

Cerro Gordo County By The Numbers

Employment
26,633
2019Q3

2.6%
2.7% Iowa
3.7% Nationally

1.3%
year over year

Unemployment
Rate Nov. 2019

Job Growth
2017-2018

2.2%

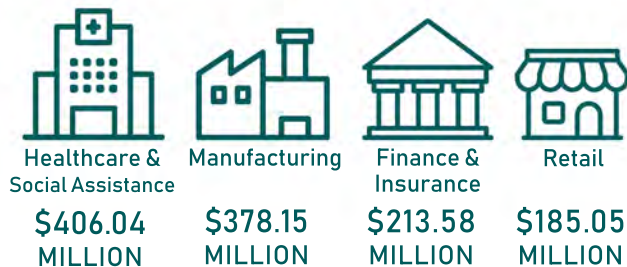
2,825 
Manufacturing
Sector Jobs
26% above national average

\$710.54
MILLION
Sales
2018

\$214.46
MILLION
Visitor Spending
2018

GDP 2018
\$2.47 Billion

2.6% increase 2017-2018
17.4% increase 2014-2018



Education and Workforce



12,000+

NIACC alumni live within
30 miles of Mason City

\$37.5 MILLION

NIACC-delivered Business & Industry Training
since 2000

Enrollment Increases

Clear Lake High School +47
Mason City High School +31



In 2019, **341** businesses
helped **2,576**

Cerro Gordo students
explore potential future careers

2019 Cerro Gordo Project Activity

\$319,150,000

Capital Investment

46 Active and Completed
Projects

16 River City Renaissance & Spin-Off
Projects in Downtown Mason City

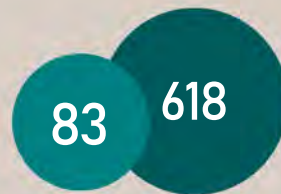
Featured Projects

Project	Investment
Talon Apartments/Townhomes	\$16,000,000
EconoLodge Motel	\$1,200,000
Bushel Boy	\$40,000,000
Kraft-Heinz	\$63,200,000
Courtway Development	\$4,000,000
Golden Grain Energy	\$25,000,000
One Vision Apartments	\$12,000,000

Entrepreneurship

NIACC Pappajohn Entrepreneurial Center Clients

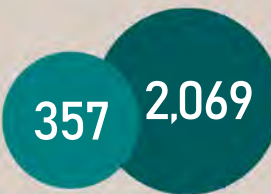
New Business Starts



83

618

New Jobs Created



357

2,069

● July 2016 - June 2019 ● Since Inception 1997-2019

\$21,687,946

Total Capital [Loans + Equity] 2016-2019

Business Survival Rate - First 5 Years



NIACC Pappajohn
Center Clients



Iowa



National

North Iowa is full of rich assets and distinct opportunities

The Vision North Iowa partnership set out to create a strategic plan centered around the most promising opportunities for the region, identifying four goals that have the potential to set the stage for success.

These four strategic areas seek to address North Iowa's primary weaknesses and position it to capitalize on its principal opportunities.

1 Building A Regional Community

Establish a regional mindset that unifies North Iowans around a common vision.

2 People, Place, & Prosperity

Create an environment that retains, equips, and attracts a strong, diverse talent pipeline and increases prosperity for all North Iowans.

3 Innovation & Entrepreneurship

Advance the regional economy by retaining, expanding, and attracting high-growth companies. Leverage existing assets to strengthen the culture of entrepreneurship and expand the innovation ecosystem.

4 Business Development & Marketing

Ensure smart, sustainable, and shared economic growth by strategically promoting the region as a destination for business investment, relocation, and expansion.

Agenda

January 23, 2020

Welcome

Tyler Kerr

Board Chair
Mason City Chamber of Commerce

Sponsor Remarks

Danielle Pace

Clear Lake Bank & Trust

State of North Iowa Report (video)

Keynote

Debi Durham

Director
Iowa Economic Development Authority (IEDA) and
Iowa Finance Authority (IFA)

Panel

Joe Murphy, Facilitator

Executive Director
Iowa Business Council

Mayor Nelson Crabb

City of Clear Lake

Tim Latham

Chairman
Cerro Gordo County Board
of Supervisors

Mayor Bill Schickel

City of Mason City

Chad Schreck

President & CEO
North Iowa Corridor Economic
Development Corporation

www.visionnorthiowa.com

VISION NORTH IOWA

Working together to improve the lives of all North Iowans.

