

*West Liberty, Iowa*

# BUSINESS ASSOCIATION

PRESENTED BY:  
**WEST LIBERTY  
FOODS™**  
EST. 1996



*Friday, February 10th, 2023 12:00 - 2:00 PM  
West Liberty Community Center*



# Building Together



**SEASON 2**

*West Liberty, Iowa*

Download the podcast by searching for  
“West Liberty Building Together” on your favorite podcast app  
Or by visiting [www.buildingtogether.buzzsprout.com](http://www.buildingtogether.buzzsprout.com)

# **WE LEAD**

**WEST LIBERTY, IOWA**

**Economic Area Development**



**WEST LIBERTY**  
**FOODS™**  
EST. 1996

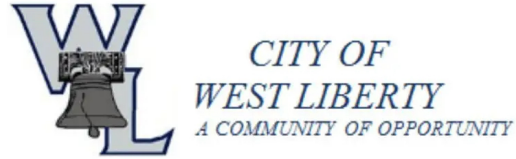


# Muscatine County

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KURT KIRCHNER, COUNTY SUPERVISOR





# City of West Liberty

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DAVID HAUGLAND, CITY MANAGER





# West Liberty Chamber of Commerce

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CHARLES BROOKE, COO



# Iowa Center for Economic Success

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LINDSAY TRUMBULL

CLIENT SERVICES COACH

# Our Mission

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Our mission is to empower Iowans with the potential to succeed as they pursue opportunities for financial success.



# Our Purpose

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The Iowa Center is committed to empowering people to strengthen and stabilize their financial futures through business ownership and investment. It is our belief that to be successful in small business, one needs support in three core areas: education, capital, and networking. We have built key programs that support these core areas and empower individuals to succeed, families to prosper, and communities to thrive.

# Our Priorities...

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- Education
- Capital
- Networking

# Education

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We offer individuals access to our variety of classes, one-on-one coaching, and mentoring opportunities. We empower clients to develop the skills, confidence, and resources necessary to start, grow, and succeed in business. Our clients are tremendously smart and driven; they come to us with good ideas and the perseverance to turn those ideas into reality.

# Capital

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Ability to obtain capital is one of the most significant obstacles to the growth of business. This is especially true for Iowa's female, minority, veteran, and disabled entrepreneurs. For businesses with few assets and limited capital needs, a microloan is often the best option. Through our microloan program, we offer loans up to \$50,000 with highly competitive fixed interest rates.

# Networking

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We organize networking opportunities for our clients with other Iowa professionals and link them to niche small business specialists. We host speed networking events, peer mentoring groups, lunch and learns and motivational speakers, all with the goal in mind of building our clients' networks and raising the visibility of small businesses.



# How We Do It...

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## Classes + Coaching

- Skills-based business education
- Flexible class schedules
- General business and industry-specific courses, one-on-one coaching and business counseling, small business resources, and referrals
- Introductions to niche small business specialists

## Asset Development

- Loans of up to \$50,000 for Iowa for-profit businesses
- Business support during the application process and after loan disbursement.
- Loans can be used for most business purposes, including working capital, but excluding real estate purchases
- Pre-loan credit education
- Free year-round tax prep and planning through Volunteer Income Tax Assistance and EITC Program (VITA) taxes for individuals, families and sole proprietors

# Programming

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## Turning Dreams Into Plans

Making the leap from vision to success takes courage, and it also takes action. That's where we come in. We help you turn your entrepreneurial spirit into a plan to create and grow your business, support your family, and change your community from the inside out.

# Get Started...

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**DreamMaker** is our signature eight-week business planning course that will help you understand the ins and outs of owning and operating a small business in Iowa.

- *Next cohort begins March 2, 2023 -- virtual*

**Always Ready: Business Plan** Turn your dream into a plan with this small group, one-hour business planning class.

- *Sessions run monthly*

# For Growth...

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**Small Business Accountability Group** Entrepreneurs meet to share their business goals, report successes, share knowledge, and support each other in reaching those goals.

- *Meets every Tuesday from 10:30-12pm online or in person at The Iowa Center*

**Small Biz Essentials** Connects you with local subject matter experts who will share best practices on many different elements of running your business. For one-hour each week we'll showcase a topic in the areas of accounting and finance, sales and marketing, operations, or technology.

- *Sessions run monthly virtually*

# For Connection...

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**The Story Of...** Join us for the stories of Iowa entrepreneurs and small business owners making their mark in our communities. As you create your own story, treat yourself to this time each month to rekindle your entrepreneurial spirit and connect with others.

- *Every month – in person at The Iowa Center and Virtually*

**Small Biz Essentials** FocusME provides a space for women small business owners and entrepreneurs to support each other with connections and accountability as each sets her own professional and personal goals.

- *Each cohort is 8-weeks long, sessions are virtual and run quarterly*



# For Finances...

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**Always Ready: Finances** A working session for you to learn how to financially prepare your small business for the next step in your journey. This session will show you how to always be ready to make financial moves in your business, including applying for a loan or buying/selling new goods. We'll also show you how to repair and build your credit.

- *Sessions run monthly*

**Financially Savvy** You don't need to be a financial expert to own a healthy and whole small business, but you do need to understand your financials to feel clear and confident in making sound business decisions. This multi-session course will increase your awareness of best practices for financial management for your small business.

- *Sessions are virtual and run quarterly*

# Our Funding

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- Federal and State Government Contracts
- Foundations
- Corporations
- Financial Institutions
- Individuals

# Our 2022 Impact

## CLIENTS SERVED

510

CLIENTS  
PROVIDED  
1:1 SERVICES

214

SMALL  
BUSINESSES  
SERVED

## EMPOWERED

52

NEW  
JOBS

21

BUSINESS  
STARTS

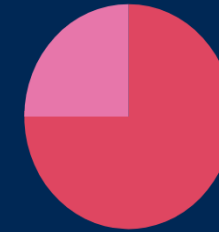


IOWA CENTER LOAN FUND  
11 LOANS DISBURSED = \$307,650



51%

of our clients  
are people  
of color



73%

of our clients  
are women

1,065

IN-KIND VOLUNTEER HOURS

VALUED AT

\$89,975

11,442

TAXES PREPARED BY

494

STATE-WIDE VOLUNTEERS

# Contact

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