

January 23, 2024

Debi Durham

Director

Iowa Economic Development Authority

Iowa Finance Authority

Webster City





BUSINESS

COMMUNITY

PEOPLE



**ADVANCED
MANUFACTURING**



BIOSCIENCES



**FINANCE AND
INSURANCE**



INFORMATION TECHNOLOGY



EDUCATIONAL TECHNOLOGY



WORKFORCE



INFRASTRUCTURE



SUSTAINABILITY



INNOVATION



COMPETITIVE INITIATIVES



**QUALITY OF LIFE/
ARTS & CULTURE**



Workforce

State of the Workforce

67.7%
LABOR FORCE PARTICIPATION

Source: Iowa Workforce Development, December 2023

JOBS RECOVERED SINCE PANDEMIC
179,300
(+11,7 ABOVE)

Source: Iowa Workforce Development, December 2023

IOWA HAS THE
6th
HIGHEST LABOR FORCE PARTICIPATION AMONG STATES IN THE U.S.

3rd HIGHEST CONCENTRATION OF MANUFACTURING INDUSTRY EMPLOYMENT IN THE U.S. BASED ON LOCATION QUOTIENT

(USED TO MEASURE INDUSTRIAL SPECIALIZATION COMPARED TO THE COUNTRY AS A WHOLE)

WAGE GROWTH
+ 5.7%
(AVERAGE ANNUAL WAGE)

Source: BLS, 2022





VISITOR & TALENT ATTRACTION PLAN

thisisiowa.com

Travel Is the First Step in Thinking About Moving to a New City

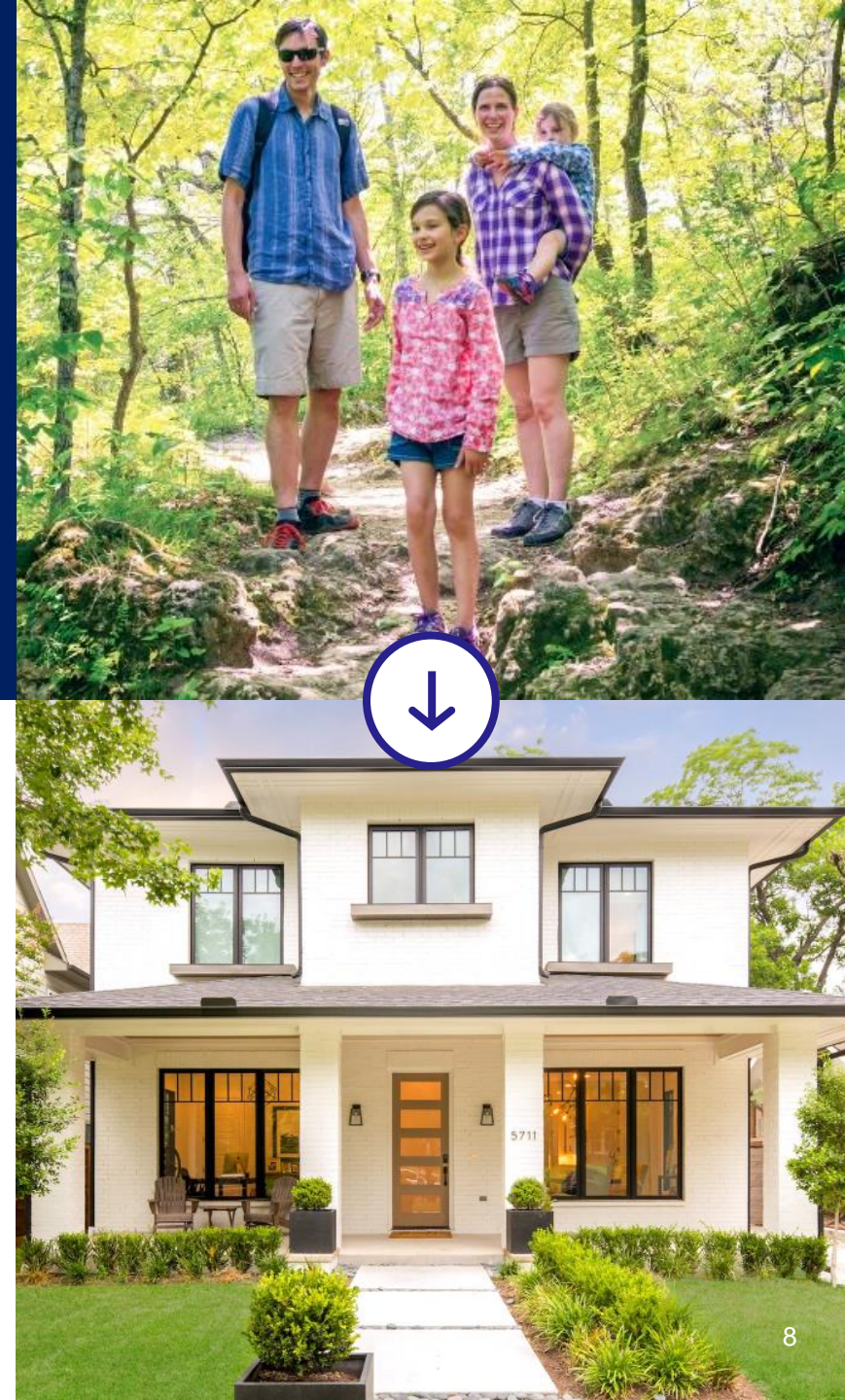
TRAVEL FEEDS WORKFORCE

64%

of U.S. adults seriously considered moving to a new place as a result of visiting.

“

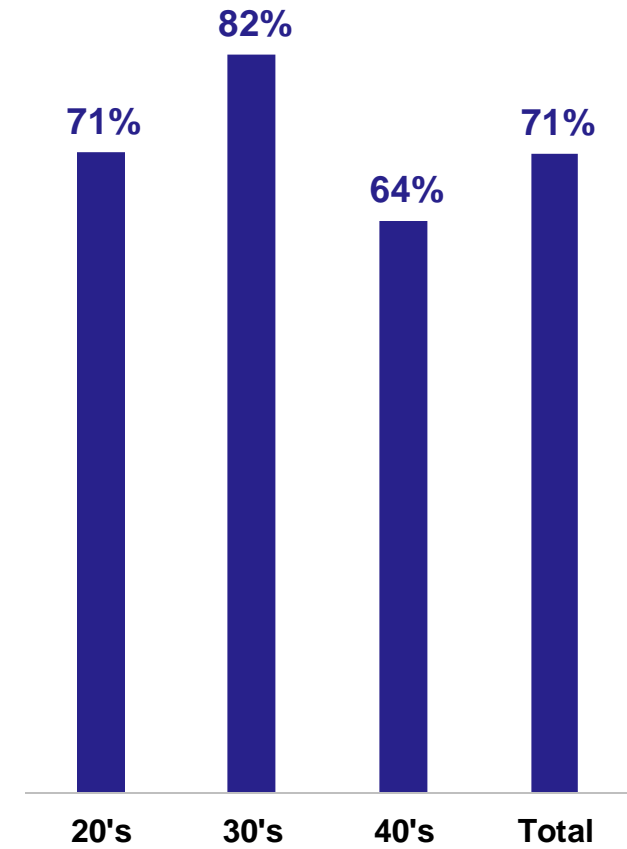
If we can get them to our location, we have a much better sell. They have to see the place to be convinced.”



Consumers Are Open to Relocating



**Likelihood to consider moving
for the right opportunity**
Scale of 0 (not likely at all) to 10 (very likely)



7 in 10

are likely to consider moving
for the right opportunity.

Likelihood is highest among

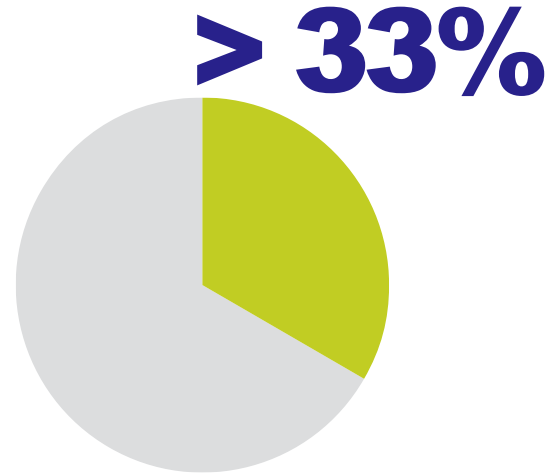
30-somethings.

This is up since we last tested it.

Market Research Findings

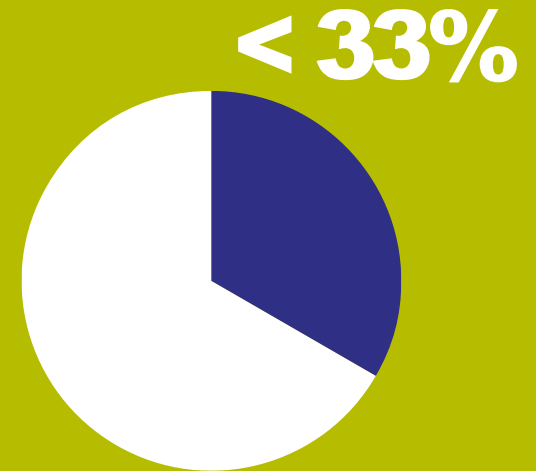
Top quality of life factors for considering a move:

- **Cost of living**
- **Safety**
- **Culture**



More than 1 in 3 respondents are dissatisfied with their current cost of living. Iowa is #1 in cost of living.

Nearly 1 in 3 respondents have concerns about safety where they live. Safety is rated as one of the top-performing attributes for Iowa.



Reaching National Audiences

thisisiowa.com
traveliowa.com



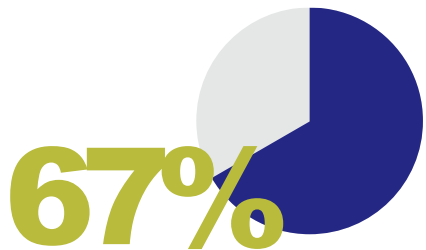
This Is Iowa

Making An Impact

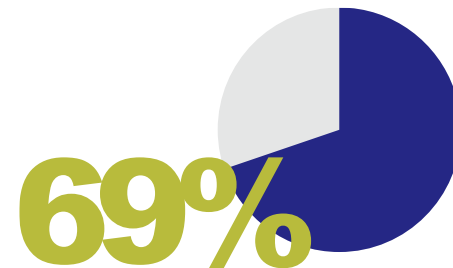


The number of positive perceptions has **increased by 20%**

“Iowa has fun recreational opportunities” **jumped 20%**



“Iowa has beautiful natural landscapes” increased from 46% to **67%**



“Iowa has friendly people” climbed from 51% to **69%**

Iowa's Population Growth

Iowa has seen growth while neighboring states have lost (IL and MN)

- October 2023 (latest data): Iowa had 84,000 job openings and 56,000 unemployed people
- Where people are moving from:
 - California
 - Hawaii
 - Illinois
 - New York
 - Nebraska

(Source: IRS)



Nurturing Leads: Talent Attraction



What

Build a lead nurturing strategy that is customized to Iowa's needs and activates the people and organizations that will help along the way

How

Launch a two-year pilot with Iowa stakeholders, alumni associations and RoleCall, a talent recruitment agency

Why

Tie into our marketing strategy to give prospective talent and communities actionable steps to make/support a move to Iowa

Infrastructure



Investments in infrastructure

IOWA HAS INVESTED OVER
\$500 MILLION
IN CHILD CARE INITIATIVES

IOWA HAS INVESTED
\$100 MILLION
FOR COMMERCIAL AVIATION
INFRASTRUCTURE PROJECTS

IOWA HAS INVESTED
\$430 MILLION
TO DEVELOP NEW HOUSING

IOWA'S INVESTMENTS IN
BROADBAND
INFRASTRUCTURE
ARE EXPECTED TO REACH NEARLY
\$1 BILLION
BY 2028

Empower Rural Iowa

- Iowa United First Aid pilot projects are underway in Van Buren, Cass, and Calhoun counties
- New direction for Empower Rural Iowa in 2024 with an increased focus on innovation and streamlining operations, including reducing to one task force

Center for Rural Revitalization Programs:

- Rural BOOST
- Rural Child Care Planning
- Iowa United First Aid
- Rural Enrichment
- Rural Housing Assessment
- Rural Innovation
- Rural Leadership Bootcamp
- Rural Return
- Rural Scale-Up
- Rural Iowa AmeriCorps
- Leadership Exchange

For more information on programs, visit iowaeda.com/center-for-rural-revitalization/

Contact: rural@iowaeda.com or 515.348.6154



**HOUSING DEMAND IS EXPECTED TO
GROW BY 24,617 HOUSEHOLDS BY 2030.**

SOURCE: MYSIDEWALK IOWA HOUSING AND COMMUNITY DASHBOARD, 2023

**17,181 OF IOWA'S EXPECTED 2030
HOUSING DEMAND WILL NEED TO BE
OWNER-OCCUPIED UNITS, AND 7,436
WILL NEED TO BE RENTAL UNITS.**

SOURCE: MYSIDEWALK IOWA HOUSING AND COMMUNITY DASHBOARD, 2023

Housing

IOWA IS THE

#1

STATE FOR
MILLENNIAL
HOMEOWNERSHIP

U.S. Census Bureau, 2022

IOWA HAS THE

Lowest
INCOME-TO-MORTGAGE
RATIO IN THE U.S.

Homebuyer.com, 2023

72.8%

IOWA'S HOMEOWNERSHIP RATE
IS AMONG THE HIGHEST IN THE NATION

U.S. Census Bureau, 2022

IOWA IS ONE OF THE

Top 10

BEST STATES TO
BUY A HOME

The Ascent, 2023

IOWA IS ONE OF THE

Top 10

MOST AFFORDABLE
STATES TO LIVE
WITH HOUSING COSTS

27% BELOW NATIONAL
AVERAGE

Council for Community and Economic Research, 2023

Federal Low-Income Housing Tax Credit Program

- Provides tax incentives to investors for the development, acquisition, and rehabilitation of income-restricted rental properties
- The investor incentive is the ability to claim tax credits on their federal income tax returns annually over a 10-year period
- IFA's Qualified Allocation Plan (QAP) details the allocation requirements, selection criteria, and housing priorities
- Awards are made annually - highly competitive application process
- To date in 2023, IFA has awarded approximately
 - \$10 million to 11 projects to create or renovate 410 affordable rental units
 - \$1.56 million in the 4% program to 2 projects and 212 units



Shenandoah Senior Villas



Alice Place, Boone

Workforce Housing Tax Credits

- Provides tax benefits to developers to provide housing in Iowa communities
- \$35 million allocation for FY 2024. Allocation is split equally between Small Cities and Urban areas
 - Small City: community in the 88 least populated counties or Community in the 11 most populated counties that meet both of the following criteria:
 - Population of 2,500 or less, based on 2020 census data, and
 - Population growth of less than 30% as determined by comparing census data from 2020 to 2010
- Maximum award for a project is \$1 million
- Housing development located on a brownfield or grayfield site
- Repair or rehabilitation of dilapidated housing units
- Upper story housing development (existing multi-use building)



Irish Hospital Apartments, Forest City



Choicewood Park Apartments, Le Mars

Community Revitalization

- **Historic Preservation Tax Credits**
 - Encourages the sensitive rehabilitation and reuse of historic structures (e.g., schools, factories and hotels)
- **Redevelopment Tax Credits**
 - Tax credits to redevelop underused industrial and commercial property:
 - **Brownfield Sites:** Known or suspected environmental contamination
 - **Grayfield Sites:** Outdated infrastructure that prevents productive use



Hotel Maytag Apartments – Newton



Parker House, Mason City

Contacts: Nick Sorensen at nick.sorensen@iowaeda.com or 515.348.6212
Matt Rasmussen at matt.rasmussen@iowaeda.com or 515.348.6196

Downtown Resource Center

Helps communities learn about the importance of downtown development and how to make downtowns more viable

- **Community Catalyst Building Remediation Program**
 - Grants for redevelopment projects that stimulate economic growth and reinvestment in the community
 - 40% of funds must be allocated to cities with populations under 1,500
- **Main Street Iowa** - Recognized as one of the most successful state programs in the nation
 - Variety of services and training opportunities to build the capacity of local revitalization efforts in Main Street communities

Contact: Jim Engle at james.engle@iowaeda.com or 515.348.6180



The Forge, Jefferson



517 Main Street, Coon Rapids

Iowa Profile

Explore valuable community and regional insights with interactive and customized dashboards across various domains such as housing, public health, safety, transportation, education, quality of life and economy.



DEMOGRAPHICS



QUALITY OF LIFE



HOUSING



ECONOMY



HOUSING FOR CAST

Child Care Task Force Recommendations

PARTNERSHIPS **CHILD-STAFF RATIOS**
SHARED SERVICES **BEND THE COST CURVE**
SLOTS **FINANCIAL INCENTIVES FOR BUSINESSES**

- **Over \$500 million invested in child care initiatives**
- Increase in the number of 2-year-olds and 3-year-olds allowed in the care of an individual provider
- Child Care Management System
- 2,089 child care slots added since June 2022
- Iowa Women's Foundation hired employer engagement director in partnership with IEDA
- Hamilton and Johnson counties launched wage enhancement programs to assist child care facilities cover wages and operating costs, the main barriers to fully staffed providers
 - Ten other counties/communities are in the process of establishing wage enhancement programs



Sunflower Child Development + Discover Center project to increase child care slots and support STEAM and energy conservation programs

Rural Innovation Program
Childcare Challenge Program
Iowa Energy Office

A row of wind turbines in a field under a teal sky. The image is a monochromatic teal color. The word "Sustainability" is written in a white, elegant, cursive font across the middle of the image. The background shows a line of wind turbines on a grassy hill under a cloudy sky.

Sustainability

Renewable Energy Portfolio

IOWA RANKS

1st

IN ELECTRICITY
GENERATED
FROM CLEAN
POWER SOURCES

64% OF IOWA'S TOTAL
POWER OUTPUT
COMES FROM
RENEWABLE RESOURCES

(62% WIND, 1% SOLAR, 1% OTHER)

Energy Information Administration, 2022

IOWA RANKS

1st

IN ETHANOL AND
BIODIESEL
PRODUCTION

IOWA RANKS

2nd
IN BIOMASS
CAPACITY

Carbon and Renewable Hydrogen Opportunities

- Governor's Carbon Sequestration Task Force
 - Vision Statement: Iowa will be the leading state for creating carbon value through agricultural stewardship & energy generation
- Positioning for Growth in Hydrogen
 - Iowa is a great fit for development of renewable hydrogen (H₂) & can further maximize our energy and agricultural resources and industry partnerships



“ The value of our investment decision in Nevada as represented by the operation of our biorefinery continues to deliver dividends, for the future... The decision to integrate the production of green hydrogen production reflects the natural evolution of our vision to position Nevada as advance renewable energy center. To be successful, this vision is supported by Iowa’s leadership to secure a hydrogen hub for the state and its regional state partners – the time is right, and this is the place to be.”

Greg Northrup
President & CEO
VERBIO North America

Innovation

A man with glasses and a blue t-shirt is sitting at a workbench in a workshop. He is holding a long, thin, light-colored object, possibly a prototype or a piece of wood, and looking at it intently. The background shows various tools and equipment, including a workbench with a lamp and a machine with a control panel. The entire image has a teal overlay.

Iowa Manufacturing



\$3.4.7
BILLION, OR 18% OF IOWA'S
**GROSS STATE PRODUCT
IS GENERATED BY
MANUFACTURING**

Source: Bureau Of Economic Analysis, 2022

60% OF IOWA'S EXPORTS
COME FROM THE
MANUFACTURING INDUSTRY

Source: WISERTrade, 2022

MANUFACTURING EMPLOYS
14.5%
OF IOWA'S TOTAL
WORKFORCE

Source: Bureau of Labor Statistics, 2022

MANUFACTURING
JOBS PAY **20%**
MORE THAN THE AVERAGE
PRIVATE SECTOR JOBS

Source: Bureau of Labor Statistics, 2022

Supporting Adoption of Automation

Iowa is helping manufacturers integrate smart technology into their operations to remain globally competitive through the fourth industrial revolution.

Manufacturing 4.0 Plan – iowamfg.com

- Supplier Connection Portal
- Bonus depreciation
- Grants for small to medium size manufacturers that invest in smart technologies

Legislative Proposal

\$2 million request for Manufacturing 4.0 Technology Investment grants to help Iowa's manufacturers increase productivity and efficiency.



Seneca Foundry

Manufactures custom iron castings

Received Manufacturing 4.0 Technology Investment grant to purchase an automatic grinder

The equipment provided the opportunity to increase the number of customers and products provided, which also increased the company's revenue



OVER
1,800
BIOSCIENCE
ENTITIES OPERATE
IN IOWA

Source: Biotechnology Innovation Organization, 2022

IOWA RANKS

2nd
IN BIOMASS
CAPACITY

Source: U.S. Department of Energy

IN 2022,
IOWA EXPORTED
\$470.3 MILLION
OF PHARMACEUTICAL PRODUCTS TO
75 COUNTRIES

Source: WISERTrade, 2022

Bioscience Opportunities

**MEDICAL
INNOVATIONS**

**BIOBASED
PRODUCTS**

**PRECISION &
DIGITAL
AGRICULTURE**

**VACCINES,
DIAGNOSTICS
&
IMMUNOTHERAPEUTICS**



Competitive Initiatives



#1

STATE FOR
FISCAL
RESPONSIBILITY

Cato Institute, 2022

RECORD NUMBER
OF NEW IOWA
BUSINESSES
LAUNCHED IN **22**

Iowa Secretary of State

IOWA RANKS

#3 **IN THE U.S.**
FOR OPPORTUNITY

U.S. News & World Report, 2022

IOWA RANKS

7th
IN WOMEN'S ECONOMIC AND
SOCIAL WELL-BEING

Wallethub, 2023

IOWA RANKS **6th**
IN THE U.S. FOR
CHILDREN'S
ECONOMIC WELL-BEING

Annie E. Casey Foundation

#1

STATE TO RETIRE TO

(BASED ON AFFORDABILITY, HEALTH CARE, CRIME, TAXES)

InvestmentNews, 2023

Historic Tax Reform

- Tax Foundation ranking - improvement of 31 places with full phase implementation of reforms
- Lowers corporate tax from 9.8% to 7.1% in 2024, with ultimate target of 5.5% by 2026
- Eliminated retirement income tax starting in 2023

Legislative Proposal

Reduce the personal income tax rate to a flat 3.65% retroactive to January 1, 2024. In 2025, the rate would fall to flat 3.5%.

The logo for The Economist, featuring the words "The Economist" in white serif font on a red rectangular background.

United States | Cut chemists

A tax-cutting wave is sweeping over America's states

"...Iowa has emerged as America's tax-cutting champion, a paragon of fiscal responsibility."

Governor's Competitive Initiatives

FOR THE FIRST TIME IN
Two Decades
TAX RATES ON
UNEMPLOYMENT
BENEFITS ARE THE
LOWEST RATES
ALLOWED BY LAW

ON AVERAGE,
IOWA BUSINESSES
ARE NOW SEEING **25%**
REDUCTION
IN THEIR UI TAXES
(\$72.20 LESS PER EMPLOYEE IN 2023)

IOWA'S INVESTMENT IN THE
UI TRUST FUND
AFTER THE PANDEMIC
HAS RESULTED IN JUST OVER
\$1 Billion
IN EMPLOYER TAX SAVINGS

Legislative Proposal: Unemployment Insurance Reform

Iowa's unemployment tax rates currently rank 25th in U.S.

- Lower the maximum tax rate from 7% to 5.4% in all tax tables
- Reduce the number of tax tables from eight to four
- Reduce the tax table rankings from 21 to nine, effectively cutting overall tax categories from 168 to 36
- Save employers more than \$800 million over five years

A woman with blonde hair in a ponytail is seen from behind, sitting in a kayak on a body of water. She is holding a paddle. The entire image is overlaid with a warm, orange-tinted filter. The text is centered in the lower half of the image.

*Quality Of Life/
Arts & Culture*



#1
FOR LOWEST
**HOUSING
COSTS**

WalletHub, 2023

IOWA RANKS IN THE TOP TEN
BEST STATES TO LIVE

U.S. News & World Report, 2023

#1 FOR LOWEST
COST OF LIVING

CNBC, 2023

#1
FOR LOWEST WEEKLY
CHILD CARE COSTS
FOR FAMILIES

Helpadvisor.com, 2023

Unmatched Quality of Life

IOWA HAS MORE THAN
80 STATE
PARKS

2,300
MILES OF TRAILS

18,000 MILES
OF NAVIGABLE STREAMS

2,000
COUNTY PARKS, CITY PARKS
NATURAL AREAS AND TRAILS

NEARLY
53,000
ACRES OF IOWA'S LAND ARE FOR
RECREATIONAL ACTIVITIES



Iowa Arts Council

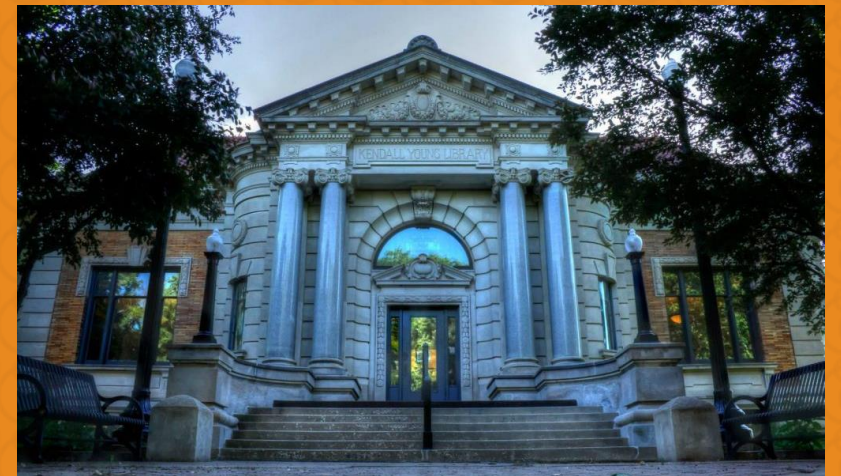
Cultivating creativity, learning and participation in the arts for Iowa's communities.

- Art Project Grants: Projects that positively impact the vitality of arts and demonstrate public value.
- Creative Catalyst Grants: Projects that accelerate momentum in an applicant's artistic career or practice, arts and cultural organization or community through a high-quality arts project or learning experience.
- Certified Local Government Grants: Open to entities that have signed a certification with the State of Iowa and National Park Service. *Applications due November 30.*

For a full list of grants and resources for arts and culture, visit culture.iowaeda.com.



River's Edge Discovery Center,
Webster County



Kendall Young Library, Webster City

Arts & Culture Impact



\$277.4 MILLION
IN EVENT-RELATED SPENDING BY
ARTS AND CULTURE AUDIENCES

NONPROFIT ARTS AND CULTURE AUDIENCES
SPEND AN AVERAGE OF
\$30.81 PER PERSON
PER EVENT

ARTS & CULTURE PRODUCTION
ACCOUNTS FOR MORE THAN
40,000 JOBS
AND ADDED OVER
\$4 BILLION
TO IOWA'S ECONOMY

NONPROFIT ARTS AND CULTURE
ORGANIZATIONS GENERATED:

- **\$431** MILLION IN PERSONAL INCOME
TO IOWA RESIDENTS
- OVER **\$36** MILLION IN TAX REVENUE
TO IOWA COMMUNITIES
- **\$43** MILLION IN TAX REVENUE
TO THE STATE OF IOWA

Source: Arts & Economic Prosperity 6

Investing in Iowa's Communities

- Destination Iowa
 - Provides grants to help communities move forward on transformational, shovel-ready tourism and quality of life attractions
- Enhance Iowa – Community Attraction and Tourism
 - Provides grants to assist projects that improve recreational, cultural, entertainment and educational attractions and enhance the vitality of the region and state



Briggs Woods Conference Center,
Webster City
CAT



Clear Lake Surf District
Destination Iowa

Thank You

Debi Durham

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Iowa Economic Development Authority
Iowa Finance Authority
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Iowa Economic Development Authority
Iowa Finance Authority