

Innovate 120 Final Report

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Prepared By:

Jennifer Mills, Cody Connolly, Diego Gomez, Natalie Marfilus

Table of Contents

Executive Summary	2
Company Overview	2
Project Purpose	2
Problem Statement	2
Objectives	3
Environmental Analysis	3
Competitive Analysis	4
Methodology	5
Key Findings	8
Recommendations	9
Risks	11
Plans to Move Forward	12
Appendix	13
Bibliography	18

Executive Summary

This report was conducted to assist Innovate 120 in increasing their brand awareness, engagement with the community, and producing a website that draws in their target audience. This report contains material gathered from an array of sources through secondary and primary research. The research has been analyzed and synthesized to develop actionable recommendations. These recommendations can be implemented for Innovate 120 to achieve their goals.

Company Overview

Innovate 120 is a new concept for Maquoketa and Jackson County, focusing on providing a hub for entrepreneurship, co-working and collaboration. From programs to engage youth in imagining their futures, to expertise to help drive growth of local business. Innovate 120 is a new venture, refined through conversations with business and local civic leaders over the past 12 months. Its focus is the success of individuals and the community, measured by the energy, entrepreneurship and business growth it aims to bring to downtown Maquoketa. It will be a catalyst where the community can imagine and build their futures.

Project Purpose

The Innovators Consulting Team will provide Innovate 120 with a branding strategy that increases brand awareness, identifies its core strengths, and engages their targeted audience.

Problem Statement

Innovate 120's mission is to empower the entrepreneurial mindset by offering a plethora of resources and technology to those interested in starting a business. Innovate 120's problem is that they currently lack brand awareness, lenders, and business partners to be profitable. This project will help Innovate 120 create a brand identity to attract entrepreneurs, inform potential business and banking partners, and enhance Innovate 120's awareness and credibility, all of which together are necessary for Innovate 120 to build their business. This project will be limited to research and recommendations as deliverables. The scope of this project does not include the creation of new material or the execution of the recommended strategy.

Objectives

- To increase brand awareness by finding at least 5 prospective tenants by May 3rd, 2022
- Identify Innovate 120's competitive strengths specific to the area that will encourage and engage the community
- Provide specific branding implementation recommendations for Innovate 120's website.

Environmental Analysis

Political

Government Grants - Innovate 120's programs depend on grants for the majority of their funding. They applied for their first grant in 2021 for a program that provided opportunities for high school students to gain knowledge and experience in the business world. Innovate 120 has applied for this grant again for summer of 2022. Innovate 120 is also applying for grants to further fund the development of their facility. Due to Covid, many more grants are available in Iowa that can help businesses like Innovate 120.

Government Stability - Iowa's government was strong during Covid due to federal PPE loans and other governmental grants, which kept many businesses alive. They are providing many resources to help out new and established companies.

Legal

501(c)3 - Non-profit organizations must acquire the 501(c)3 certification in order to be considered an established tax-exempt, charitable organization according to the IRS. A previous application was denied due to a minor technical mistake and Innovate 120 has since reapplied.

Environmental

Need for Sustainability - Communities are valuing sustainable companies during these tough times. By providing a local place for businesses to access technology, people are able to meet with potential clients rather than traveling to them. Innovate 120's hub allows them to do so in their private offices locally. This leads to better air quality and a happier community due to a better environment.

Technological

With more people using technology everyday to find things it would be very beneficial for Innovate 120 to have a social media presence and create a website to market themselves. Innovate 120 will also need to acquire many desktops, printers, projectors, WIFI, among other things to fulfill the needs of their clients. In the age of technology, the companies that will be working out of the Innovate building are going to need access to these resources.

Economical

Population- According to the 2020 census the population of Maquoketa is 6,128 of those people more than 94% of people 25 and older have obtained a high school degree or higher. Many of the employed adults are working for area manufacturers or service sector jobs. Almost a quarter of

the people who live in Maquoketa live at or below the poverty line. Innovate 120 can help the community by allowing people who have an idea for a business to begin their journey. This will create more jobs and things to do in the small town. This can also raise the per capita income of the community. Since there aren't other incubators offering the same type of services in the metro area there isn't any competition.

Social

In their first year, Innovate 120 had twelve high school students from the local high schools teamed up with big companies. The students gave consulting advice for their companies. Doing this allowed the students to think strategically. This also allowed them to think of their own life and business ideas. With Innovate 120 having a successful businessman as the CEO, it will be easier for him to work with the school and create awareness of the business.

Competitive Analysis

As a business that deals with rental space in an area that does not have any close competitors, we had to look to competitors that are in larger cities. In the appendix we included Fairfield CoLab, a smaller coworking space in a town that is a similar size to Maquoketa to show the differences between the large city spaces and smaller towns. While we do not see them as a direct competitor, we thought it important to include them. In the appendix is a table comparing CoWorkQC, Merge, and Fairfield CoLab as well.

Merge

Merge is one of three locations owned by Iowa City Area Development. The other locations are in Coralville and North Liberty and are named CoWork @808 and North Liberty CoLab. Merge is conveniently located in the Ped Mall downtown Iowa City and offers a variety of membership packages. Merge offers coworking with open workspace benches, conference rooms, private offices, business resources, large training rooms and more. They want to help entrepreneurs grow their connections and launch new businesses successfully. They may be a competitor to Innovate as they are one of the closest coworking spaces to Innovate 120 and can draw people away.

CoWorkQC

CoworkQC is a coworking office based in the Quad Cities, IA. It combines long-term occupants with single or occasional visitors to provide a space where businesses can come together to work and share ideas. They contain private offices, conference rooms, event rental and more to further their customers' businesses. While they are farther than other competitors, we do see them as competitors due to their position in a major city and have a large pull for businesses due to being in a large city.

Maquoketa Library

The library in Maquoketa is a competitor to Innovate 120 in the sense that they can and might unintentionally steal potential clients away via the free-to-use computers, printers, and other resources that Innovate 120 also plans on renting out to people. The library can afford to do this due to being funded by the local government through taxes, so they are able to do this for free as long as there is the tax money. While they are an unusual competitor, we believe that it is due to its ability to attract people away from Innovate 120, even if they make no money or are not a business.

Main Street Office-Maquoketa

A traditional office space is planned to open which will be a direct competitor to Innovate 120. What Innovate 120 has over this new office space is the resources that traditional office space do not, like mentorship programs or additional business resources. These office spaces have not opened yet. It is unclear what exactly these will look like but it is assumed they will be a normal office building. See Appendix for pricing, location, and size.

Methodology

The methodological approach that the Consulting Group used while conducting research for Innovate 120 was quantitative.

Secondary Research:

The secondary research our consulting group used was government data in order to find the demographics of Maquoketa. The current population of Maquoketa is 5,948 people. The population has declined since 2010, when the census estimated a population of 6,141. The average income per household is \$55,195. With younger adults trying to be our main focus we looked into the local schools population and graduation rate. There is one high school located in Maquoketa with approximately 477 students attending. Maquoketa High School has a graduation rate of 96% and is ranked 181 in Iowa high schools. This high school serves grades 9 through 12.

Since it is common to have locally owned businesses downtown, the habitants of the town could use the resources and education to successfully open up and run their stores. Doing this research helped our team focus on the target market that would best suit our client Innovate 120.

Primary Research:

For our primary research the consulting team conducted various expert interviews with people who are in the co-working industry, as well as with people who could be of beneficial use to Innovate 120. The experts in the industry gave our group an insight of what it takes to start a coworking space, and how to keep it functioning. With the other interviews that were conducted we tried to find possible professional connections.

Expert Interviews Conducted:

Brian Zuercher - CFO of Align/Hopewell:

Brian Zuercher has created successful coworking spaces in Ohio and Kentucky. The interview with him focused on choosing the right target market for the area and then catering the service to focus on their needs. Choosing the target market and focusing resources on them will be a key driver for success especially in a rural area like Maquoketa.

We learned that the biggest problem when he first started his CoLab was controlling the budget. He said to create a budget and stick to it. It may be helpful to take your floor plan and project revenue per square foot when deciding on a pricing model. Another important fact he shared is to market directly to the end user and not to partners. Ultimately, it is the end user that will sustain the space. His biggest regret is not spending more on marketing.

Maquoketa Chamber of Commerce:

The interview with the Maquoketa Chamber of Commerce was our first expert interview that we conducted and was used to primarily gain information about Maquoketa and the businesses there. In this interview we also asked questions about the chamber's previous work on bringing in, promoting, and growing small businesses.

Katie Pauls, Maquoketa Public Library Director:

Katie Pauls was very knowledgeable about the town of Maquoketa. We learned from Katie that there is a general demand for business space in the community. She said that because of the pandemic, there is a need for space built for Zoom meetings. She also shared that the most requested resources include the copier and the meeting room. She had a wealth of knowledge for the team and has a direct connection to the target market and their needs. Her contact information is located in the appendix.

Mitul Patel, Expert in Engineering start up business products:

For the interview with Mitul, we learned that word of mouth and asking for client referrals is the best way to integrate into an area. He built his business based on delivering a “best-in-class” service model. He defines best-in-class as taking an individual approach to each client. He taught his team to get to know their clients on a personal level and really dig deep into the why behind a product so they can help create the “how.” By understanding the client and the project, his engineers were able to make an idea into a live product. Their clients were so satisfied that they regularly come back. Mitul was also able to ask these happy customers for referrals. By making his customer an advocate, he has been growing his business year over year.

Clinton Area Chamber of Commerce:

We conducted an interview with the Clinton Area Chamber of Commerce to gain knowledge on what kind of resources are available to entrepreneurs in the area. Through a phone interview, Karen shared two businesses that help people with start-ups: Score and Iowa Small Business Development Center. These businesses offer workshops, mentors, and programs to entrepreneurs looking to start a company.

Merge:

Merge helps get people connected with mentors and helps with financial connections for their members. Merge also helps entrepreneurs or people that have an idea get started. They also host community events for entrepreneurs like women entrepreneur lunches, which is a way that they draw people into space as well. They are a nonprofit. The city owns the space so most of the business expenses are covered by the city. Also funded by private and public investors. The way that they market themselves is by their website, the social media platforms, and by word of mouth. Merge offers many different forms of coworking spaces. They have a high turnover rate but it is because people usually grow and need more space than they can offer. Their 16 offices are always taken and there is sometimes a wait list for people that want to get in.

Rena Gainey (CoWorkQC):

During this expert interview the team learned a lot about why Rena Gainey started this coworking business; she retired from John Deere after 30 yrs. She started her own executive coaching business and launched a non-profit to do leadership training. She purchased CoWorkQC in 2021, but has been open since 2017. Partnered with Score, which provides mentoring for members and nonmembers of CoWorkQC free of charge. They market themselves using Facebook, Instagram, and the company website. Members have access to their office space 24/7 allowing this type of access to members encourages them to keep renting the space since it accommodates their schedule. All of their current office spaces are filled and there is a wait list for people that want office space there.

Dubuque Area Chamber of Commerce:

As the largest city in the area we wanted to ask the Dubuque Area Chamber of Commerce a few questions regarding the coworking spaces in Dubuque. This interview had to be more general since it was about businesses in a different size town where the situation is not the same. This interview yielded information about businesses and organizations that businesses in Dubuque use to grow while they are starting out. This in turn gave us information about what kind of people Mr. Abbott can talk to and help Innovate 120 secure additional grants or other business information that is similar.

Key Findings

Our research revealed some important data regarding challenges faced by new businesses in small towns. Our key findings include:

1. Choosing the correct target market is extremely important

When working in a town with such a small population, it is necessary to compose a target segment large enough to generate revenue. On the other hand, it is also necessary to narrow down the target market as much as possible so they can be engaged through the same message. This being said, we believe your primary target market should be high school students in the surrounding area and your secondary target market should be remote working entrepreneurs.

2. Direct competitors are in different industries

Innovate 120's main competitors are the public library and the office rental units located in Maquoketa. These places offer similar spacings like conference rooms and offices, but differ when it comes to pricing and the duration of use. The office unit requires a 2-5 year lease at \$1,000 per month while the library is free and available during operating hours. Innovate 120 does have indirect competitors, but they are not located in Maquoketa.

3. Indirect competitors are potential partners

Indirect competitors consist of other coworking labs like Merge in Iowa City and CoWorkQC in Davenport. These indirect competitors could be potential partners because there is no risk of stealing possible clients from one another. Specifically, CoworkQC is looking for partners currently.

4. Five potential tenants:

Based on the demographics in Maquoketa, there are many possible tenants for Innovate 120. Those possible tenants include high school students, library users, recent college graduates that are moving back home, stay-at-home parents with business ideas but no access to resources or education, and existing business owners looking to expand.

Ways to communicate with these groups are through email, paper mail, posters at schools and frequently visited businesses, and phone calls. List of quintessential partners that we connected with can be found in the appendix.

5. Setting prices can be challenging

Since Innovate 120's direct competitors do not fall into the same industry and its indirect competitors are located in much larger towns, pricing accurately can be difficult. Innovate 120 must be able to justify their pricing for the resources provided to tenants because the library offers a similar space for free and the office units offer similar, personal spaces at a higher end price. It also must be affordable for the citizens of Maquoketa. Copying prices of indirect competitors would not be useful to Innovate 120 because they are located in large populations with a higher average income per household.

Recommendations

Brand Awareness:

- It is vital to put energy and resources into the appropriate target market. Based on our research, we recommend targeting teachers in the community. This is because the education space makes up the majority of the population in Maquoketa. These educators have access to students and have the ability to encourage entrepreneurship and innovation. They will be the ideal influencers for potential tenants. The average student to teacher ratio in Maquoketa is 12 to 1. This relationship will increase access directly to tenants.
- Building a strong network in the community will make it easier for Innovate 120 to attract entrepreneurs and business owners because their credibility will be more established. During our research, we put together a list of credible contacts in the area to begin networking.
- The library of Maquoketa offers a variety of resources to citizens for free. The library is frequently used by people of all ages for different purposes. Innovate 120 could partner with the library to host events to promote the coworking space and its resources. Since the library offers a community room for free, Innovate 120 should provide them with a mentor or other resources in exchange for promoting them. We spoke with the library and they are open to a partnership.
- Expanding the connection with local schools will benefit Innovate 120 in building their brand identity. Student from Maquoketa have taken advantage of the opportunities presented by Innovate 120 in the past which created a positive relationship. Creating a continuous program for students to utilize will further Innovate 120's brand identity amongst students and teachers. Based on our research, hosting a competition is the most effective way to enhance engagement. We recommend offering a grant to the winner to help launch their business. Research shows that success in the community

grabs attention and inspires others. There is another non-profit called IowaBIG that connects schools in Cedar Rapids and College community districts. This 501(c)3 was able to connect directly with the school districts and offer programs to enhance the high school curriculum. Utilizing their business model, we believe would increase engagement with the high school student demographic.

- CoWorkQC is a like-minded coworking hub in the Quad Cities. They are currently looking to partner with an innovation lab. For that reason, we highly recommend connecting with Rena Gainey. Contact information is found in the appendix. She has had great success over the last 7 years building a successful CoLab. She has an interesting perspective on the industry and will be a fantastic virtual partner. She has connections that will also be helpful as resources.
- We recommend connecting with StrategyPlus Solutions Inc. to help with web development. They are an Iowa-based web design company. They have experience building web sites for other incubators. They are connected with CoWorkQC as well. Contact information included in Appendix.
- We recommend connecting with Score. They are a non-profit organization that is the nation's largest network of volunteer, expert business mentors. They have helped more than 11 million small business owners since 1964. They provide free advice both virtually and in-person. Connecting entrepreneurs with these valuable resources will help increase the value of your service offerings at no cost to you.
- We recommend hosting specific events to bring in larger groups. Other CoWorking Labs had the highest turnouts by planning Women Entrepreneur Lunches and bringing in Guest Speakers that target a specific industry. In Jackson county, the biggest industries that employ the population are education, food, and management. Offering resources to employees who want to excel in their current roles and learn more will have a positive effect on the community. Based on research, the positive domino effect of paying it forward aligns with Innovate 120's core value to engage the community.

Website:

Based on our research, we recommend including the following items on your company website. This list of items are important to your target market and will increase your Website Traffic Lead ratio. This is known in the marketing world as the Lead Conversion Rate. You want to encourage repeat visits to your website because that will, in turn, increase your chances of booking office space.

- **Mission: Why People Should Care**

More than almost any business around, Innovate 120 has a story and a mission to tell about revitalizing the Maquoketa area and bringing back a middle class to the town. That mission should be put on the front page and seen by every person that visits the site as a selling point. This could be in the form of an "About Us" section, a transparent background that is always

seen, or a video from the CEO himself explaining what this space is and why others should join Innovate 120 on its larger objective: helping to improve the town of Maquoketa as a whole. A list of example websites from other spaces can be found in the appendix.

- **Benefits**

It is important to list the benefits in a succinct bullet pointed list. This is your chance to present your value statement. The benefit of having this listed on your website is that you have an online presence 24/7. Your potential clients will have a clear vision on how you can help them. We suggest you highlight programming and collaborative opportunities.

- **Pricing**

Listing pricing on your website is vital to be transparent with your audience. Every competitor and every CoLab space that we researched had pricing listed on their website. It is an expectation of your target market.

- **Video or VR Office Viewing**

As a technological company marketing towards a technologically savvy demographic, giving the option to see the building from the inside at the potential client's leisure is a very strong bargaining chip. While this could be done in a video, we recommend providing 3D interactive touring. This is something that is not being widely used by Innovate 120's competitors, so it will set you apart and highlight your advanced technology resources. With an interactive video of the space, people would be able to click through each office, conference area, and get a live feel for the space, like you see when using Google maps. It is a chance for you to show off your hard work in designing and building.

We also recommend including the floor plan with measurements as an extra way for people to get a sense of the layout of the building and help to make an informed decision.

- **Social Media Links**

We recommend including links to all Social Media sites including LinkedIn, Facebook, Instagram, etc. This is important because it will encourage repeat visitors to your website. Google Analytics suggests that the best ways to increase traffic to your website is to start an email newsletter, increase follower count on social media, create a push notification list, publish new content regularly, repurpose content across platforms, and start a customer loyalty program.

Research shows when creating content to add a personal touch. For example, creating a post to highlight the internship program conducted with Maquoketa High School will be a great way to engage students and let parents know publicly, what you are doing, why you are doing it, and how it is positively affecting the community.

Risks:

The Consulting Team recommendations do come with some risks, but they have been kept to a minimum.

- The biggest risk that Innovate 120 has is not being able to attract entrepreneurs to the space and rooms go unfilled. This could be from not having an enticing offer or the possible tenant does not think that the location of Maquoketa is optimal.
- Building a website can be risky because you have to find the right partner to build it. If you have to rewrite the website multiple times over it can be expensive. The 2022 average cost to build a website is between \$2,000 to \$9,000. Maintenance on the website per year cost can range between \$400 to \$60,000 depending on the complexity.

Plans to Move Forward

For our recommendations, we suggest that you make your connections in the town itself first as they will be the most relevant and help you the most directly. This would be things such as partnering with the library, fulfilling the goal of helping Maquoketa first. Since we see the students of Maquoketa school district as the main target market, we suggest that you establish this connection first.

Secondly we recommend that the possible partnership with CoworkQC be pursued since it would give Innovate 120 connections for help or working out programs in the future, but it could also give Innovate 120 an established coworking business to look at and model itself off of.

Lastly, once a stable base has been built, look to partner with or closely work with high schools in the county and universities in Dubuque, Cedar Rapids, or the Quad Cities. We understand that they are a little out of the way but we believe that it is important to cast a net as wide as possible to make sure that there is a supply for spaces. We recommend this last as it gives time to make connections with other supporting businesses, organizations, and people.

Appendix

Swot Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ● Robert the CEO has had success in the field of entrepreneurship. ● Owner is paying for everything out of pocket and will be free of debt. ● Large Reach of Mentoring Contacts 	<ul style="list-style-type: none"> ● Incomplete Setup ● Difficulty Funding
Opportunities	Threats
<ul style="list-style-type: none"> ● There are not many co-working opportunities in the Jackson County region. 	<ul style="list-style-type: none"> ● Low Middle Class ● Lack of Knowledge From Area

Competitive Analysis Landscape

	Merge	CoworkQC	Fairfield CoLab
TARGET CUSTOMERS	<ul style="list-style-type: none"> - Entrepreneurs - Start-up businesses - Expanding companies that need a location to operate from 	Targeted towards businesses with smaller teams, nonprofits, freelancers and other small groups. Not geared toward teams of 6+.	<ul style="list-style-type: none"> -College students - Start Ups -People in the community that want to use the space for business pitches, tech meet ups etc.

	Merge	CoworkQC	Fairfield CoLab
PRODUCT OR SERVICE PRICING	<ol style="list-style-type: none"> 1. Punch Card (\$100): Includes 10, 1-day visits between 8-5, Monday-Friday 2. 1-day per week Membership (\$40/month): Access One day during normal business hours. 3. 2-days per week Membership (\$75/month): Access two days per week during normal business hours 4. 3 days per week membership (\$100/month): access three days a week during normal business hours 5. Special M/F Rate (\$50/month): Access only on Mondays and Fridays during normal business hours 6. Full-Time Coworking (200/month): 24/7 access to merge to use any desk. Also includes deals on conference rooms. 	<ol style="list-style-type: none"> 1. Daytime (\$100/month) 2. Afterhours (\$75/month) 3. Basic (\$25/month) 4. Dedicated Desk (\$250/month) 5. Floating Desk (\$175/month) 6. Conference Room Rental (\$25-50/hour) 7. Private Office (\$500/month) 	<ol style="list-style-type: none"> 1. 1 Day/Week (\$20/month) 2. 3 Days/Week (\$30/month) 3. M-F 9-5 (\$40/month) 4. Flexible Space 24/7 (\$50/month) 5. Dedicated Desk 24/7 (\$75/month) 6. Private Office priced per sq foot 7. Conference Room \$25 per hour (Non CoLab Members)
GENERAL MARKETING STRATEGY	Local Gazette news article announced the launch. Formal marketing plan is through word of mouth by reaching out to local schools.	Generally spread through word of mouth, internet searches, or their Instagram. Not too much marketing done.	FFCoLab has partnerships with Indian Hills Community college, banks, private investors, and the Bonnell Project in order to create awareness.
ONLINE MARKETING STRATEGY	Active on Facebook, Twitter, and Instagram.	Active on social media: Instagram, Facebook, and LinkedIn. No active advertising on search engines.	The company uses Facebook, Instagram, zoominfo, guidestar, and their own website.

	Merge	CoworkQC	Fairfield CoLab
STRENGTHS	<p>3 different locations in highly populated areas (Iowa City, Coralville, North Liberty)</p> <p>Partnered with City of Iowa City, Iowa City Area Development, Univ of Iowa Pappajohn Center and Office of Research and Economic Development</p> <p>Strong network of businesses and people to help members</p> <p>Offers virtual co-working as well</p>	<p>Has a wide variety of options to choose from regarding pricing and use, giving customers options and making a very attractive place to work.</p>	<p>Has a phone room if you need more privacy.</p> <p>Has a 24/7 access plan which other coworking spaces don't.</p>
WEAKNESSES	<p>Limited space, must book in advance</p> <p>Competitive</p> <p>You have to subscribe to a monthly membership</p>	<p>The business model as a whole is hard to scale without acquiring more space. Having a permanent office required a 6 or 12 month contract.</p>	<p>Is located in an area with a low population. Isn't available on weekends unless you have the 24/7 access plan.</p>
COMPETITIVE ADVANTAGE	<p>Merge is linked with two other existing CoHub locations. They are very linked in with the community and with local businesses. Already having a network before launch set them apart from other startups.</p>	<p>CoworkQC is the premier coworking center in the Quad Cities and would be able to hold an advantage over other coworking centers due to being established and having the previous experience to react to others that start in the city.</p>	<p>FFCoLab is the main coworking spot in its metro area. They also offer business support and networking events. (Loan programs, financial services, business plan support, etc) This creates a greater appeal since they offer resources to help businesses get ahead/started.</p> <p>The prices for the space is also relatively lower than other competitors.</p>

Maquoketa Library Competitor Facts

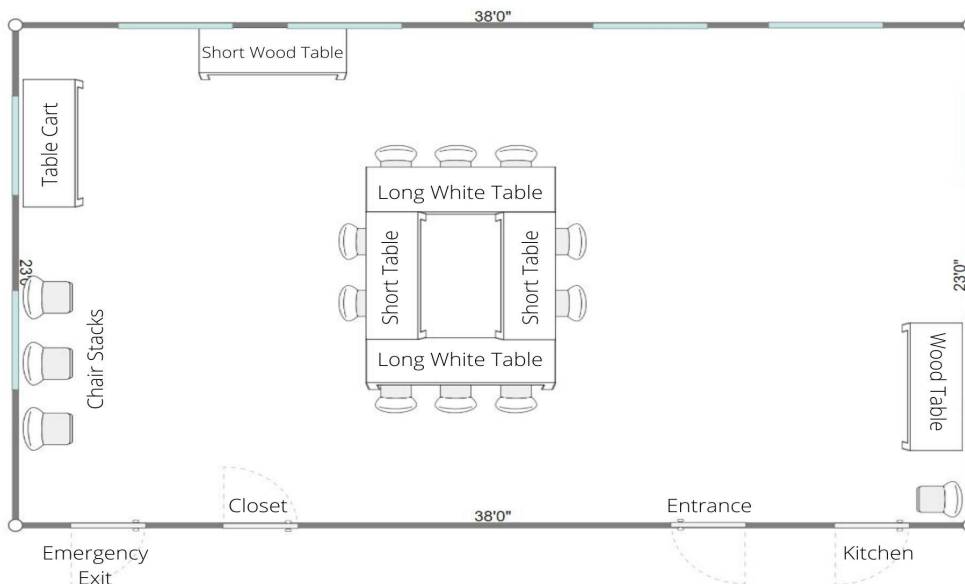
While they are not intentionally a competitor, they may draw people away from Innovate 120 to use those resources. The following are facts about the library:

- Hours: Mon-Thurs 9am-7pm, Fri 9am-5pm, Sat 9am-2pm
- Pricing: Free because its government funded
 - **30,106 Visitors to the Library**
 - **Funding:** City income received \$159,041

County income received \$24,153
 State income received \$3,593
 Grants \$0
 Fines & Fees \$3,719
 Maquoketa Library Corporation \$127,920

- **30,106 Visitors to the Library**
6,401 Website Visits
- **41,797 Items Checked Out**
6,460 Public Computer Sessions
- **12,712 WiFi Sessions**
2,588 Active Patrons
- **2,710 People Attended 186 Programs**
Issued 220 New Cards to Patrons
- Technology Services: 10 computers, view microfilms, printing/copying, fax, reserve conference rooms, hotspots, photo scanners
- Space Available: Community Room and History Room

Community Room Setup



Maquoketa Office Space for Rental

- \$1000/month for lease
- Owner prefers 2-5 year lease
- 101 N Main, Maquoketa, IA 52060
- Provides private offices, kitchenette, bathroom, as well as a second entrance on Platt St.
- Used to be known as "Maquoketa Eyecare"

Networking List of VIPs

- Katie Pauls, work: 563.652.3874, email: director@maquoketa.lib.ia.us
- Rena Gainey, work: 563.265.2527, email: rena@coworkqc.com
- StrategyPlus Solutions Inc, phone: 872.221.4601, website: <https://www.strategyplussolutions.com>
- Merge, phone: 319.354.3939, website: www.mergeic.com
- Fairfield CoLab, phone: 641.569.8939, website: www.ffcolab.com
- CoWorkQC, phone: 563.265.2527, website: www.coworkqc.com
- Maquoketa Chamber of Commerce, phone: 563.652.4602, website: www.maquoketachamber.com
- Clinton Chamber of Commerce, phone: 563.242.5702, website: www.clintonia.com
- Dubuque Chamber of Commerce, phone: 563.557.9200, website: www.dubuquechamber.com

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