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SECTION I
INTRODUCTION AND ELIGIBILITY

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:

1. MidAmerican Energy must be recognized as a sponsor on partnership projects.
2. Local Partner must demonstrate a clear value to MidAmerican Energy and how that will be accomplished (i.e. Impact statement, promoting through social media)
3. An organization current annual report must be provided to MidAmerican Energy detailing the accomplishments.
4. MidAmerican Energy’s EconomicAdvantage® representative must be on the organization’s electronic communication list.
5. Website
   - Local Partner organization must have a website.
   - The organization’s website must have an economic development section.
6. LocationOne Information System (LOIS)
   - Local Partner must have LOIS included on the organization’s website
   - Detailed LOIS information must be complete for locality, building and site records to generate the printable brochure.
7. Business Retention and Expansion (BR|E)
   - The organization must have an existing business retention and expansion program. If an applicant is from Iowa, utilization of Synchronist is a prerequisite for participation.
   - The partner organization must demonstrate use of data collected during business interviews to enhance economic growth.
   - Other states are encouraged to implement Synchronist.
8. Strategic and Marketing Plan
   - The organization’s strategic and marketing plans must be on file and supported by MidAmerican Energy

**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

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SECTION III
PRODUCT ENHANCEMENT

Successful economic development organizations actively participate in “capacity-building” activities. The comprehensive approach focuses on product development while improving the community to make it more attractive as a place to live and conduct business.

BROWNFIELD AND GRAYFIELD REDEVELOPMENT
Significant opportunities exist for brownfield and grayfield redevelopment which can economically revitalize an area and improve the quality of life for communities.

Definition:
- Brownfield sites are abandoned, idled or underutilized industrial or commercial properties where real or perceived environmental contamination prevents productive expansion or redevelopment. Examples of brownfield sites include former gas stations, dry cleaners and other commercial operations that may have utilized products or materials potentially hazardous to the environment.
- Grayfield sites are abandoned public buildings, industrial or commercial properties that are vacant, blighted, obsolete or otherwise underutilized. A grayfield site has been developed and has infrastructure in place, but the property’s current use is outdated or prevents a better or more efficient use of the property.

Eligibility:
- Projects must meet the rules listed in the Iowa Redevelopment Tax Credit Program Rules Chapter 261.65.11 (15)
- Local Partner organization must be working toward a development agreement (i.e. land acquisition, no-further remediation letter)

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

CERTIFIED AND SHOVEL READY SITES
Site selectors indicate there is a distinct advantage for communities that have certified or shovel ready sites. The process allows for proactive marketing, identifies a 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 $5,000 for environmental assessments, 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.

HOUSING INITIATIVES
Available and affordable housing is an issue communities may need to address in their overall economic development plan.

REIMBURSEMENT: A matching grant up to $5,000, not to exceed 50% 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 business mix. Components may include converting underused or unused commercial space within a district, enhancing a district’s physical appearance, 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.
SECTION IV
STRATEGIC PLANNING AND IMPLEMENTATION

CORPORATE HEADQUARTER CALLS AND MARKETING TRIPS
A marketing initiative may be to connect with corporate headquarters or target specific business sectors. MidAmerican EconomicAdvantage® supports these programs and will partner on marketing efforts. Corporate headquarter calls will utilize the Synchronist headquarter call form and data must be entered into the system as a result of the meeting in order to received funding.

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.

COMMUNITY DEVELOPMENT STRATEGIC INITIATIVES
MidAmerican will partner in projects that lead to actionable results. An EconomicAdvantage® team member will be part of your planning team to access the required resources.

Project Examples:
- Wayfinding
- Sense of Place
- Community Branding

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

DIGITAL MARKETING AND ADVERTISING
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, copywriting, design support and digital marketing tactics.

Project Examples:
- Aerial Photographs, Google Earth, Drone, Visual Production
- Targeted Marketing (Mailings, Social Media, Online Ads, etc.)

REIMBURSEMENT: Up to 50% of the project cost, not to exceed $2,500 per entity.

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 efforts that enhance the existing business base.

Project Examples:
- Business recognition in local media
- Annual existing business program event
- Awards programs recognizing various local businesses by categories
- Local/regional Synchronist data analysis
- Existing business report to stakeholders

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.
MARKETING PLAN DEVELOPMENT
Communities need marketing techniques to support businesses who have expansion or new location opportunities. 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. Additionally, they provide a guide for all marketing activities and are 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.

STRATEGIC PLANNING
A three to five-year strategic plan provides focus to economic development programs. Evaluating the organization’s structure with focus on current economic conditions, assets, challenges, existing business efforts, marketing and workforce will offer value to 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
MidAmerican will partner on trade shows identified in the organization’s 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 $3,000.

WEBSITE DEVELOPMENT
MidAmerican strongly encourages local economic development groups 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 EconomicAdvantage website at www.midamericanenergy.com/ea/.

Project Examples:
- Website expanded capabilities
- Analytics (audience tracking, i.e. Google Analytics)

REIMBURSEMENT: Up to 50% of the cost, not to exceed $2,500. No more than 14 projects will be funded.
Workforce availability, development and training are critical to a community and its ability to support business retention and growth. MidAmerican Energy will partner on programs to enhance upskilling, reskilling or attraction.

**INTERNSHIPS**
Internship programs can complement an organization’s program of work while providing economic development experience.

Project Examples:
- Community, demographic and site/building information
- Existing business call program and annual report
- Marketing and communications

**REIMBURSEMENT:** Up to $3,500 annually

**JOB FAIRS**
Job fairs may be a tool the organization, community and region utilize to address local workforce needs. MidAmerican will partner on efforts that involve events to hire veterans, meet local employer 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 STUDIES**
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, may be applied for under this program.

**SCIENCE, TECHNOLOGY, ENGINEERING AND MATH (STEM) INITIATIVES**
These disciplines are vital for thriving in the 21st century whether managing STEM-based decisions of daily life or pursuing STEM careers. MidAmerican Energy encourages economic development partners to support 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.

**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.
SECTION VI
PROFESSIONAL DEVELOPMENT

SCHOLARSHIPS
Investment in human capital is a priority for most organizations. MidAmerican will partner to pro-
vide 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 eco-
nomic developers.

Project Examples:
- Basic Economic Development course or approved equivalent.
- Advanced symposium, economic development skills-related workshop or seminar.
- Economic development programs to gain certification.
- Social Media Training

REIMBURSEMENT: Up to 100% of the tuition. The local partner applicant must be involved
full-time in community development and/or business project activity. Applicant must provide expected benefits relative to the organization’s
program of work.

MidAmerican’s funding is supplemental to other economic development scholarship awards
received.
SECTION VII
SPECIAL PROJECTS

A matching grant for special projects based upon immediate need, local preparedness, planning and potential for success will be considered. Contact an EconomicAdvantage® manager for an initial consultation on whether your project qualifies.

Project Examples:
- Prospect response
- Industry specific or targeted industry studies
- Pilot projects
- Unique marketing initiatives
- Small business and entrepreneurial projects

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

SECTION VIII
APPLICATION FORM

To use our online form,
https://www.midamericanenergy.com/local-partners-applicationform