



Corridor

FEBRUARY 2016



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Henkel Construction Company

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NORTH IOWA CORRIDOR EDC LAUNCHES 2016 BRE PROGRAM

THE NORTH IOWA CORRIDOR Economic Development Corporation has launched its annual Business Retention and Expansion (BRE) program. The North Iowa Corridor is committed to assisting and supporting existing business within the region and this program continues to be a leading objective in the organization's overall strategic plan.

The BRE program is used to identify opportunities for growth and any impediments that discourage local expansion. Shaun Arneson, Vice President, Existing Business and Project Management said "Based on research, existing business and industry account for over 70% or more of new jobs and capital investment. It is important that we show our appreciation for their investment and contribution to our regional economy and be a resource for them to remain competitive in our global economy."

Arneson and other North Iowa Corridor staff will be conducting in-depth interviews with major employers in manufacturing, agriculture and service-related business in the region to gather information. The same questionnaire will be used for each company visit to help identify individual business needs, concerns and suggestions about the local business climate. The North Iowa Corridor has done similar interviews in past years. By utilizing the Synchronist Business Information System, a software tool to organize, analyze and report company information, the Corridor will gain invaluable insight into the dynamics of the local economy.

Any and all company information gathered will be kept strictly confidential and results will be in an aggregate form. An annual report will be compiled and distributed to the companies which will track trends over time.

NIACC John Pappajohn Entrepreneurial Center and the North Iowa Corridor have partnered with Technology Association of Iowa to bring TechBrew to North Iowa. TechBrew is an informal gathering that brings entrepreneurs, technologists, business people and funders together to talk over a beer (aka "Lubricated Serendipity").

Whether rain or shine, ice or snow, you can count on these entrepreneurial mixers to be held like clockwork in Mason City or Clear Lake every

third Tuesday of the month. Networking begins at 5pm, and as always, your first brew is on TAI.

The next two TechBrew's will be held on February 16 and March 15 at Mason City Brewing.



For more information or to RSVP go to TechnologyIowa.org.

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