

LOCATING BUILDING AND DEVELOPMENT SITES IN NORTH IOWA

A STATEWIDE DATABASE MAKES IT EASY FOR BUSINESS DEVELOPERS

to find available property in the Mason City and Clear Lake area. North Iowa Corridor EDC utilizes LOIS, the Location One Information System, as a service for owners to assist them in marketing their properties.

“LOIS is a vital tool for the North Iowa Corridor EDC to catalogue our existing greenfield sites and larger commercial and industrial buildings,” said Shaun Arneson, Vice President, Existing Business & Project Management at the Corridor. “By having updated listings, we become a player in potential business attraction projects, as well as assisting our existing business and industry who may be looking at expansion opportunities.”

Arneson pointed out that NIC is not a real estate firm, but it works with local agents to keep listings on LOIS up-to-date for searches. The purpose is to make it easy for anyone considering a business expansion or relocation to find the perfect location in North Iowa. “For the North Iowa Corridor region to be competitive and marketable for business attraction activities, it’s vital for us to keep our online information updated as site selectors and real estate consultants are 90% more likely to search for property and community data online,” Arneson said.

A large real estate firm or site consultant working with a business client would first find out their

specific needs for a potential greenfield site or building. Then they can do a search on LOIS by available square footage or acres, existing zoning, location, and much more. “That’s why it’s so important to keep our information up to date, so we can be in the game,” he said. “We provide the service for free.”

The Corridor typically lists large commercial and industrial properties on LOIS, including buildings with 5,000 square feet or more that are currently occupied or vacant, available for sale or lease. As of August, the Corridor lists 18 existing buildings with approximately 276,000 total square feet and approximately 1,318 total acres of greenfield sites in the Mason City/Clear Lake area.

“What’s unique about LOIS is that you can click on a listing and we provide as much information about it as we can,” Arneson said. “We include images, contact information, available utilities, transportation

details, and networks. There is also regional demographic information available, like population numbers within a 10, 20, or 30 mile radius of the site.” If the current owner is willing, the listing might show the lease or sale price. Arneson added, “LOIS is a great tool for economic development organizations to promote their regional available site and building inventory. LOIS continues to improve their features and functionality with their integrated GIS component with is the tool that uses customizable layers with regional market information, demographics, workforce, infrastructure, housing, business and industry.”

The Corridor is the point of contact for inquiries, but listings also include the owner or Realtor contact information. “We like to know, but we don’t want to be the middleman or slow things down,” Arneson said.

LOIS is located at www.locationone.com and is also accessible on the NIC website at northiowacorridor.com.

Indianhead South Certified Site
 Mason City
 Shovel-ready 148 acre site with exceptional business structure in a highly strategic location



Principle Building
 Mason City
 Prime, recently renovated office space with sub-divide tenant opportunities available



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