



Marion County Development

2021-2022 Action Plan



Our Purpose:

MCDC exists to identify and plan strategies which will grow Marion County's economy.

Our Mission:

MCDC's mission is to enhance prosperity in Marion County, Iowa through strategic planning, promotion, cooperation and development of the Red Rock Area as a premier destination for business, travel, and living.

Navigating Our Future...

- 1). **Build a Prosperity Culture** for Talent Attraction-Talent Retention-Talent Alternatives
- 2). **Growth Strategies** for Start Ups-Business Attraction-Business Retention-Infrastructure
- 3). **Placemaking** to Enhance Culture-Recreation-Housing-Childcare-Amenities
- 4.) **Connect & Collaborate** with Business-Tourism-Regional-State-Federal and within Marion County

Together, we succeed:

By working together, we will leverage the Red Rock Area's unique assets to attract new investment & talent, grow population & raise wage levels, diversify the economic base & support existing business prosperity, and elevate placemaking experiences & tourism.

redrockarea.com
marioncountyiowa.com
641.828.2257

Setting the Benchmark:

Today, economic development is more than business attraction and industrial sites. Our vision for Marion County, Iowa over the next decade is to grow population, increase traveler expenditures and expand business opportunities while diversifying our economy.

To accomplish this vision, MCDC will implement initiatives based on data to address economic development needs and opportunities. Our initiatives will be benchmarked by the outcomes from planning efforts, engagements from promotions, participation in programs and the number of partner & business connections.

POPULATION

33,253

MEDIAN AGE

39.4

HOUSEHOLDS

13,365

ASSOC.
DEGREE OR MORE

39.4%

LABORFORCE

18,614

HOUSING UNITS

14,236

Prosperity Culture:

A centerpiece of our prosperity strategy is enhancing our culture for talent. These strategies focus on three areas: attracting talent to live and work in our area, upskilling existing talent, connecting workforce efforts and bringing ideas for automation, technology and robotics into the area.

Workforce Attraction

IEDA COOP Marketing for talent attraction, TOP 10 UNDER 40 program to showcase young leaders, and building partnerships with regions to market career opportunities

Workforce Retention & Upskilling

TEACHING FOR THE WORKFORCE program to augment educators' understanding of STEM career opportunities in the area, assist with local workforce UPSKILLING programs, and LEADERSHIP RED ROCK, Fall 2021, to develop area workforce leadership skills

Robotics & Automation

Explore TECHNOLOGY INTEGRATION opportunities & educate businesses on robotics/automation resources

Growth Initiative:

Marion County, Iowa has a strong cluster of advanced manufacturing companies. Building on a culture of prosperity and technology integrations; economic development strategies work to connect existing manufacturing cluster companies to growth opportunities. Marion County Development will also develop strategies to attract new growth companies which diversify the business mix and add value to the wealth of the region.

Startups

STARTUP educational/networking events and technical assistance targeted to startups entrepreneurs who create new value

Economic Gardening: Growth Stage 2 Development

Pilot an economic gardening program focused on delivery of strategic intelligence and implementation integration resources to Stage 2 companies

Business Attraction

Complete a TARGETED INDUSTRY ASSESSMENT based on assets, which will provide an enhanced response to business leads and diversify the local economy as well as develop site needs and assets for business attraction

Business Retention & Expansion

Visit annually 40 prime employers to determine business climate needs, assist with resource needs and identify expanding business opportunities in conjunction with BEST OF IOWA. Augment data based decision making through sharing ANNUAL BUSINESS REPORT and data resources including the laborshed.

Infrastructure

Participate in regional BROADBAND initiatives with GDSMP & coordinate local broadband leaders to implement strategies developed in the study and identify INFRASTRUCTURE BARRIERS for growth in transportation, water/sewer and other areas. Examine need for EDD to access federal economic development funding for public amenities to grow business.

MEDIAN HH
INCOME

\$66,381

NON-WHITE
POPULATION

4.2%

POVERTY RATE

9.7%

ESTABLISHMENTS

1,012

UNEMPLOYMENT
RATE-2019

2.1%

COST OF LIVING
INDEX

84.2

Placemaking:

It is no longer a requirement to live in the place where you work. Developing vibrant communities through investing in placemaking will attract and retain businesses, travelers, and residents.

Amenities

Maintain a list of current ECONOMIC DEVELOPMENT PROJECTS and develop a prioritized list of amenity enhancement projects by community or area. Work together to identify resources for amenity enhancement projects and develop a placemaking plan with prioritized goals for the county.

Tourism & Marketing

BEST OF RED ROCK contest to promote hospitality and provide business marketing opportunities, market tourism, workforce and business opportunities in IEDA Coop Advertising Program, redrockarea.com and marioncountyiowa.com. Work toward integration with county website. Promote programs and share news through newsletter and Facebook page. Design & produce annual RED ROCK GUIDE for tourism and workforce recruitment fulfillment. Promote A to Z FOODIE TRAIL and other tourism initiatives.

Connections:

Critical to our economic development success is the ability to connect local efforts and find common goals as well as connect our initiatives to regional and statewide economic development strategies. We strive to be a thought leader in the state in economic development initiatives.

Business Development

2021 Co-Chair, Greater Des Moines Partnership
Economic Development Practitioners Group
Opportunity2 Economic Development Region
South Central Iowa STEM Advisory Council
Professional Developers of Iowa (PDI)
Association of Business & Industry (ABI)
UNI-IDM Advisory Council
Utility Partners
Business Resource Partners: CIRAS, SBA, SBDC,
NewBoCo, AdvancelA, MPO, C12, & Others
K-12 & Higher Education Partners
Iowa Economic Development Authority (IEDA)
MARION COUNTY EMPLOYERS' COUNCIL for Human
Resource professionals and owners

Tourism

Central Iowa Tourism Region (CITR)
Iowa Tourism Industry Partners (iTIP)
Iowa Economic Development Authority (IEDA)
Destination Development Association

Internal

Technical assistance and resources to communities
Quarterly Economic Development Growth Meetings
Local EDO's, chambers, CVB & agency partners
Newsletter & Information Sharing
Presentations to local groups, businesses & media

Our People...

COMMISSIONERS: David Vollmar: At-Large, Rob Judkins: Pella, Susan Canfield: At-Large, Barb Kniff-McCulla: Pella, Mindi Sudham: Knoxville, Brian Thomas: Knoxville, Russell "Butch" Hayes, Rural Marion County and Jason Bingham: Rural Marion County

STAFF: Carla Eysink, Executive Director, IOM



Marion County Development Ambitions

ECONOMIC DIVERSITY

WHY IT MATTERS

Building on Marion County's strong manufacturing sector, opportunity exists to attract additional suppliers and service companies. Economic downturn impacts can be lessened by developing employment in a variety of sectors beyond manufacturing.

FACT

The Job Diversity Index for Marion County is 0.59 compared to 0.72 in the US and 0.73 in Iowa.



MARION COUNTY STRATEGY

Targeted Industry Study & Marketing
Existing Industry Calls

JOB GROWTH

WHY IT MATTERS

New & expanding companies means more net new job opportunities. Automation and robotics will change our future, but jobs will remain a key component of community vibrancy.

FACT

Since 2016, the annual growth rate of employment in Marion County has outpaced growth in the US. Since 2009, there were 1,417 new jobs within the manufacturing sector in Marion County.



MARION COUNTY STRATEGY

Economic Gardening Pilot
Regional Broadband Study
Existing Industry Calls
Targeted Industry Study

STARTUP & INVENT

WHY IT MATTERS

Invention introduces the next breakthrough ideas to our area's economy and feeds a climate of innovation.

FACT

During 2019, there were 216 business applications in Marion County which is up 2.9% from 2018.



MARION COUNTY STRATEGY

Regional Broadband Study
Entrepreneur Launch Workshop
Manufacturing 4.0

BUSINESS EXPANSION

WHY IT MATTERS

Expanding companies are increasing sales and building a stronger position within their market segment.

FACT

32% of Marion County Prime Employers plan to expand in the next 3 years as compared to only 15% in Iowa. Workforce and sites are key to keeping job growth by these employers in Marion County.



MARION COUNTY STRATEGY

Regional Broadband Study
Existing Industry Calls
Economic Gardening Pilot

WHY IT MATTERS

Population growth is not keeping pace with job growth in Marion County.

Communities need population growth to fund innovative schools and local government services.

FACT

Marion County's population has remained constant for the past twenty years even though jobs in the county have grown.



MARION COUNTY STRATEGY

County Housing Study
Child Care Needs Study
Website
Workforce Attraction
Red Rock Guide

POPULATION GROWTH

WHY IT MATTERS

People are our greatest asset. If growing companies are able to find or recruit talent, they will continue to start and expand in those locations which can retain talent.

FACT

Over 71% of Prime Employers have recruitment problems currently and 31% have lost a high value employee in the past 6 months as compared to 18.2% statewide.



MARION COUNTY STRATEGY

Workforce Recruitment
Top 10 Under 40
Website
Leadership Red Rock
Regional Broadband Study
Existing Industry Calls

TALENT MIGRATION

WHY IT MATTERS

The skills required for future jobs are constantly changing. To retain high skilled jobs, we need high skilled workers and a constant focus on upskilling our current workforce.

FACT

Assemblers are the number one occupation currently in Marion County and are also the top occupation predicted to decline in the next 5 years.



MARION COUNTY STRATEGY

Teaching for the Workforce
Leadership Red Rock

WORKFORCE SKILLS

WHY IT MATTERS

Talent does not need to live where they work anymore. Gathering spaces and community assets lure talent. Talent creates economic prosperity.

FACT

Each year, travelers spend over \$55 million in Marion County. Lake Red Rock is Iowa's largest lake.



MARION COUNTY STRATEGY

Placemaking Study
Red Rock Guide
Website
Regional Broadband Study
Best of Red Rock Contest

PLACEMAKING

WORKPLAN TIMELINE:

July

Start of Fiscal Year
New Economic Development Web Section Launch
Targeted Industry Planning & Marketing
Placemaking Initiative
EDD Strategic Planning
IEDA Cooperative Marketing Sign-up
Travel Guide Distribution Pre-Nationals
BRE Visits with Prime Employers
MCDC Regular Meeting
Newsletter

August

Fall Economic Gardening Aps Due
Leadership Red Rock Program Promotion & Aps Open
Top 10 Under 40 Nominations Open
Placemaking Initiative
EDD Strategic Planning
Targeted Industry Planning & Marketing
BRE Visits with Prime Employers
Regional Broadband Study Finalized
Newsletter

September

Travel Guide Updates & Advertising Sales
Start Work on Tourism Web Section
Leadership Application Deadline
Placemaking Initiative
Targeted Industry Planning & Marketing
BRE Visits with Prime Employers Deadline
Quarterly Econ Dev Growth Meeting-Advocacy
MCDC Regular Meeting
Local Broadband Steering Committee work
PDI Fall Conference
Newsletter

October

Travel Guide Design
Work on Tourism Web Section
Leadership Red Rock Kick-Off Session
Economic Gardening Fall Company Final Report
Local Broadband Steering Committee work
MCDC Planning Meeting
Newsletter

November

Travel Guide Design & Ad Proof Approval
Leadership Red Rock Session
Top 10 Under 40 Nominations Due
Deadline Best of Red Rock Voting
Local Broadband Steering Committee work
New Tourism Web Section Launch
MCDC Regular Meeting
Newsletter

December

Leadership Red Rock Session
Website Updates & add next year Events
Budget
Local Broadband Steering Committee work

Quarterly Econ Dev Growth Meeting-Workforce & Housing
MCDC Regular Meeting
Newsletter

January

Leadership Red Rock Session
Teaching for the Workforce Planning Starts
BEST/Top 10 Event Planning
Budget Meetings
Marketing Workshop
Prepare Annual Business Report
MCDC Regular Meeting
Newsletter

February

Leadership Red Rock Session
Spring Economic Gardening Aps Due
Top 10 Under 40 Presentation
Best of Red Rock Presentation
Finalize Annual Business Report
Downtown Workshop
Travel Guide Initial Distribution
MCDC Regular Meeting
Newsletter

March

Quarterly Econ Dev Growth Meeting-Annual Business Report
Website Updates & Events Added
Succession Planning Workshop
Targeted Industry Planning & Marketing
Newsletter

April

Leadership Red Rock Final Session
Travel Guide Distribution Pre-Tulip Time
Econ. Gardening Spring Company Final Report
MCDC Regular Meeting
Targeted Industry Planning & Marketing
Iowa Tourism Conference
Newsletter

May

Best of Red Rock Ballot Open for Voting
BRE Visits with Prime Employers
Teaching for the Workforce Promotion
MCDC Regular Meeting
PDI Spring Conference
Newsletter

June

BRE Visits with Prime Employers
Teaching for the Workforce Program Implemented
Quarterly Econ Dev Growth Meeting-Place & Infrastructure
MCDC Regular Meeting
ABI Conference
Newsletter
End of Fiscal Year

