



MASON CITY
ECONOMIC DEVELOPMENT CORPORATION

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DETERMAN ATTENDS EXISTING BUSINESS INITIATIVE TRAINING

MASON CITY—Angela Determan, Project Manager for the Mason City Economic Development Corporation recently attended the State of Iowa’s Existing Business Initiative training recently held at six locations throughout the state. The program is designed to support local economic development organizations in implementing or increasing the value of their business retention and expansion efforts.

Participants participated in interactive workshops conducted by Institute of Decision Making (IDM). Continued training is planned through the Iowa Department of Economic Development.

The Mason City Economic Development Corporation through their North Central Iowa Growth Partnership is currently facilitating their annual call program with existing business. “We currently have almost 50 companies that we do one-on-one interviews with the CEO, CFO or Plant Manager to help assess the health of the Cerro Gordo County economic portfolio,” Determan said. “Being plugged into existing business – knowing who they are, what they do and what we can do to help facilitate their role in our community is a significant part of who we are and what we do.”

The results from last year indicated that of the 37 companies surveyed 70% were looking at expansion of either employment base, facility or a major capital investment in the following 12 to 36 months. That’s exciting news for Mason City and North Iowa, couple this with the new company growth achieved in 2005 reinforces that we have a lot going for us,” said Determan.

“We thank Alliant Energy for the grant that allows us to be proactive with our existing business efforts.”

The Synchronist software was purchased by the Mason City Economic Development Corporation with a grant from Alliant Energy. The software is used with their annual Business Retention and Expansion calls.

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