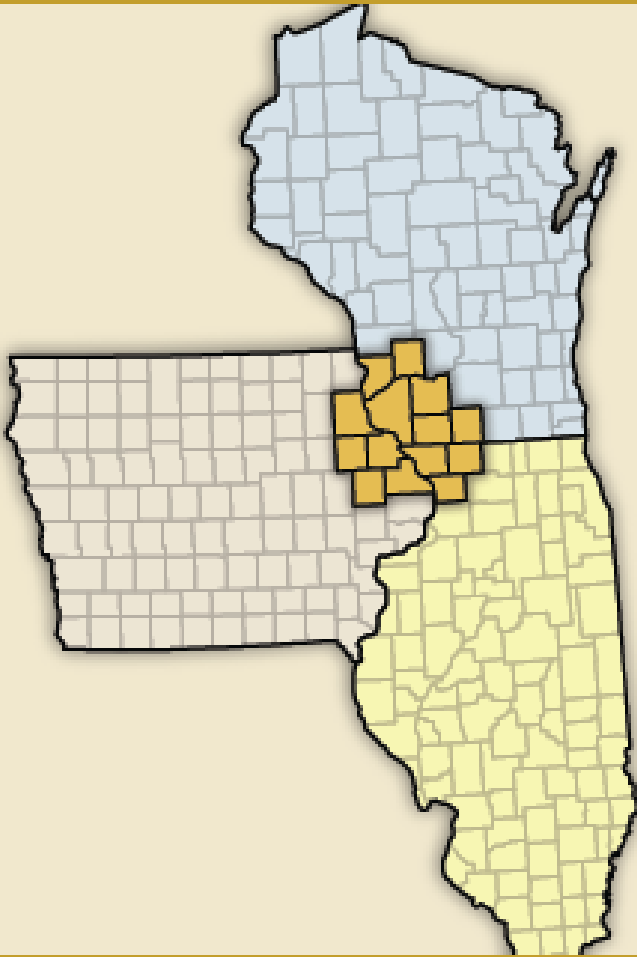


RiverLands Strategic Update

- **What is RiverLands?**
- **Project overview/results**
- **Where we are today**
- **Next Steps**
- **Questions?**

RiverLands

The RiverLands Region



**A Region with Many Strengths
– initiatives to collaborate and
leverage those strengths**

- 14 counties
- Over 400,000 people
- Strong manufacturing—factories employ 1 in 6 workers in the Region
- Emerging business services cluster
- Excellent educational institutions

The RiverLands Projects aims to reverse this trend.

Three critical outcomes.

- 1. Forge a strategy to compete and win gold in the Global Economic Olympics—founded on what the region does best and building critical mass for the contest.**
- 2. Build a better way for the region to partner -- thinking and acting as one region.**
- 3. Prioritize the investments the region must make to be a world-class competitor.**

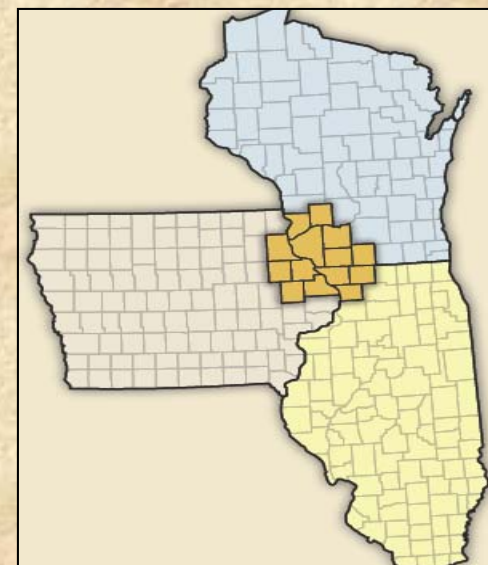
Five Strategic Opportunities

1. Food and agriculture
2. Manufacturing
3. Business services
4. Tourism
5. Innovation and Entrepreneurship



Getting to “Go” with the Resources at Hand

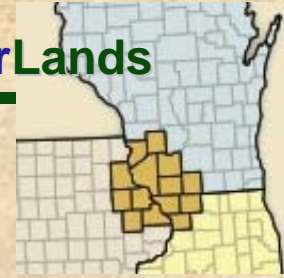
1. Building a sustained partnership.
2. Getting to the “tipping point.”
3. Focus on the “doable” in the Game Plan.
4. The case for Food & Ag/Tourism first.
5. “Low-hanging fruit” in the rest.
6. Set first round of investment priorities.





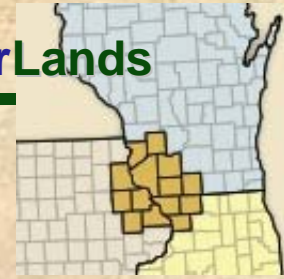
Southwest Wisconsin Contribution

- **(1) Agriculture.**
 - **Establishing local food markets region-wide**
- **(2) Tourism.**
 - **A beachhead to 35 million people**
- **(3) Entrepreneurship / wild card**
 - **UWP / Iowa County Initiative-Terrien**
- **Manufacturing and Business Services included**
- **5 of 5 RiverLands initiatives significantly engaged**



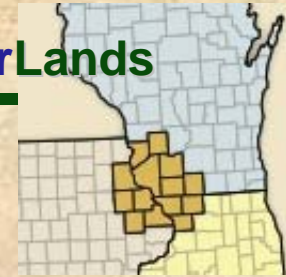
The idea:

- Demand for local foods far exceeds supply
- Legislation is emerging to require local foods
- We all have Ag economies
- Rural economies need entrepreneurship
- Regional food tourism is growing rapidly



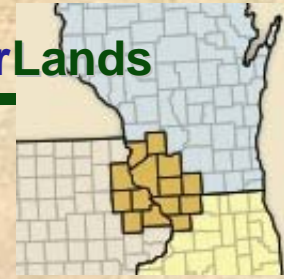
The proposal:

- Reproducible development models
- Create local food processing infrastructure
- Create outlets for Ag diversification
- Create options for Ag entrepreneurship
- Celebrate & promote the RiverLands food-shed
- Create outlets for food and farm tourism
- Create opportunities for rural & urban communities
- **Thriving rural economies support and enrich urban economies. Without both, regions stagnate.**



The details. Pilot demonstration:

- **County-wide (appropriate) scale to demonstrate**
- **Institutional markets: schools, hospitals, etc.**
- **Year 1: Vegetable processing and freezing**
- **Year 2: Hydroponics and artisan dairy**
- **Year 3: Poultry, lamb/goat, regional pet foods**
- **All planned to work together, feeding the freezer**
- **All building value-added for one another**
- **Independent processors marketed as a brand**



The shared results:

- Case studies: UW Extension & IA Leopold Center
- Reproducible region-wide
- Opportunities to brand regional strengths
- Urban and rural benefits abound
- Ag, Tourism and entrepreneurship celebrated
- National spotlights on our RiverLands

Iowa Contribution

- Biomass asset mapping and model to provide basis for technical assistance and business analysis for existing and new small businesses specifically in the Greater Dubuque region and northeast Iowa to assist business planning in biomass development and conversion.
- Followed by expansion to Iowa statewide and through regional partnerships to RiverLands region.
- Funding from Iowa Rural Development initial project work in preparation for upcoming USDA Regional Innovation Grant.

Biomass Project Outcomes

- Create range of conceptual models and financial tools for small businesses to estimate and map economic availability of biomass supplies, assist with due diligence and financial forecasting. (Includes evaluation of revenue sources from state and federal programs)
- Scenarios for monetizing carbon credits. Analysis of regional ecological limits of biomass harvesting
- Best practice equipment and techniques for harvesting, processing, and transporting biomass
- Economic analysis of current and proposed regional end-markets for biomass supplies and various systems for generating energy.

Where are we today?

- Discussions with Driftless group, Fresh Taste and RiverLands to partner on a potential USDA Regional Innovation Grant that is focused on the Regional Food System pilot and biomass asset mapping and modeling for small business. Encouraged by collaborative progress and positive response from USDA contacts.

Questions/Comments?

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