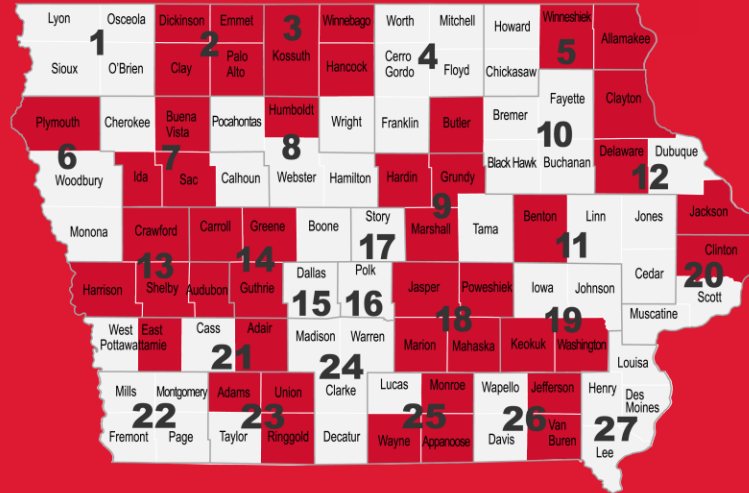


# INITIATIVE

# Economy

**Lisa Bates**  
State Extension Specialist  
Community and Economic  
Development  
Iowa State University  
Extension and Outreach



**Lisa Shimkat**  
State Director  
Small Business Development  
Centers (SBDC)

# COVID and the Economy

## Organizational Impact of the Coronavirus (COVID-19) Outbreak:

Figure 3: Overall Impact (120 Respondents)

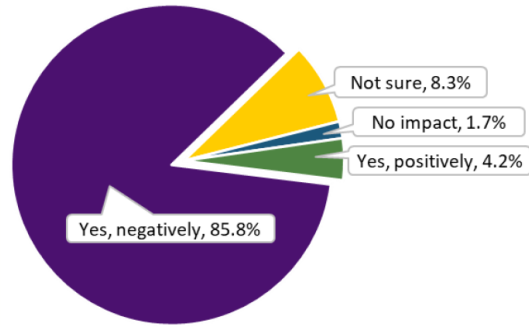
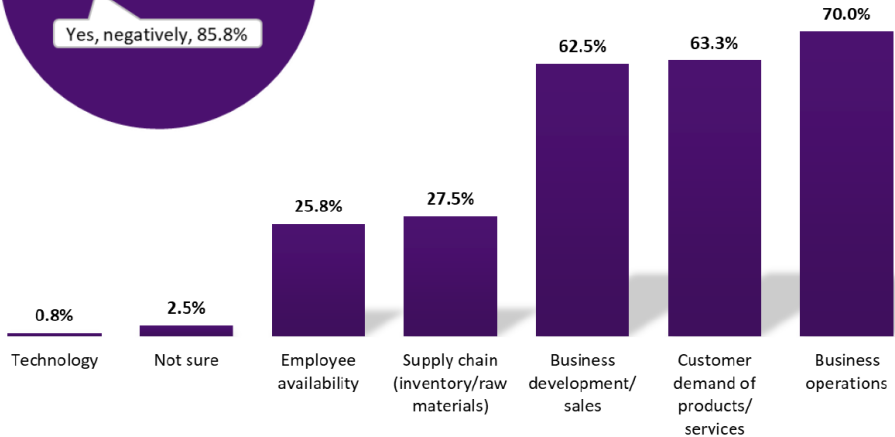


Figure 4: Areas of Business Impact



**Clayton County**

*\*\*Survey Performed by IDM*

# Economy I-Team Members

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# Economy I-Team

- Guidebook of Programming
  - Areas of Focus
    - Community Economy
    - Farm Business
    - Industry
    - Small Business
    - Youth

**INITIATIVE** | *Reviving the Iowa economy,*

## Table of Contents

Iowa State University Extension Focus Areas

Matrix

Guide of Programs

-  Addressing Community Economy
-  Addressing Farm Business
-  Addressing Industry
-  Addressing Small Business
-  Addressing Youth

Program / Economy Area	Pg #	Community Economy	Farm Business	Industry	Small Business	Youth
<b>Community &amp; Economic Development</b>						
Business and Community Tourism Strategies	6					
CD-DIAL (Community Development-Data Information and Analysis Laboratory)	6					
Data Literacy Workshops	6					
Economic Impact Analysis	7					
GIS Training and Short Courses	7					
Goal Setting, Strategic Planning and Facilitation	7					
Grant Writing 101	7					
Interpretive Guide Training and Certification	8					
Iowa Retail Initiative (IRI)	8					
Iowa Road Scholar/ Educational Travel	8					
Latino Business and Community Development	9					
Leading Communities	9					
Municipal Professionals Institute and Academy	10					
Planning and Zoning Training	10					
Rural Housing Readiness Assessment (RHRA)	11					
Shop Iowa	11					

- **Goal Setting, Strategic Planning and Facilitation**

- Goal setting and strategic planning help local governments and nonprofits address critical issues, identify priorities, and develop action plans to accomplish those priorities.
- Virtual or On-site
- For further details and fees please contact, Eric Christiansian, [ejchr@iastate.edu](mailto:ejchr@iastate.edu)

Program / Economy Area	Pg #	Community Economy	Farm Business	Industry	Small Business	Youth
<u>Agriculture &amp; Natural Resources</u>						
\$4 Corn / Winning the Game	12					
Beginning Farmer Programs, Returning to the Farm Seminar and Ag Link	12					
Cattle in the Green	13					
Community Food Systems	13					
Enterprise Development	13					
Farm to School	14					
Farmland Leasing Arrangements and Land Values	14					
Managing Dairy Farm Finances	14					
Managing for Today and Tomorrow	15					
Small Farms	15					

- **Farmland Leasing Arrangements and Land Values**

- Participants will learn the necessary skills to make informed farm business decisions that will reduce risk and increase farm profitability as they work toward their long-term goals.
- Costs vary depending on sponsorship
- Contact your Farm Management Specialist

Program / Economy Area	Pg #	Community Economy	Farm Business	Industry	Small Business	Youth
<b>Small Business Development Centers (SBDC) Iowa</b>						
Business as Usual in the New Normal	16					
IASBDC MOBILE	16					
Quickbooks	16					
Smart Start	16					

- **Business as Usual in the New Normal**

- Small businesses will learn how to retain, sustain and expand their business through 2020. Sessions are listed below – they may be taken individually or as a whole. (Online Essentials; Facebook Marketing; Bookkeeping Basics; Marketing Bootcamp; Restoring Revenue; Sales & Use Tax 101)
- Webinar Series
- Fee: Free
- Contact: Stacy Dreyer – [sdreyer@iastate.edu](mailto:sdreyer@iastate.edu)

Program / Economy Area	Pg #	Community Economy	Farm Business	Industry	Small Business	Youth
<u>Youth</u>						
4-H Reporters	17					
Ag Career Days	17					
AgOvation	17					
Animal U Careers	18					
Building Blocks of Entrepreneurship	18					
Design Camp	18					
Building Blocks of Leadership	19					
Ricochet	19					
Iowa 4-H Youth Conference	19					

## • AgOvation

- AgOvation is a research-based competition that challenges youth to explore and develop innovative science-based solutions to agricultural problems that they identify in their own communities. Youth in grades 7 through 12 work in teams of two to five members to develop an agricultural innovation and create a presentation to share their results with a panel of professionals.
- Virtual or in person
- 50 teams
- No cost, mini-grants available for supplies
- Maya Hayslett, hayslett@iastate.edu



# How to access programs?

- Reach out to the program contacts soon
  - Even if you are not planning on holding the program until next year or later

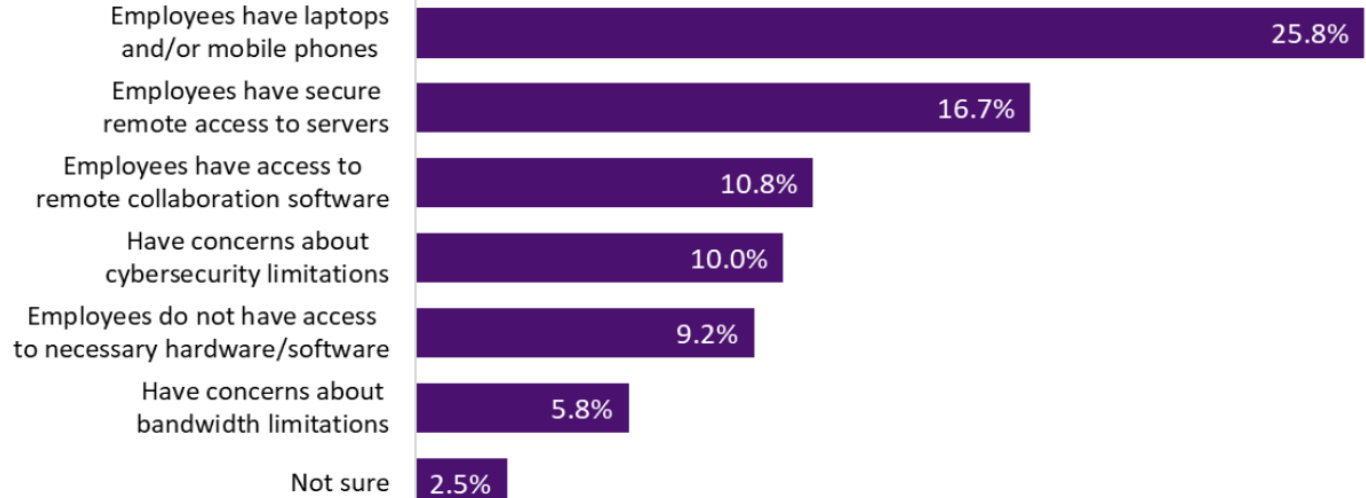
# How can you be involved?

- Sign-up for listserv
- Attend or review focus area meetings
- Sponsor or Co-Sponsor
- Local connections to local stakeholders and participants
- Promotion and recruiting
- Connections to local organizations

# Next steps beyond 2021



## Remote Work Readiness for Employees:



# Questions

# Contact Us:

Sign up for the listserv @

[extension.iastate.edu/vp/covid-19-recovery](https://extension.iastate.edu/vp/covid-19-recovery)

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