



IN THE Corridor

DECEMBER 2021

TELLING THE STORY OF NORTH IOWA

THIS IS NORTH IOWA was launched by the Vision North Iowa team as a way to tell our region's story and answer one important recurring question: Why should you choose North Iowa? Skilled, ambitious, and community-focused people are already choosing North Iowa to build their future, raise their families, and create new economic and social opportunities. At This is North Iowa, we explore the stories of residents - those who already have roots here and those who have chosen to grow here - and show potential new residents the possibilities.

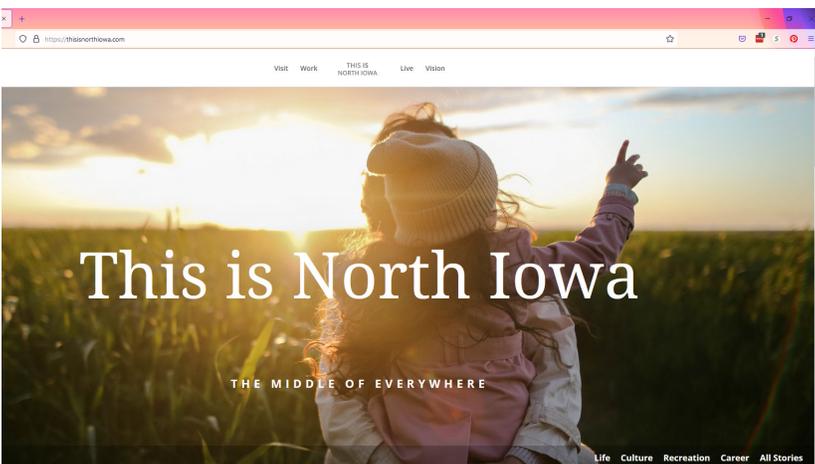
This is North Iowa is part of the Vision North Iowa Regional Prosperity Strategy. In 2018, the North Iowa Corridor EDC, Mason City Chamber of Commerce, and Clear Lake Area Chamber of Commerce, plus additional local partner organizations, unveiled the Vision North Iowa plan and its overarching mission: working together to improve the lives of all North Iowans. The strategy has three pillars: Building a Regional Community; People, Place, and Prosperity; Innovation and Entrepreneurship.

The This Is North Iowa website is one part of the people attraction strategies currently underway at the North Iowa Corridor and our Vision North Iowa partners. Employers in all industry sectors are facing workforce shortages, and addressing these challenges is a key priority for the North Iowa Corridor. Mid-size markets like ours have been attracting investor interest as a stable location to do business; and the low population density, high quality of life, and low cost of living are attractive to the growing numbers of remote workers. This is North Iowa is a part of the toolkit we can now use to market our community to potential relocators, working hand-in-hand with quality of place projects, attracting new business, and retaining and expanding our current employers.

Iowa consistently ranks high in the the area of "Opportunity" according the US News and World Report annual ranking of "Best States". This metric combines affordability, economic opportunity, and equality. Opportunity, low crime rates, affordable electricity rates, and limited natural disasters all contribute to Iowa being an excellent place to live and work. Yet the 2020 census once again highlighted slow population growth in Iowa. Iowa's workforce issue is inextricably tied to this slow growth and continues to be the overwhelmingly number one issue facing business and economic development.

With so much at stake, marketing our communities and attracting in-bound migration is a crucial economic issue. Telling our story is more important than ever.

If you have a story you'd like to share, visit www.ThisIsNorthIowa.com - or contact Joyce Martin at the North Iowa Corridor EDC at jmartin@northiowacorridor.com.



INVESTOR FORUM

Friday, December 10th, 7:30am-9am
Lakeview Community Room, Clear Lake

This informal event provides Investors and Partners of the North Iowa Corridor the opportunity to receive a brief update from Corridor President & CEO Chad Schreck and staff on Corridor activities throughout the region, recent projects and prospects for growth.

Following the brief presentation, Investors and Partners are invited to ask questions, make suggestions, and engage in dialogue about how to advance community and economic development in the North Iowa Corridor.

Contact admin@northiowacorridor.com for more information.

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