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|--------------------------------------------------------|--------------------------------------|--------------------------------------------|-----------------------------------------|----------------------------------------|------------------------------------------------|
| <b>33</b><br>Business attraction & expansion inquiries | <b>41</b><br>New investors attracted | <b>82</b><br>Grow Clinton Podcast episodes | <b>821</b><br>Event attendees (+13.24%) | <b>\$62K</b><br>Event profit (+15.21%) | <b>20+</b><br>Local boards & committees served |
|--------------------------------------------------------|--------------------------------------|--------------------------------------------|-----------------------------------------|----------------------------------------|------------------------------------------------|

## ECONOMIC DEVELOPMENT

- Responded to **33 business attraction & expansion inquiries**; 10 advanced to virtual or on-site visits—Clinton reached top 5 out of 65 competing communities for one major project.
- Business retention & expansion** underway: Adcraft, Super 8 Logistics, and Law Jones Funeral Home all in planning stages.
- Strengthened **cross-border collaboration** with Illinois communities to drive regional economic opportunities.
- Assisted with multiple **housing applications & developments** throughout the region.
- LIRAP upgrades** delivered water, natural gas, rail, third-party switch yard, new power, 36th Ave South, and utility extensions to the SE Corner.

## COMMUNITY DEVELOPMENT

- Creative Places Accelerator**: Clinton named 1 of only 5 Iowa cities, unlocking new placemaking funding through 2026.
- Co-sponsored an **Iowa Economic Development Association Downtown Assessment** in partnership with Lyons BPA and Downtown Clinton Alliance.
- EntreFuel** platform engaged 12 startups and attracted 400+ registrants in 2025.
- Launched **Leadership Unlocked** series with Dr. Charlie Minnick—avg. monthly attendance: 31.
- Staff serve on **20+ local boards** including United Way, Rotary, YWCA, and IRA Services.

## TOURISM & PLACEMAKING

- Clinton hotel occupancy at **45.7%**—surpassing Iowa's April 2025 average of 41%.
- Friday night stays pacing **20–30% higher** than prior years.
- New **AI-powered Community Calendar** launched; now 5th most visited page on growclinton.com.
- Fly Iowa 2025** aviation event spearheaded, including launch of ClintonFlyIowa.com.
- Visiting landing page** grew 47.31% year-over-year.
- Sarah Smith** joined as Director of Placemaking & Tourism (May 2025).

## MARKETING & EVENTS

- Facebook**: 1,016 new followers (6,958 total); 45,040 visits (+9.7%); 32,649 content interactions (+2.5%). All organic—no paid ads.
- Instagram**: 1,161 reach (+175%); 393 content interactions (+100%).
- 3 radio shows per week**; new drone footage & industrial rail park one-sheet produced.
- 13.24% increase** in event attendance (821 total); 24 member ribbon cuttings.
- 15.21% increase** in event profit (\$62,015.52).
- Launched branded social content series: Board Spotlight, Find a Job Friday, Member News Tuesday, Flagship Event Friday.

## MEMBER & COMMUNITY RELATIONS

- 73 VALUE visits** completed; approximately 43 fix actions accomplished.
- 32 business retention visits** and 6 Business Retention & Investment Committee meetings.
- 4 VALUE Program Spotlight Awards** presented.
- 82 Grow Clinton Podcast episodes** featuring members, elected officials, and Leadership: Unlocked.
- Collaboration on **Rising Stars** publication recognizing up-and-coming Greater Clinton professionals.
- Permanent **Member Survey** now live on growclinton.com; Grow Clinton 101 available for member onboarding.

## WORKFORCE DEVELOPMENT & TALENT

- Process Technology Certificate Program** launched at Clinton Community College, training operators for manufacturing career advancement.
- HR Net**: 49 local HR professionals engaged (+36%); quarterly Manufacturing Network drew 40+ leaders.
- Clinton County Vet Net**: 185 veterans gathered; City of Clinton designated Home Base Iowa community (Feb. 12, 2025).
- Education & Business Partnership Symposium**: 90+ educators, businesses & students convened.
- JA Inspire Career Expo**: 600+ eighth graders engaged to learn about local career opportunities.
- Retrain & Retain Grant**: Over \$46,000 awarded this program year via Mississippi Valley Workforce.