

Committee to Re-elect Bill Lynn
1935 Walling Court
Davenport, IA 52803

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RETURN SERVICE REQUESTED

"Growing Davenport"



with Jobs and Businesses

YES! I want to help keep Prof Bill Lynn on the city council.

Please accept my gift of:

- \$200 \$100 \$50 \$35 \$20 Other _____

Please make checks payable to: Committee to Re-elect Bill Lynn

I want to help out as a volunteer. I will:

- Display a yard sign Help prepare mailings Write letter to the editor
 Make phone calls Distribute literature door to door

I'm proud to publicly endorse Bill for re-election.

" _____
_____ I support Bill Lynn for re-election in the Fifth Ward "

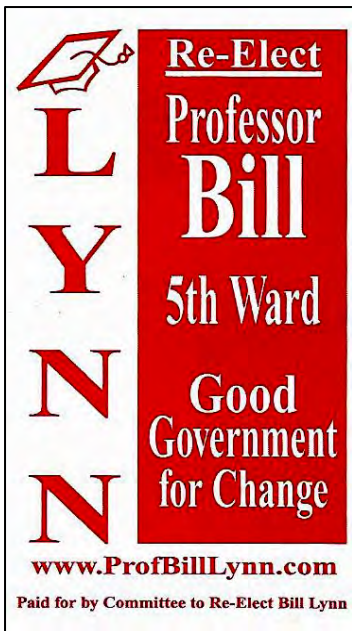
(If you wish, add your own reasons in the space provided or just leave the statement as is.)

These endorsements may be used by Bill in printed campaign material, or web sites, or simply verbally.)

Name _____

Address _____

Telephone _____ E-mail Address _____



Economic Development is a top priority for the city of Davenport. It is an issue that is a priority for me and one that I have revisited numerous times during campaigns and in my newsletters.

Attracting new businesses and helping Davenport's businesses grow and prosper is essential to its **Economic Development**. During my last campaign I offered proposals regarding what is required to attract new businesses. **The good news is that many of my recommendations have been instituted.** This has allowed us to attract some new businesses and encourage others to stay and expand. However, this is just the beginning.

PAST SUCCESSES

Two years ago, I advocated the necessity of streamlining our regulatory processes as much as possible in order to make new businesses feel welcome in Davenport. In particular, one of my recommendations focused on easing the bureaucratic process that prospective businesses face when dealing with the City Administration. I proposed assigning a city staff member to prospective businesses during the initial

development phase. This has been done and it is working well. These staffers are directly responsible for moving their assigned business through the regulation process. My proposal has been implemented by Pam Miner, our new Economic Development Director. She has hired an excellent staff to help her and she works well with the Council to remove many impediments for developers and businesses. **Businesses that work with us now are very complimentary to our process.**

Along with approval from prospective businesses, the implementation of my proposal has resulted in allowing for earlier public input regarding new businesses. The end result for new companies is that there are no unplanned surprises later. Thus, Davenport's process is much leaner. A leaner process means more work is accomplished in a shorter amount of time. This is a critical issue to companies who have millions of dollars tied up in a project.

I am still working to improve the process to make it easier for all parties involved. An important objective that I am advocating is to **move the entire city toward what is known as a lean process**, meaning unnecessary steps are cut out of many of our processes. If we adopt this approach Davenport will be the **first city in Iowa** to do so.

MARKETING

An important and essential part of **Economic Development** is **marketing Davenport's successes**. This is important in all aspects of the city. I have found that we have many things to be proud of in our city, for example:

- ❖ **Davenport has a world class compost facility.** This facility is visited by people from all over the world, and is the **only one of its kind in Iowa**. Even our residents are not aware of this.
- ❖ **Davenport's sanitary sewer system has been capturing methane** from the solid waste and **generating electricity** which we use or sell back to MidAmerican Energy Co. At one time the **City was paying \$33,000 per month** in electric bills; now **many months we pay zero**. This is something few sanitary sewer systems do. We must tell this story to our residents and the world. It is a great story and will set us apart from many other cities and improve our development efforts

In the past year the **City Council allocated \$100,000 to market Davenport**. This is the first time the City has done this. Even though this is not a lot of money for marketing, **it is a start**. If residents take pride in what we have done, it will help us attract and expand business. These are great stories and they can provide us free publicity throughout the country.

THE FUTURE

We need to put our efforts into two other areas—**work force development and entrepreneurship**. These are areas I have championed. I worked with the library to write a grant to expand these areas; unfortunately we did not receive the grant. However, grants are given on a yearly basis and we can reapply. Federal and private funding is available for training and small businesses.

Work Force Development

I have spoken with experts in this area and they all tell me companies choose locations based on work force. By most measures Davenport has a good work force, but the problem is that too much of the work force is not being trained for the current economy. **We must work with local educational institutions to develop the types of workers companies need.** The needs are very diverse but known, for example:

- ❖ Davenport has a **shortage of welders. The Blong Center trains people in this field** and is expanding. It does not take a long time to train people, but they must have the skills and desire—we need to identify and attract these types of people.
- ❖ Davenport has needs in **health care**. Several years ago I met with Genesis to discuss their needs. I was told they could hire several CNA's each year (certified nursing assistants). This requires only a short training period; unfortunately I was unable to find an organization to do the training at that time.

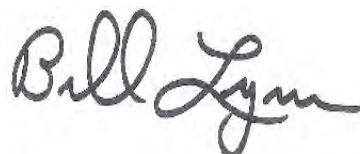
Facilitating and promoting training in these industries will not only attract other businesses to Davenport but will make it possible for existing companies to expand. Identifying the other training that is needed is easily accomplished. Moreover there is Federal money available for training programs. In many cases training can begin in high school, or potential employees who are unskilled can be provided with training.

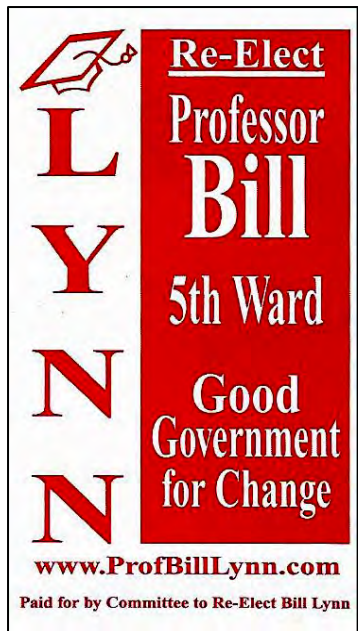
Entrepreneurship

A second area that Davenport needs to focus on and encourage is the **development of small businesses—this means encouraging entrepreneurship**. We need to begin to develop a 'culture of entrepreneurship' in our community by encouraging people to start small businesses, either full or part time. This can be accomplished by creating a **Center for Entrepreneurship**. One of the biggest impediments to people starting businesses is that they do not believe they can do it. Part of what the Center would provide entrepreneurs is support, such as business planning and answering questions. We could apply for funds from foundations, such as the Kaufmann Foundation in Kansas City who has donated millions of dollars to such endeavors throughout the country.

I have worked with small businesses and entrepreneurs in this area for over 20 years and worked to help many people start successful small businesses. I have former students who have successful businesses. They provide people employment and needed services to our area. To this end I have worked with the city to develop a **Micro Loan Program** that will encourage more small businesses and entrepreneurs. This has proven successful in many underdeveloped nations as well as parts of the U.S. I believe we may be the **first city to establish such a program**. The developer of this concept recently won a Nobel Prize. It has been successful in helping people get out of poverty and it helps develop the local economy.

I believe if we work toward these goals we could grow our economy and our city. Young people especially want to live and raise a family in a city that provides these types of opportunities. **Davenport could be that place.**





*You Are Invited To
“MEET and GREET”
Your 5th Ward Alderman
Professor Bill*

*Saturday
11:00 a.m. to 1:00 p.m.
October 31st, 2009*

*Hosted by: East Side Bakery
1330 East 12th St.
[Near the Village of East Davenport]*

*Remember
Mark Your Calendar for
November 3rd
City of Davenport’s Election*

