

Why Southwest Iowa? Historical:

In 2005, SWICO secured funding through the Department of Economic Development for any of its member counties to use to develop a cooperative marketing program. After much hard work, a marketing plan is in place and a brand for the 8-county marketing region has been developed. Now, the delegates from Adams, Cass, Montgomery, Page, Ringgold, Shelby and Taylor counties are preparing to launch a regional Web site and begin print production of recruiting materials to invite individuals to REInvent themselves in southwest Iowa .

The brand promise: Southwest Iowa is the place to find a new career, a new life and a new future.

About the brand: Southwest Iowa presents an attractive alternative to major metropolitan areas in the region because of its quality of life. It also has the resources and the desire to create a haven for 30- and 40-something professionals to thrive in their third age with abundant entrepreneurial and volunteer opportunities and a welcoming and supportive attitude.

Southwest Iowa will be different because its communities and counties will be unified behind an effort to attract and embrace these new residents. The region's explicit invitation is that they will support and champion the cause of entrepreneurs and volunteers who want to discover the joys of living in Southwest Iowa .

Southwest Iowa's brand is relevant because the target audience desires what Southwest Iowa offers — a more relaxing, safe and attractive environment in which to start something new and rewarding. The brand will be truthful because people and organizations throughout the region will fully understand the brand and recognize how to use the brand to make decisions every day.

The southwest Iowa marketing group looks forward to rolling out the implementation of its marketing plan along side other cooperative marketing groups active within the Coalition membership.



SOUTHWEST IOWA