



FOR IMMEDIATE RELEASE

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EDC's Partnership begins Annual Call Program to Existing Industry

The success of Cerro Gordo County's economy is dependent on the businesses that operate here generating payroll, local spending and taxes. The future of these individual companies have a substantial impact on the potential growth of the area's economy regardless of whether it is the largest employer, Mercy Medical Center North Iowa, one like the Holcim or Lehigh cement plants with deep roots in area history, or a small business with less than ten employees. The North Central Iowa Growth Partnership (NCIGP), a partnership between the Clear Lake Economic Development Corporation and the Mason City Economic Development Corporation, is beginning its sixth annual company call program this month.

Angela Determan, Project Manager of the NCIGP, will begin her third year of company visits. "Currently we do upwards of 45 visits annually and hope to increase that by five this year."

Funding of the NCIGP by Cerro Gordo County allowed the Clear Lake and Mason City EDC's to maintain and enhance the annual call program. A new addition

this year is that the NCIGP will utilize, ExecutivePulse™, a web based application for business retention and expansion visits. Individual company visits are conducted following the ExecutivePulse™ survey which develops a comprehensive profile of the company. The information collected includes current workforce, sales, facility and equipment data, as well as knowledge on the attitudes and opinions about the community, the local and state business climate and how businesses look at our area as a place to do business.

In the coming month, North Central Iowa Growth Partnership staff will be contacting company officials to set up meetings. "Participation of company executives is paramount to the success and quality of the program," states Determan. "I cannot overstate my thanks to company executives for the reception they have given the annual call program in the past. Our organizations, both staff and boards, pride ourselves on adhering to a high degree of professionalism and integrity. That has been essential to our ability to develop this program to the degree we have."

Both Curtis Brown Mason City EDC Executive Director and Steve Ward, Clear Lake EDC Executive Director agree. Ward states, "our area is extremely lucky to be able to facilitate a strong business retention and expansion program. Not only does it allow us to be pro-active, we can benefit our local businesses, our area economies and each individual tax payer reaps the benefits in the long term."

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