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For More Information
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Mason City EDC focuses on Business Retention and Expansion annual program

The NCIGP (North Central Iowa Growth Partnership) a joint partnership between Mason City Economic Development Corporation and the Clear Lake Economic Development Corporation is currently embarking on their annual campaign to assess the health of the Cerro Gordo County area economic portfolio. Each year since 2000, the Mason City Economic Development Corporation staff interviews area business and industry to gather information.

“The process allows us to learn industry trends and information pertinent to the north Iowa area as a place to do business,” Angela Determan Mason City Economic Development Project Manager said. “Nothing is more important to Cerro Gordo County’s economy than the businesses that operate here generating payroll, local spending, and taxes. With nearly 90% of our area’s job growth coming from existing employers, it is important that we are acutely aware of their needs and **are proactively assisting with helping them achieve their strategic long and short term goals.**” “The process clearly demonstrates the impact a business has on a community and area.”

In the coming weeks, Determan and Ken Bales, MCEDC Development Specialist will be contacting company officials to set up meetings to learn about their company, trends in their industry, the community as a place to do business, and other business trends. “The portfolio approach will allow leaders in our communities to better understand individual companies and the overall business community,” said Determan. “This information will enable economic

development officials to give community leaders a solid foundation for making economic development and program decisions, and then allocate resources accordingly.”

Economic Portfolio Management is a new movement in the U.S. and Canada. NCIGP is among a select group of leaders in economic development implementing this in our North Iowa region. Synchronist Business Information System, a product of Blane, Canada Ltd. is designed to assist in understanding companies’ roles in the community. It allows us to analyze and identify critical success factors or weaknesses for companies in our community and act on the findings .

Alliant Energy is a sponsor of the Synchronist Business Information System. For more information on the Business Retention and Expansion Program contact the Mason City Economic Development Corporation at www.masoncityedc.com.

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