



FOR IMMEDIATE RELEASE

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LABORSHED STUDY TO BE CONDUCTED IN MASON CITY

The North Iowa Corridor Economic Development Corporation is partnering with Iowa Workforce Development (IWD) and Iowa Economic Development Authority to complete a Laborshed employment study for the Mason City area. This study will geographically define which communities contribute to Mason City's workforce, regardless of political boundaries. This defined area is called a Laborshed area and is based upon commuting patterns.

The purpose of this Laborshed study is to measure the availability and characteristics of Mason City area workers. Laborshed studies are useful tools for economic development teams and existing or prospective employers to understand the local labor market, make informed expansion and site selection decisions, and maintain/recruit a high quality workforce.

For the success of this study, we are sending letters to randomly selected households asking residents to take a confidential online survey. Survey questions will cover topics such as: employment status, current and desired wages, current and desired benefits, education level, and type of occupation, among other things. However, Iowa Workforce Development will not be asking survey takers identifiable information such as: name, social security number, or date of birth. Participation in this workforce study is greatly appreciated regardless of employment status whether you are currently employed, unemployed, a homemaker, retired, etc. Your input is highly valued.

Following the conclusion of the online surveying efforts IWD will conduct telephone surveying in the area through a third-party vendor. The survey call originates out of Missouri and the incoming number will have the 573 area code. The same survey questions asked in the online survey will be asked of those who participate in the survey on the phone and again, no identifying information will be collected. All the survey answers collected will be combined and reported together. Individual answers are completely confidential.

Every year Iowa Workforce Development conducts Laborshed studies across the State. The results of each analysis are publicly available online at www.iowalmi.gov/laborshed. If you have any questions about the Laborshed project, please contact Katie Lippold at 515-281-3035 or Chad Schreck, with the North Iowa Corridor at 641-423-0315.

Thank you for your support and participation.



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The North Iowa Corridor Economic Development Corporation serves as the economic development organization for the Cities of Mason City and Clear Lake, and Cerro County, Iowa. The Corridor is the primary contact for business retention and expansion in the region and provides location services for businesses looking to locate in the region. Visit www.northiowacorridor.com or call 641-423-0315 for more information.