

FOR IMMEDIATE RELEASE  
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## **LABORSHED SURVEY PLANNED IN CERRO GORDO COUNTY AREA**

**Cerro Gordo County** - Plans are underway to complete a labor availability study (Laborshed) for the Cerro Gordo County area. Funded by the North Central Iowa Growth Partnership, the joint-marketing entity of the Clear Lake and Mason City EDC's, the study will assist local and potential new businesses in better understanding the area's labor force and its characteristics, announced Dan Culhane, executive director of the Mason City Economic Development Corporation.

Phone surveys will be conducted November 16th through November 30th with a random selection of individual's age 18 to 64 years that live within the Laborshed region. Survey questions will focus on such items as employment status, occupation, skills, education and training, and willingness to change employment or accept employment. Results of the survey will be used as a marketing tool to attract new business and industry to the area and to encourage existing employers with plans for expansion, said Culhane.

A comprehensive report will be generated from the data, which will present a statistical profile of the available labor force including primary and secondary skills, prevailing wage scales and commuting patterns.

This project is an important step in continuing a successful economic development program in the Cerro Gordo County area, according to Culhane.

For more information on the North Central Iowa Growth Partnership, log onto [www.ncigp.com](http://www.ncigp.com).

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