



Corridor

JANUARY 2016

HAPPY 2016 from the North Iowa Corridor!

WE WOULD LIKE TO CONGRATULATE the Mason City Chamber of Commerce on their 100th Anniversary in 2016. We applaud the chamber on their community leadership and continued success in shaping the community into a wonderful place to live and work.

To kick off this new and celebratory year for the Mason City Chamber of Commerce, the North Iowa Corridor is excited to join the monthly newsletter to provide updates on our activities as well as economic and development news for the region.

The North Iowa Corridor is the regional economic development organization serving Mason City, Clear Lake and the greater Cerro Gordo County area. Our mission is to support business and industry with retention and expansion projects and attract new business and industry to Cerro Gordo County, Mason City and Clear Lake, ultimately facilitating job retention, job growth and private investment for our area.

The North Iowa Corridor is guided by 18 Board of Directors, which is composed of members appointed by the three governments we serve as well as a nominating committee. The organization draws strength from partner organizations including but not limited to: North Iowa Area Community College including the John Pappajohn Entrepreneurial Center, the Iowa Economic Development Authority, IowaWORKS, the North Central Iowa Marketing Alliance, the school districts of both Clear Lake and Mason City, the chambers of commerce in both Clear Lake and Mason City, and the business and industries within Cerro Gordo County.

2015 was an exciting year for the region with numerous new projects and developments in almost every sector; new retail expansions/announcements, new hotels, the downtown revitalization project, huge tourism revenues, and major industry projects such as the McKesson and Alliant facilities. The county unemployment rate has dropped

from 4.5% last year to 3.3% as of November, and average county wages have risen 4.17% from Q3 2014's \$38,436 (\$18.48/hr) to Q3 2015's \$40,039 (\$19.25/hr). We look forward to the great news and positive trends to continue through 2016, as several potential projects remain.

The 2016 strategic emphasis for the North Iowa Corridor falls into three categories:

- Existing business retention and expansion
- New business and industry attraction
- Workforce attraction, retention and talent pipeline strategies.

We look forward to sharing more about our activities in the year ahead, and wish the chamber and community an even more prosperous and successful 2016.

For more information about the North Iowa Corridor, please visit: NorthIowaCorridor.com



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