Decision Making. The cost is $300.

REIMBURSEMENT: Up to $150. Contact Kathryn Kunert at kmkunert@midamerican.com for details.

STRATEGIC PLANNING
A three to five-year strategic plan provides focus to your economic development program. Evaluation of the organization’s structure with focus on current economic conditions, assets, challenges, existing business efforts, marketing and workforce will offer value to your stakeholders.

MidAmerican Energy’s EconomicAdvantage® group may provide a matching grant for the strategic plan process.

REIMBURSEMENT: A matching grant of up to 50% of the total project cost, not to exceed $5,000.

TRADE SHOWS - LOCAL PARTNER OR REGIONAL
MidAmerican will partner on trade shows identified in your targeted business marketing plan. We will partner on the cost of the booth space for the show.

The initiative must be led by a local or regional development group in an area primarily served by MidAmerican Energy. Participation in the trade show must include booth space rental. The program is limited to one event per entity annually. A limit of five projects will be considered.

REIMBURSEMENT: Up to 50% of the booth space cost, mileage or airfare not to exceed $2,000.
WEBSITE DEVELOPMENT
MidAmerican strongly encourages local economic development groups to have a current website. To assist in this process, financial support is available toward the cost of developing or updating a website. Initiatives may include site selection, business retention, economic gardening, workforce development and unique marketing elements. When completed, the website must be linked to MidAmerican’s Economic Advantage website at www.midamericanenergy.com/econdev1.aspx

REIMBURSEMENT: Up to 50% of the cost, not to exceed $2,500. No more than 14 projects will be funded.
HIRE VETERANS
MidAmerican Energy Company reaches out to hire U.S. Veterans and is a member of HireVeterans.com, America’s most effective job board for Veterans. MidAmerican values diversity and feels it is important to create a workforce that has a broader appreciation of individual differences. As a global energy services organization, we want to build and promote strong multicultural relationships.

JOB FAIRS
Job fairs may be a tool your organization, community and region utilize to address local workforce needs. MidAmerican will partner on efforts that involve events to hire veterans, meet local employers’ needs and help students identify career opportunities. These events may be done in collaboration with local/regional school districts, community colleges, private colleges or universities.

REIMBURSEMENT: Up to $500 annually

LABORSHED/WAGE AND BENEFIT PROFILES
Accurate labor/wage and benefit statistics are critical to expanding business and when recruiting companies to a community. We encourage our partners to have labor information that is no older than two years.

REIMBURSEMENT: Up to one-third of the project cost, not to exceed $2,500 (per county if you are part of a regional effort) may be applied for under this program.

STEM
STEM is the acronym for Science, Technology, Engineering and Mathematics. These disciplines are vital for thriving in the 21st century whether managing STEM-based decisions of daily life or pursuing STEM careers. In today’s complex world teachers, students, parents and communities need to understand how the STEM fields are the basis for innovative problem-solving and discovery which are best acquired through exploratory learning and active student engagement.

MidAmerican Energy Company participates in Iowa’s STEM. Check the website http://workin-iowa-stem.jobs/ for current opportunities.

STEM INITIATIVES
MidAmerican Energy encourages our economic development partners to support on workforce initiatives offering STEM events to connect business with education. Examples may be LEGO® leagues, robotics competitions or tech challenges. The program is not available for individual teams or singular events.

REIMBURSEMENT: Up to $250 per event. A maximum of twelve projects throughout the year will be considered throughout the service territory.
SKILLED IOWA
Skilled Iowa Initiative is a program that provides assurances to employers and potential employers that local workforces have the skills and abilities to fill job openings. The initiative promotes the National Career Readiness Certificate (NCRC) testing to potential job seekers, encourage businesses to hire certified workers when applicable, and provide resources to those looking to improve their skills. More details are available at the website: www.skillediowa.org

MidAmerican Energy Company supports the National Career Readiness Certificate and recommends other companies to encourage candidates to obtain the NCRC for submission with their application credentials for all positions. For more information regarding the NCRC and how to obtain a certificate, visit their site at www.nationalcareerreadiness.org.

WORKFORCE RECRUITMENT
MidAmerican recognizes workforce development and economic development go hand in hand. Creating next generation workers requires far-reaching partnerships. Eligible project examples include recruitment initiatives, workforce studies, skill and employment needs assessments and workforce brochures.

REIMBURSEMENT: Up to 50% of the project cost, not to exceed $5,000.
SCHOLARSHIPS
Investment in human capital is a priority for most organizations. MidAmerican will partner to provide skill training required to execute effective economic development programs. The Economic Development Institute, Community Development Academy, the National Development Council, and state economic development organizations provide advanced education for professional economic developers.

SCHOLARSHIPS AVAILABLE:
- Basic Economic Development course or approved equivalent.
- Advanced symposium, economic development skills-related workshop or seminar.
- Economic development programs to gain certification.
- Professional Developers of Iowa education seminars.

REIMBURSEMENT: Up to 100% of the tuition.

MidAmerican’s funding is supplemental to other economic development scholarship awards received.
A matching grant for special projects based upon immediate need, local preparedness, planning and potential for success will be considered. Examples of eligible projects include prospect response projects, industry specific or targeted industry studies, pilot projects, internships, unique Web-based marketing initiatives and brownfield redevelopment. Contact an EconomicAdvantage® representative for an initial consultation on whether your project would qualify.

REIMBURSEMENT: Up to 50% of the total cost, not to exceed $5,000, awarded to the project with greatest potential for success.

To use our online form, click here.