

Press Release
For Immediate Release
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*"Where spirit flows
and opportunity grows."*

Sac City Positioned for New Business and Industry Recruitment

As COVID-19 made an impact on businesses and placed economic hardships on many small communities, Sac City plans for a vibrant future. Local businesses, united by Sac Development Corporation, have combined their resources to share the town's wonderful opportunities for business expansion and new development.

Using a series of videos, social media campaigns, a new website, and personal contacts, the Northwest Iowa community of 2,200 people is aggressively working to become stronger throughout and after the pandemic.

City Councilperson Bruce Perry commented, "At a time when it would be easy for residents to immerse themselves in fear, it is amazing to see people uniting to prepare for the future. This investment is a great example of the synergy that keeps small towns a driving force in the national economy.

Partnering with a local marketing firm allows city residents to share their stories of investing time, talent, and treasure into the community that continues to thrive. As one of the top ten communities identified in Iowa State University's "Shrink Smart" study, Sac City residents pride themselves in providing many larger city amenities in a safe, small-town setting.

Development of recruitment videos that carefully follow community branding standards is the latest step in the integrated marketing program that promotes the business advantages in Sac City.

Brandy Ripley, Sac County Economic and Tourism Development director, commented, "Since the marketing program began, inquiries from potential businesses for Sac City and the surrounding area have increased dramatically. It is exciting to see a small community work to tell its story and share its vision."



"Sac City's location provides an excellent opportunity for distribution centers, various types of manufacturing, ag-related business and medical industry subsidiaries ... really the opportunities are truly limitless."

— City Council Member Bruce Perry

To learn more, scan this QR Code or visit
<https://youtu.be/xhwi1RS01RO>



Sac Economic & Tourism Development

Brandy Ripley, Executive Director
ph: 712. 664.2940 **e:** bripley@saccountyiowa.com
w: saccountyiowa.com [facebook.com/saccounty](https://www.facebook.com/saccounty)

City of Sac City

Jamie Lawrence, Sac City Administrator
a: 302 E. Main Street, PO Box 37, Sac City, IA 50583
ph: 712.662.7593 **e:** jlsaccity@pdq.net
w: SacCity.city [facebook.com/SacCityIA](https://www.facebook.com/SacCityIA)
[instagram.com/sac_cityia](https://www.instagram.com/sac_cityia)

Sac Development Corporation

ph: 515.979.5620 (Bruce Perry)
e: BruceLPerry@gmail.com