

REGIONAL VISIONING

ICR IOWA

ANNUAL SCORECARD
2019



A COMPREHENSIVE
REGIONAL DEVELOPMENT
STRATEGY REPORT FOR:

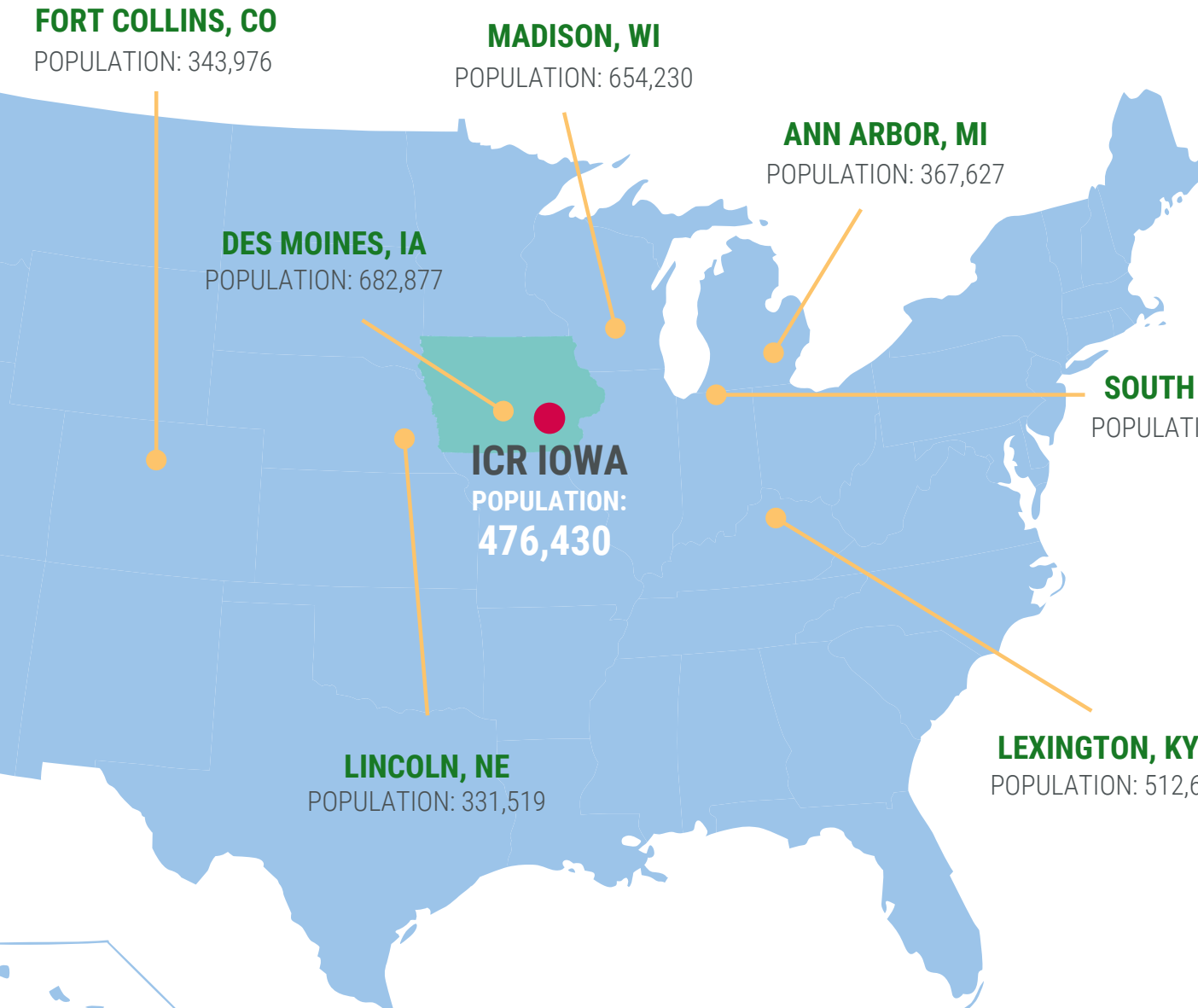
BENTON
CEDAR
IOWA
JOHNSON
JONES
LINN
WASHINGTON

OUR VISION:

In 2040 we will achieve sustainable and equitable prosperity in Iowa.

REGIONAL VISIONING

OUR VISION: In 2040 we will achieve sustainable and equitable prosperity in Iowa.



\$57,453

PER CAPITA GDP

PEER RANK: 3

3.0%

UNEMPLOYMENT RATE

PEER RANK: 3

\$61,335

MEDIAN HOUSEHOLD INCOME

PEER RANK: 5

11.7%

PERCENT BELOW POVERTY LEVEL

PEER RANK: 2 (TIE)

WORKFORCE

NET MIGRATION (PER 10,000 POPULATION)	Fort Collins	Des Moines	Lexington	ICR	Lincoln	Madison	Ann Arbor	South Bend
	120.3	96.9	65.2	60.6	57.6	55.9	42.5	0.9

2017 | SOURCE: CENSUS

% TOTAL LABOR FORCE GROWTH (10-YEAR)	Lexington	Fort Collins	Des Moines	Madison	Lincoln	Ann Arbor	ICR	South Bend
	14.9%	11.1%	10.1%	7.9%	5.2%	3.8%	1.3%	-0.7%

2017, 5 YEAR ESTIMATES | SOURCE: BUREAU OF LABOR STATISTICS

BACHELOR'S DEGREE OR HIGHER (25+)	Ann Arbor	Fort Collins	Madison	Lincoln	Lexington	Des Moines	ICR	South Bend
	54.3%	45.9%	44.8%	37.3%	36.2%	36.1%	35.2%	26.7%

2017, 5 YEAR ESTIMATES | SOURCE: CENSUS

POPULATION AGE 20-44	Ann Arbor	Fort Collins	Madison	Lincoln	Lexington	ICR	Des Moines	South Bend
	38.9%	37.5%	37.3%	37.2%	36.2%	35.0%	34.3%	31.6%

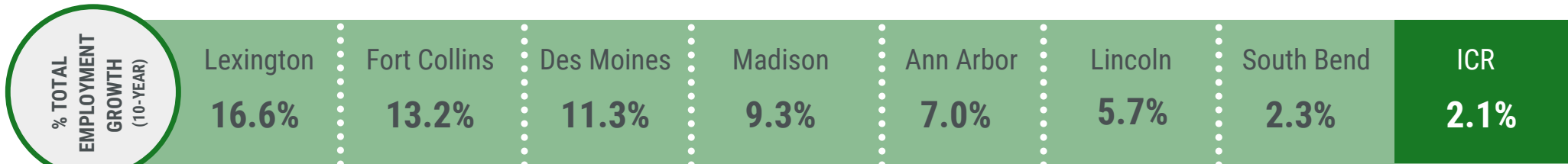
2017 | SOURCE: CENSUS

“ One of the areas that regions across the United States are struggling with is workforce recruitment and retention. The ICR Region has been paving the way with innovative strategies to attract and retain top-notch talent. We've created a Talent Hub that offers a personalized connection where people interested in coming (or coming back) to ICR can share their career aspirations with us, and have direct assistance in getting connected to our area's bountiful job opportunities. We've also developed programs, such as the Wingman program, that help get people connected with our communities once they locate here.

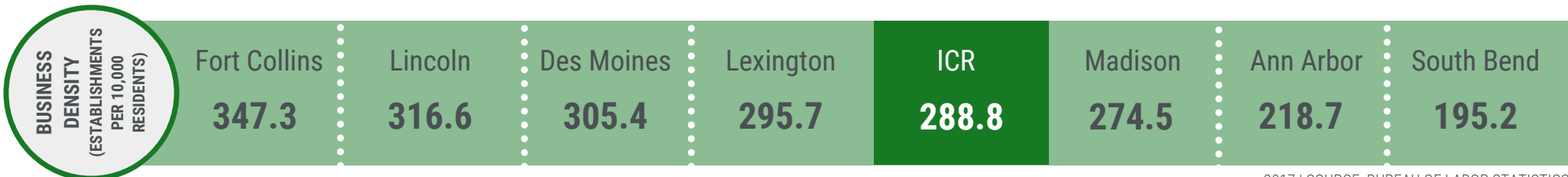


TIM CARTY, DIRECTOR OF TALENT ATTRACTION, ICR IOWA

BUSINESS



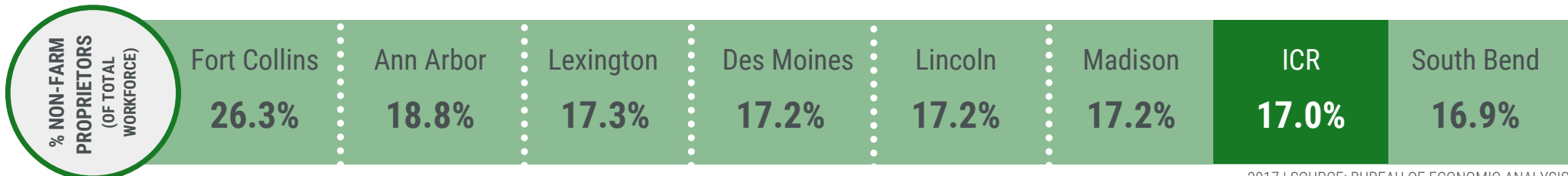
FROM 2008- 2017 | SOURCE: BUREAU OF LABOR STATISTICS



2017 | SOURCE: BUREAU OF LABOR STATISTICS



2015 | SOURCE: U.S. PATENT AND TRADEMARK OFFICE



2017 | SOURCE: BUREAU OF ECONOMIC ANALYSIS

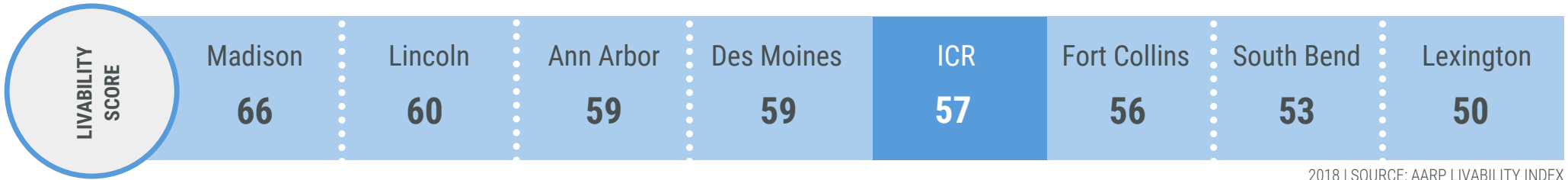


Business is booming in ICR Iowa. In addition to seeing millions of dollars in existing business expansion, we've witnessed a surge in our entrepreneurial ecosystem. In recent years, we've gotten national recognition for being one of the top places for Entrepreneurs in the United States (Entrepreneur Magazine ranked Iowa City #2 in 2017), have launched Iowa's first startup accelerator program — the Iowa Startup Accelerator — and have seen growth in coworking spaces and other events and resources for entrepreneurs.

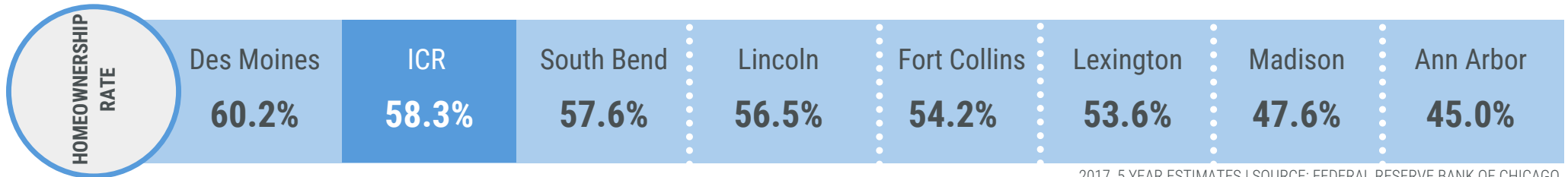


ERIC ENGELMANN, EXECUTIVE DIRECTOR, NEWBOCO

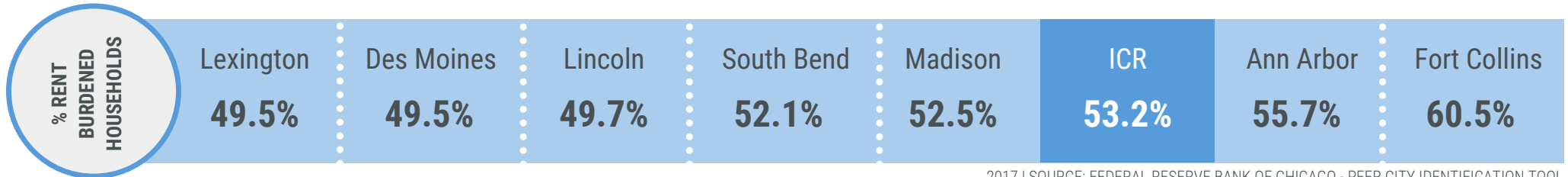
COMMUNITY



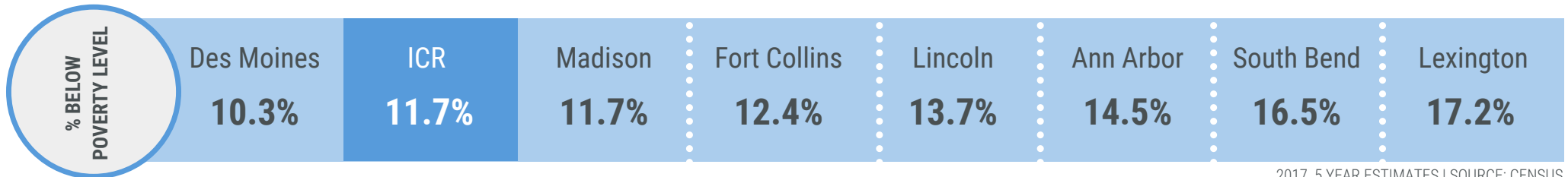
2018 | SOURCE: AARP LIVABILITY INDEX



2017, 5 YEAR ESTIMATES | SOURCE: FEDERAL RESERVE BANK OF CHICAGO



2017 | SOURCE: FEDERAL RESERVE BANK OF CHICAGO - PEER CITY IDENTIFICATION TOOL



2017, 5 YEAR ESTIMATES | SOURCE: CENSUS

“

With a cost of living that's hard to beat, amazing schools, and a world-class arts and culture scene, the ICR Region is the kind of community that we all want to live, work, and play in. The Regional Visioning process has allowed us to look at the key indicators and compare where we are now and where we want to be in the future. We're looking forward to working collectively to maintain our strengths and acting on our areas of improvement.

”



LESLIE WRIGHT, UNITED WAY OF EAST CENTRAL IOWA

REGIONAL VISIONING

OUR VISION: In 2040 we will achieve sustainable and equitable prosperity in Iowa.

STUDY DESIGN

In collaboration with the East Central Iowa Council of Governments (ECICOG), a task force of key stakeholders was created to provide a diverse set of perspectives regarding community planning. This task force worked together to identify strategic categories for the scorecard, a list of peer and aspirational cities, as well as goals for our Regional Vision.

PEER CITIES

In order to track our progress, we identified 7 peer cities to benchmark ourselves against. Looking at factors such as population, labor force, employment, presence of a research University, and geographical location, we selected the following cities as our peer cities:

- Ann Arbor, MI
- Des Moines, IA
- Fort Collins, CO
- Lexington, KY
- Lincoln, NE
- Madison, WI
- South Bend, IN

STRATEGIC CATEGORIES

In preparation of creating the Regional Visioning report, our team of research partners and committee members completed a comprehensive analysis to identify three strategic categories to use for benchmarking. Looking at similarities and differences between our peer cities, we identified the following strategic categories:

- Workforce
- Business
- Community



RESEARCH PARTNERS

Corridor MPO
ECICOG
MPO of Johnson County
Passenger Technical Advisory Committee (PTAC)
Regional Technical Advisory Committee (RTAC)
Transportation Technical Advisory Committee (TTAC)
United Way

ACTION COMMITTEE MEMBERS

Cedar Rapids Metro Economic Alliance
ECICOG
Greater Cedar Rapids Community Foundation
Iowa City Area Development Group
ICR Iowa
Kirkwood Community College
The University of Iowa
United Way



REGIONAL VISIONING



WORKFORCE

NET MIGRATION (PER 10,000 POPULATION)

Net migration is the total measure of population change within a region according to the U.S. Census Bureau. Greater migration is an indicator of increased employment opportunities and a region's ability to attract and retain people.

% TOTAL LABOR FORCE GROWTH (10-YEAR)

The total percentage growth in the labor force indicates whether the number of eligible workers in the region is increasing or decreasing.

BACHELOR'S DEGREE OR HIGHER (25+)

The total percentage of people 25+ who attained a bachelor's, graduate, or professional degree

POPULATION AGE 20-44

The primary age range for participation in the workforce is 20 to 64. The age group 20-44 is made up of younger workers.

BUSINESS

% TOTAL EMPLOYMENT GROWTH (10-YEAR)

Total employment measures the number of people actively employed in a region or area. Employment growth correlates to job growth.

BUSINESS DENSITY (ESTABLISHMENTS PER 10,000 RESIDENTS)

Business density indicates the ability of a region to support business activity.

PATENTS ISSUED (PER 10,000 RESIDENTS)

Patents are a traditional measure for the amount of applied research and development in an area, a broader measure of innovation capturing the development of new products and technologies throughout the economy.

COMMUNITY

LIVABILITY SCORE

The AARP Livability Index scores neighborhoods and communities across the U.S. for the services and amenities that impact your life the most such as housing, neighborhood, transportation, environment, health, engagement, and opportunity.

HOMEOWNERSHIP RATE

Homeownership plays a vital role in helping to build strong, stable communities. In addition to it bolstering a region's treasury through taxes, research shows the many social benefits it provides, including increased volunteerism, improved health, and less crime.

PERCENT RENT-BURDENED HOUSEHOLDS

The percent rent-burdened households is the percentage of renter households which spend more than 30 percent of their gross monthly income on rent each month, as estimated by the 5-year American Community Survey.

PERCENT BELOW POVERTY LEVEL

The poverty threshold, or poverty line, is the minimum level of resources that are adequate to meet basic needs. Individuals are considered poor if the resources they share with others in the household are not enough to meet basic needs.

BUSINESS

% NON-FARM PROPRIETORS (OF TOTAL WORKFORCE)

Non-farm business owners as a percentage of the total workforce in a region is a measure of self-employment or entrepreneurship within the economy.

REGIONAL VISIONING



KEY HIGHLIGHTS

2019-2020

COMPLETED

Watershed Management

Over 100 public entities and private partners have collaborated on many watershed related projects since 2017 in our region. There are currently seven Watershed Management Authorities made up of those entities working toward improvements in water quality and flood risk reduction that cross their jurisdictional boundaries. These efforts have leveraged millions of dollars from a variety of Federal, State and local sources for watershed assessment and planning, as well as technical assistance and cost share for conservation practices.

Neighborhood Finance Corporation

Neighborhood Finance Corporation (NFC) Cedar Rapids was formed in October 2018 in partnership with the City of Cedar Rapids, local financial institutions and private businesses. NFC Cedar Rapids provides unique purchase, refinance and home renovation loan programs and other services to facilitate neighborhood revitalization in targeted areas of Cedar Rapids.

Gateways for Growth

Gateways for Growth is a national program recently brought to Cedar Rapids to help attract, retain, and include immigrants in our community. Gateways for Growth is a program of New American Economy and Welcoming America. The City of Cedar Rapids, in partnership with the Cedar Rapids Metro Economic Alliance and the Iowa State University Extension and Outreach, is coordinating the effort locally with grant support from the Greater Cedar Rapids Community Foundation. In several public sessions, New American Economy shared local immigration statistics, and a full action plan was released in December 2019.

ICR Iowa Talent Hub

The ICR Talent Hub is a place where people interested in coming (or coming back) to ICR can share their aspirations and have direct assistance in connecting with career opportunities in the region. With the help of an innovative digital campaign, the system has attracted over 470 candidates to date, 70% of whom are from outside our region with the largest concentration coming from Iowa, Arizona, and Illinois. 22 Talent Hub candidates have been placed in new positions. (Statistics as of December 2019)

Nordstrom Earn and Learn Program

Nordstrom's program, Earn and Learn, began in the spring of 2018 at its fulfillment center in Cedar Rapids. Through a partnership with Kirkwood Community College, new immigrant hires spend the first two hours of their workday learning from English-as-a-second-language from instructors in Nordstrom's building before going to their jobs. The instructors also spend time teaching the new employees about American workplace behavior and "soft skills" they need to succeed either at Nordstrom or in other industries.

LOOKING AHEAD

Iowa EdTech Collaborative

In the fall of 2019, the Iowa Economic Development Authority officially identified Education Technology as an industry sector for Iowa's Economic Development Innovation Platform. An analysis by TEconomy Partners indicated that Iowa's EdTech assets are concentrated in EdTech applications (primarily software based) as opposed to EdTech hardware. Iowa's EdTech industry predominantly groups into three main clusters of activity: assessment, content, and content visualization and virtual reality systems. View the report and full details of the strategic imperatives at bit.ly/IAEdTechReport.

Four primary strategic imperatives were developed for advancing EdTech sector growth in Iowa, which will be developed throughout the coming years:

- Collaboration Facilitation and Cluster Networking
- Piloting and Adoption Environment
- Entrepreneurial Ecosystem Development
- Workforce Development and Access

Expanding Credentials through Pathways

The region was among the first in the state to be granted funding through Future Ready Iowa's Employer Innovation Fund. An innovative new program will expand high school students' access to industry certification and, ultimately, employment in the region's high-demand occupations. The program will serve 60+ students, providing a path to certifications at the same time as work-based learning experiences such as job shadows and internships. Focus areas include jobs in health care, advanced manufacturing and information technology.



Livability explores what makes small-to-medium sized cities great places to live. Through proprietary research studies, engaging articles and original photography and video, Livability examines topics related to community amenities, education, sustainability, transportation, housing and the economy. It then leverages that expertise to develop city rankings for a range of topics including small towns, college towns and its annual Top 100 Best Places to Live. Throughout the year, Livability hires local authors and crowdsources local residents to compose articles related to the unique characteristics of each community. Learn more at the links below.

Iowa City

<http://bit.ly/LivabilityIC>

Cedar Rapids

<http://bit.ly/LivabilityCR>