

Membership Driven Community Grown

WIDA continues its efforts to engage members and the community through its website, social media platforms, newsletters, and 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.

Main Focus

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



**Thank
You.**

Pottawattamie County
Board of Supervisors for
their generous funding,
keeping our fire fueled.

WIDAIOWA.ORG

WE ARE IOWA

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.

WIDAIOWA.ORG

2024 A YEAR IN REVIEW

**WESTERN IOWA
DEVELOPMENT
ASSOCIATION**



LIVE • WORK • EXPLORE • THRIVE

'24 Positive Impact

- Celebrated over 21 ribbon cuttings throughout Western Iowa
- Promoted over 42 businesses and 5 nonprofits
- Welcomed Board Member, Jayme Busch
- Sponsored the successful Western Iowa Rural Passport program
- Received grant from Community Foundation for Western Iowa
- Welcomed Underwood, Neola, and Walnut as city sponsors
- Increased Generous Supporters by 300%


Welcoming Members

Bear Trap Antiques
Sideline Sports and Tees
Brewed Awakening
Absolute Dance Academy
AIM Institute
Judge Richard Distillery, LLC
Mrs. B's Helping Hands, LLC
Ride & Shine
Sweet Vale Creations
Rolling Hills Bank & Trust
Avoca Flower Shop
Penny's Landing
Palace Event Center
Frontier Savings Bank
Village Breakroom
Morris Excavating
Heartland Harness
FNIC
Midline Farms, LLC
Radberry's Bakery & Café
Loess Hills Media & Podcasts
St. Paul Lutheran Preschool
2M Land Management & Mobile Welding
Hitchcock House



'24 Social Reach In Numbers

 **FACEBOOK**
Views: 232K
Reach: 85.8K (+12.3)
Content Interactions: 19.7K (43.6%)
Followers 3K
Link Clicks: 749 (+7.6%)

 **INSTAGRAM**
Views: 4,726 (+156.9%)
Reach: 68.1K (+45.7%)
Visits: 16.2K (+17.9%)
Follows: 817 (+55.2%)

 **MEMBERSHIP**
Total Members: 30

Community Sponsors

Fiscal Year '24

City of Carson
City of Hancock
City of Macedonia
City of McClelland
City of Minden
City of Neola
City of Oakland
City of Shelby
City of Treynor

*Welcomed City of Walnut and
City of Underwood*

Our Generous Supporters

Fiscal Year '24

a Bit of Iowa
Bertelsen Beef
Bev's Porch
B Restored - Heart of Country
Collins Consulting (TS Bank Check)
Crockery & More
Frosting, Inc
Marne Elk Horn Telephone
Menards, Inc
Occasional Collective, LLC
PowerTech (Council Bluffs)
The Finish Line Car Wash
The Unique Boutique Iowa
Treynor Java Supply
West Pottawattamie County Extension
Zimmerman Sales & Service

- *Pottawattamie County*
- *Walnut Community Center Foundation*
- *Pottawattamie County Trails Association*
- *Community Foundation for Western Iowa*
- *Pottawattamie County Tourism Committee*
- *Avoca Main Street*

Let's Connect

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