

FYI



“Staycations” in Sac County

FYI May—June 2009

Last summer, "staycation" — spending one's leisure time at home or close to home — became a cliché as gas prices near \$4 a gallon doused the desire to drive the family vehicle cross-country. That worry has eased, but now would-be travelers have other economic gloom to preoccupy them. We have an answer for you—**Spend time in Sac County this spring and summer! There are events going on throughout the summer.**

Start the Memorial Day weekend at **Lytton Gala Days on May 22-23** (there is a schedule of events attached to this newsletter.)

Also on **May 23-25 Lake View** is holding its **Annual Garage Sale** after you attend the **Log Cabin Pancake Breakfast** from 7:30 -11 a.m. at the Legion Building. At 1 p.m. the **Lake View Log Cabin** will be re-opened with folk songs and demonstrations. Don't miss the Buckskinners and fun and games. More information is available at www.lakeview-ia.com or contact 712-657-2634 .

May 30th—join a **Bike Ride** from Sac City to Lake View, around Black Hawk Lake and back. For more information, contact Laura at 712-662-7316.

June 6th is a big day in Sac County—start the day with **Free Fishing** at Black Hawk Lake, then head downtown for the first ever **Sip 'N Sample**. That's right—there will be samples from 8 wineries and the Beer Bread Company. Check out the new streetscape project while you're there.

For information on the Sip 'N Sample, contact lvcity@iowatelecom.net or call 712-657-2634.

From 5—10 p.m., join the **Sac County Cancer Walk Run** in Early. Registration starts at 4 p.m. Call 712-662-4462 for info.

Odebolt's Creek Days are June 20-21, with a parade and car, truck, motorcycle, and antique tractor show, volleyball tournament carnival games food stands, an outdoor concert on Saturday featuring “Lemon Fresh Day”, and fireworks at dusk. For more information call 712-668-2231 or odebolt@netins.net

On **July 3rd & 4th** visit **Sac City** and enjoy **Chautauqua Days**. On Friday cheer at the kids triathlon and later at the water fights. That night will be the variety show featuring local talent. On Saturday, the 4th, start with a breakfast at the Chautauqua Building and spend time at the car & antique tractor show, watch the parade and end the evening with fireworks. For more information or a parade registration call the Chamber Office at 712-662-7316 or visit their website www.saccity.org.

Schaller's Popcorn Days are on July 10 & 11 with a kiddies parade, rides and midway, and variety show on Friday. On Saturday there is the parade, car show, BBQ Cook-Off, craft show, and entertainment in the park. Free popcorn both days! For more information call 712-275-4742 or

(Continued on page 2)

Remember the Veterans this Memorial Day !

Sac County is still listed as #10 in the Best Places in the Midwest - as the Top 10 Counties to Raise a Family. Go to ProgressiveFarmer.com

In Jan. of 2009, Gov. Chet Culver noted that Iowa is now second in the nation in wind energy capacity, surpassing California. Now Congress is attempting to pass a bill that would make Iowan's electrical bills soar. There is a bill in committee right now that would punish our state because our emissions are lower because of the wind power. See the story on page 3.

Inside this edition:	
Brochures are Powerful Motivators	2
US 20 Update	3
Iowa's New Electrical Program	3
Congress' attempt to raise your electric bill	3
Lake View's Sip N Sample	4
Western Iowa Energy	4

“Staycations” in Sac County cont.....

(Continued from page 1)

schallerclerk@hotmail.com.

July 17-19 is Lake View's Water Carnival starts Friday evening with a kiddies parade and local talent show. Saturday has a Big Street Parade and talent show, along with an “Art in the Park” show Saturday and Sunday. The headlining event is the Parade of Water Floats on the lake at dusk on Saturday. On Sunday there is the Little Miss Black Hawk Pageant. The midway and rides open at 6:30 p.m. on Friday till Sunday afternoon. For more information call 712-657-2664 lvcity@iowatelecom.net

The **Sac County Fair is July 30-August 2** at the county fairgrounds in Sac City. There are 4-H exhibits, and shows at the grandstand each night, along with the Miss Sac County Queen competition. Kid's Day is Saturday with a kiddies parade and games. For more information call 712-662-7188 or 712-664-7436

August 8th is a busy day with the **Lake View Carp Contest** where you can win up to \$10,000 if you catch a tagged Carp. For more information on this call 712-657-

2519 or croth@iowatelecom.net. Then **Early** is having their **Crossroads Days** with food, fun and games. For more information call 712-273-5283 or earlyia@ruralwaves.us

On **August 21-23, Wall Lake** will hold their **Farm Festival**. There will be a parade on Saturday along with food, fun, and rides. Midway opens Friday evening and runs until Sunday afternoon. For more information call 712-664-2357 or billbro@netins.net

Take advantage of the **Sauk Rail Trail**—a 33-mile recreation trail from Black Hawk State Park to Swan Lake State Park in Carroll County. **Camping facilities** are available in Lake View, Odebolt, & Sac City as well as the many Sac County Parks. **Canoe the Raccoon River**—there are 41 miles of water trail in Sac County. Check out one of the **county's museums** or get your photo beside the **World's Largest Popcorn Ball**.

Plan your “Staycation” for the whole family in Sac County this summer. For more lodging opportunities, visit our website at www.saccountyiowa.com.

Community Job Growth

70% of all job growth in a community is created by existing companies. Existing businesses play an exceedingly important role in new business attraction. They can help provide valuable insight into what a new company might expect when considering an area. What can existing or new business expect when it locates in your community?

Brochures Are Powerful Motivators

Ever wonder if your advertising is benefiting your community, event or attractions? Brochures can be secret marketing weapons because they are effective and efficient if they are distributed correctly. They should tell the whole story of your community, attraction, or event and they are easy for people to carry with them as they travel.

Remember if they don't know about you, they won't come to see you.

- 36% of all tourists change their travel plans as a result of reading a travel brochure.
- 62% of travelers seek travel information after leaving home. Plans can change as you travel.
 - 33% of travelers rely on brochures when they travel.
 - 47% of travelers who pick up a brochure purchase something from them.
 - Make sure your brochures are colorful and attractive.
- A picture is worth 1000 words but only if it's large enough so people can see it.
- Printing your brochures is one thing, figuring out an effective way to distribute them is another. In Iowa the best place to distribute brochures is through our Iowa Welcome Centers. .
- Give more than adequate directions to your attraction, event or community. It's extremely frustrating to get lost.
 - Make sure that your phone number, email address and website are on your brochures for follow up.
 - Make sure you consider the size if you need to mail them out individually.

U.S. 20 Update

Projects along the U.S. 20 corridor continue as earthmovers gradually move westward. The State's proposed five-year plan for highway improvements calls for a lot more work along the route. According to DOT planner, Dakin Schultz, we'll see a lot of paving down starting next year. He said the earthmoving between Moorland in Webster County and Iowa Highway 4 in Calhoun County is 80–90% complete and the bridge near the Moorland pond will be completed this fall.

A contract for paving the four lanes between Moorland and Iowa Highway 4 will be awarded next month. The estimated cost of that work is \$14.7 million. Schultz said there's "an outside chance" some of that paving will be done by the end of this year. That new section is scheduled to open by the end of 2010. Schultz also reported that the department has one surveying crew that will do nothing but US Hwy. 20 work for the next year and a half.

The Department of Transportation has awarded an

earthmoving contract this week that will advance the new route even farther west. That contract is for the stretch between Iowa Highway 4 near Rockwell City and Sac County road N14 (one mile east of Sac City.)

The rest of the five year plan includes major work on U.S. 20 as well:

- Paving four lanes between Highway 4 and the border of Calhoun & Sac Counties in 2011-2012.
- Earthmoving between US Hwy. 71 and Sac County Road N14 in 2010-2011.
- Paving between US Hwy. 71 and Sac County Road N14 in 2011-2012.

The Iowa Transportation Commission will consider the proposed five-year plan when it meets on June 9th.



New State Electrical Program

The Iowa General Assembly enacted legislation which established a statewide licensing program for electricians and electrical contractors. The program was established in the Fire Marshal Division of the Iowa Dept. of Public Safety and will be overseen by a new Electrical Examining Board.

In other words, anything dealing with electrical has to have a permit, has to be completed by a licensed electrician and then must be inspected by a regional licensed inspector.

At a recent Sac County League meeting discussion was held on this subject. Beginning March 1st, requests for electrical permits, fee payment and requests for inspection may be made online at www.iowaelectrical.gov or by calling 866-923-1082.

No new electrical service can be hooked up in your homes or businesses unless the above procedures are followed.

Congress & the Waxman-Markey Bill

MidAmerican Energy contacted economic development officials on Thursday, May 21st with the following information:

The U.S. House of Representatives' Committee on Energy and Commerce are working to amend the Clean Air Act. They want to establish an economy-wide cap-and-trade program to reduce green house gas emissions. The bill is called the Waxman-Markey bill. It is anticipated to be voted out of committee on May. 22. The bill will have major implications and seriously impact electric rates with a potential increase **of at least 20% starting in 2012**. These types of increases seriously jeopardize and put at risk economic development, community sustainability, jobs and existing industry.

We followed up with a conference call and received the following information: The bill puts a cost on carbon dioxide by imposing a ceiling, or cap, on green house gas emissions and then setting up a market for regulated industries—such as the electric power sector—to buy and sell allowances to pollute under that cap. The problem with this is that in Title VIII of the bill, it lets investment banks, hedge funds, and other speculators participate in the cap-and-trade market. The real hidden catch of the cap-and-trade system, though, is that it will require consumers to pay twice, first for emission allowances and then for the construction of new low and zero carbon power plants.

How will this affect Sac County? If you are currently a customer or perhaps a wholesale municipal customer of MidAmerican, you can expect up to 20% increase in your electric bill. Contact the SETD office and we'll forward you more information. Or contact your congressional offices to express your concern. Congressman Bruce Braley from eastern Iowa is on the committee.

Sac Economic & Tourism Development

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712-662-7383

info@sacountyiowa.com
www.sacountyiowa.com

"Things are always popping in Sac County!"



www.westerniowaadvantage.com

Small business generated up to 80% of new job growth in the U.S. over the last decade. Recently some people who've been laid off are starting their own companies. More than 16 million Americans already work for themselves.

Check out the new sign on the building that houses the World's Largest Popcorn Ball near the Sac City Museum. We've included photos of the making of the giant ball.



Congratulations to Speed Herrig, Owner of Cookies Food Products (Wall Lake) for being inducted in to the National BBQ Hall of Fame.

Members are inducted for their significant impact and contributions they have made on the BBQ community and we know that Speed deserves this honor.



Lake View Plans New Event

Despite the extensive streetscape project occurring in

Lake View, the CDI marketing committee and the Wooden Oar have planned a new event for June 6th - "Sip 'N Sample."

From 2 - 4 p.m., you have the opportunity to take wine from 7 Iowa wineries, as well as sample

the many products from the Beer Bread Company of Sac City. The event takes place behind the Wooden Oar and on the Municipal Building yard. (In case of rain, the event will take place in the upstairs meeting room of City Hall.)

Stemless etched commemorative wine glasses will be on sale for \$6 (from Lake View businesses) which entitles the visitors to sample the wines. For more information on the Sip N Sample, contact Scott at 712-657-2634.



Economic Development in a small town often requires a heavy dose of long-term thinking and risk taking and blending traditional methods with alternative strategies.

Wall Lake Biodiesel Plant signs Agreement

In May, Western Iowa Energy entered into an agreement with Renewable Energy Group for consolidation and operation of its commercial-scale biodiesel production facility. The 30-million gallon plant in Wall Lake is one of three biodiesel plants under the agreement—the others include Central Iowa Energy, Newton (30MGY) and Blackhawk Biofuels, LLC (45MGY) of Danville, Ill. Ownership of the operations of all four companies will be consolidated in a new holding company to be named Renewable Energy Group, Inc. The consolidated company will be owned by the current Renewable Energy Group investors and current members of the three acquired companies, including the more than 500 investors in Western Iowa Energy. The transaction is subject to approval by the shareholders and members of all four companies and to other conditions, including customary regulatory approvals.

