



Community Sponsors

Fiscal Year '23

**WE
ARE
IOWA**

- City of Avoca
- City of Carson
- City of Hancock
- City of Macedonia
- City of McClelland
- City of Minden
- City of Oakland
- City of Shelby
- City of Treynor
- City of Walnut



MEMBERSHIP DRIVEN Community Grown

WIDA continues its efforts to engage members and the community through its website, social media platforms, electronic newsletters (print as requested), and also email communication. These outlets allow us to remain on the cutting edge of digital communications as well as provide traditional forms of communication while serving as a voice for our rural businesses and communities.

Our Vision & Mission

The role of Western Iowa Development Association is to facilitate economic opportunity, business success, community engagement, prosperity and quality of life for rural western Iowa. Our primary functions are to provide services that are effective to both its business members and the communities as a whole and to act as a voice for the business and professional community.

2023

A YEAR IN REVIEW WESTERN IOWA DEVELOPMENT ASSOCIATION



LIVE • WORK • EXPLORE • THRIVE

Positive Impact

Introduced Stacie Kinney on board as Executive Director, enriching the leadership board with her extensive experience and innovative vision.

- Incorporated authentic storytelling photography featuring its members, creating compelling visual narratives that resonate with audiences and showcase our rural communities.
- Introduced exclusive social media branding content opportunities to enhance online presence, engage followers, and amplify our message across digital platforms.

Welcomed 9 new business members.

Celebrated 14 community ribbon cutting events.

Promoted 120+ community events and small businesses in 6 months.



'23 Social Reach In Numbers

f FACEBOOK
Organic Reach: 76.5K (+43.3%)
Page Visits: 16.6K (+682.5%)
New Followers: 613 (+5.5%)
Page Likes: 2K (+58.3%)

Instagram INSTAGRAM
Total Posts: 42
Instagram Followers: 779 (+90%)

MEMBERSHIP
Total Members: 23

WIDA WEBSITE
Page Views:
April-December 13,468

Main Focus

Economic Vitality
Community Advancement
Business Support & Advocacy
County Enhancement
Increasing Quality of Life
Travel and Tourism
Communication

Let's Connect

Stacie Kinney
Executive Director
712-406-6234

westerniowadevelopment@outlook.com



Our Generous Supporters

Fiscal Year '23

A bit of Iowa
Avoca Main Street
B Restored
Bertelson Beef
Bev's Porch
Community Foundation for Western Iowa
Crockery and More
Frosting Inc.
Iowa State University Extension and Outreach
Iowa Western Community College
Marne Elk Horn
Menard Distribution Center
Pottawattamie County Trails Association
Pottawattamie Countywide Tourism Committee
PowerTech
Prairie Crossing Vineyard and Winery
The Finish Line Car Wash
The Occasional Collective
The Unique Boutique Iowa
Treyner Java Supply
Walnut Community Center
Zimmerman Sales and Service

Thank You.

*Generous Funding from Pottawattamie County Board of Supervisors.

widaiowa.org