

## CONTACT US

(531) 800-1301  
PO Box 72  
Neola, Iowa 51559  
kristine4wida@outlook.com  
www.widaiowa.org

## Focused On

Economic Development  
Business Advocacy  
County Enhancement  
Increasing Quality of Life  
Travel and Tourism  
Communication

## Mission

Provide leadership to rural community members that will promote economic development and improve quality of life.

## Vision

Coordinate cities, businesses, schools, nonprofit and community organizations, and residents into a cohesive cooperative by serving as a hub of rural resources and communication.

## THANK YOU FY2022 SUPPORTERS

a bit of IOWA  
Arbor Bank  
Ashley Mason Equestrian  
Avoca Main Street, Inc.  
Breezy Hills Vineyard  
Community Foundation for Western Iowa  
Dairy Queen of Oakland, Iowa  
Destination Coffee & Cuisine  
EZ Greenhouse, LLC  
Farm Bureau Insurance - Pete Sorenson  
Frosting, Inc.  
Hamilton Financial Services - Daulton Maasen  
Hummel Insurance Services  
Iowa Western Community College  
Keast Chevrolet  
Marne Elk Horn  
Martens Lawn Care  
Minden Meat Market/Hodges Smokehouse  
Neola Area Community Center  
Oakland Industrial Foundation  
Olesen Auto Center  
Omnitel Communications  
Penny's Visions Art Gallery  
Pottawattamie Countywide Tourism Committee  
Prairie Crossing Vineyard & Winery  
Rolling Hills Bank & Trust  
Shannon M. Sorensen Real Estate  
Stanley's Snack Shack/Honey Creek Creamery  
TFS Farm Solutions  
The Finish Line Car Wash  
The Home Agency  
The Occasional Collective  
The Unique Boutique Iowa  
The Home Agency  
TiNik, Inc.  
Treynor Java Supply  
Western Ventures, Inc.  
Zimmerman's Sales & Services

# 2022

Western Iowa  
Development  
Association

## ANNUAL REPORT





Four Corners Community Foundation  
Ribbon Cutting Ceremony

## POSITIVE IMPACT

Celebrated business vitality at 11 community ribbon cutting events.

Social media and website traffic increased dramatically in FY 2022.

Rebranded and upgraded to new website for members and visitors.

We stand as the voice of business, support our members' success and champion community prosperity.

## MEMBERSHIP DRIVEN COMMUNITY GROWN

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

### 2022 IN NUMBERS



#### FACEBOOK

Total Posts: 692  
Total Reach: 61,680 (+41.5%)  
Page Visits: 2,818 (+27.5%)  
Page Likes: 1709 (+37.7%)  
Page Followers: 1955 (+40.2%)



#### INSTAGRAM

Total Posts: 56  
Total Reach: 8,291 (+41%)  
Page Visits: 946 (+487.6%)  
Instagram Followers: 705 (+114.3%)



#### PINTEREST

Total Impressions: 10,976 (+348.9%)  
Engagements: 250 (+400%)  
Top Boards:  
Crescent: 390 impressions  
Shelby: 141 impressions  
Treynor: 123 impressions



#### MEMBERSHIP

Total Members: 38  
Member Retention Rate: 100%



#### WIDA WEBSITE

Page Views: 54,204 (+352.5%)



## THANK YOU FY2022 SUPPORTERS

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

\*Generous Funding from Pottawattamie County  
Board of Supervisors