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# More than Meets the Eye

Calmar is a community with more than meets the eye. The consultants Luther Snow and Carolyn Corbin observe a great deal of opportunity in Calmar. Participants in this planning process identified a great many individual strengths and talents, institutional resources, physical assets such as the Prairie Farmer Trail and the historic Train Depot as well as an affiliation with Northeast Iowa Community College.

Building on assets like these, dozens of Calmar residents and stakeholders showed impressive interest and enthusiasm for progressive, achievable projects. The time is right, organizations are showing new openness, and individuals are ready to roll up their sleeves to work together for real progress.

The specific projects that participants identified, explored, and began working on form a real, strategic working plan. Combining some opportunities for immediate success, other opportunities for longer-term gain, and mechanisms to translate community success into jobs and business, Calmar is on the move!

**Immediate opportunity:** Projects that have short term successes will keep us moving towards our larger goals with longer time frames. One project that is poised for successful completion is development of the trail head for the Prairie Farmer Trail. Led by workgroup chair, Don Schroeder, this committee expects to celebrate the completion of the trail head by this summer. The trail is a regional project that everyone can contribute to, area communities all enjoy the use and tourism that the trail brings. Churches and schools voluntary associations, regional trail enthusiasts and the businesses are all advocates for the trail project.

**Big Picture opportunities:** Two projects have emerged that have the potential for long term and large scale impact. The Wellness Center workgroup found there is a strong alignment with the goals of NICC. The workgroup identified a Wellness Center as a critical amenity for physical, mental, and spiritual health for Calmar and the larger surrounding area. The Center can be a place for community gatherings, after school recreation, and senior activities serving all of the South Winneshiek area. By meeting the interests of different people and stakeholders in South Winneshiek, the entire area will be more attractive for new families as a place to live and work.

Development of the Train Depot into an historic attraction is another big picture project with great potential and enthusiasm. Participants see the Depot as more than historic preservation, but as a community center, a promoter of positive action, and a tourism attraction to go with downtown and the bike trail. Projects like the Wellness Center and the Depot capture the imagination and inspire us to drive forward.

**Translating development into jobs and business.** Downtown betterment and a retail incubator or two projects that have found considerable interest. While Calmar Development has led the way with these activities, an influx of interest by new people is bringing more energy to the work of downtown betterment. These projects ensure that improvements in quality of life lead to the creation of more local jobs and business. By building on the attractions in Calmar, we make the entire region more attractive as a place to live, work, and play.

It is the consultants' opinion that each work objective identified by the community is achievable. Some goals are short term projects, and others are longer term. By combining resources in creative ways, the community will reach these goals and likely much more.

## Consultants' Recommendations

We have these recommendations for the new Steering Committee and growing number of participants in these projects:

- Keep the pathways of communication *flowing freely* within your workgroup and beyond.
- Choose someone as your *note keeper* and someone as a chair or *facilitator* to call meetings, set an agenda, and keep the meetings focused and productive.
- Send stories to the *newspaper* to keep the community informed and involved.
- Continue to form *partnerships with funding sources* and utilize institutional capacity to write funding proposals as possible. (See attached list of Resources.)
- Celebrate successes and continue to *have fun* in all the work that you do.
- Consider partnering with Alliant Energy's *First Impressions* program to partner with another community for help identifying strategic points for visual improvement. (See list of Resources at the end of this report.)
- Keep working on projects that have *smaller achievable successes* to build momentum.
- The Steering committee itself is dedicated to widening the circle and involving all of South Winneshiek into these development projects to make the entire area a better place to live.

**Calmar Development** has a special and important role to play in the upcoming development movement. Participants will look to Calmar Development for the **leadership** which will create and sustain the positive and networked approach that is critical to success. Calmar Development leaders should:

1. **Stay entirely positive.** Nothing is ever built with needs. Any successes will build on assets. As Calmar Development leaders focus on the strengths and talents of community residents, they will encourage others to do the same, and help build a positive community.
2. **Help people find and build affinities.** People will contribute to these projects if, and only if, they see that their assets and interests are being used and built on. People get things done together that we could not get done on our own. Calmar Development leaders can help participants see how their interests overlap in positive and creative projects.
3. **Keep opening up.** This process itself signals a new day in Calmar, because it has already opened up real community planning to a wider number of individuals and organizations. Keep inviting more people to participate, keep asking people what they are interested in working on, and keep reminding people that we all gain from a stronger community.

Finally, Calmar Development should take the leading role as the *promoter of economic gain* in all of this. Others may lead on health, culture, tourism, and other aspects of development. Calmar Development should keep looking for ways that these projects can lead to **jobs and business opportunities for community residents**.

# The Planning Process

This planning process was begun by the Calmar Development Corporation, a private non-profit organization with a mission to improve the community of Calmar. Calmar Development Corporation's objective was to involve more people in the work of community betterment, build interest in Calmar Development, and have the community identify key priorities.

Calmar Development engaged Corbin Consulting to lead this process. Carolyn Corbin and Luther Snow followed an approach which is "asset-based" and "networked." This means that participants:

1. **Identified and appreciated assets.** As opposed to the traditional "needs assessment, which often contributes to a negative dynamic in community, participants were asked to recognize and consider community assets, strengths, and opportunities. Assets included individual talents and skills, the history of the community, recent successes, physical assets, voluntary associations, institutions, and the flows of money, jobs, and business in, around, and thru the community. Focusing on the positive perspective is the key to successful community development.
2. **Found "affinities" and acted on them.** Instead of the traditional question, "what should we do?" which often divides or even paralyzes a community, participants were asked, "what do you personally want to do?" From there, participants found overlaps, or affinities, in group actions that would meet the interests of two or more participants. This is how long-term involvement and interest is sustained in community projects.
3. **Acted like a network.** Instead of a top-down, controlled organization, participants were encouraged to see themselves as part of an open network. People act because they see that "my gain is your gain is our gain." We realize that we don't each have to do everything, to all be part of a larger community agenda. Giving up control, we achieve powerful success. The steering committee recognizes the affinities Calmar has with all of South Winneshiek and neighboring communities for making the area a great place.

In January a survey was sent out to each household by the City of Calmar asking for input. Everyone was invited to attend two town-hall style planning meetings. The first meeting was February 4 held at the Fire Department. Over 40 people attended the meeting set in a spirit of positive cooperation. Luther Snow led the workshop to identify community assets. Through this asset mapping process, workgroups evolved. Following the creation of the workgroups, people voted with their feet to enlist for the workgroups with which they felt the strongest affinities.

These workgroups met to further their vision during the weeks prior to the second community meeting. At the second community meeting on March 5, over 30 people met at the cafeteria at NICC. The workgroups reported on their vision and a steering committee and workgroup chairs were identified.

**Those present agreed to set the 4<sup>th</sup> Tuesday of each month starting on March 24<sup>th</sup> at 6:30 as the regular meeting date for all workgroups at the NICC cafeteria. The following meeting will be the 4<sup>th</sup> Tuesday of April, April 28.**

## Vision for the Future – Strategic Workgroups

**Trail Head Project**, Co-Chairs: Don Schroeder, Ron Bullerman. Don Schroeder led a large workgroup towards a vision for completing the Prairie Farmer Trailhead this spring. The group plans a community effort to landscape and develop the Trailhead in time for the Bike Trail opening.

Last year the Prairie Farmer Trail was paved from Calmar to Ridgeway and Cresco creating an 18 mile long paved trail. The Trail Head workgroup has developed plans to landscape the trail head and construct an attractive archway near the Depot that will be visible to highway traffic.

The workgroup has partnered with a volunteer landscape architect who designed a master plan for the trailhead and Jeff Heying who designed drawings of the trailhead arch. There is a great deal of support to complete this project including volunteer Eagle Scouts who will assist with the work. The trailhead has applied for a grant from Winneshiek County Foundation. Some materials such as pavers are in storage ready to be laid in place.

**Community Assets to Help Build the Trail Head:** City Website, Gateway to Outdoor Recreation in NE Iowa, Construction Services, Calmar Courier Newspaper, Lake Meyer fishing and camping, Community Parks, Youth Groups, Scouts, FFA, Church, softball, swim team. Soil and Water Conservation District, Conservation Services, Pheasants Forever (This is not an exhaustive list.)

**A Regional Wellness & Community Center** - Co-chairs: Liang Chee Wee, Tami Brincks, Jenny Johnson. Liang Chee Wee, Provost for NICC, reported on the vision for a Regional Wellness-Community Center. A Center is desired as a means to create a healthier community of body, mind, and spirit; a safe place for young people to gather after school, for families to spend quality time, for senior citizens to plan activities, and most importantly a place for community people to build and strengthen relationships. The vision includes making this a regional center for surrounding communities such as Spillville, Fort Atkinson, and Ossian.

The Steering committee will invite area communities and rural residents to participate in the visioning and planning for this Regional Wellness Center in order to create a center that truly provides for the desires of the South Winneshiek Region.

Some of the resources for potentially planning a facility include learning from other completed projects in Iowa, local grant writing support, Vision Iowa, Winneshiek County Community Foundation, NICC, the South Winneshiek School District, Calmar Economic Development, Calmar Commercial Club, and Upper Explorerland Regional Planning Commission. The steering committee intends to research existing Wellness Facilities in the area in Waukon, Cresco, and New Hampton to learn from their process.

Says Wee, “People want to stay in Calmar and make this a strong community, to build the tax base, the schools, and bring in talented people and good businesses.” The Wellness-Community Center is seen as a critical amenity for keeping and attracting people to Calmar.

**Community Assets to Build a Wellness Center:** Winneshiek Co Development, Lions Park, Lions Club, Don Schroeder, Town Celebrations, Pool and Park, SW Boosters, SW Youth Football, Football, Baseball,

Track, NICC, Picnic area, High School, Little League, Swim Team, Athletic Fields, Pool League, Ramage Sales, Town Square Bingo, Empty Buildings, Fire Department, Churches, Corvette Club, GROW, Public Library, 4-H, Teachers, \$ Tutor, Church Youth Groups, American Legion Auxiliary, The old hardware building, Soup Suppers, Food Pantry, the Alford's, Pantry Walk, Donated Time and Donated Money, Co-op, Selling popcorn at Town square Bingo, Kids Entertainment, EMTs, Police Officers and Fire Fighters, City Parade, \$ Citations/Police Tickets, Bike Trail. (This is not an exhaustive list, only a beginning.)

### **Retail Incubator** –Chair Jim Buchheit

Jim Buchheit reported on the plans to partner with Calmar Development Corporation to attract essential retail to the community. Over the last year Calmar lost a full time plumber and floral shop. These are among the opportunities for new businesses in Calmar. The Calmar Development Corporation will act as an incubator by assisting new businesses. New business may receive reduced rent for a period or a low interest loan from Calmar Development. The Calmar Development Corporation ties new businesses to mentors and resources to get started in the business.

**Community Assets to Build a Retail Incubator:** Calmar Development Corporation, Bank, Appliance Maestro—Jim Buchheit, Rail Road, Industrial Park Land, Three State Highways Intersect, Train Station, Darrel Kroyier, Health Care, Appliances. (This list is only a starting point.)

### **Depot Museum** - Chair: Janelle Pavlovec

Luther Anderson reported on the vision for enhancing the Depot Museum. The vision for the Depot Museum is to build on its central location and iconic quality of the historic structure. The Museum will attract visitors interested in the history of the railroads, using Calmar's position as a key depot to showcase changes in trains and culture over time. Anderson explained that the Depot can serve as a visitor informational center as well a center for community activities. Activities may include a bike swap, a sports trade show, a bike safety check, a community walk/run, lawn chair night, and dances.

To begin with the Depot group would like to see more landscaping around the building to showcase the building. In the longer range the group hopes to attain the historic certification for the building, attracting funding for historic renovation, historic artifacts and photos of the railroad and the region. There was a 1990's historic assessment of the building. Janelle Pavlovec has contacted the State Historic Preservation Office who will make a new assessment of the Depot in April.

**Community Assets for Developing the Depot Museum:** Church Quilters, Senior Meals, Lorraine W. is a gifted teacher of young people, Lake Meyer, Greater Area Pantry, Physical Rehab Center, Gunderson Clinic, Farmers Days, Boy Scouts, LaVerne is a carpenter, Christmas Caroling, Dairy Center, Newspaper, Park, Taste of Calmar, S & E's Sno-Cream, Senior Meal Site, High Traffic Count through town center, Train Depot, Watching the trains 1945-1960. (This list is only a preliminary starting point.) Partnering with groups of Historic Rail Road Fans as well as Boy Scouts working on a Merit Badge in Rail Roding.

**Downtown Beautification - Co-Chairs: Ron Bullerman**

Ron Bullerman reported on some ideas for downtown beautification. The State DOT will be repaving Highway 24 through town in the next year or two. As the highway is paved through town this opens opportunities to complete other works while the road is under construction. Sidewalk repair, attractive lighting, and other beautification activities will help Calmar put its best face forward for the many vehicles that travel through its major intersection every day.

**Grocery Store and Farmers Market – Co-chairs: John Heying, LaVerne Anderson, John Heying** organized this workgroup. Ron Bullerman reported for the group. The group researched startup costs for a small grocery. The research shows that startup costs for even a small grocery pose an economic barrier for attracting a new grocery. The workgroup will continue to look for options and identifies this as a longer range project. As an interim approach, the workgroup is looking at ways to expand the Farmers Market to accommodate more vendors by finding a more spacious location.

**Research:** John Heying researched costs for startup of a grocery store. Affiliated Foods (a grocery supply company) suggested that startup costs averaged \$65/ sq. ft. for fixtures/equipment and another \$20-\$25/ sq. ft. for inventory. For a 7500 square foot facility this equates to \$650,000 before factoring in real estate costs. Also, one article published in July 2008 by ISU suggests that minimum population 3200 and rising due to extreme competition from regional trade centers & superstores.

**Community Assets for Developing a Grocery or Bigger Farmers Market:** Financial Advice, Bread, Canned Goods, Old Store Building, Bank, Senior Center, Chiropractor, Clinic, NICC, Girl Scouts, Traffic count, Intersection of three very traveled highways, Calmar Commercial Club, Snowmobile Club, Calmar Mfg, Interior Design, Construction, Available Building Space, Used or Surplus items store, Corvette Club, Dart Teams. (This list is only a starting point.)

**Trail to Lake Meyer – Chair: Jim Buchheit**

This has been a long range plan by many in Calmar to extend a walking/biking trail from Calmar to Lake Meyer County Park only one mile south of Calmar. This destination point is a hidden treasure in the county offering boating, fishing, camping, hiking trails and a nature interpretive center. The workgroup will continue to meet with the Winneshiek County Supervisors to request paving of the gravel road from Hwy 24 to Lake Meyer. Other long range plans include connecting the Prairie Farmer Trail to a regional trail system.

**Assets for Developing the Trail to Lake Meyer:** The Winneshiek County Supervisors, The High School Environmental Clubs and Government students, the support regionally for extending the regional trail system to points of interest.

# Members of Calmar Strategic Workgroups

## Trail Head Workgroup

### Don Schroeder – Co-Chair

Keith Frana  
Darren Koozer

### Ron Bullerman – Co-Chair

Dennis Osmundson  
Chris Shirmer

Corey Meyer  
Janelle Pavlovec  
Craig Frana

## Wellness Center & Community Center

### Liang Wee - Co-Chair

Tom Ward  
Don Schroeder  
Kris and Kevin Kulish

### Tami Brincks – Co-Chair

Darren Koozer  
Jeff Heying  
Isaac Phillips

### Jenny Johnson - Co-chair

Lorraine Wangsness  
Alma Meyer  
Dick Janson

## Grocery Store Farmers Market

### John Heying - Co-Chair

Jeff Heying  
Darren Koozer

### LaVerne Anderson - Co-Chair

Paul Styve

George TeKippe  
Ken and Chris Frana

## Retail Incubator

### Jim Bucheit – Chair

Joe McCasland

George TeKippe  
Renaë Frana

Mary Welch  
Mike Blevins (book store)

## Depot Museum

### Janelle Pavlovec - Chair

Bob and Judy Alford  
Ed Meyer

Luther Anderson  
Mike Blevins

Darren Koozer  
Mary Welch

## Window Decorating

Mary Welch

Bob Klimesh

## Downtown Beautification

Ron Bullerman – Co-Chair

Janelle Pavlovec

Mary Welch

## Trail to Lake Meyer

### Jim Buchheit - Chair

Don Schroeder

Darren Koozer

John Franzen

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Kulish Kris		<a href="mailto:k.kulish@mchsi.com">k.kulish@mchsi.com</a>
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Luzum Linus	563-390-2152	
McCasland Mayor Joe	562-3403	
McQuade April	563-568-2923	<a href="mailto:amcquade@acument.com">amcquade@acument.com</a>
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Wangsness Lorraine	562-3427	
Ward Catina	562-4814	<a href="mailto:catjoe@live.com">catjoe@live.com</a>
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# Northeast Iowa Community College and Calmar Development

## Overlapping interests of NICC and Calmar

- NICC does not plan to become a more residential campus, but it does want its *campus to be more inviting and valuable to the students* who attend from the surrounding community.
  - A key improvement for this would be the development of a *wellness/recreational center*, and NICC is interested in the idea of collaborating with the community on a jointly sponsored and owned facility. There's even a good location available.
  - NICC would also like to develop a *larger gathering space*. The college currently rents other facilities outside of Calmar for events over 600 people. Such space could possibly be incorporated in a wellness/recreation center.
- NICC wants to be on *the cutting edge of education and training* in emerging fields of industry and economic development. It has the size and the flexibility to shift resources and develop new programs, and is currently developing programs to support chemical technician vocation, biofuel technology, and wind energy.
  - NICC efforts could work hand-in-hand with local economic developers to identify *targeted industries* and work to develop businesses in those industries.
  - Like many, NICC has tended to follow a need-based and reactive approach to training for jobs that existing businesses “need.” NICC is interested in working with its communities like Calmar to work more from *assets and strengths*.
  - NICC is interested in supporting *entrepreneurship* and the creation of new businesses. Entrepreneurship could be an alternate employment track for NICC students, and/or students and faculty could work with entrepreneurs in and around Calmar.
- NICC wants to develop *community partnerships that strengthen its academic performance*.
  - Community partnerships can give NICC *students* opportunities for hands-on, experiential learning that strengthen classroom education. At the same time, partnerships can give *faculty* opportunities for research and development that contribute to their fields, lift the reputation of the institution, and provide for professional advancement.
  - NICC already has a *foundation of successful community partnerships*, including the Math and Science Academy, the Waukon Center, the IBM Initiative, and the Dairy Research Center. NICC can build on these successes to develop cutting edge models for campus/community partnership development in other areas.
  - There is a national field of university/community partnerships, most of which is focused on urban areas. In collaborating with Calmar, NICC could serve as a *national model* for rural community partnership.
- Many NICC staff and faculty live in Calmar and the surrounding area, and the development of the community makes NICC a more attractive place to work and live.
  - NICC has a *stake in quality-of-life* improvements such as strengthened retail, the bike trail, entertainment, and tourism.
  - NICC could research and model other *institutional efforts to encourage staff to live and invest in their surrounding community*. For example, some institutions help finance home mortgages for staff who buy a home in walking distance of work.

## Development Resources for Calmar:

- 1. Attend the Wed May 6 workshop with Roger Brooks 8 – 3:00 at the Hotel Winneshiek** in Decorah. Brooks will present on “The New Age of Tourism,” “The 20 Ingredients to a Successful Downtown,” and “How to Maximize Trail Related Business”. Call to pre-register with Randy Uhl at 382-6061 or [wcdi@alpinecom.net](mailto:wcdi@alpinecom.net)
- 2. Attend a *Shop Talk Seminar*** by consultant Margie Johnson on Tuesday March 31 at the Elkader Opera House from 7-8:30pm. Contact [mse@alpinecom.net](mailto:mse@alpinecom.net) to register your attendance. IDED utilizes national consultants Margie Johnson at [shoptalk.org](http://shoptalk.org) and Rick Segel at [ricksegel.org](http://ricksegel.org) as retail consultants. Both Johnson and Segel offer information about what's happening with small business and retail today. You can also sign up for their newsletters.
- 3. Upper Explorerland** - Is a regional organization designed to assist communities with community development and is connected with state and federal funding sources. Contact Wendy Mihm-Herold at 563-864-7551.
- 4. Winneshiek County Economic Development** – This is an organization that is designed to assist Winneshiek County Communities towards meeting their goals for and economic development. Contact Randy Uhl at 563-382-6061 or [wcdi@alpinecom.net](mailto:wcdi@alpinecom.net)
- 5. [www.northeastiowabusiness.com](http://www.northeastiowabusiness.com)** This website has a calendar of business workshops and networking events of interest to small and emerging businesses. Winneshiek Development belongs to Northeast Iowa Business Network and lists all of their classes including classes through NICC.
- 6. Winneshiek County ISU Extension** – Brenda Ranum is your contact and gateway to many community vitality programs through Iowa State and ISU Extension. 563-382-2949 or [Ranum@iastate.edu](mailto:Ranum@iastate.edu) (see further programs below)
- 7. Northeast Iowa Community College** is a partner, ally, and community member. Through their Foundation and Grant Writing office, NICC may be able to provide institutional capacity to assist with many community projects that will further the community and the college’s joint missions. Your contact at NICC is Liang Wee, Provost: [weel@portal.nicc.edu](mailto:weel@portal.nicc.edu).
- 8. Community Attraction and Tourism Program** through the Iowa Department of Economic Development. Up to 50% of project costs are funded. For more information: Alaina Santizo, Vision Iowa/CAT Program Manager Iowa Department of Economic Development [visioniowa@iowalifechanging.com](mailto:visioniowa@iowalifechanging.com) Phone: 515-242-4827. To see a list of previously funded CAT projects go to [www.iowalifechanging.com](http://www.iowalifechanging.com) click on Community Development on the top, click on Vision Iowa on the left, click on Project Summaries on the left to see a list of previously funded CAT projects.
- 9. Sustainable Community Project Funding – (Pre-Apps Accepted April 2)**  
The Sustainable Community Demonstration and Downtown Revitalization funding opportunities are intended to assist communities in demonstrating innovative, cutting edge solutions to making Iowa’s communities more environmentally, economically, and culturally viable. IDED is seeking sustainable community and downtown revitalization projects that demonstrate innovative, out-of-the-box, comprehensive, and replicable approaches to sustainability. Sustainable community project examples may

include: Comprehensive energy efficiency program for downtown properties; Renewable energy – solar hot water, photovoltaic, community wind, small-scale wind, fuel cell; Geothermal heating and cooling; Façade rehabs for downtown and historic buildings; 100 percent on-site stormwater management; Green infrastructure ([www.epa.gov/greeninfrastructure](http://www.epa.gov/greeninfrastructure)); Sustainable streetscapes that promote energy efficiency, water conservation, biking, walking, historic preservation, durability, and sense of place. For information, please visit the call for projects link at [www.iowalifechanging.com/community](http://www.iowalifechanging.com/community) or contact Hank Manning, 515.242.4836 or [cdbg@iowalifechanging.com](mailto:cdbg@iowalifechanging.com)

**10. First Impressions Program from Alliant Energy** - The results from a First Impressions visit can give you a truer picture of how others regard your community - information that can be important as you develop your community action plan. A First Impressions exchange involves volunteers from two similar communities doing unannounced exchange visits and reporting on their findings. Participants become “secret shoppers” for the day to discover what they can about their sister city. Travel to the partner community and meals during the visit are the expenses that you'll incur. **The process:** Alliant Energy will identify a community that is similar to yours with comparable characteristics, including, but not limited to: Distance from a major highway, Miles from a major urban area, Region of the state, Population, Major industries/employers, Public high school located in community. A team of 3-6 visitors will be selected and include an Alliant Energy Economic and Community Development Manager. Areas of evaluation include: Community entrances, Downtown business area, Other retail shopping areas, Industrial parks/commercial areas, Healthcare services, Housing, Schools and more. For more information contact Shelly Turner at email: [shellyturner@alliantenergy.com](mailto:shellyturner@alliantenergy.com)

**11. Downtown Assessment from the Iowa Department of Economic Development.** There is a fee for service of \$2,500 required by IDED to assure buy-in and investment by public and private sectors. Debi Flanders or Thom Guzman act as the private sector consultant and conduct the 2-day visit. They provide preliminary information during a presentation on the 2<sup>nd</sup> day of the visit and a report with more detailed information and recommendations follows approximately 6 to 8 weeks later. Contact Debi Flanders [debi.flanders@iowalifechanging.com](mailto:debi.flanders@iowalifechanging.com) or 515-242-4734

**12. Iowa State University Extension's- Iowa's Living Roadways' Community Visions Program.** The program provides professional landscape design planning and design services to Iowa communities with populations under 10,000. Landscape design services are typically part of this plan. The program offers the assistance of a tree expert from Trees Forever, a private sector landscape architect, and the Iowa State University Department of Landscape Architecture.

**13. ISU Extension - Partnering Landscape and Community Enhancement - The PLaCE (Partnering Landscape and Community Enhancement)** program aims to enhance and promote the quality and character of Iowa's landscapes and communities. The College of Design will engage with communities in collaborative efforts to understand, envision and promote a fundamental enhancement of their physical environment. ISU Extension Community and Economic Development and the Institute for Design Research and Outreach (IDRO) invite Iowa communities and nonprofit organizations to submit applications for project ideas that might provide quality learning experiences for our students and faculty. A reasonable fee--usually between \$1,000 and \$5,000--will be charged to cover costs.

**14. Alliant Energy and Black Hills Natural Gas** – Both utilities have programs to promote communities.

**15. To explore retail numbers visit Iowa State University's website** <http://www.recap.iastate.edu/retail>

## Calmar, Iowa

### Census 2000 Demographic Profile Highlights:

#### General Characteristics -

	Number	Percent	U.S.
Total population	1,058		
Male	542	51.2	49.1%
Female	516	48.8	50.9%
<a href="#">Median age</a> (years)	35.6	(X)	35.3
Under 5 years	50	4.7	6.8%
18 years and over	811	76.7	74.3%
65 years and over	178	16.8	12.4%
One <a href="#">race</a>	1,051	99.3	97.6%
White	1,046	98.9	75.1%
Black or African American	2	0.2	12.3%
American Indian and Alaska Native	1	0.1	0.9%
Asian	2	0.2	3.6%
Native Hawaiian and Other Pacific Islander	0	0.0	0.1%
Some other race	0	0.0	5.5%
Two or more races	7	0.7	2.4%
Hispanic or Latino (of any race)	5	0.5	12.5%
Household population	1,055	99.7	97.2%
Group quarters population	3	0.3	2.8%
Average <a href="#">household</a> size	2.33	(X)	2.59
Average family size	2.97	(X)	3.14
Total housing units	482		
Occupied housing units	452	93.8	91.0%
Owner-occupied housing units	314	69.5	66.2%
Renter-occupied housing units	138	30.5	33.8%
Vacant housing units	30	6.2	9.0%

**Calmar - continued**

<b>Social Characteristics -</b>	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
Population 25 years and over	641		
High school graduate or higher	530	82.7	80.4%
Bachelor's degree or higher	117	18.3	24.4%
<a href="#">Civilian veterans</a> (civilian population 18 years and over)	85	10.5	12.7%
Disability status (population 5 years and over)	192	19.4	19.3%
Foreign born	9	0.9	11.1%
Male, Now married, except separated (population 15 years and over)	227	53.0	56.7%
Female, Now married, except separated (population 15 years and over)	223	51.9	52.1%
Speak a language other than English at home (population 5 years and over)	41	4.1	17.9%
<b>Economic Characteristics -</b>	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
In labor force (population 16 years and over)	616	72.4	63.9%
Mean travel time to work in minutes (workers 16 years and over)	16.8	(X)	25.5
Median household <a href="#">income</a> in 1999 (dollars)	36,250	(X)	41,994
Median family income in 1999 (dollars)	50,063	(X)	50,046
Per capita income in 1999 (dollars)	17,958	(X)	21,587
Families below poverty level	9	3.4	9.2%
Individuals below poverty level	100	9.6	12.4%
<b>Housing Characteristics -</b>	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
Single-family owner-occupied homes	286		
Median value (dollars)	67,800	(X)	119,600
Median of selected monthly owner costs	(X)	(X)	
With a <a href="#">mortgage</a> (dollars)	717	(X)	1,088
Not mortgaged (dollars)	204	(X)	295

Source: 2000 US Census

## Fort Atkinson, Iowa

### Census 2000 Demographic Profile Highlights:

#### General Characteristics -

	Number	Percent	U.S.
Total population	389		
Male	190	48.8	49.1%
Female	199	51.2	50.9%
<a href="#">Median age</a> (years)	40.5	(X)	35.3
Under 5 years	21	5.4	6.8%
18 years and over	288	74.0	74.3%
65 years and over	80	20.6	12.4%
One <a href="#">race</a>	389	100.0	97.6%
White	387	99.5	75.1%
Black or African American	0	0.0	12.3%
American Indian and Alaska Native	1	0.3	0.9%
Asian	1	0.3	3.6%
Native Hawaiian and Other Pacific Islander	0	0.0	0.1%
Some other race	0	0.0	5.5%
Two or more races	0	0.0	2.4%
Hispanic or Latino (of any race)	1	0.3	12.5%
Household population	389	100.0	97.2%
Group quarters population	0	0.0	2.8%
Average <a href="#">household</a> size	2.36	(X)	2.59
Average family size	3.05	(X)	3.14
Total housing units	169		
Occupied housing units	165	97.6	91.0%
Owner-occupied housing units	132	80.0	66.2%
Renter-occupied housing units	33	20.0	33.8%
Vacant housing units	4	2.4	9.0%

Fort Atkinson - continued

**Social Characteristics -**

	<b>Number</b>	<b>Percent U.S.</b>	
Population 25 years and over	242		
High school graduate or higher	189	78.1	80.4%
Bachelor's degree or higher	21	8.7	24.4%
<a href="#">Civilian veterans</a> (civilian population 18 years and over)	31	11.5	12.7%
Disability status (population 5 years and over)	68	17.9	19.3%
Foreign born	3	0.8	11.1%
Male, Now married, except separated (population 15 years and over)	98	67.6	56.7%
Female, Now married, except separated (population 15 years and over)	104	70.3	52.1%
Speak a language other than English at home (population 5 years and over)	23	6.1	17.9%

**Economic Characteristics -**

	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
In labor force (population 16 years and over)	160	55.4	63.9%
Mean travel time to work in minutes (workers 16 years and over)	20.4	(X)	25.5
Median household <a href="#">income</a> in 1999 (dollars)	34,205	(X)	41,994
Median family income in 1999 (dollars)	38,333	(X)	50,046
Per capita income in 1999 (dollars)	14,702	(X)	21,587
Families below poverty level	13	12.3	9.2%
Individuals below poverty level	49	12.7	12.4%

**Housing Characteristics -**

	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
Single-family owner-occupied homes	115		
Median value (dollars)	70,300	(X)	119,600
Median of selected monthly owner costs	(X)	(X)	
With a <a href="#">mortgage</a> (dollars)	689	(X)	1,088
Not mortgaged (dollars)	203	(X)	295

Source: 2000 US Census

## Ossian, Iowa

### Census 2000 Demographic Profile Highlights:

#### General Characteristics -

	Number	Percent	U.S.
Total population	853		
Male	413	48.4	49.1%
Female	440	51.6	50.9%
<u>Median age</u> (years)	39.1	(X)	35.3
Under 5 years	60	7.0	6.8%
18 years and over	616	72.2	74.3%
65 years and over	192	22.5	12.4%
One <u>race</u>	852	99.9	97.6%
White	850	99.6	75.1%
Black or African American	1	0.1	12.3%
American Indian and Alaska Native	1	0.1	0.9%
Asian	0	0.0	3.6%
Native Hawaiian and Other Pacific Islander	0	0.0	0.1%
Some other race	0	0.0	5.5%
Two or more races	1	0.1	2.4%
Hispanic or Latino (of any race)	3	0.4	12.5%
Household population	815	95.5	97.2%
Group quarters population	38	4.5	2.8%
Average <u>household</u> size	2.47	(X)	2.59
Average family size	3.09	(X)	3.14
Total housing units	350		
Occupied housing units	330	94.3	91.0%
Owner-occupied housing units	264	80.0	66.2%
Renter-occupied housing units	66	20.0	33.8%
Vacant housing units	20	5.7	9.0%

<b>Social Characteristics -</b>	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
Population 25 years and over	570		
High school graduate or higher	443	77.7	80.4%
Bachelor's degree or higher	61	10.7	24.4%
<a href="#">Civilian veterans</a> (civilian population 18 years and over)	80	13.1	12.7%
Disability status (population 5 years and over)	95	12.7	19.3%
Foreign born	0	0.0	11.1%
Male, Now married, except separated (population 15 years and over)	210	73.7	56.7%
Female, Now married, except separated (population 15 years and over)	197	53.2	52.1%
Speak a language other than English at home (population 5 years and over)	18	2.3	17.9%
<b>Economic Characteristics -</b>	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
In labor force (population 16 years and over)	446	68.7	63.9%
Mean travel time to work in minutes (workers 16 years and over)	17.3	(X)	25.5
Median household <a href="#">income</a> in 1999 (dollars)	38,214	(X)	41,994
Median family income in 1999 (dollars)	44,306	(X)	50,046
Per capita income in 1999 (dollars)	16,490	(X)	21,587
Families below poverty level	7	3.0	9.2%
Individuals below poverty level	46	5.8	12.4%
<b>Housing Characteristics -</b>	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
Single-family owner-occupied homes	243		
Median value (dollars)	68,300	(X)	119,600
Median of selected monthly owner costs	(X)	(X)	
With a <a href="#">mortgage</a> (dollars)	634	(X)	1,088
Not mortgaged (dollars)	236	(X)	295

## Spillville, Iowa

### Census 2000 Demographic Profile Highlights:

#### General Characteristics -

	Number	Percent	U.S.
Total population	386		
Male	190	49.2	49.1%
Female	196	50.8	50.9%
<a href="#">Median age</a> (years)	38.3	(X)	35.3
Under 5 years	29	7.5	6.8%
18 years and over	291	75.4	74.3%
65 years and over	88	22.8	12.4%
One <a href="#">race</a>	386	100.0	97.6%
White	381	98.7	75.1%
Black or African American	0	0.0	12.3%
American Indian and Alaska Native	3	0.8	0.9%
Asian	1	0.3	3.6%
Native Hawaiian and Other Pacific Islander	0	0.0	0.1%
Some other race	1	0.3	5.5%
Two or more races	0	0.0	2.4%
Hispanic or Latino (of any race)	6	1.6	12.5%
Household population	386	100.0	97.2%
Group quarters population	0	0.0	2.8%
Average <a href="#">household</a> size	2.24	(X)	2.59
Average family size	2.85	(X)	3.14
Total housing units	184		
Occupied housing units	172	93.5	91.0%
Owner-occupied housing units	141	82.0	66.2%
Renter-occupied housing units	31	18.0	33.8%
Vacant housing units	12	6.5	9.0%

Spillville continued -

<b>Social Characteristics -</b>	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
Population 25 years and over	263		
High school graduate or higher	197	74.9	80.4%
Bachelor's degree or higher	20	7.6	24.4%
<a href="#">Civilian veterans</a> (civilian population 18 years and over)	38	13.4	12.7%
Disability status (population 5 years and over)	68	20.2	19.3%
Foreign born	2	0.5	11.1%
Male, Now married, except separated (population 15 years and over)	107	67.7	56.7%
Female, Now married, except separated (population 15 years and over)	97	67.4	52.1%
Speak a language other than English at home (population 5 years and over)	48	14.2	17.9%

<b>Economic Characteristics -</b>	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
In labor force (population 16 years and over)	202	67.8	63.9%
Mean travel time to work in minutes (workers 16 years and over)	20.4	(X)	25.5
Median household <a href="#">income</a> in 1999 (dollars)	32,500	(X)	41,994
Median family income in 1999 (dollars)	41,563	(X)	50,046
Per capita income in 1999 (dollars)	15,674	(X)	21,587
Families below poverty level	6	5.0	9.2%
Individuals below poverty level	26	6.9	12.4%

<b>Housing Characteristics -</b>	<b>Number</b>	<b>Percent</b>	<b>U.S.</b>
Single-family owner-occupied homes	130		
Median value (dollars)	61,100	(X)	119,600
Median of selected monthly owner costs	(X)	(X)	
With a <a href="#">mortgage</a> (dollars)	617	(X)	1,088
Not mortgaged (dollars)	210	(X)	295

Source: 2000 US Census