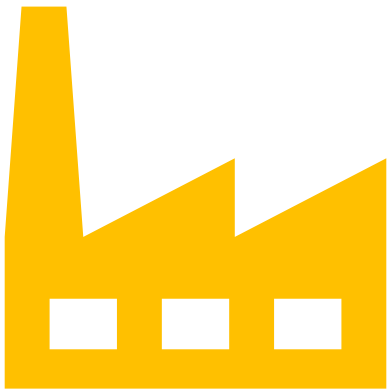
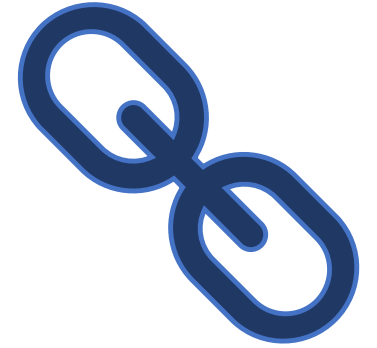
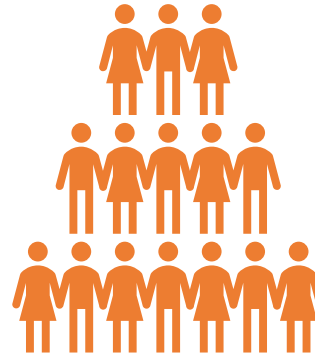




WELCOME

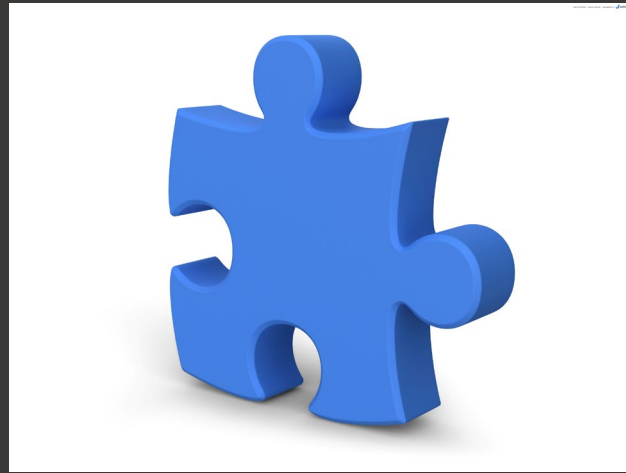
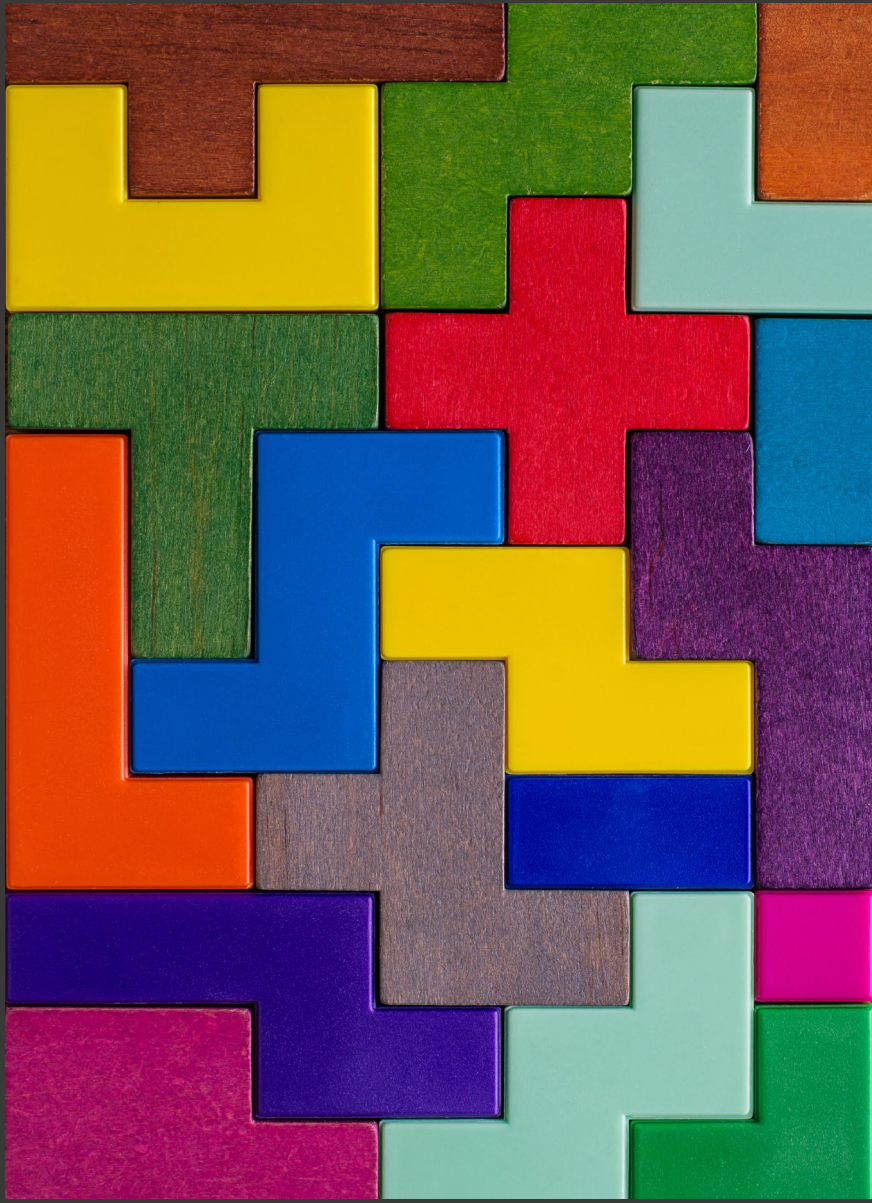
2020 Red Rock Area

Condition of Business



2020 Red Rock Area

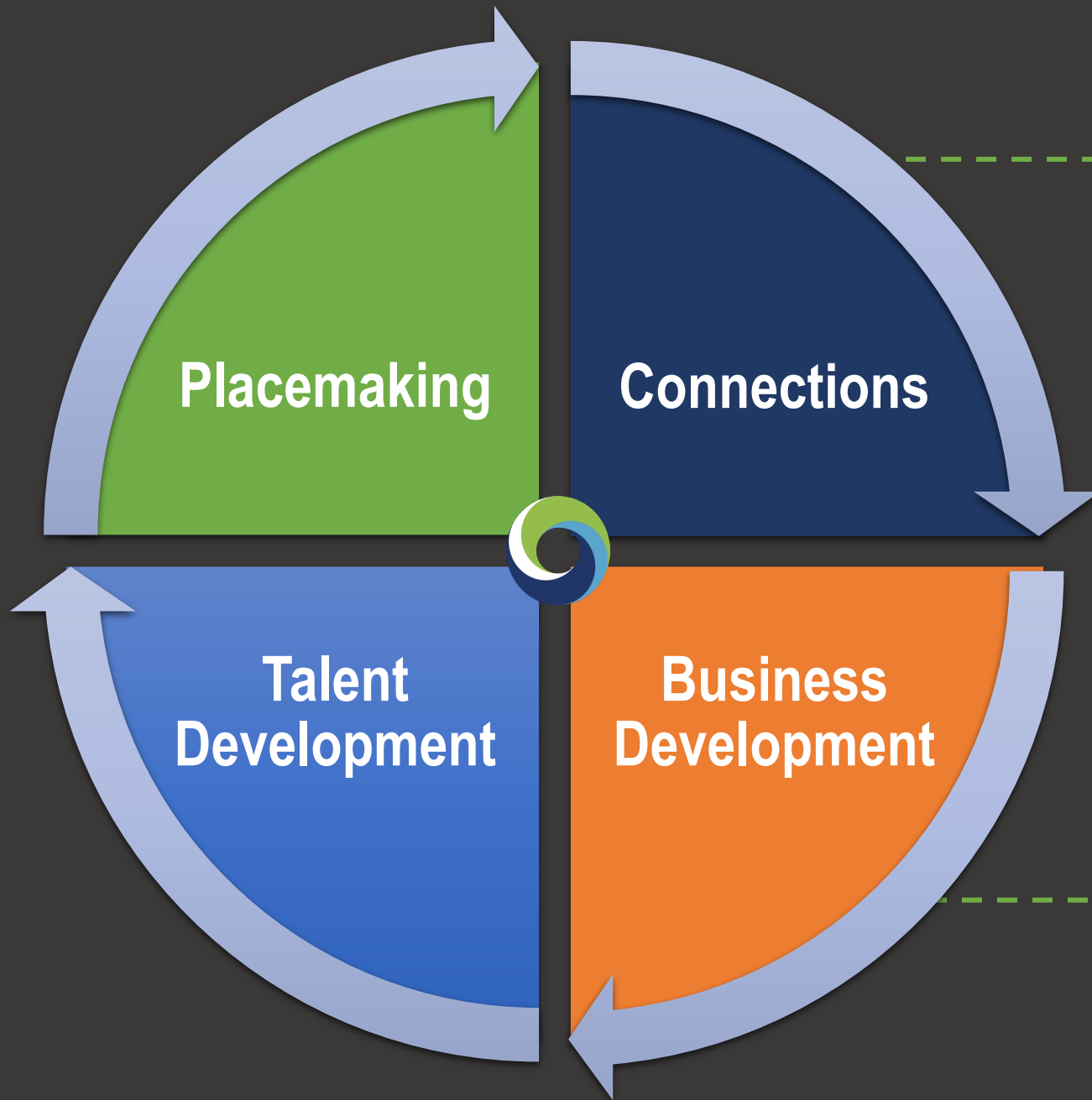
Condition of Business



What is Economic Development?



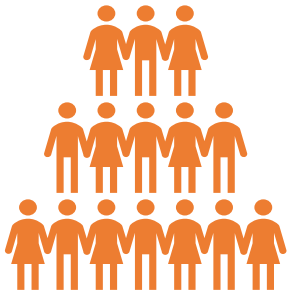
Economic Development in 2021 is more than business attraction...



Marion County Development Commission

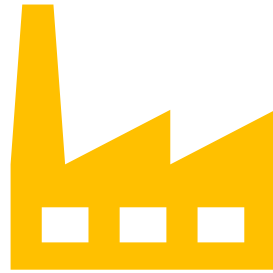


Navigating Our Future



PEOPLE

Prosperity Culture



BUSINESS

Growth Strategies



QUALITY OF LIFE

Placemaking



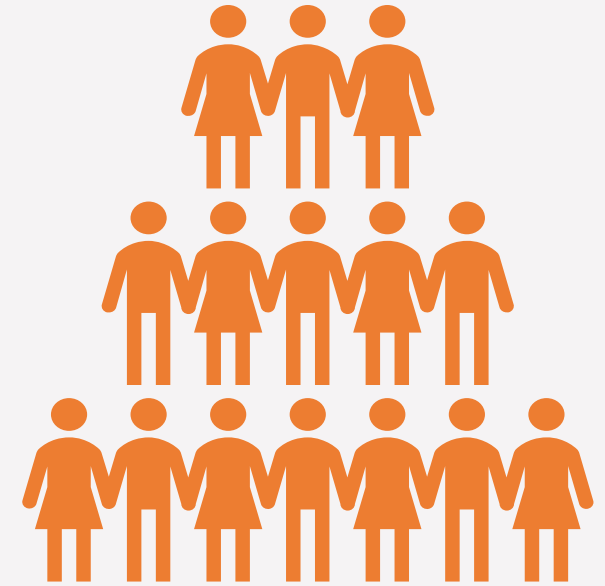
CONNECT

Collaboration

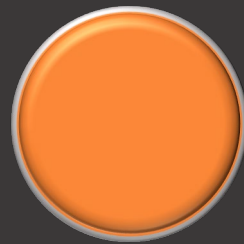
MCDC exists to identify and plan strategies which will grow Marion County's economy.

PEOPLE

Prosperity
Culture



Demographics
Income
Jobs

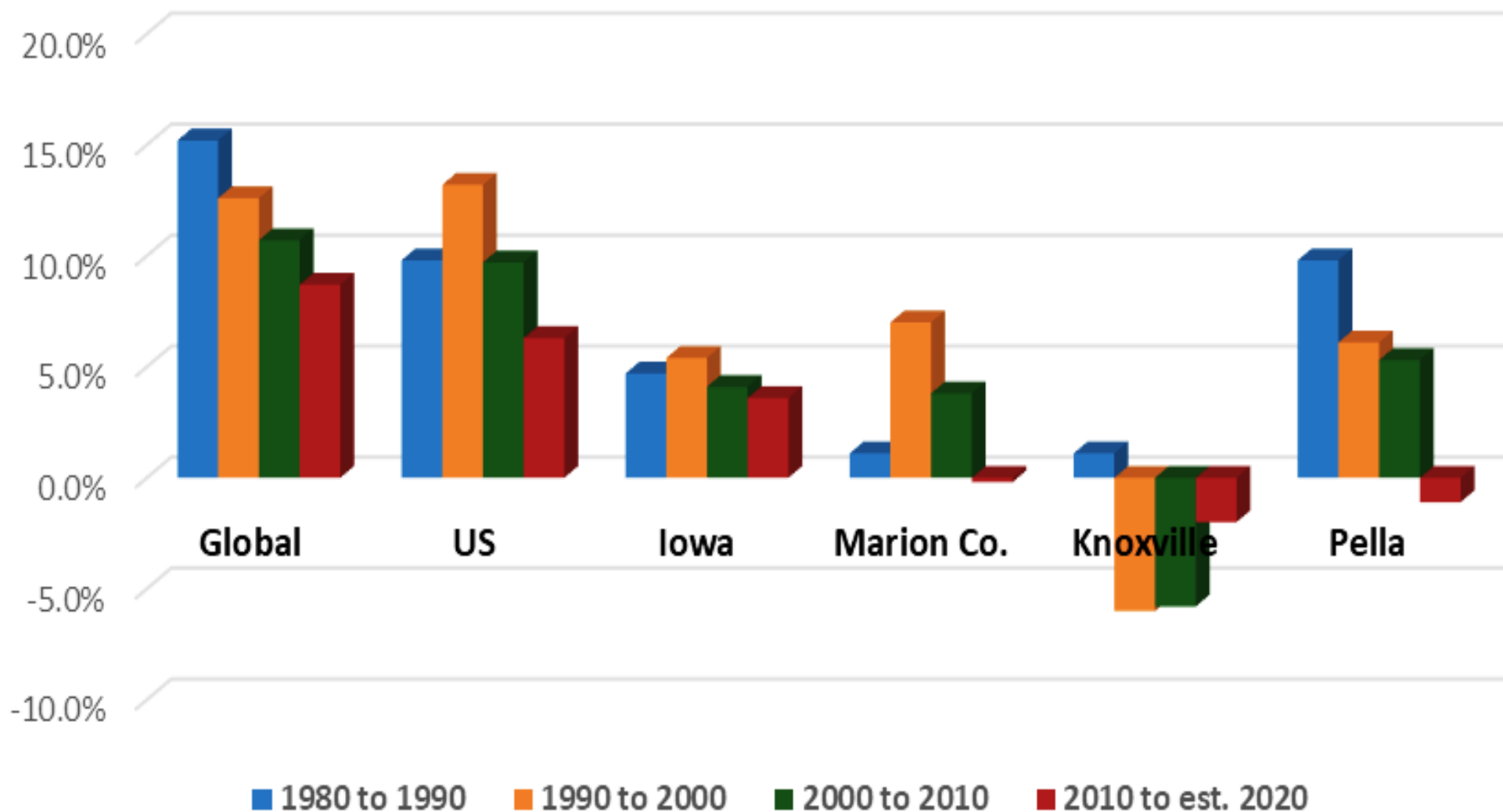


Where do population increases come from?



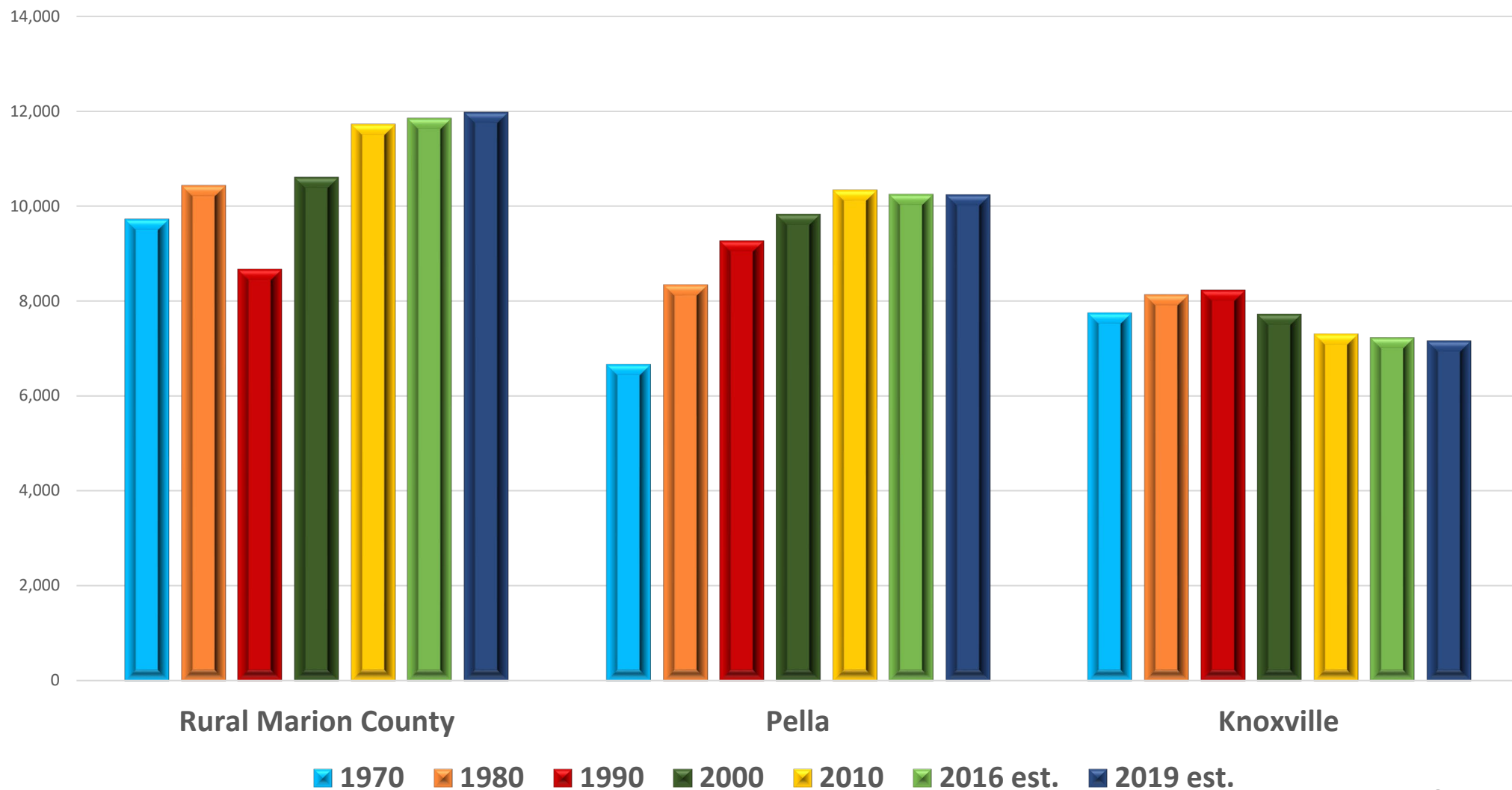
POPULATION

Percentage Population Change by Decade



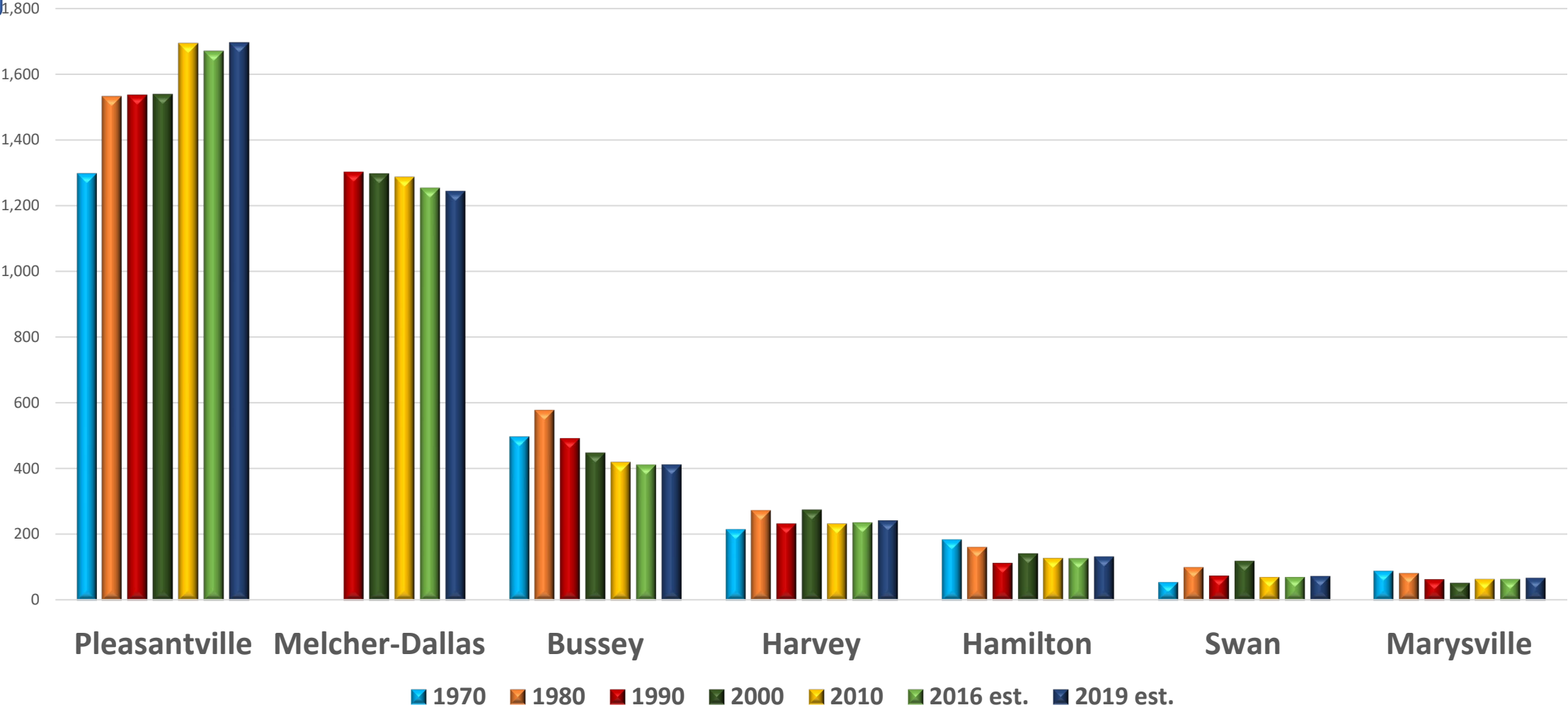
NOTES:
From 1990 to 2010, Pella's increases were almost equal to Knoxville's decreases. Increase in county came from housing in unincorporated areas.

Population-Knoxville, Pella & Rural Marion County

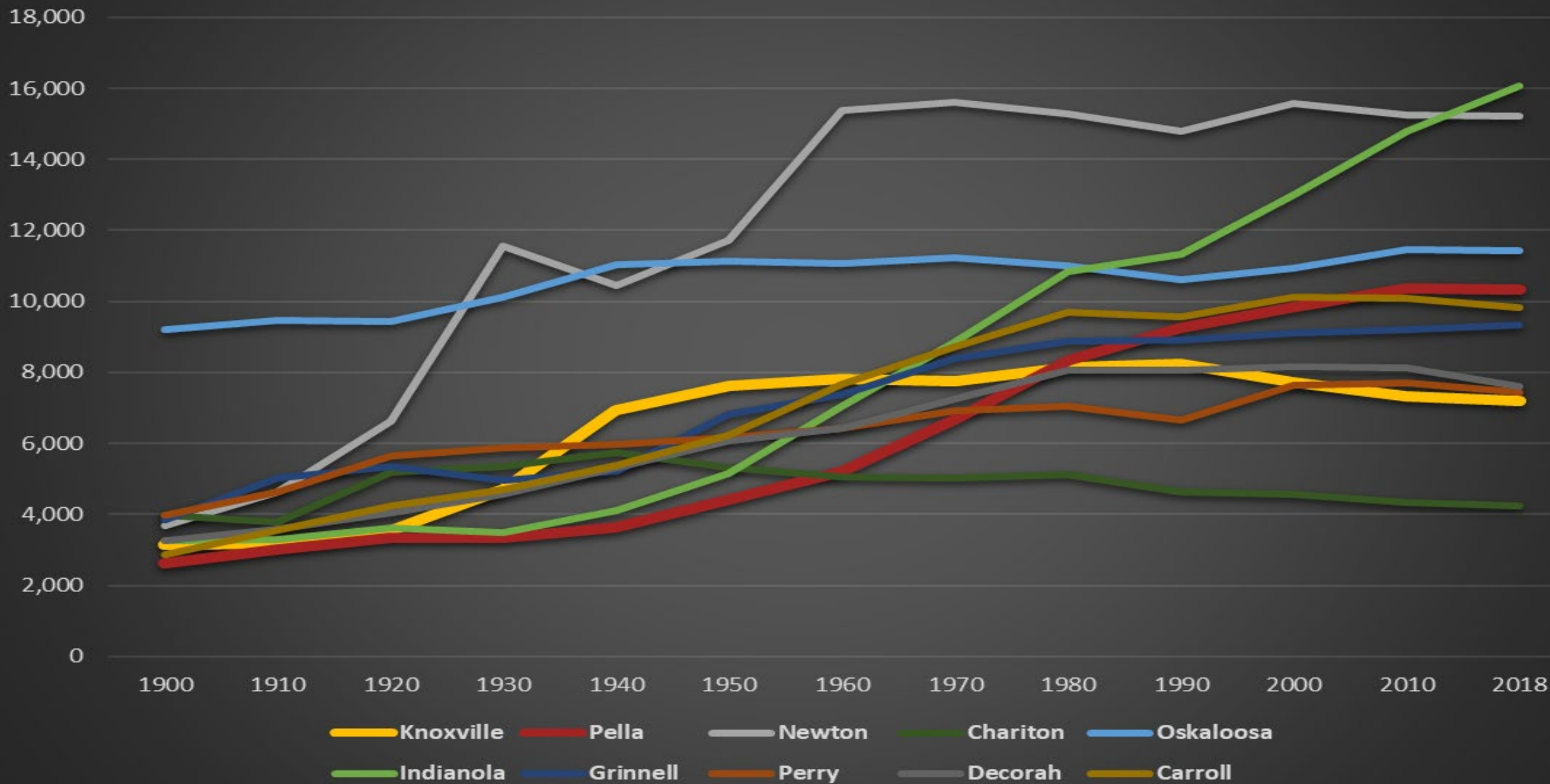


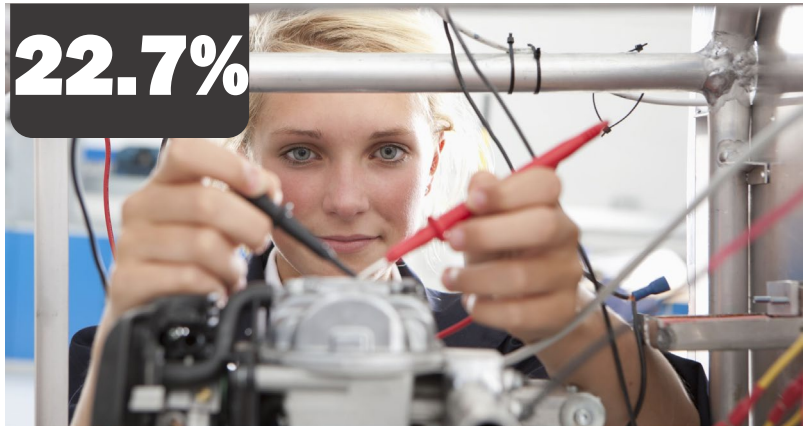
Source: US Census

Population for Small Towns in Marion County, Iowa

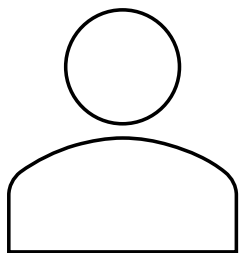


Population Comparison with Peer Communities

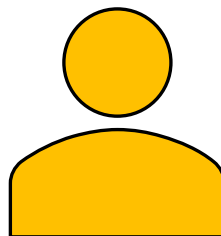




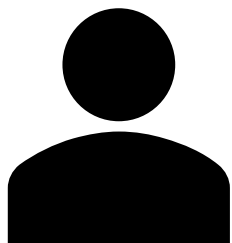
Population by Age



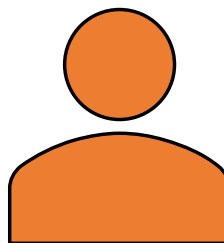
White alone-95.8%



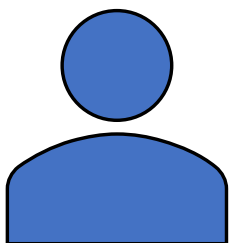
Asian alone-1.1%



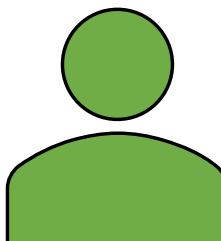
Black alone-1.1%



Amer. Indian alone-0.2%



Some other race alone-0.4%



Two or more races-1.4%

Marion County Population by Race

1.9%

are of Hispanic or Latino origin

Migration

600

Movers from different states
to Marion County

637

Movers to different states
from Marion County

-37 Net

1,751

Movers from different Iowa
counties to Marion County

1,469

Movers to different Iowa
counties from Marion County

+282 Net

+88

Movers from
abroad

Source: US Census, 2014-2018

Migration

IN

- Mahaska Co. (398)
- Polk Co. (393)
- Jasper Co. (200)
- Dallas Co. (81)
- Wayne Co. (76)



Source: Iowa Workforce Development, 2013-2017

- Polk Co. (343)
- Warren Co. (136)
- Mahaska Co. (114)
- Jasper Co. (112)
- Humbolt Co. (85)

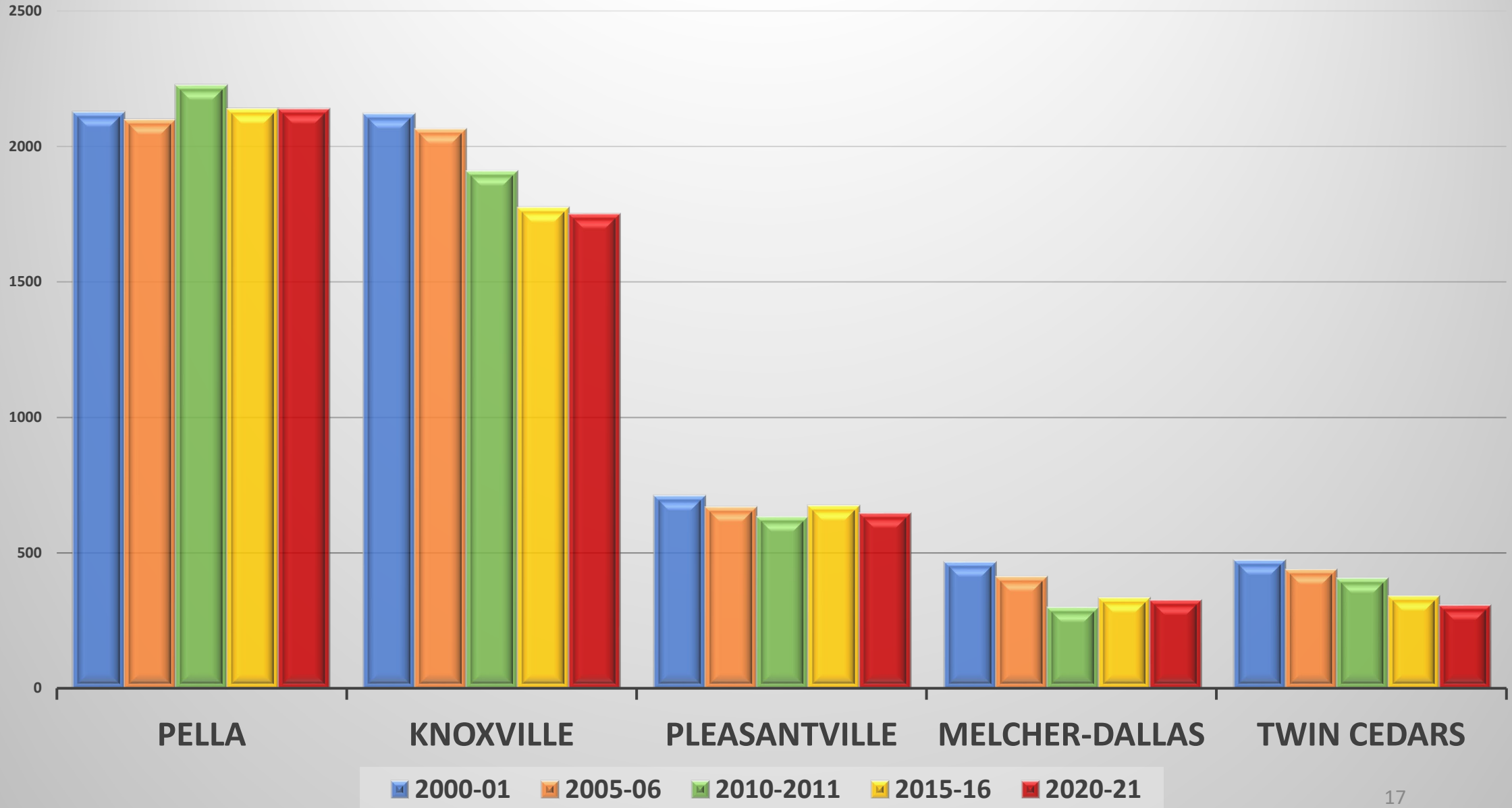
OUT

Education Attainment	US	Iowa	Marion County	Pella	Knoxville	Pleasantville	Melcher-Dallas	Bussey
< 9 th Grade	5.9%	3.6%	2.8%	3.6%	2.5%	3.8%	2.6%	1.7%
9-12, No Diploma	8.0%	5.5%	3.9%	3.3%	5.9%	1.6%	3.4%	5.5%
High School Graduate	28.1%	32.9%	34.1%	30.0%	37.8%	35.4%	41.9%	49.5%
Some College, No Degree	21.2%	21.7%	19.8%	13.4%	30.7%	22.2%	29.9%	21.3%
Assoc. Degree	7.8%	10.3%	10.6%	8.0%	8.2%	11.1%	12.3%	11.7%
Bachelor's Degree	18.0%	17.7%	19.1%	27.9%	8.1%	20.7%	7.1%	9.3%
Graduate-Doctorate Degree	10.8%	8.0%	9.7%	13.8%	6.7%	5.1%	2.9%	1.0%
	36.6%	36.0%	39.4%	49.7%	23.0%	36.9%	22.3%	22.0%

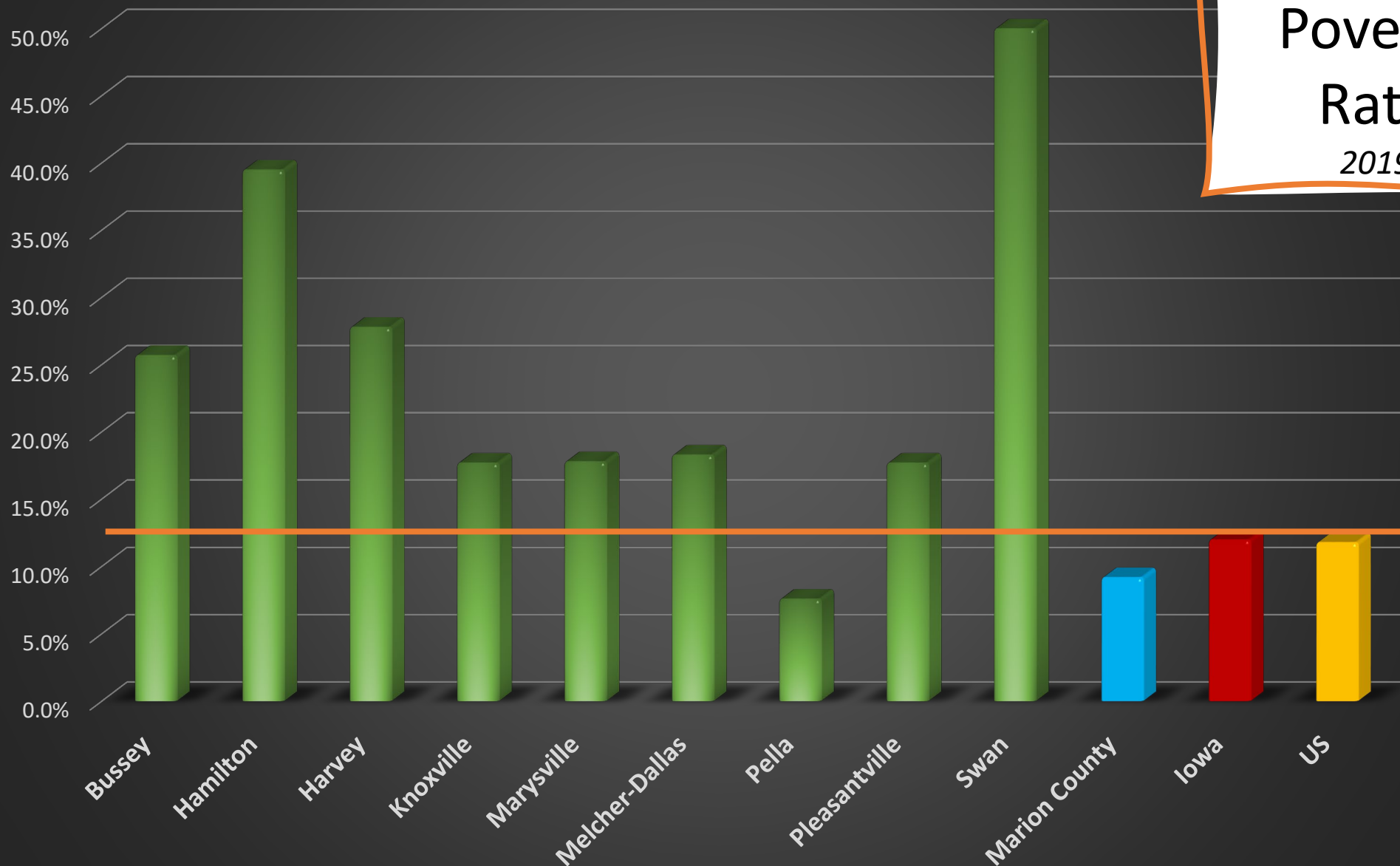
Education

Source: American Communities Survey-
US Census, Population over age 25

Certified School Enrollment



Poverty Rate



8.2%
Poverty
Rate
2019

Poverty

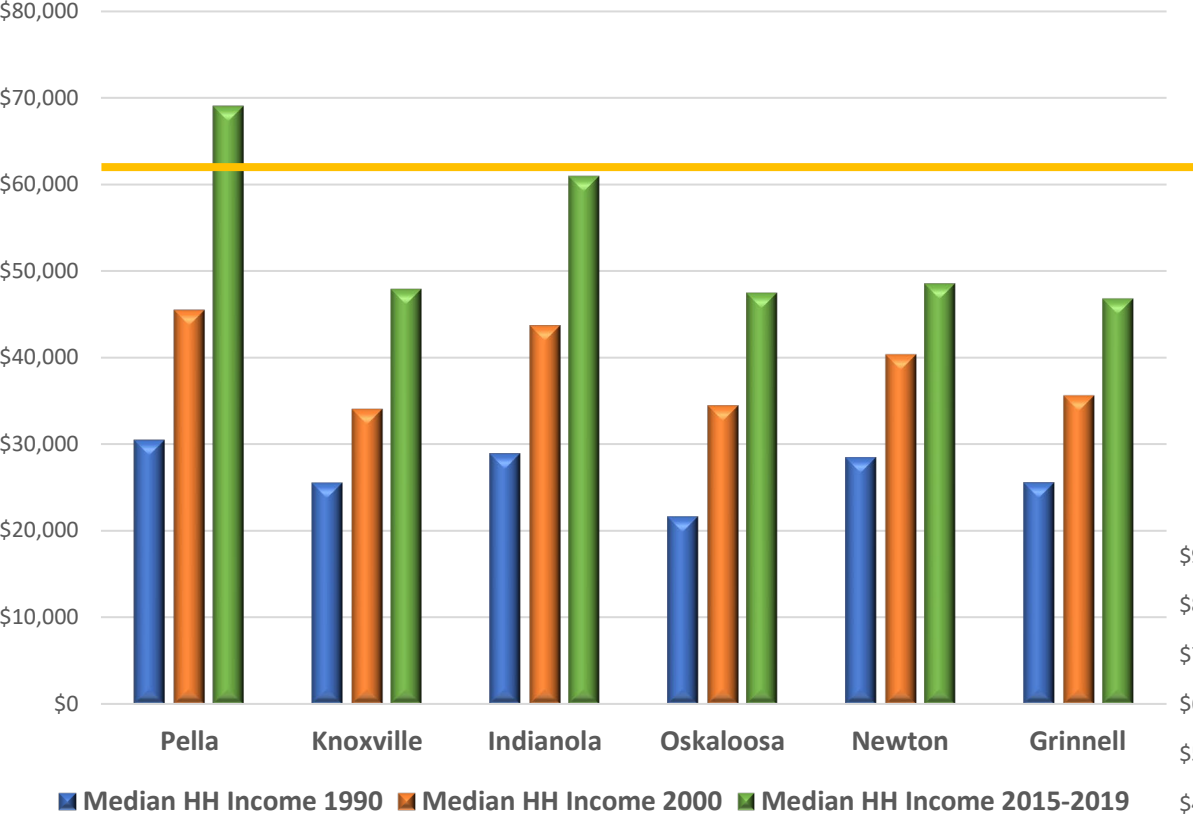
Income Comparison

Household Income—incomes of all people ages 15 years or older occupying the same housing unit, regardless of relation

Family Income—only households occupied by two or more people related by birth, marriage or adoption.

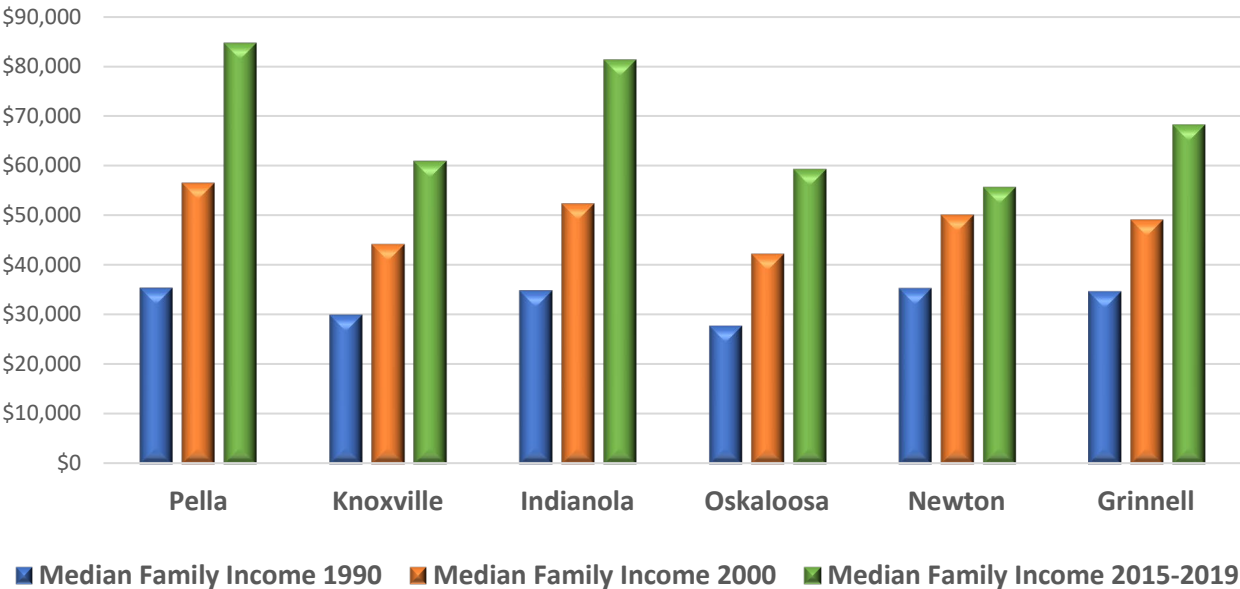
Per Capita Income—measures the average income earned by each person (*two income earners in the same family or household are counted separately when measuring per capita income*)

Median HH Income-Larger Towns

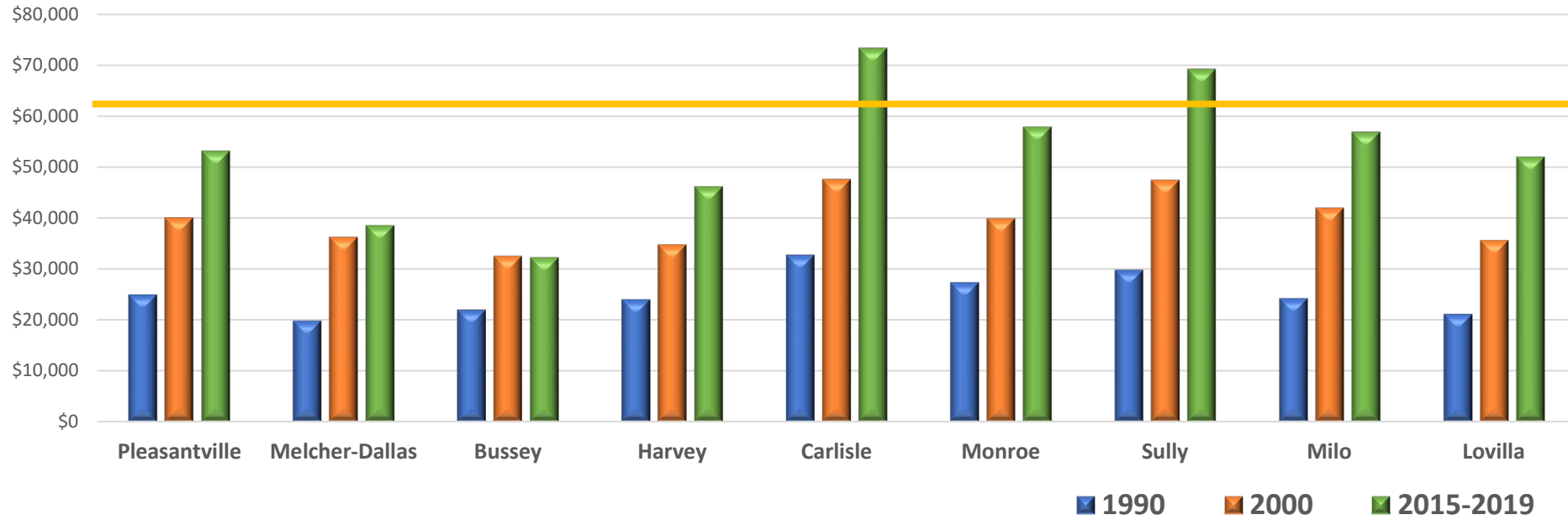


Median HH Income:
\$61,038 Marion County, IA
\$61,691 IOWA
\$68,703 US

Median Family Income-Larger Towns



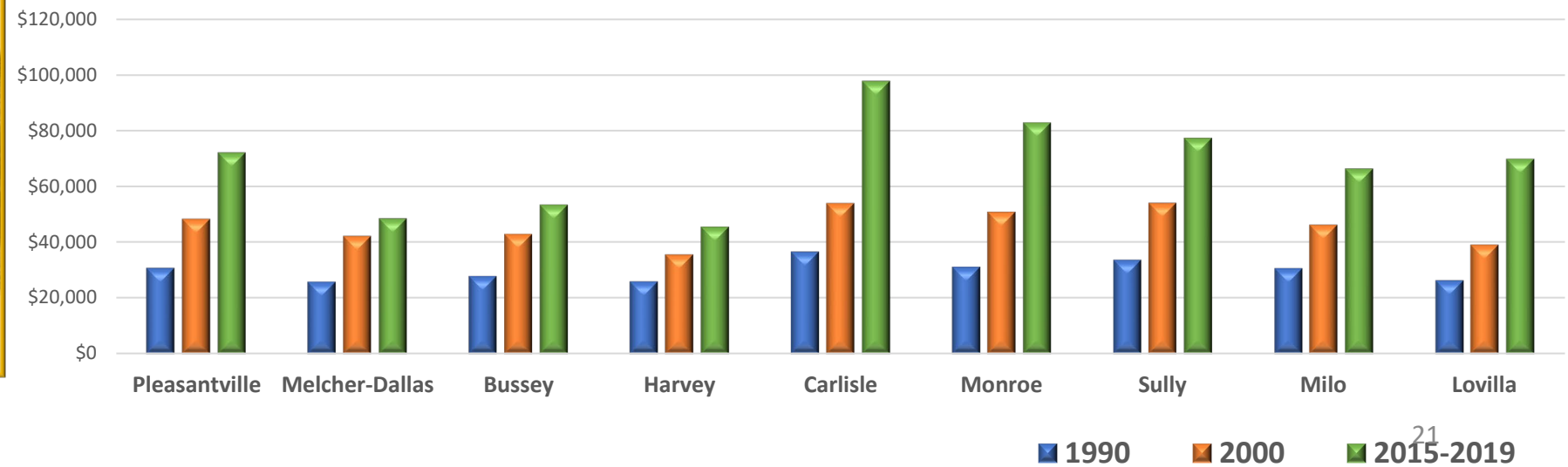
Median HH Income-Smaller Towns



Source: Iowa Data Center



Median Family Income-Smaller Towns





\$947

**Average Weekly
Wage in Marion
County**

\$761 US Average



66.8%

**Labor Force
Participation in
Marion County**

58.9% US



\$16.00/hour
\$70,000/year

Laborshed Area Employed-
Unlikely to Change Median Wages

\$14.09/hour
\$68,500/year

Laborshed Area Employed-
Likely to Change Median Wages

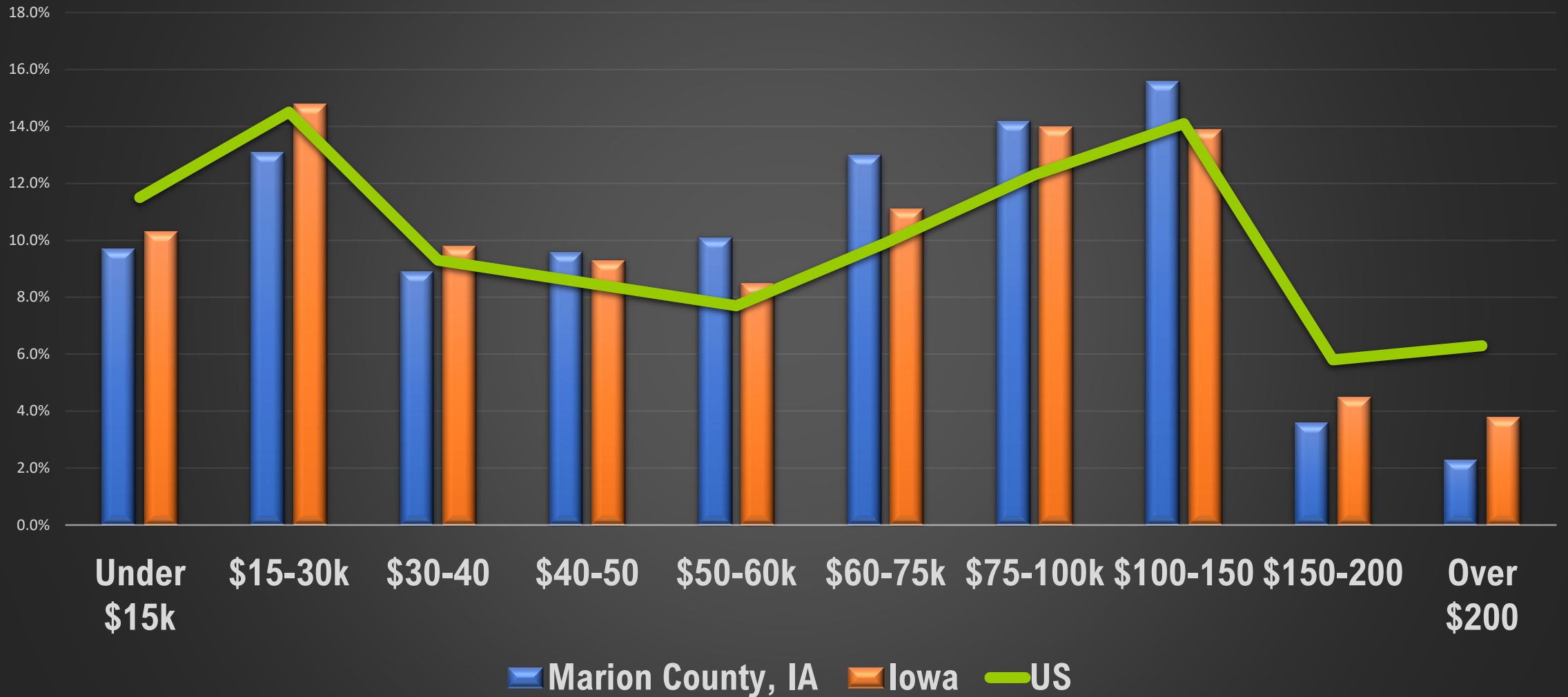


\$12.00/hour

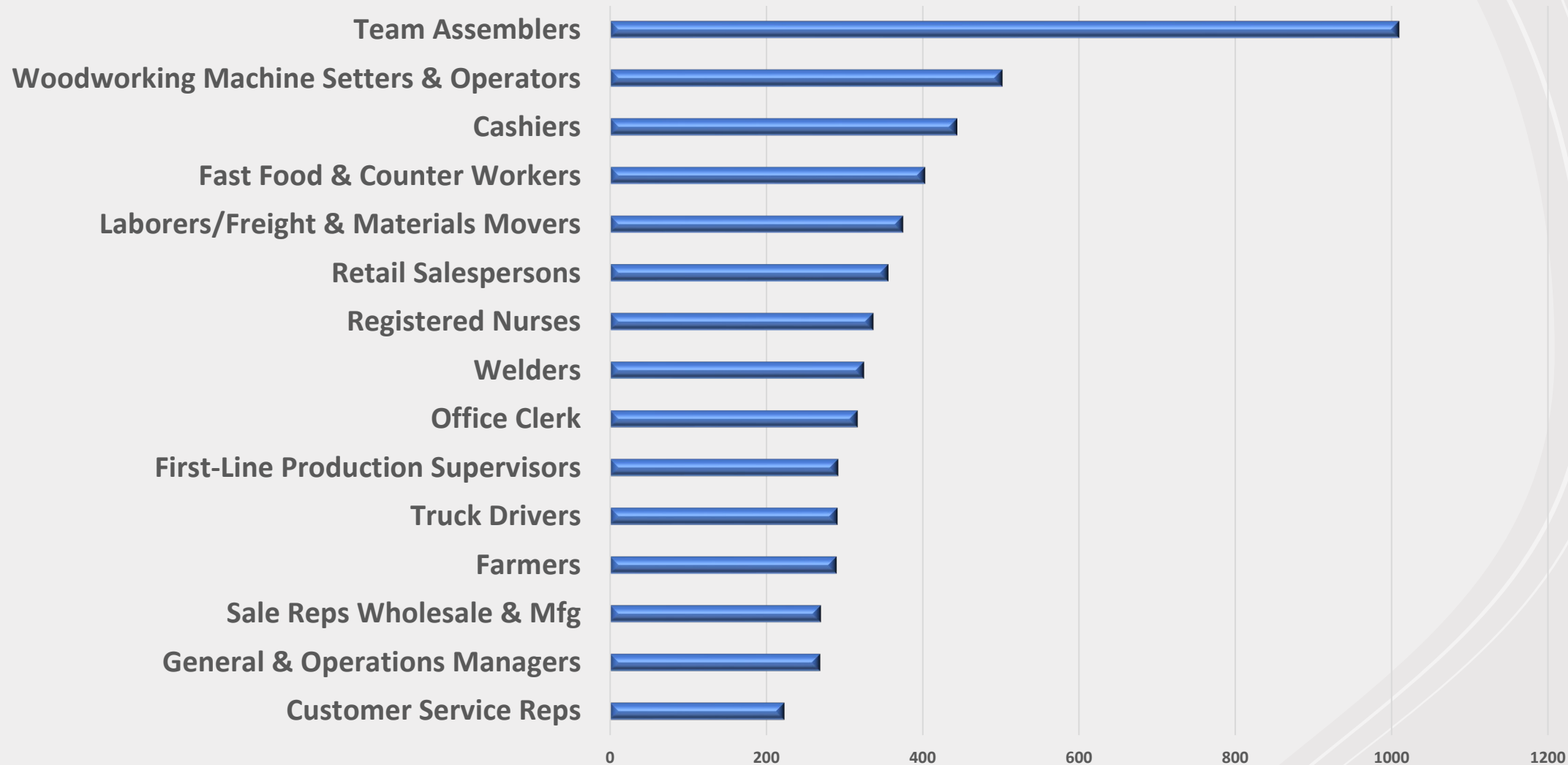
Lowest Median Wage
Willing to Accept
Unemployed



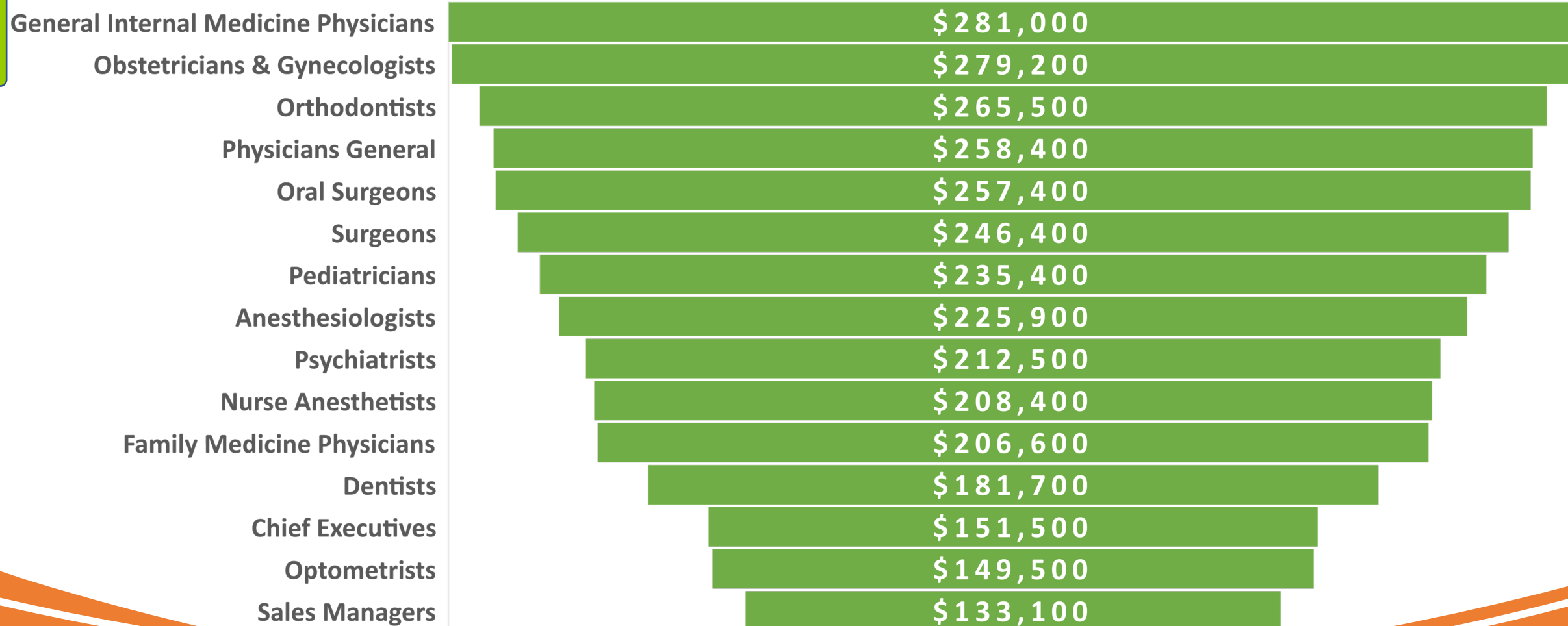
Personal Income Comparison



Top 15 Marion County Occupations by Number of Jobs



Top 15 Marion County Occupations by Mean Annual Wages



Top 15 Marion County Occupations 5 -Year Growth Forecast by Number of Jobs

1. Personal Care Aides
2. Fast Food & Counter Workers
3. Industrial Machinery Mechanics
4. Cooks, Restaurants
5. Home Health Aides
6. **Managers**
7. Nursing Assistants
8. Landscaping & Groundskeeping
9. **Industrial Engineers**
10. **Software Developers**
11. **Registered Nurses**
12. **Financial Managers**
13. **Health Specialties Teachers**
14. **Mechanical Engineers**
15. **Marketing Research Analysts**

Top 15 Marion County Occupations 5 -Year Growth Forecast by Percentage Growth

1. Wind Turbine Service Technicians
2. Solar Photovoltaic Installers
3. **Nurse Practitioners**
4. Occupational Therapy Assistants
5. **Statisticians**
6. Physical Therapist Assistants/Medical Services
7. **Managers**
8. **Physician Assistants**
9. Cooks, Restaurants
10. **Health Specialties Teachers**
11. **Information Security Analysts**
12. Marriage & Family Therapists
13. Personal Care Aides
14. **Nursing Teachers**
15. Animal Caretakers

Source: Chmura JobsEQ

Yellow highlighted occupations pay above county average wages.

Top 15 Marion County Occupations 5 -Year **Negative** Forecast by Number of Jobs



Currently in
Marion County
there are over
1,000
team assembler
positions

1. Team Assemblers
2. Cashiers
3. Woodworking Machine Setters & Operators
4. Farmers
5. Office Clerks
6. Inspectors & Testers
7. Secretaries & Adm. Assistants
8. Elementary School Teachers, except Special Ed
9. Teaching Assistants
10. Customer Service Representatives
11. Bookkeeping & Accounting Clerks
12. Secondary School Teachers, except Special Ed & Tech Ed
13. Shipping & Receiving Clerks
14. First Line Supervisors of Production
15. Executive Secretaries

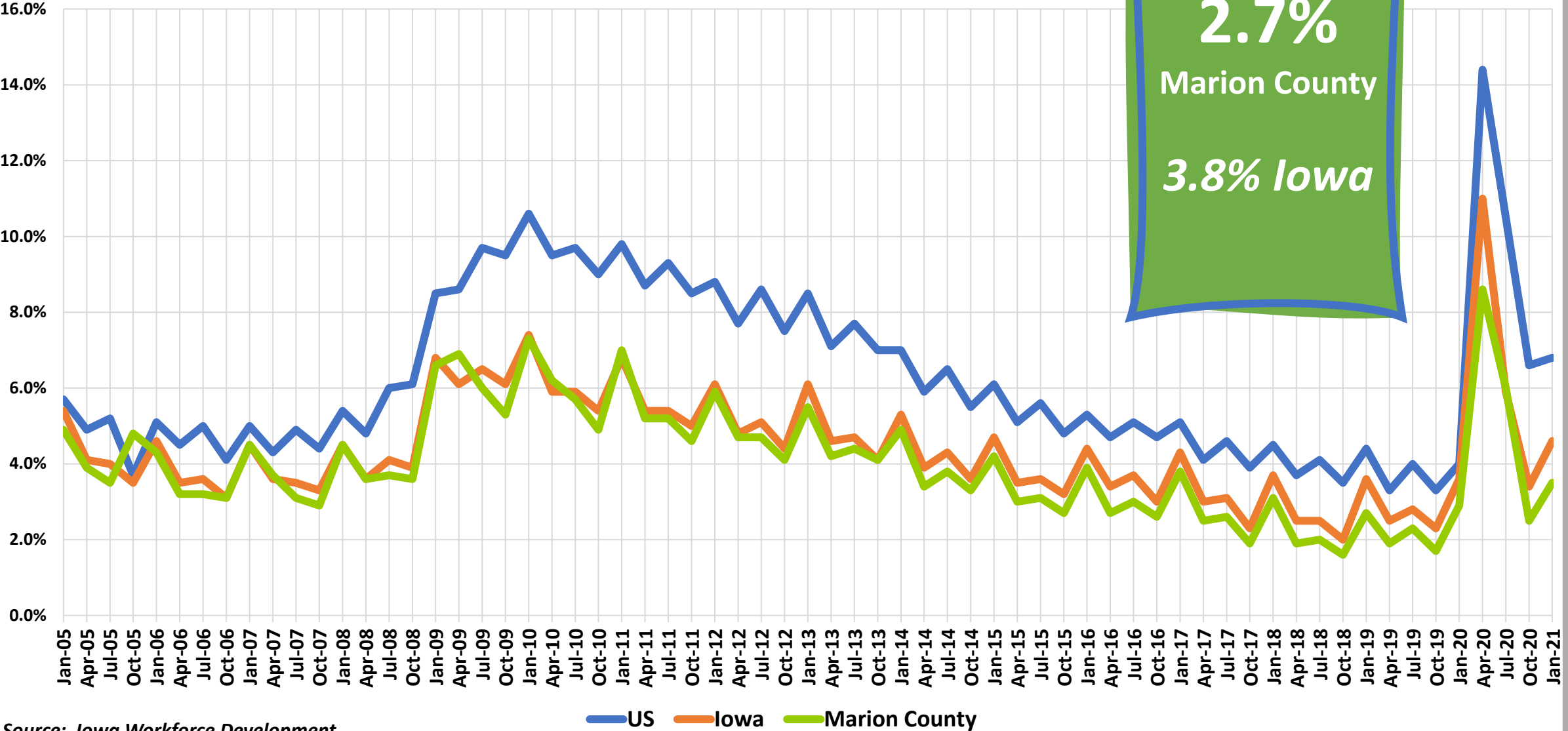
Marion County Occupation Wage Report

This is a partial listing of select occupational titles. A complete list is available which also shows estimated number of people employed within an occupation, mean wage, median wage and percentile information.

Selected Occupation Title (Contact MCDC for full list)	Entry Wage	Experienced Wage	Mean Annual Salary
Electrical Engineers	\$31.61	\$45.09	\$84,442
Industrial Engineers	\$29.83	\$43.75	\$81,347
Human Resources Managers	\$37.63	\$72.52	\$126,656
Marketing Managers	\$35.17	\$71.78	\$123,887
Accountants and Auditors	\$22.85	\$39.72	\$70,916
Loan Officers	\$19.62	\$37.75	\$65,940
Computer & Information Systems Managers	\$47.30	\$74.44	\$136,020
Construction Laborers	\$13.36	\$21.13	\$38,559
Waiters and Waitresses	\$8.44	\$13.45	\$24,501
Registered Nurses	\$24.14	\$32.31	\$61,532
Office Clerks, General	\$11.73	\$20.74	\$36,893
Childcare Workers	\$8.44	\$13.15	\$24,082
Tool & Die Makers	\$20.76	\$28.77	\$54,287
Machinists	\$15.02	\$22.66	\$41,839
Heavy & Tractor Trailer Truck Drivers	\$15.34	\$25.01	\$45,313

Source: Iowa Workforce Development

Unemployment Rate



Source: Iowa Workforce Development

Marion County Jobs vs. Unemployed

Jobs within Marion County
posted on lowaworks:

1,113

Unemployed claims number-
March-2021 (initial & continuing):

306

Gap

807

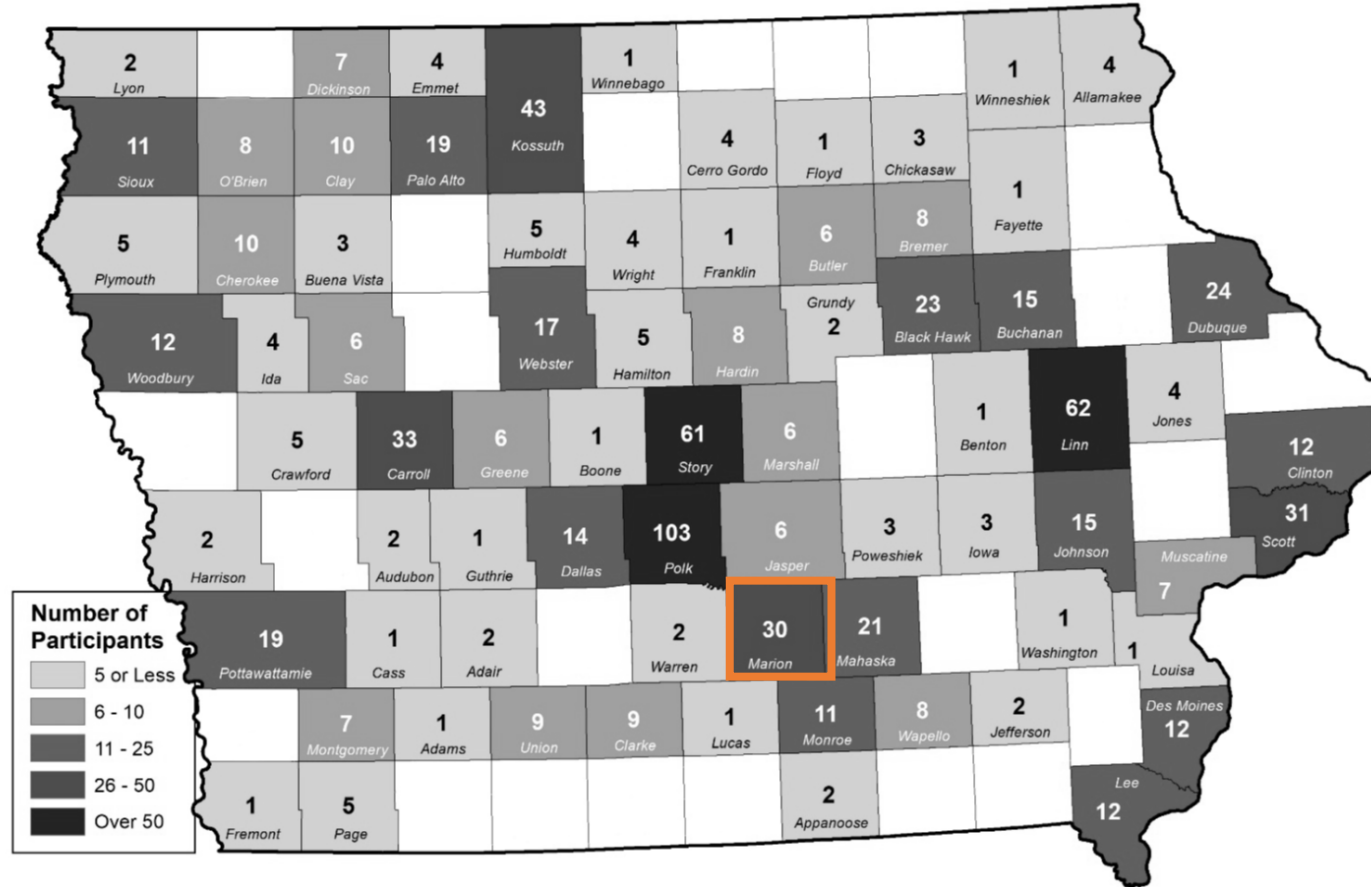


Prime Employer Survey Results



Interviews conducted 3rd & 4th quarter of 2020.

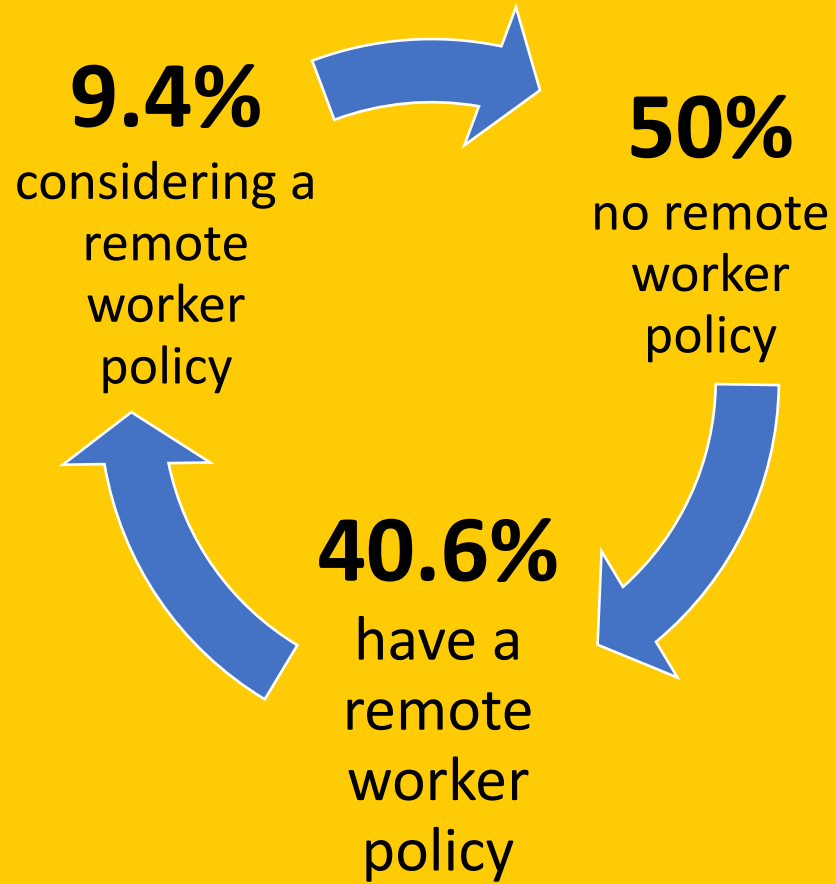
We visited 30 prime employers within Marion County.



Statewide data comes from interviews conducted around Iowa.

Workforce

Remote Workers



Of those who had a remote worker policy, 92.3% plan to continue current policy.



Workforce

71.9%
experiencing
recruitment
problems
(53.9% statewide)

245
mean number
of full-time
employees per
company
(205 statewide)

75%
companies at
normal staffing
levels
(74.2% statewide)



Workforce

31.3%

**Marion Co. employers
have lost a high value
employee in the last
6 months**

18.2% statewide

Workforce

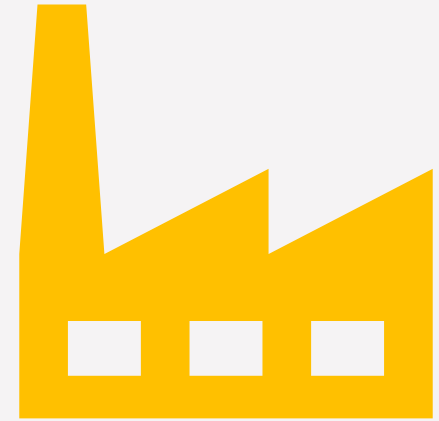
Most difficult skills or positions to find...

- Engineering
- Welding
- IT & Tech support
- Maintenance
- CNC Machinists
- Nurses with specialized skills
- Medical technology
- Production
- Sales & Customer Service
- Upper Management



BUSINESS

Growth Strategies



Sectors

Businesses

Infrastructure



Creighton University Main Street Index

WHAT IS IT?

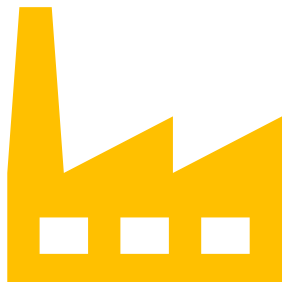
Each month, community bank presidents and CEOs in nonurban portions of a 10-state area are surveyed. Bankers from Colorado, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota and Wyoming are included. The index ranges between 0 and 100 with a reading of **50.0 representing growth neutral**.

REGIONAL:

- 60.6% of bank CEOs reported that their local economy expanded between April and May.
- 90% of bank CEOs indicated that **hiring** at their bank and in the area was restraining growth.
- The home-sales index climbed to a record 83.3 from April's 78.6, also a record high.

IOWA:

- The May Rural Mainstreet Index for Iowa ballooned to 79.9 from 69.8 in April.
- Iowa's new-hiring index for May climbed to 68.4 from 63.5 in April.



Jobs by Sector in Marion County, Iowa

- Manufacturing

■ Construction

■ Information

■ Accommodation & Food Services
- Health Care & Social Services

■ Wholesale Trade

■ Finance & Insurance

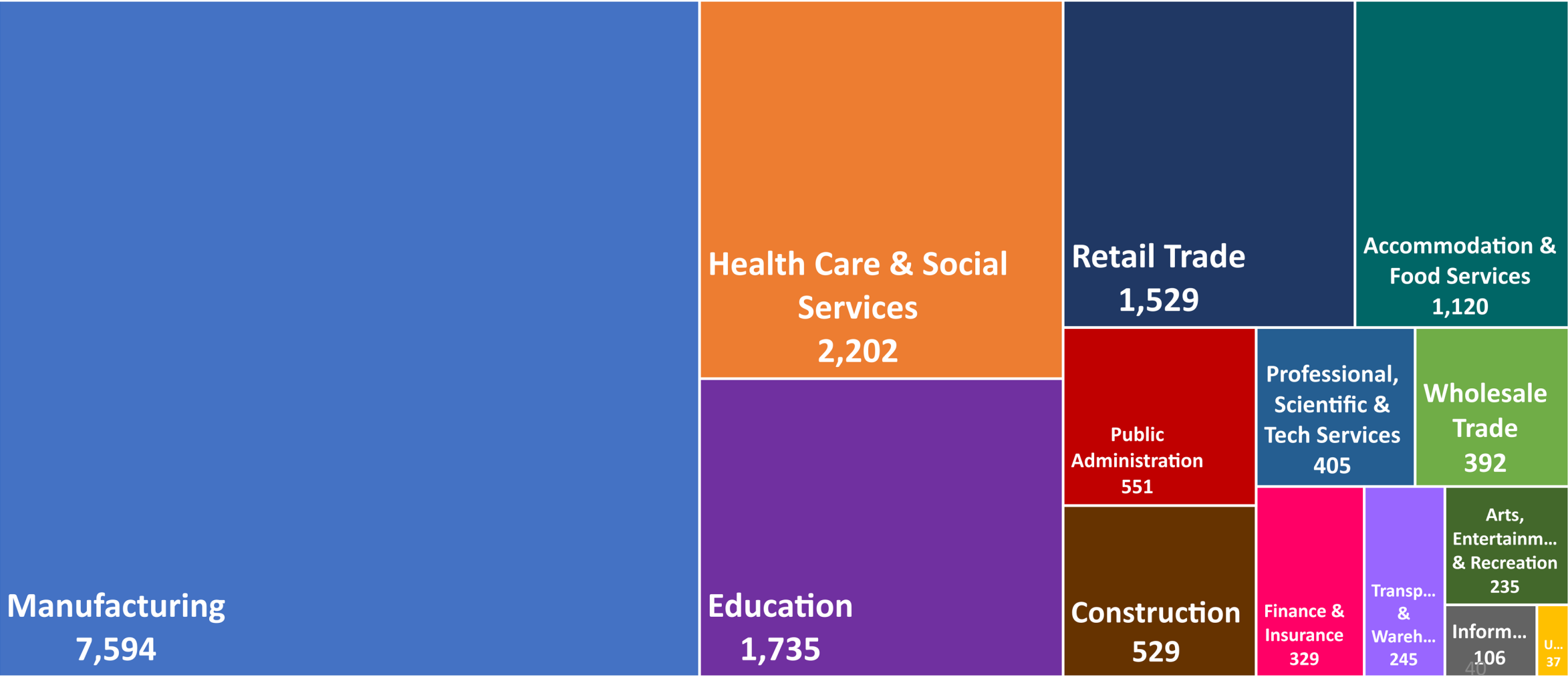
■ Public Administration
- Education

■ Retail Trade

■ Professional, Scientific & Tech Services
- Utilities

■ Transportation & Warehousing

■ Arts, Entertainment & Recreation

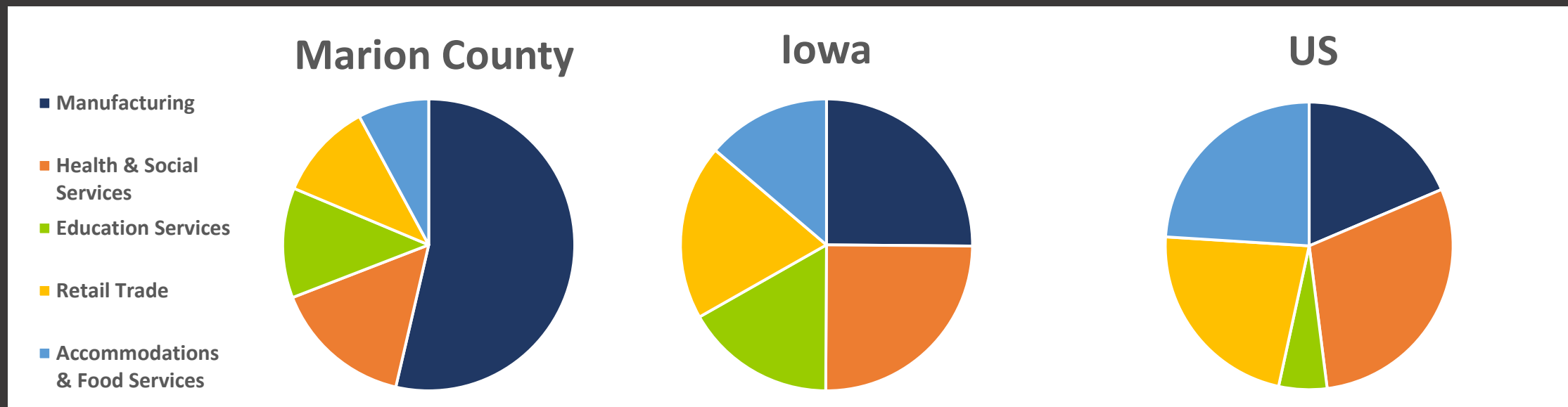




0.59 Job Diversity Index Score

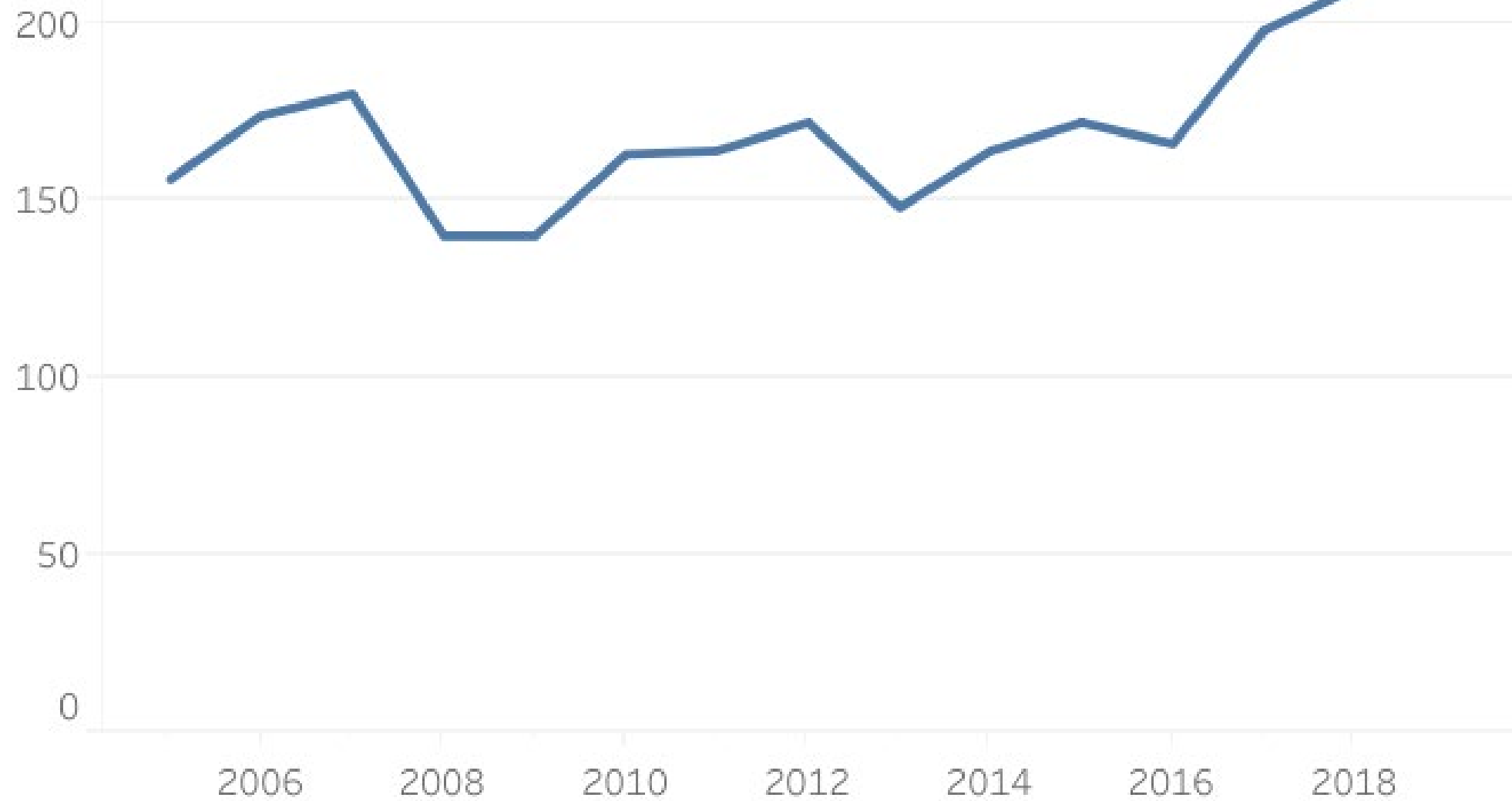
0.72 US Index Score/0.73 Iowa Index Score

Jobs by Sector Comparison



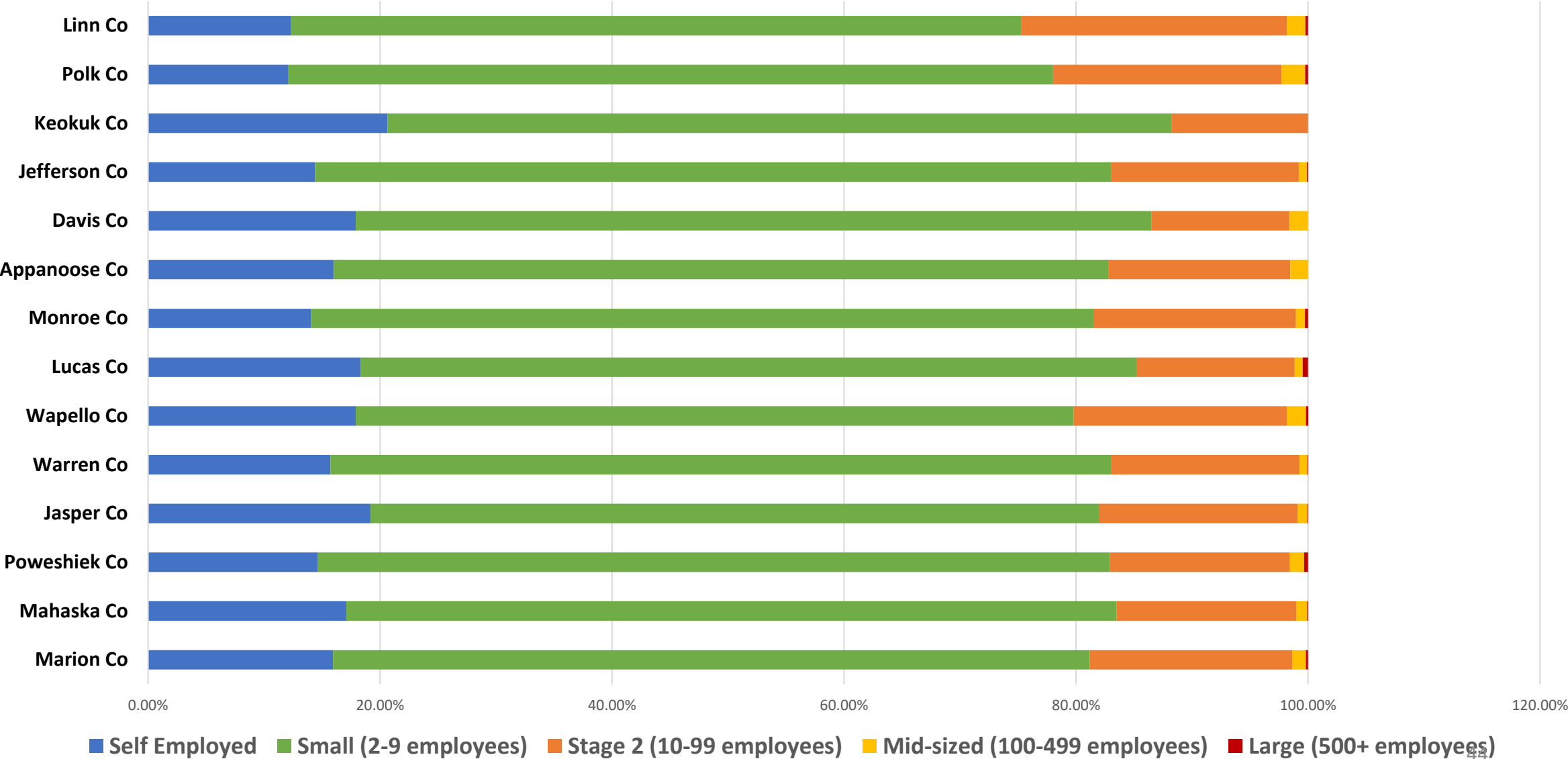
Marion County ranks in the top 2% of US counties for percentage of jobs in manufacturing.

Marion County-2019 Business Applications 216 up 2.9% from 2018



Source: US Census, Business formation Statistics

Percentage of Establishments by Size



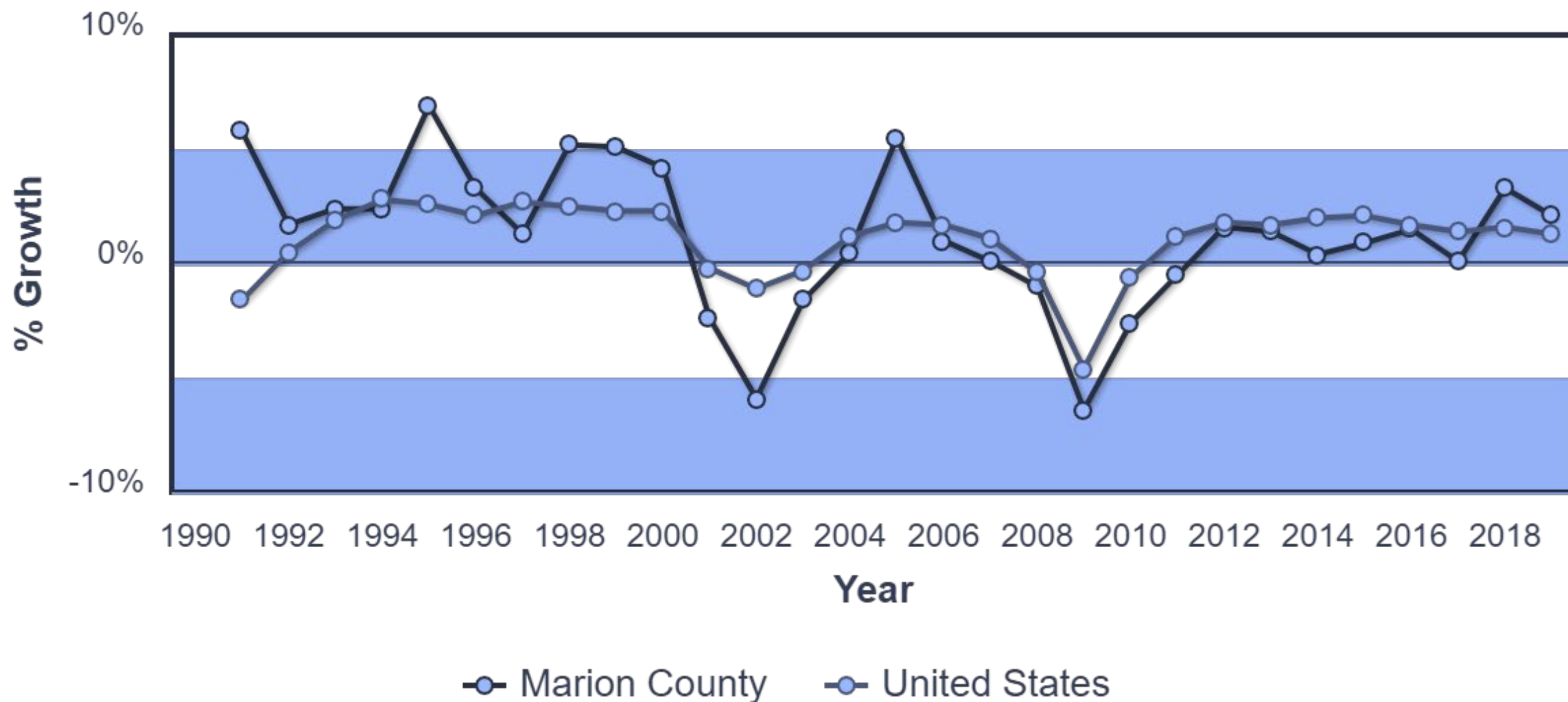
Percentage of Jobs by Size



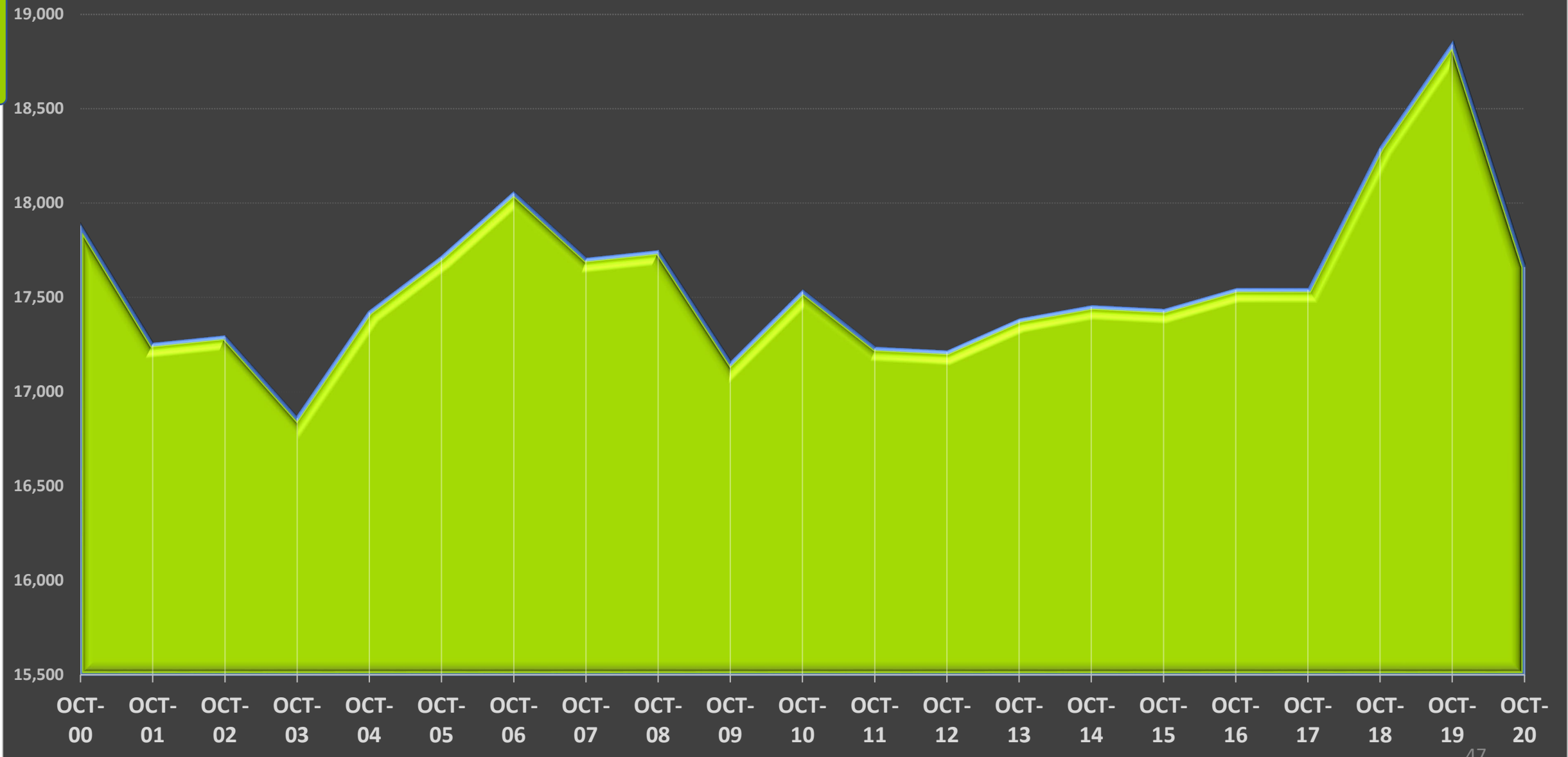
33.72%
of Marion
County
jobs are in
Stage 2
companies.

Annual Growth Rate, Employment, All Industries, 1990-2019

Marion County vs. U.S.

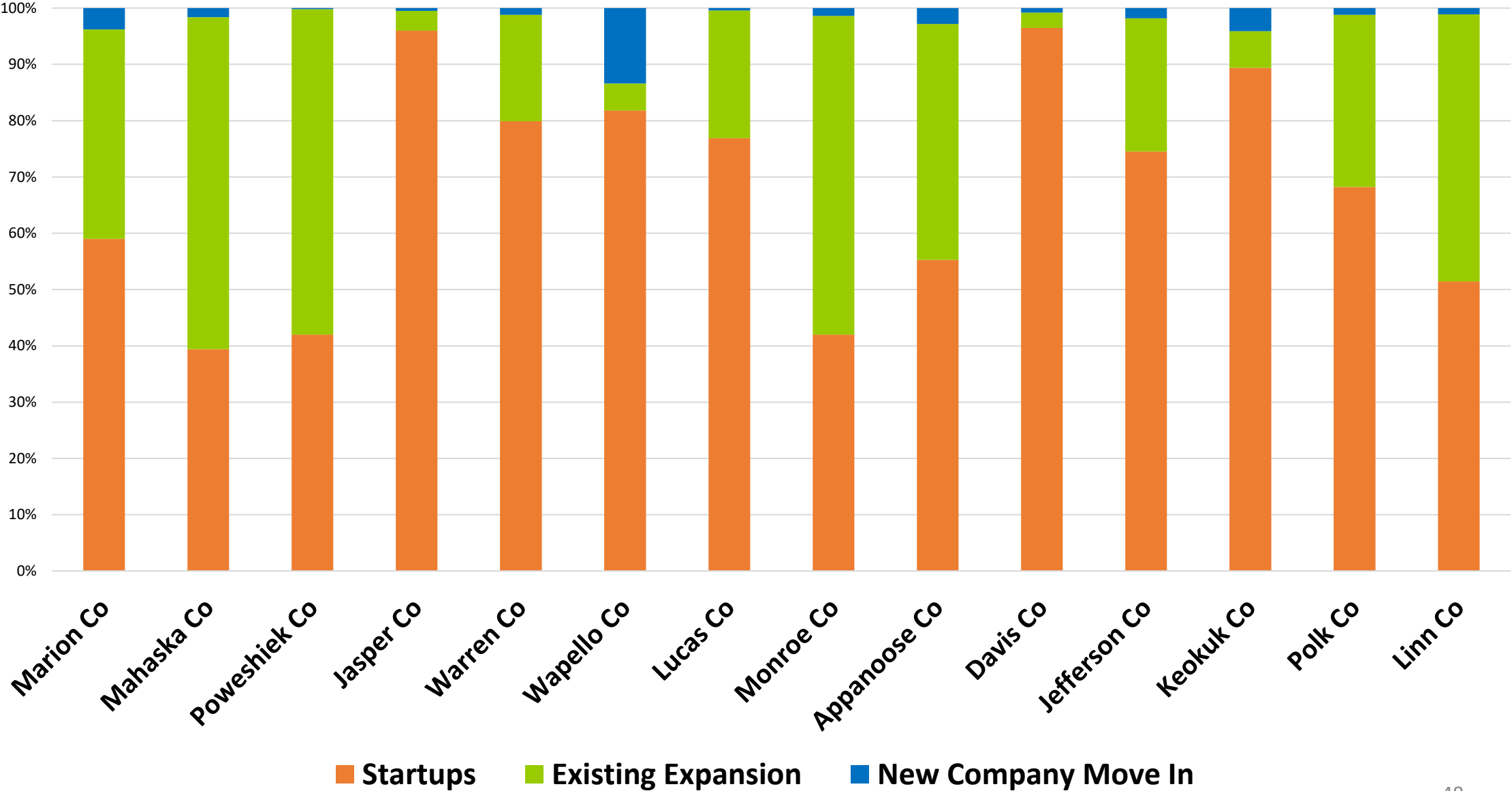


Marion County Laborforce



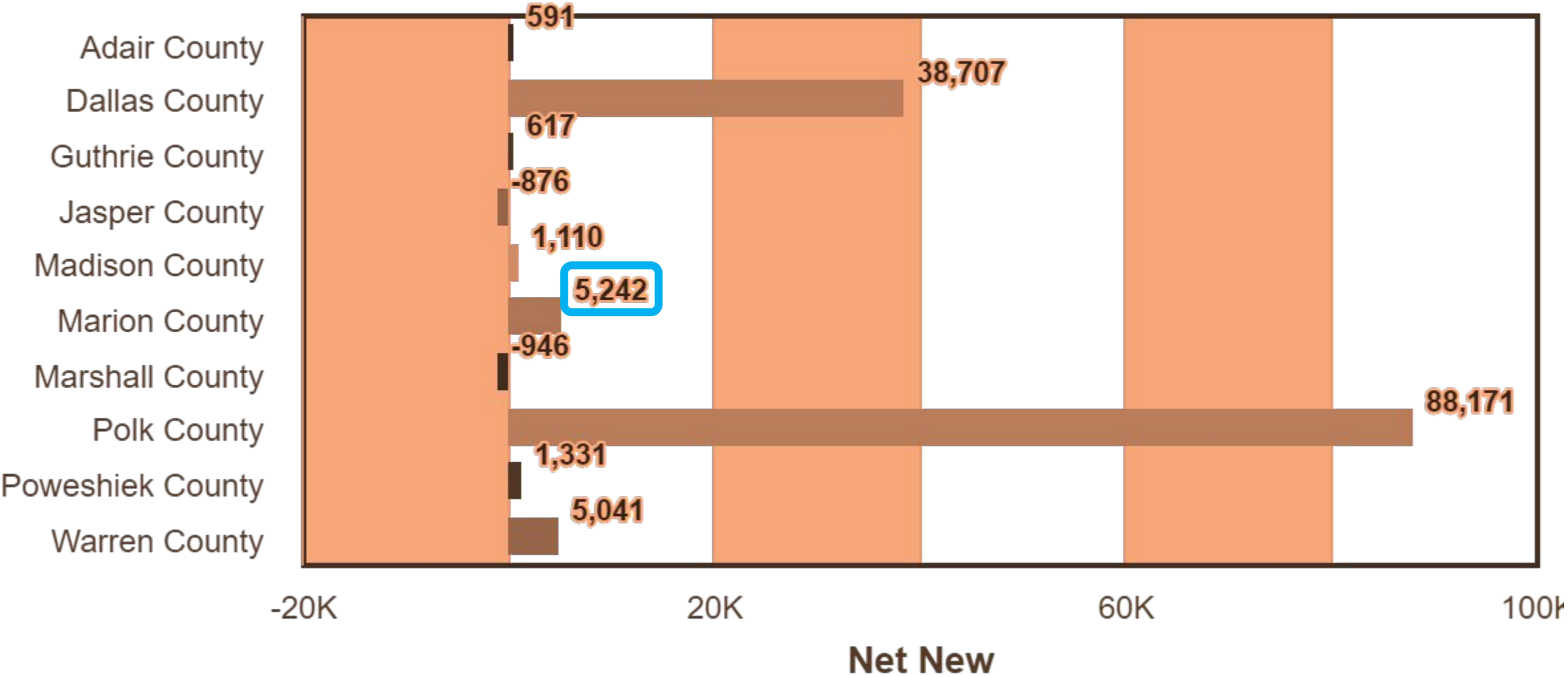
Source: Iowa Workforce Development

2019 Job Gains

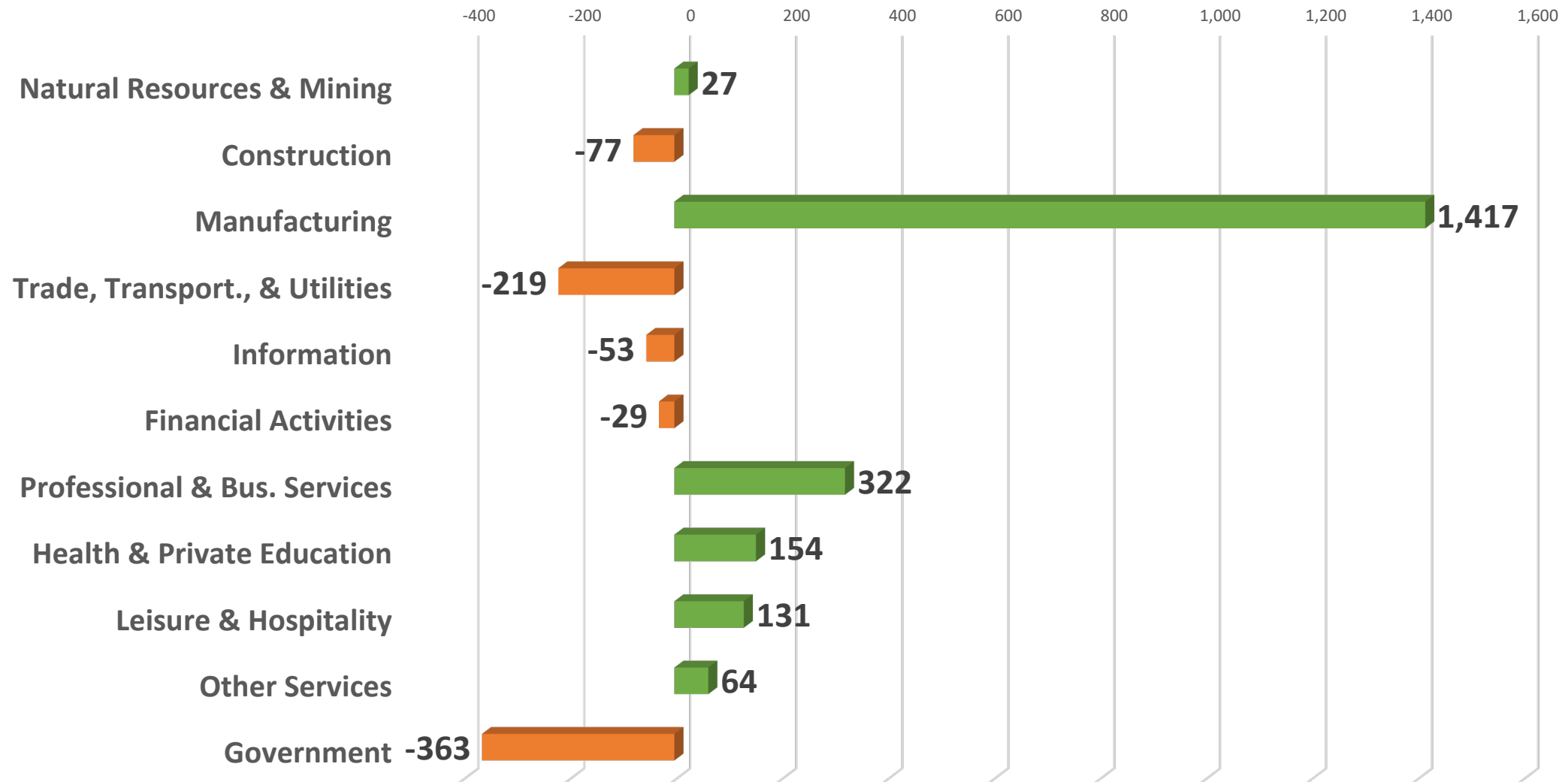


Employment by County, Net New 1990-2019 Employment

Partnership Service Area



New Jobs 2009-2019, Marion County, Iowa

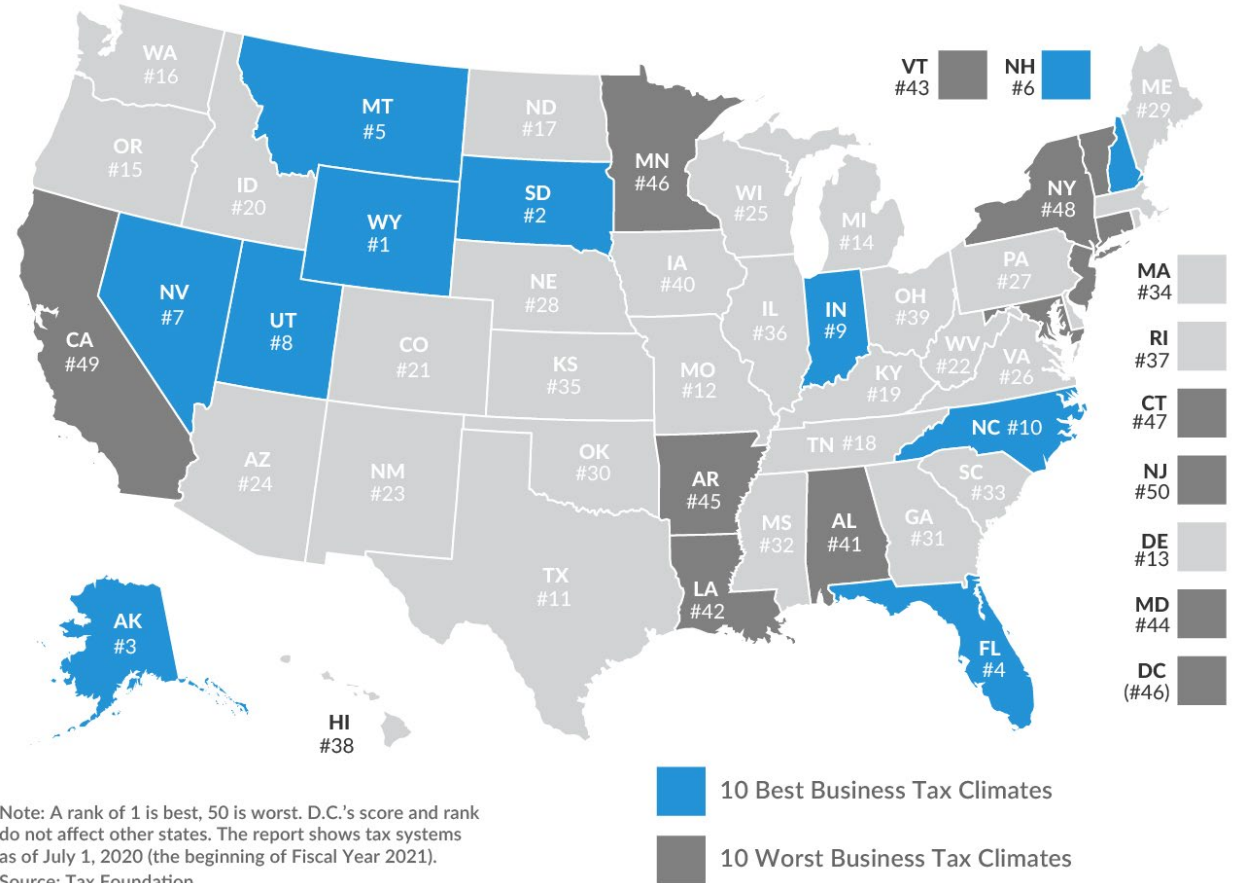


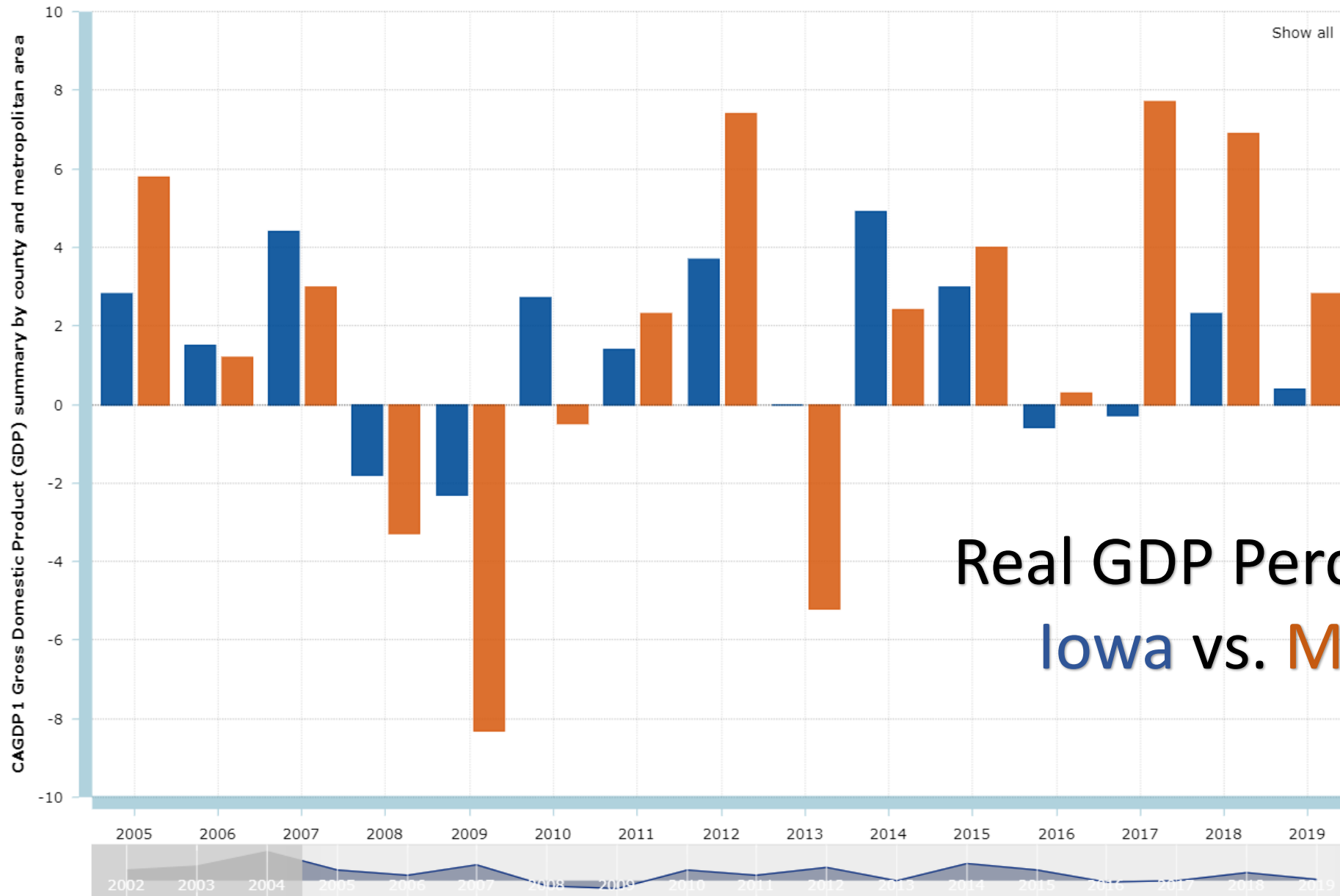
Effective Tax Year	Rates and Income Tax Brackets
1934	Flat rate of 2.0%
1955	Rate increased to 3.0%
1957	Rate lowered to 2.0%
1959	Rate increased to 3.0%
1965	Rate increased to 4.0%
1967	Additional rates increased with 3 taxable income brackets: Up to \$25,000 – 4.0% \$25,000 to \$100,000 – 6.0% Over \$100,000 – 8.0%
1971	Up to \$25,000 – 6.0% \$25,000 to \$100,000 – 8.0% Over \$100,000 – 10.0%
1981	Up to \$25,000 – 6.0% \$25,000 to \$100,000 – 8.0% \$100,000 to \$250,000 – 10.0% Over \$250,000 – 12.0%
Effective 2021	Up to \$100,000 – 5.5% \$100,000 to \$250,000 – 9.0% Over \$250,000 – 9.8%

Corporate Taxes In Iowa

2021 State Business Tax Climate Index

Iowa Ranks #40





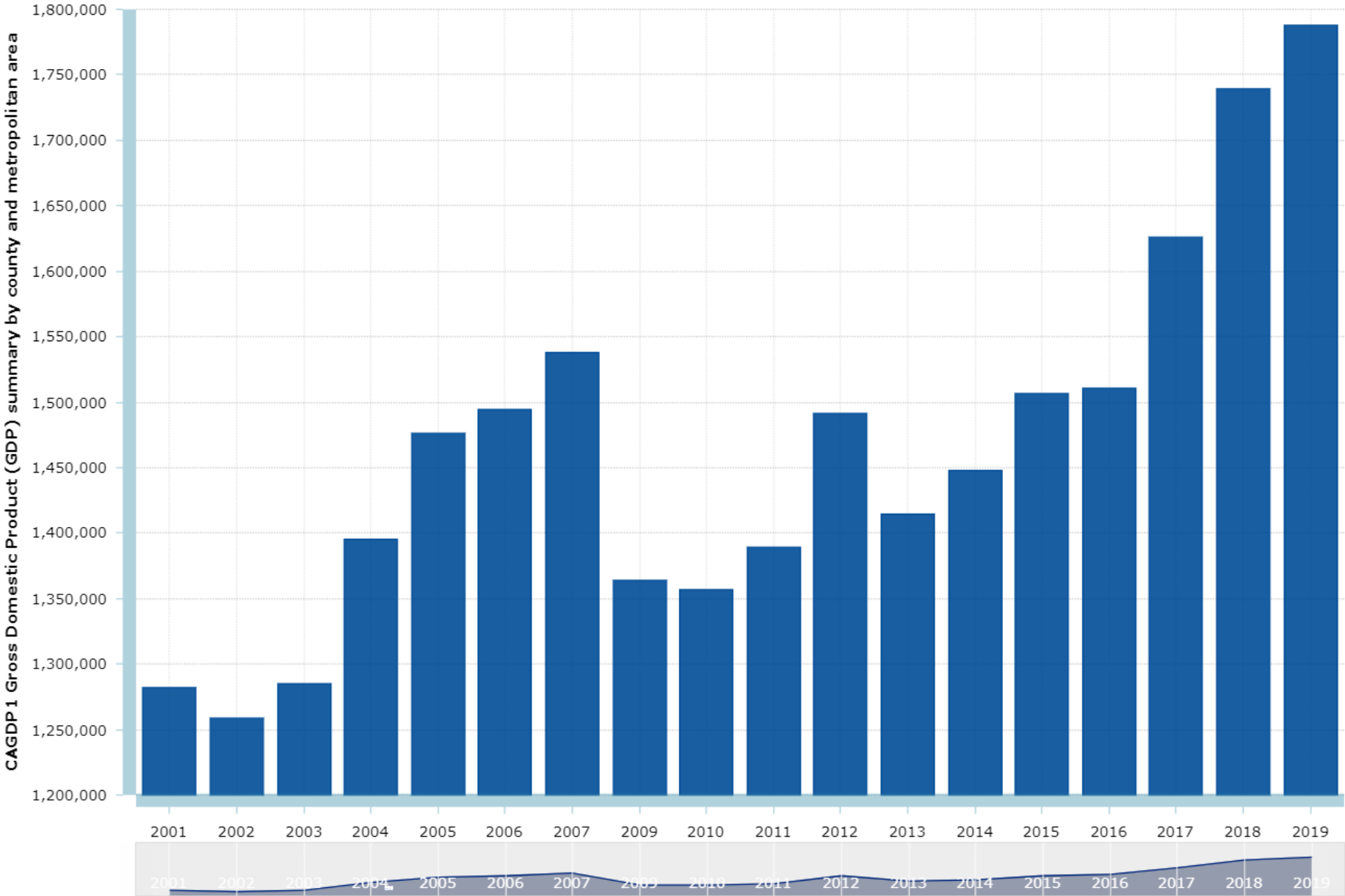
Source: U.S. Bureau of Economic Analysis

Real GDP (thousands of chained 2012 dollars) [Iowa]

Real GDP (thousands of chained 2012 dollars) [Marion IA]



CAGDP1 Gross Domestic Product (GDP) summary by county and metropolitan area



Source: U.S. Bureau of Economic Analysis

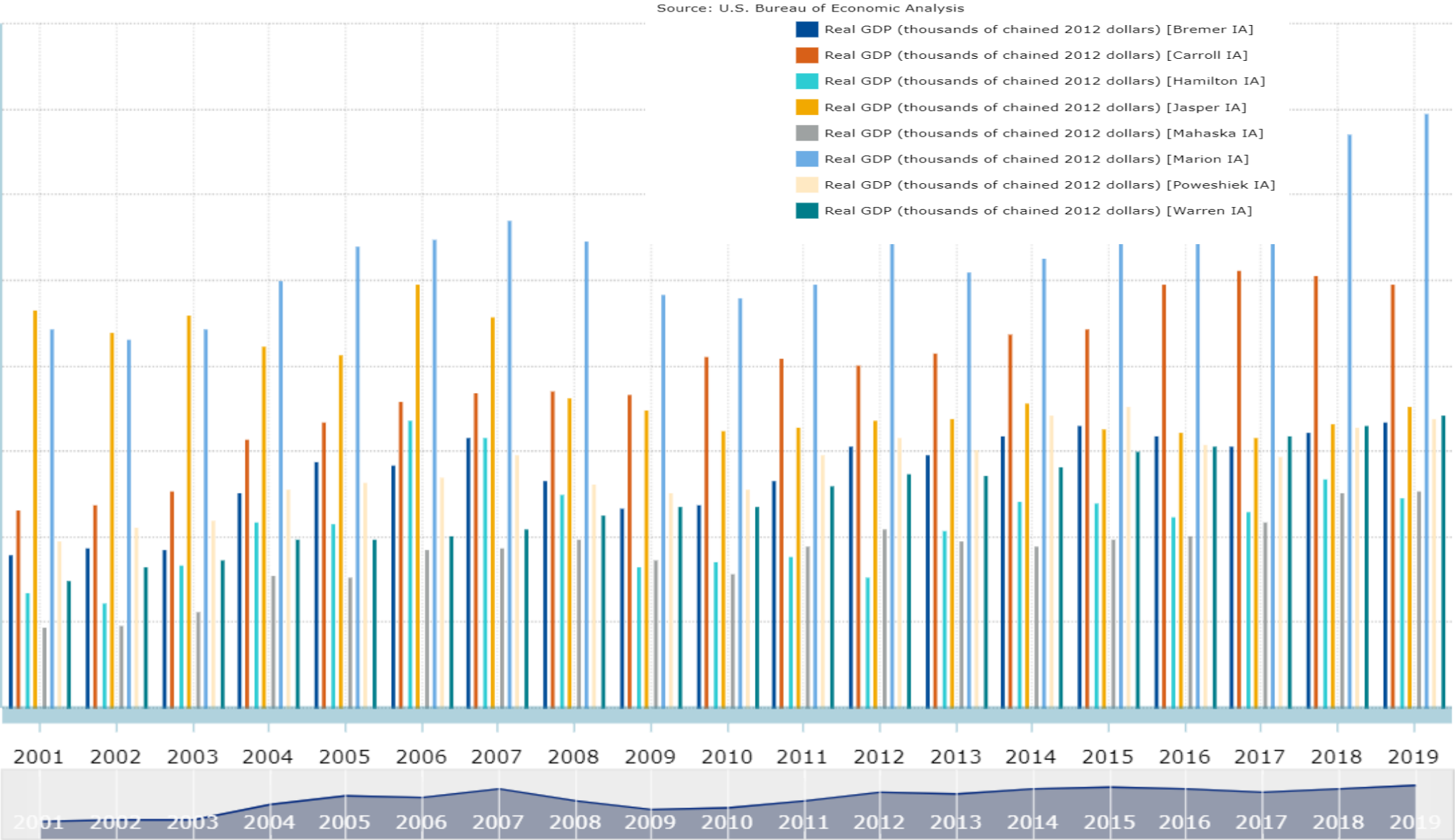
Real GDP (thousands of chained 2012 dollars) [Marion IA]

CAGDP1 Gross Domestic Product (GDP) summary by county and metropolitan area

Source: U.S. Bureau of Economic Analysis

- Real GDP (thousands of chained 2012 dollars) [Bremer IA]
- Real GDP (thousands of chained 2012 dollars) [Carroll IA]
- Real GDP (thousands of chained 2012 dollars) [Hamilton IA]
- Real GDP (thousands of chained 2012 dollars) [Jasper IA]
- Real GDP (thousands of chained 2012 dollars) [Mahaska IA]
- Real GDP (thousands of chained 2012 dollars) [Marion IA]
- Real GDP (thousands of chained 2012 dollars) [Poweshiek IA]
- Real GDP (thousands of chained 2012 dollars) [Warren IA]

CAGDP1 Gross Domestic Product (GDP) summary by county and metropolitan area



Current Average Commute

**11 miles
one-way**



**16
minutes**



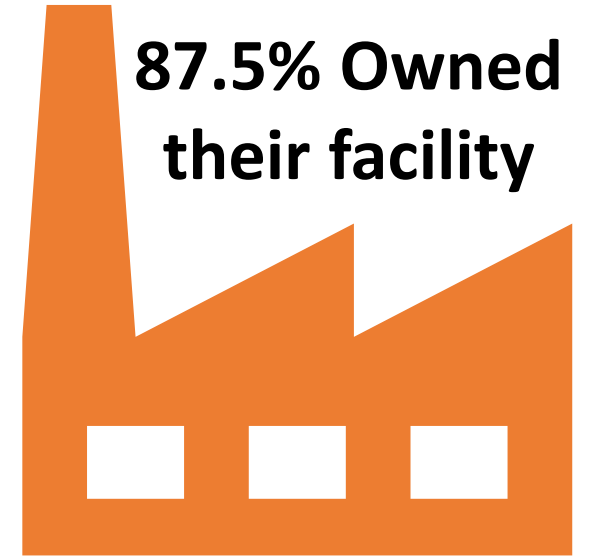
Prime Employer Survey Results



Interviews conducted 3rd & 4th quarter of 2020.

Who we talked to...

93.8% Private-For Profit Businesses
6.2% Nonprofits



37.5% Family Owned



3.1% Employee Owned



3.1% Woman Owned

12.5%

**Ownership
Change
Last 18 months
or next 12
months**

**Compares to 9.8%
statewide**

31.3%

**No Succession
Plan in Place**

**Compares to 13.7%
statewide**

Management

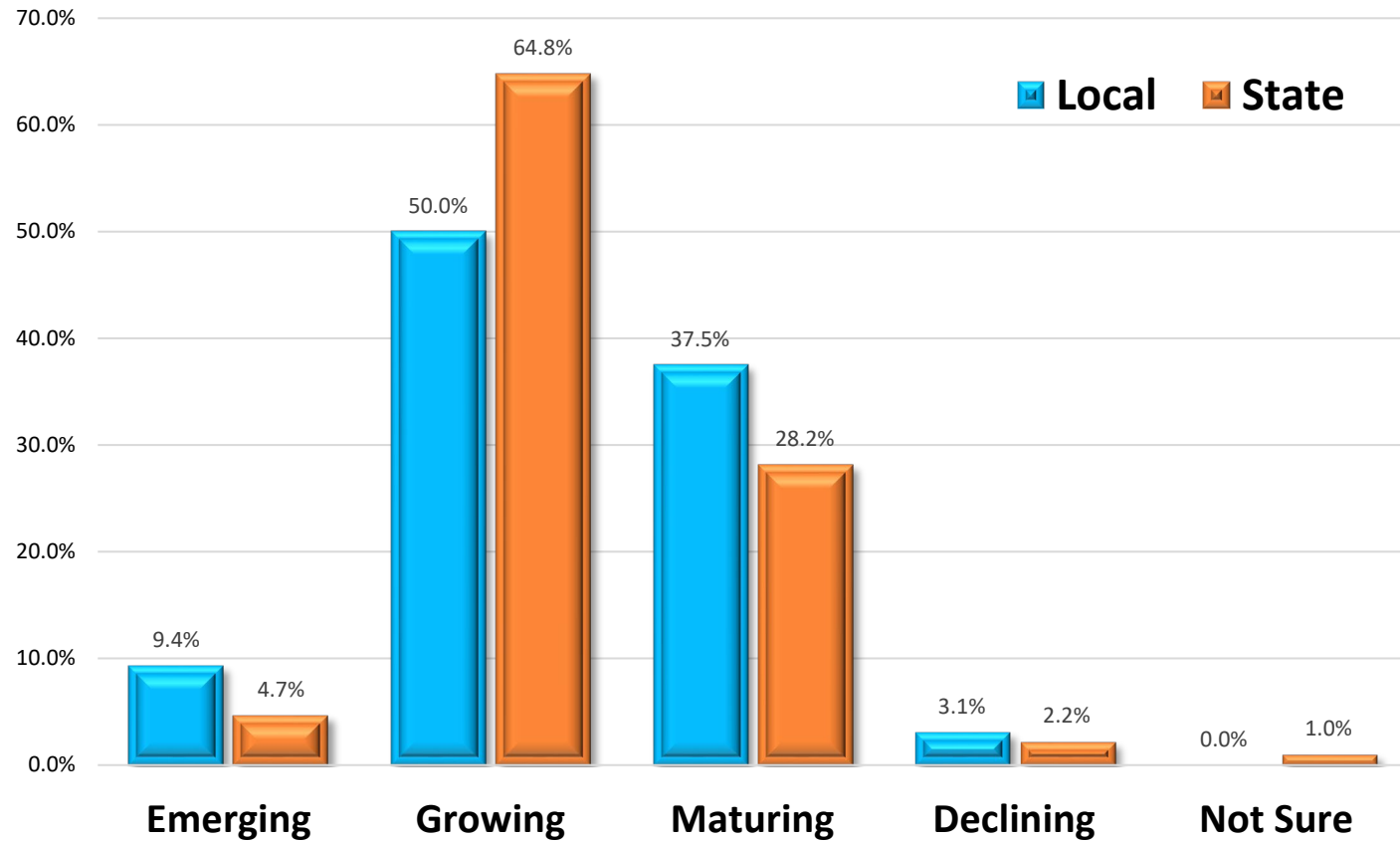
21.9%

**Management
Change
Last 18 months
or next 12
months**

**Compares to 19.9%
statewide**



Company Life Cycle



Operations

81.3%

**Introduced New Product
in Past 3 Years**

Compares to 75.8% statewide

81.3%

**Introduce New Product
in Next 2 Years**

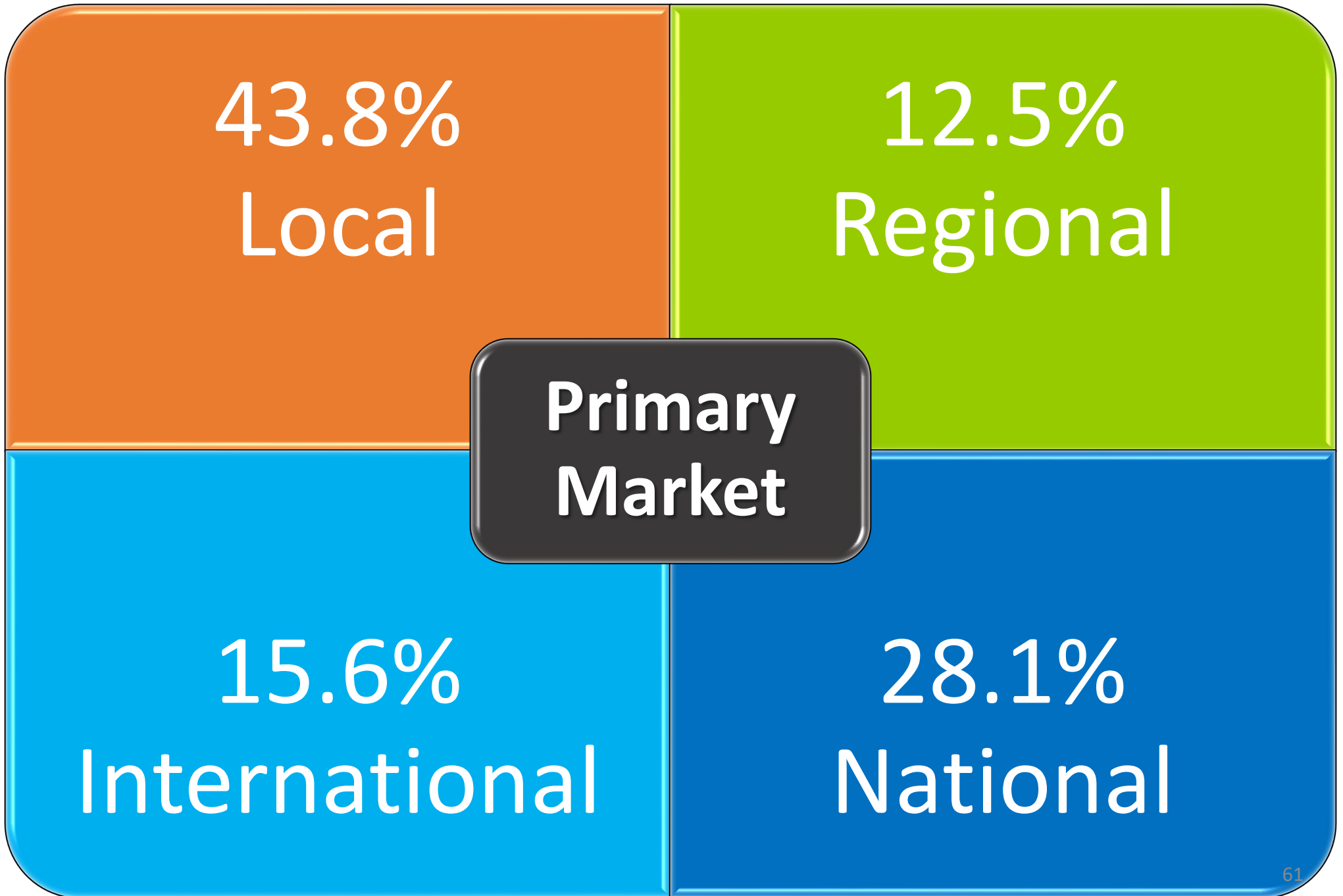
Compares to 69.3% statewide



Operations

Statewide

9.2% Local
20.6% Regional
48.9% National
21.2% International





34.4%
Companies
export

Export Sales
Summer-2020
10% Increase
80% Stable
10% Decrease

Operations

Statewide 18.4% decreasing export sales.

Operations-Summer 2020

- **78.1% companies open regular hours/levels of operations**
- **3.1% open added hours**



WELCOME
WE ARE
OPEN
PLEASE COME IN

- **46.9 % Companies anticipate more than 12 weeks until customer demand returns to last years level**
 - **15.6% have customer demand above last year**
 - **25% did not see a change in customer demand**
 - **6.2% customer demand has returned to last years level**

Operations: Expansion

3.1%
plans to expand
that have been
postponed

31.3%
plan to expand in
next 3 years & are
moving forward
(14.7% statewide)

6.3%
New plans
to expand



Assistance Needed

Technology Assistance
Marketing/Sales
E-Commerce
Legal
Business Coaching

Concerns

Finding Employees
Economic Uncertainty
Employee & Customer
Health & Safety

Financial Stress

Customers
Suppliers
Investors



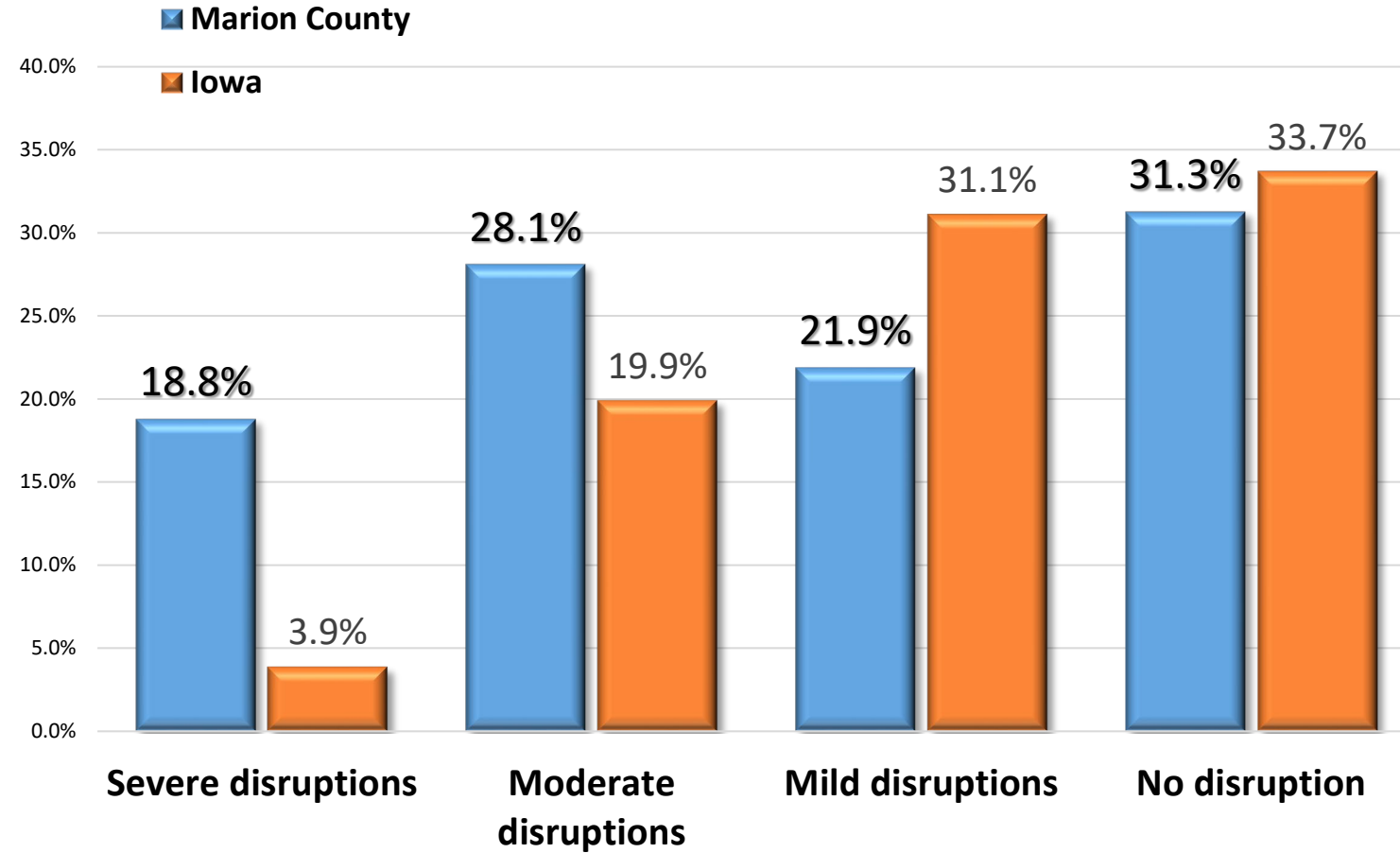
15.6% are considering a merger or acquisition to grow business and have financial capacity to do so. *(13.5% statewide)*

Supply Chain

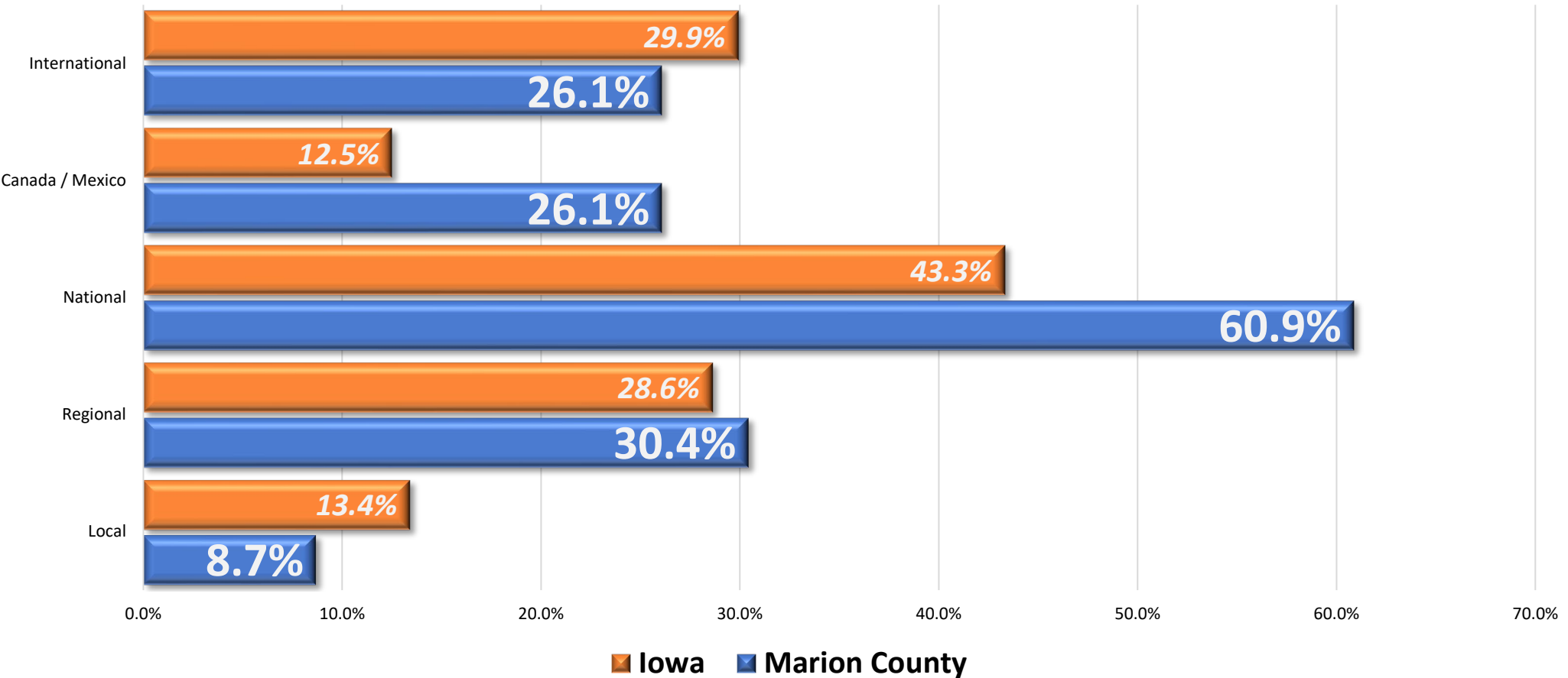
37.5%
of companies
indicate it will take
more than 12
months to return to
pre-Covid operation
levels.

Interviews completed July-Sept. 2020

Negative Disruptions Among Suppliers / Service Providers



Impacted Geographic Areas Due to Supplier Disruptions

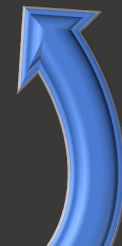
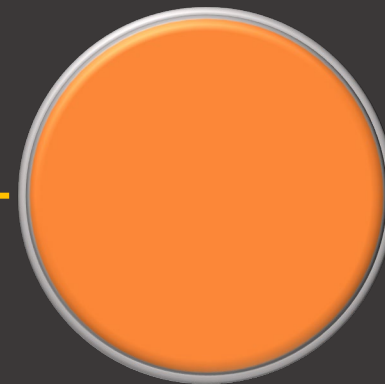


QUALITY OF LIFE

Placemaking



Households
Assets
Costs



Family in Marion County

13,365 Households
in Marion County

- 56.6% are married (*50.2% US*)
- 26.6% are single, never married (*33.1% US*)
- 10.3% are divorced (*10.9% US*)
- 6.5% are widowed (*5.8% US*)
- 34.9% are married with children (*31.1% US*)
- 10.8% have children, but are single (*16.3% US*)

Child Care

Issues: Desired Type

Current vs. Preferred Child Care Setting

Current “Outside” Setting

Child Care Center	36%
Spouse/Partner or I stay home	N/A
Regulated Home	22%
Unregulated Home	35%
Nanny or Babysitter	7%
Other Family	N/A

Preferred Setting

Child Care Center	41%
Spouse/Partner, or I stay home	25%
Regulated Home	21%
Unregulated Home	5%
Nanny or Babysitter	6%
Other Family	2%

Source: “Marion County Child Care Needs Survey” by First Children’s Finance, 2018. Copyright © 2018.

Child Care

Issue: Affordability

Infant Child Care Affordability at Child Care Centers

Statewide
Average
11.8%
Median HH
Income



Source: Iowa Child Care Resource & Referral

Child Care

Issue: Affordability

4 Year Old Child Car Affordability at Child Care Centers

**Statewide
Average
9.8%
Median HH
Income**



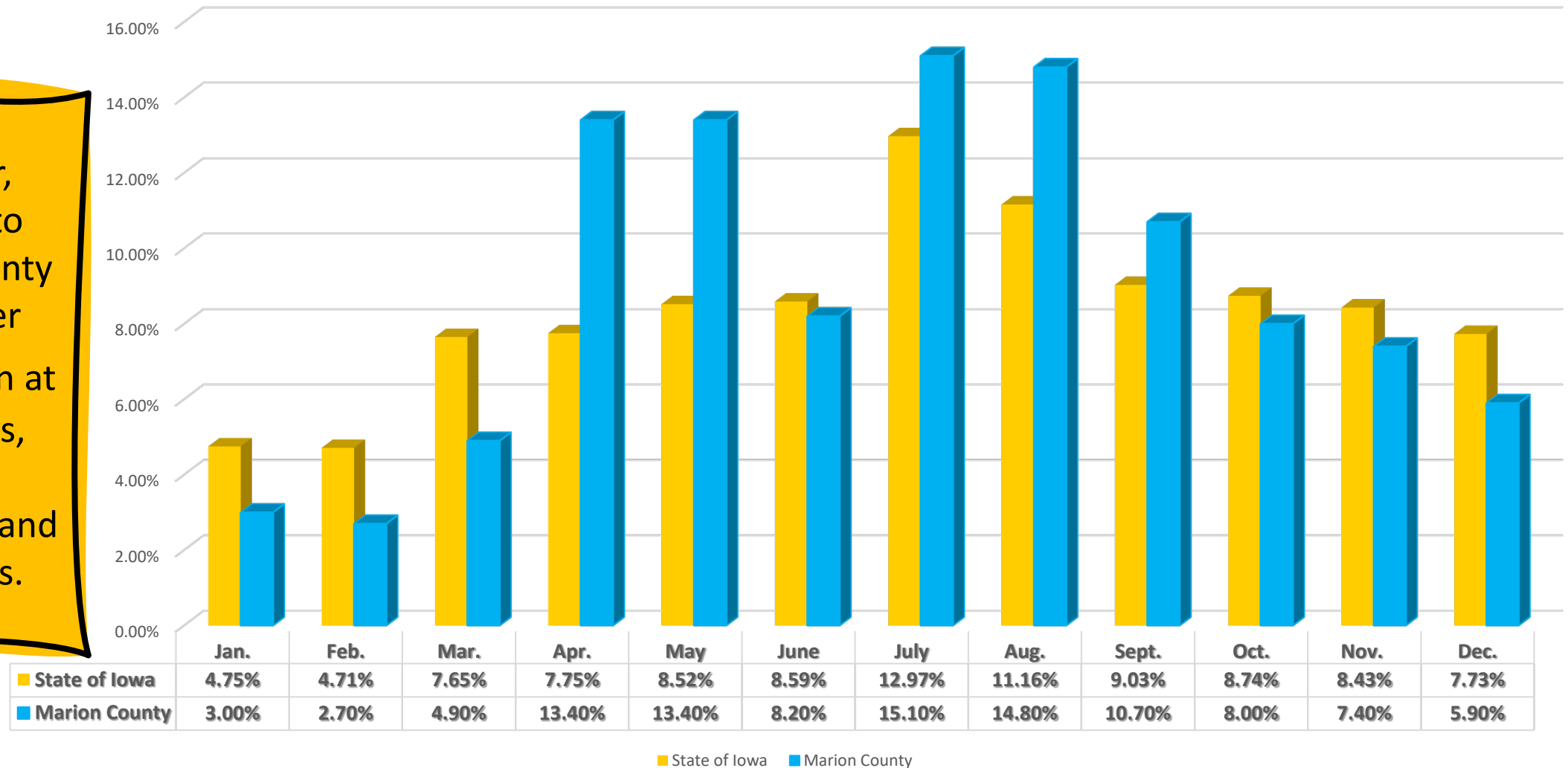
Source: Iowa Child Care Resource & Referral

52.4%
of Marion County
residents live within
a half mile of a park

National Median: 14.6%

2019 Traveler Arrivals By Month

Each year, travelers to Marion County spend over **\$55** million at local shops, lodging restaurants and attractions.

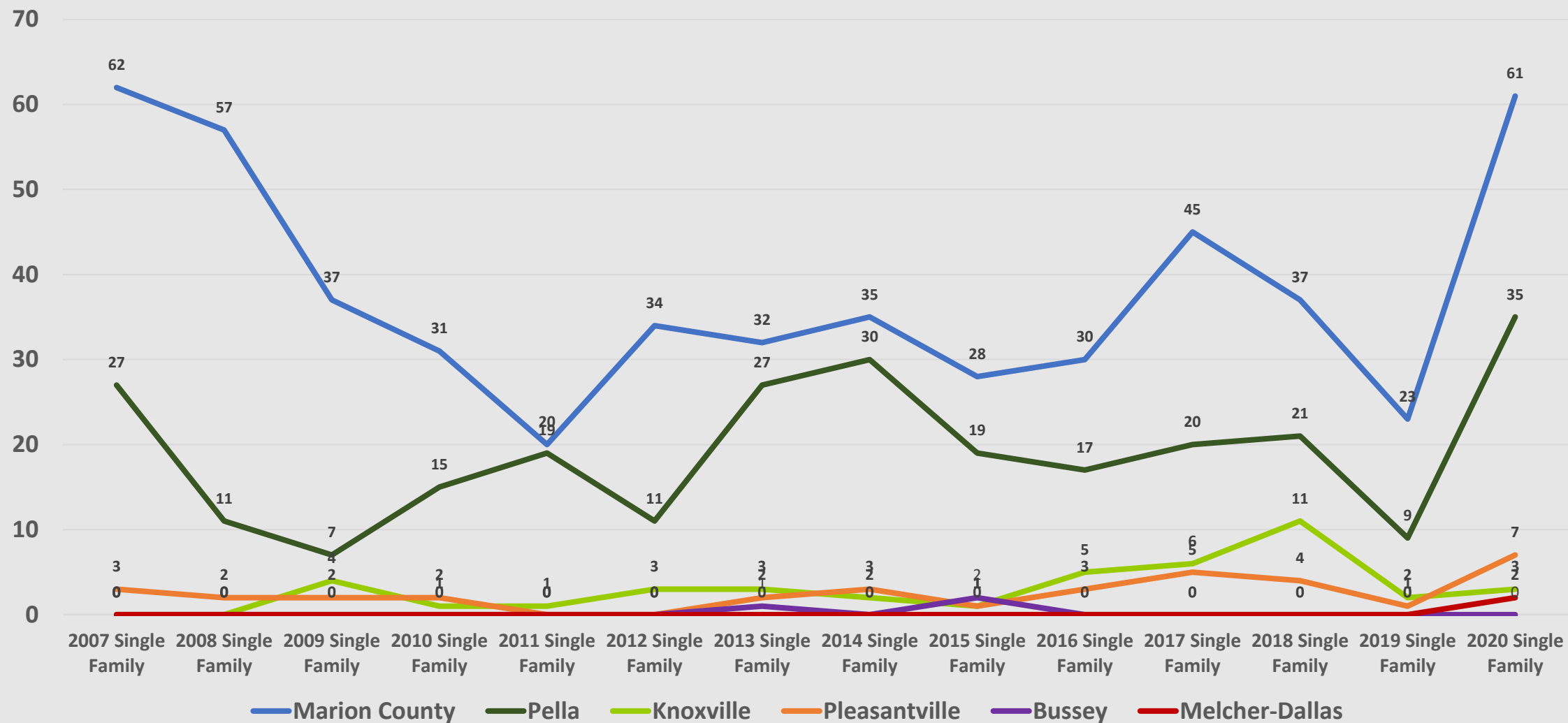


Housing

- **Home appreciation last 10 years**
 - up 21.6% Marion County (27.4% US)
- **Home appreciation last 12 months**
 - up 4.3% Marion County (6.6% US)
- 66% of homes are **owned** in Marion County (56% US)
- 22.4% of population **rent** in Marion County



NEW Single Family Building Permits





Housing

- **Housing Property Tax Rate**
 - \$14.10 Marion County (\$11.48 US)
- **Housing Property Tax Paid**
 - \$2,108 Marion County (\$2,724 US)



Sales Tax

7%

Marion County

7.3%

US Average

Income Tax

9%

Marion County

4.6%

US Average

COST OF LIVING

Marion County

Iowa

USA

Overall**84.2****83.7****100****Grocery****94.8****94.4****100****Health****124.4****121.5****100****Housing****64.7****61.1****100****Median Home Cost****\$149,500****\$141,200****\$231,200****Utilities****94.8****98.5****100****Transportation****67.5****71.4****100****Miscellaneous****99.7****98.9****100**



Prime Employer Survey Results



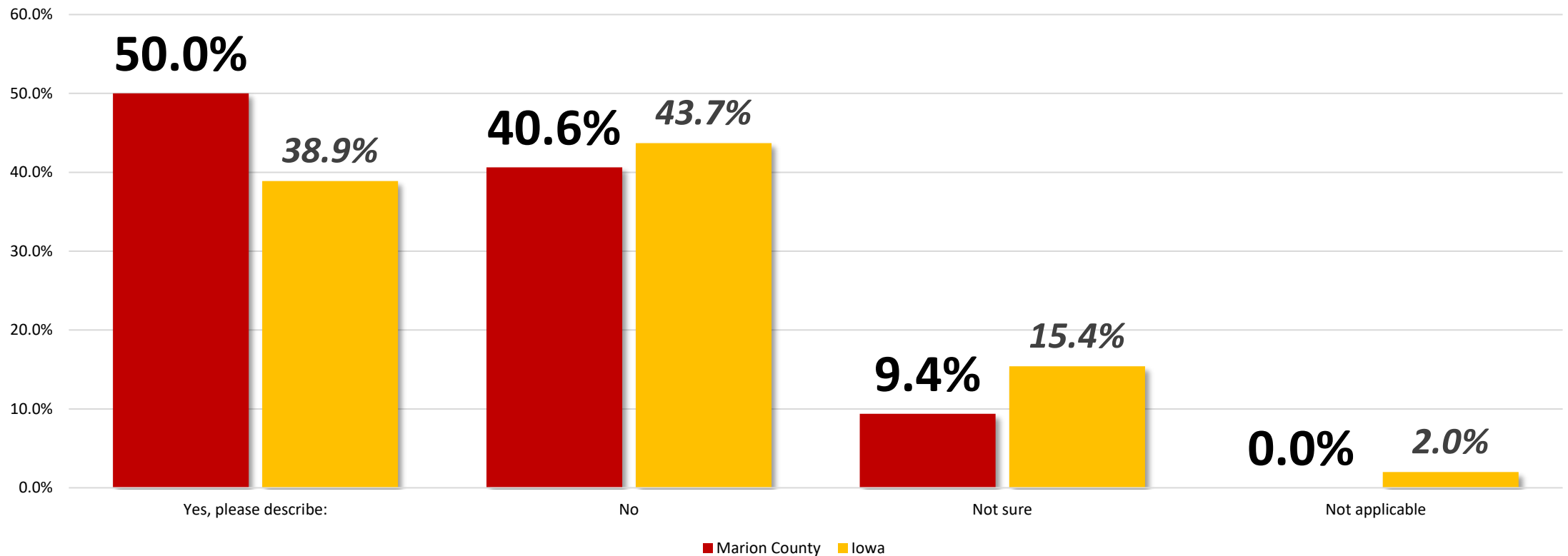
Interviews conducted 3rd & 4th quarter of 2020.

Infrastructure



87.5% Community Technology Infrastructure was adequate during COVID-19

Future Technology Changes to Company Operations



Increasing Consumption

21.9 % Electric

(14.2% statewide)

37.5% Internet Speed

(27.1% statewide)



Utility Satisfaction

Highest
Natural Gas
Electric
Water

Lowest
Telecom (Voice)
Cellular Service
Internet Speed

Infrastructure



Community



Highest Rated

Fire

Police

Ambulance

Lowest Rated

Public Transportation

Property Tax Assessment

Child Care Services

Trending Up

Community College

K-12 Schools

Health Care Services

Roads Local & State

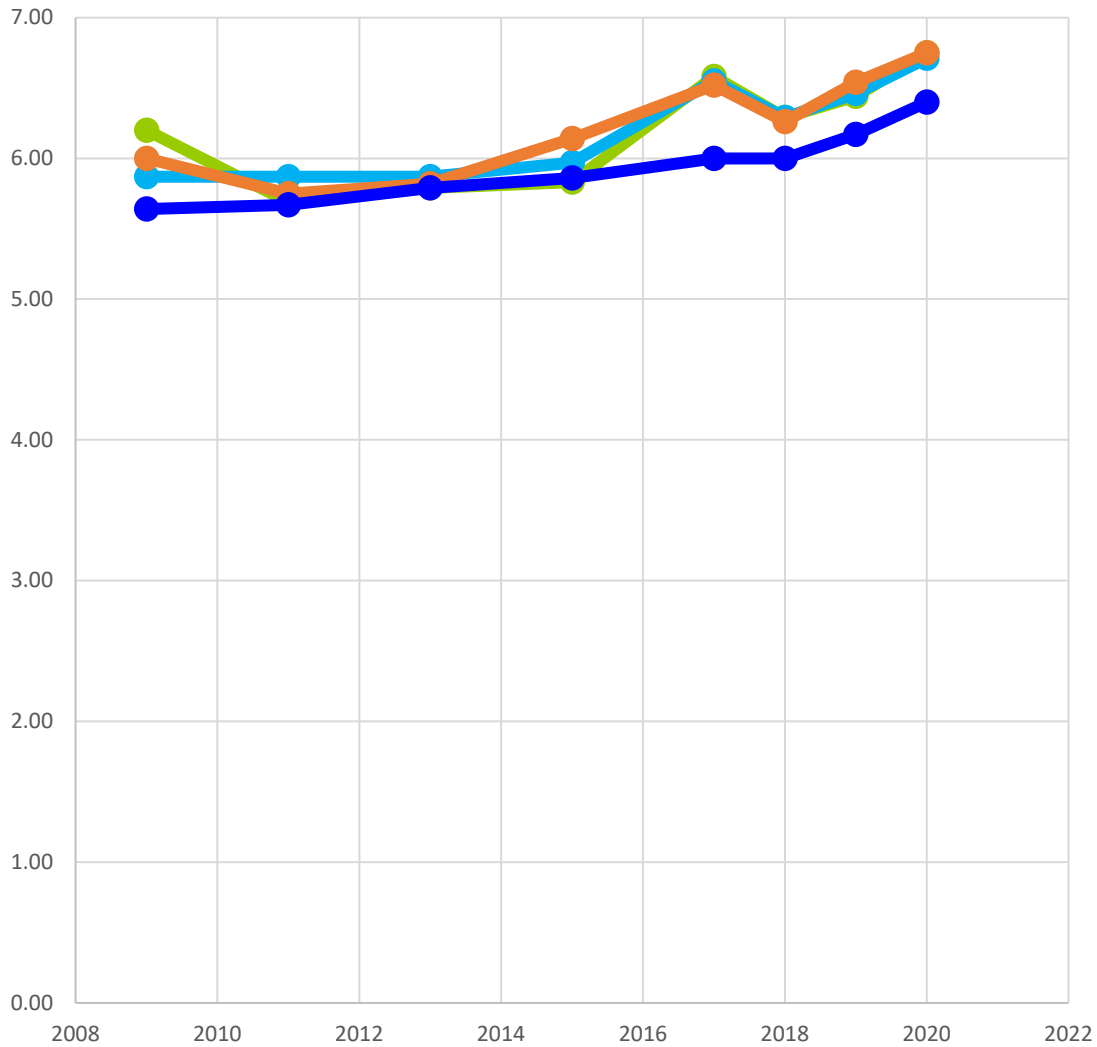
Trending Down

Child Care Services

Public Transportation

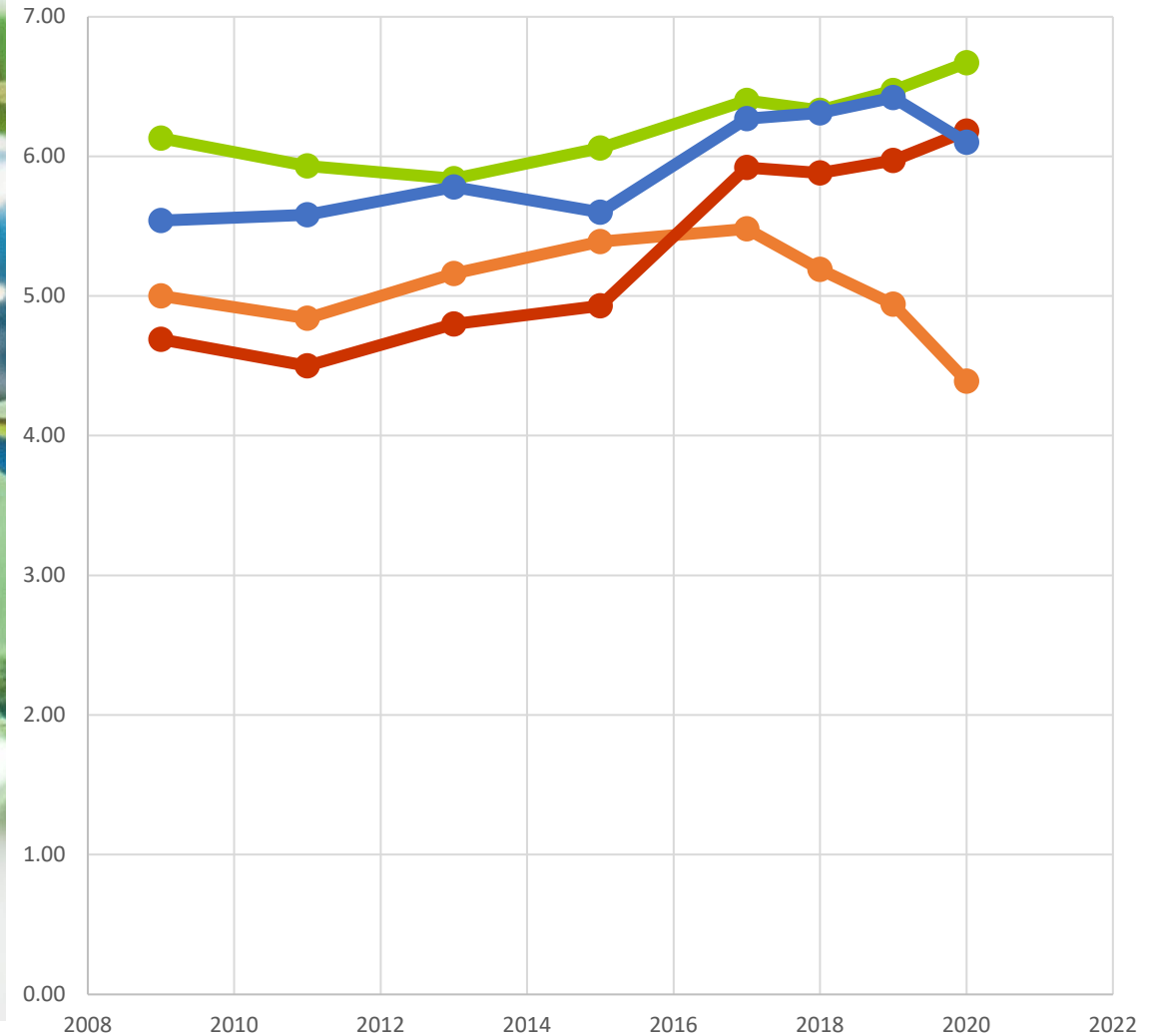
Property Tax Assessment

Health & Safety



● Fire Protection ● Ambulance Service
● Police Protection ● Health Care Services

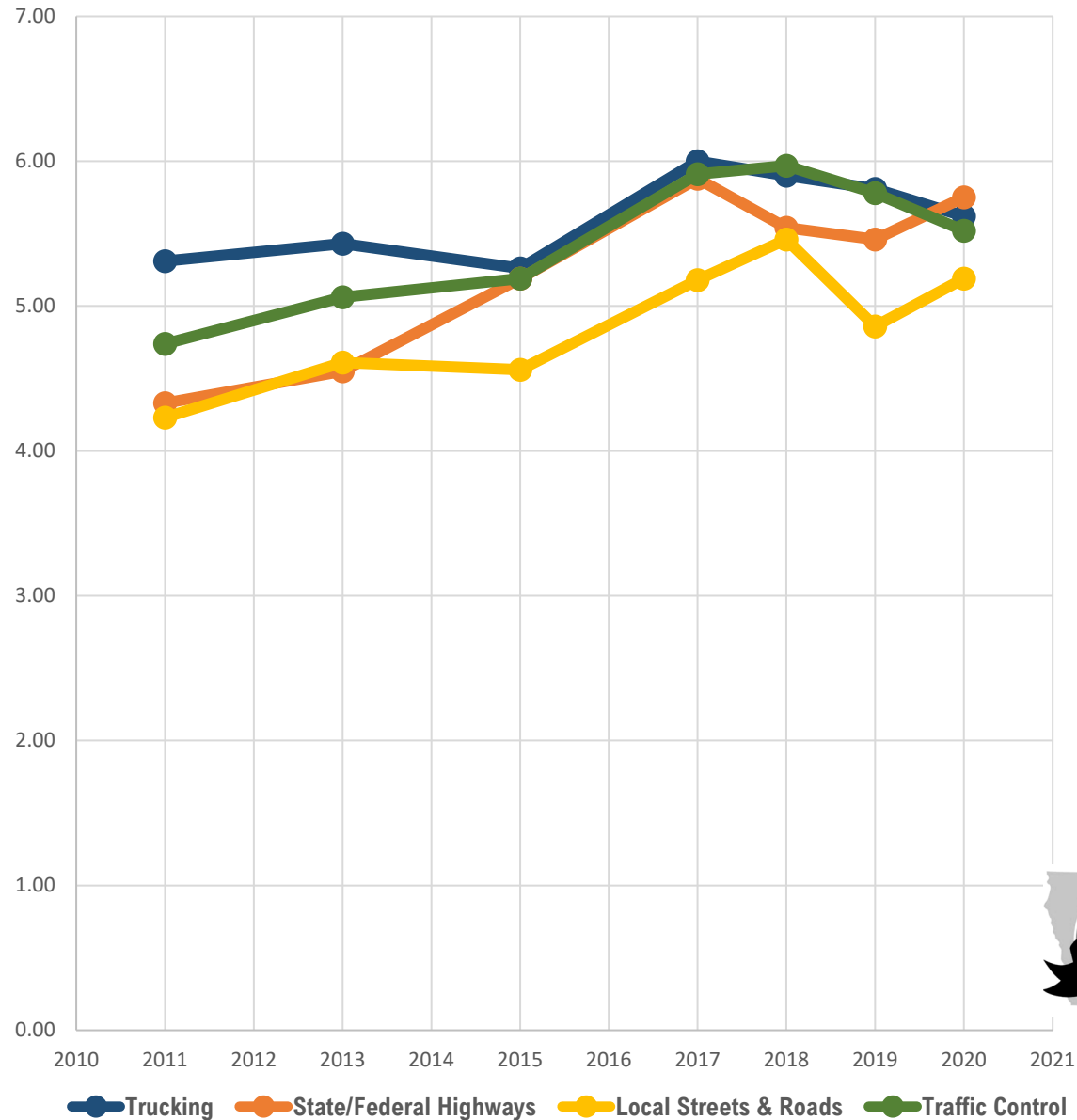
Education



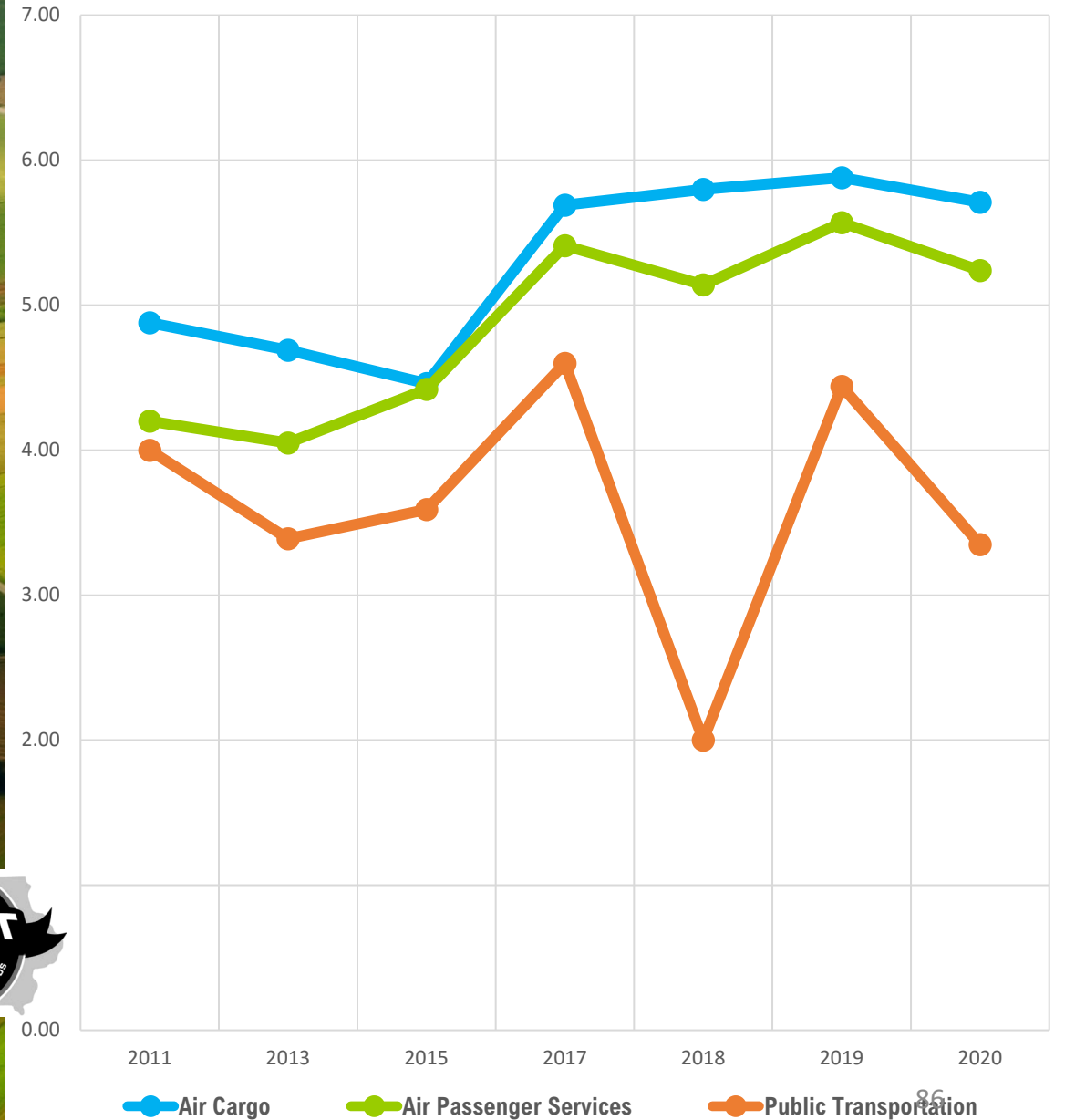
● Childcare Services ● Schools K-12
● Community College ● Colleges & Universities



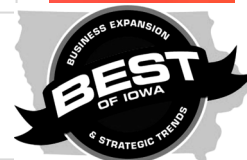
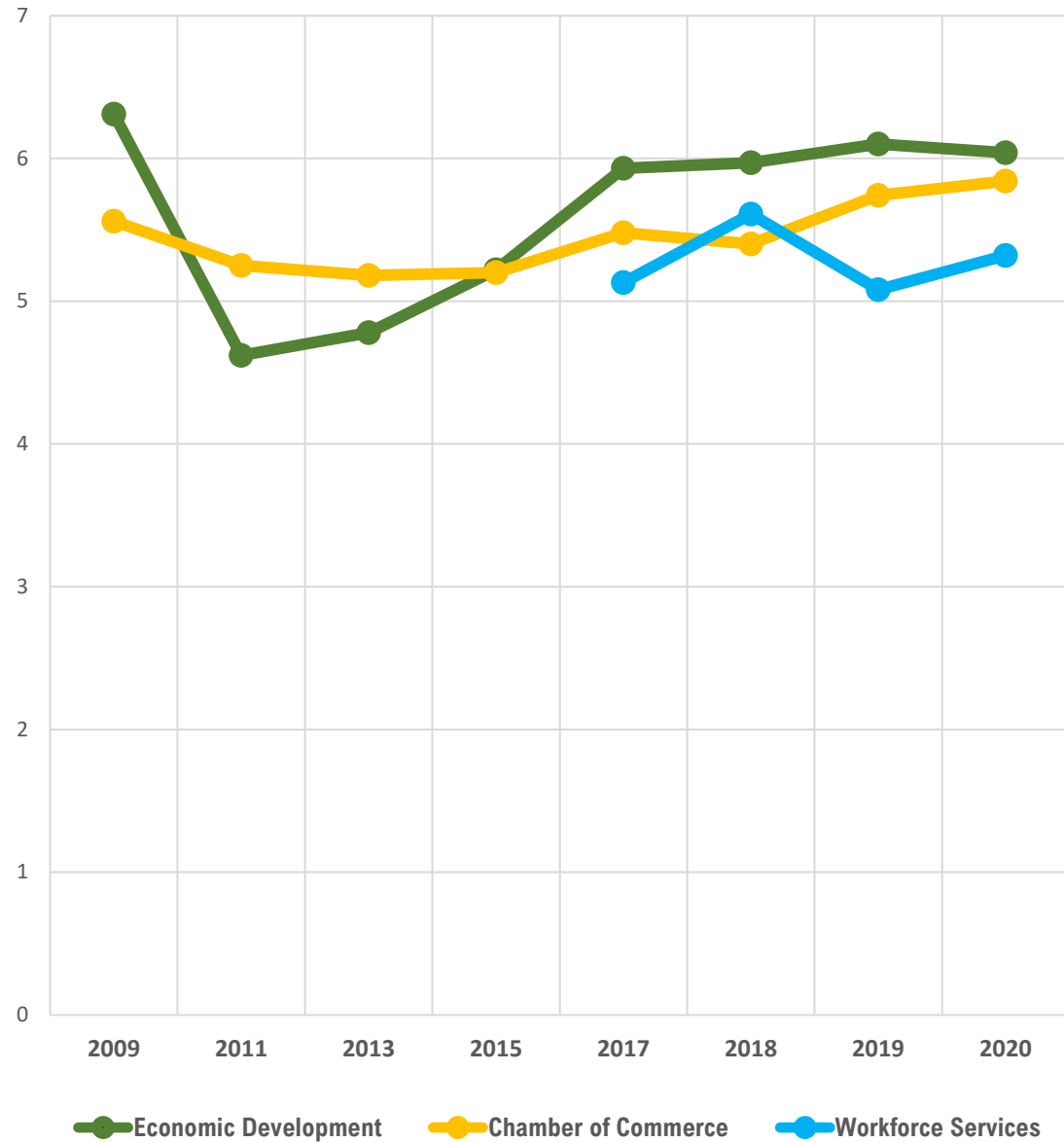
Infrastrucutre-Roads



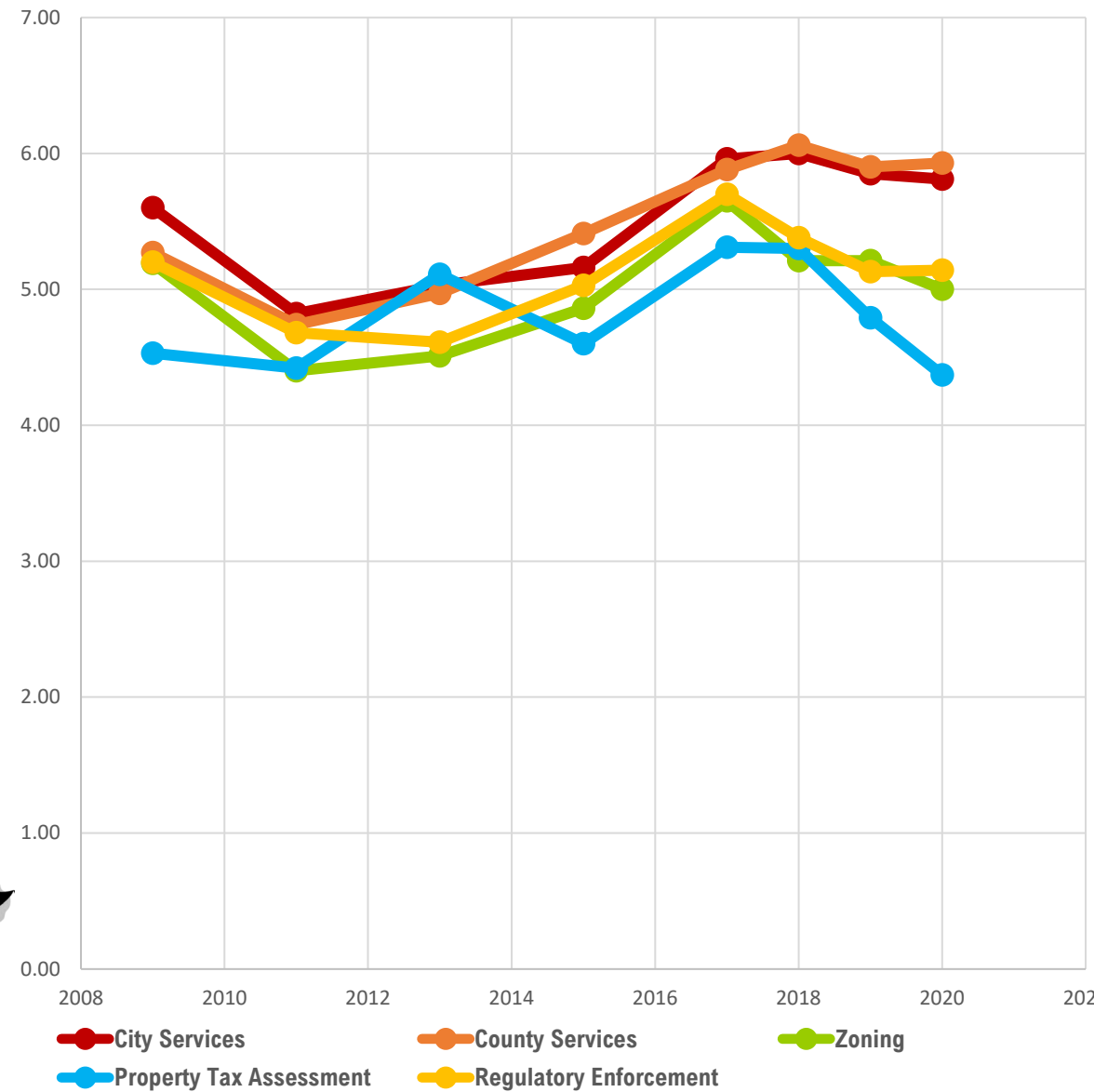
Infrastructure



Community Services



Government Services

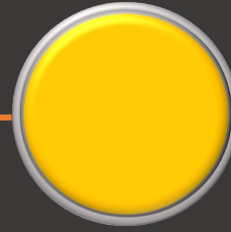




Partners

Past Project Impacts

Current Initiatives



CONNECT
Collaborate

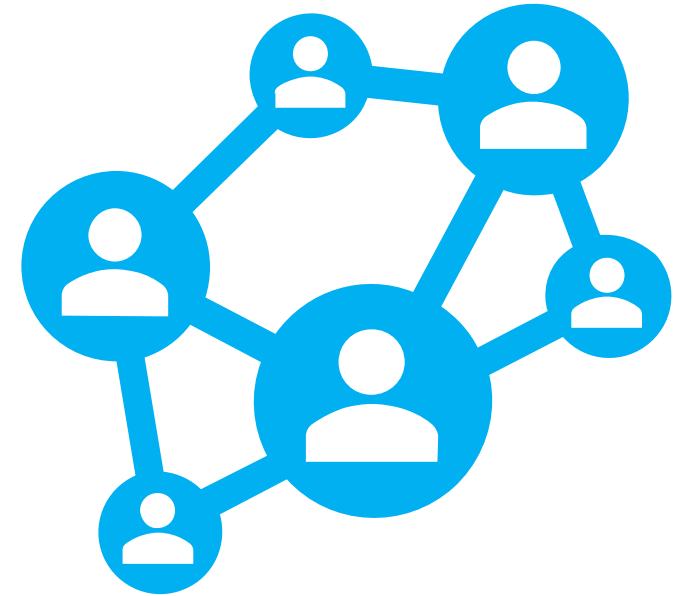
PARTNERS



**Communities
& County**

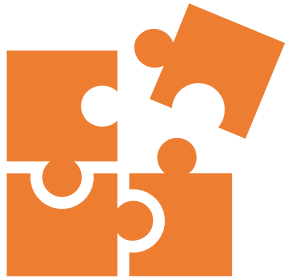
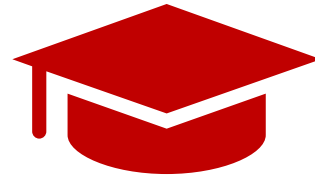


**Regional
& State**



Current Projects

- Regional Broadband
- Business Attraction
- Economic Gardening
- Economic Development District
- Teaching for the Workforce
- Placemaking
- iWIN



Continued Projects:



RedRockArea.com



MarionCountyIowa.com



Current Major Developments in Marion County:

New Horizon Academy

Iowa DHS Award: \$658,439 Child Care Challenge Award: \$25,000 Total Award: \$683,439 Pella Corporation and New Horizon Academy are working together to create a program that meets the needs of Pella Corporation employees and the community needs. This is a large renovation and remodeling project. The outcome will be a high quality, accredited center that will care for 182 children, an increase of 84 childcare slots.

Lely North America Expansion

100,000 sq. ft. new LEED certified facility with room for expansion plus addition of up to 25 new jobs. Located on 60-acre campus named Lely Park. Project investment estimated to be between \$20 million and \$22 million. Opening in 2022.

Prairie Ridge Housing Development

New 160-acres master planned community located off Highway 163. Phase I will include 94 single family lots and 25 townhome units. The total plan includes 93 workforce housing single family, 71 alley loaded single family, 170 standard single family, multi family residential and commercial lots.

VA Demolition

Marion County has released bid documents for the demolition of buildings on the former 160-acre VA campus located in Knoxville. Bids are due in April with demolition to begin in May.

Navigating Our Future



Marion County businesses need skilled workers, vibrant communities and a favorable business climate to grow the economy.

Key Findings:



iWIN

Economic Gardening

807 Gap between job openings & those unemployed

71.9% of Prime Employers have recruitment problems (53.9% IA)

Population numbers remain stable

33.72% Jobs in Stage 2 companies

Assemblers top number of positions & top forecasted to decline

Key Findings:



**Target Industry
Attraction
Regional Broadband**

31.3% Prime Employers do not have a succession plan (14.7% IA)

Job Diversity Index indicates need for occupations outside manufacturing

32% of Prime Employers plan to expand in the next 3 years (15% IA)

National & International supplier issues threaten manufacturing production

Key Findings:



QUALITY OF LIFE
Placemaking

EDD
Placemaking
New websites

108 new housing permits in 2020

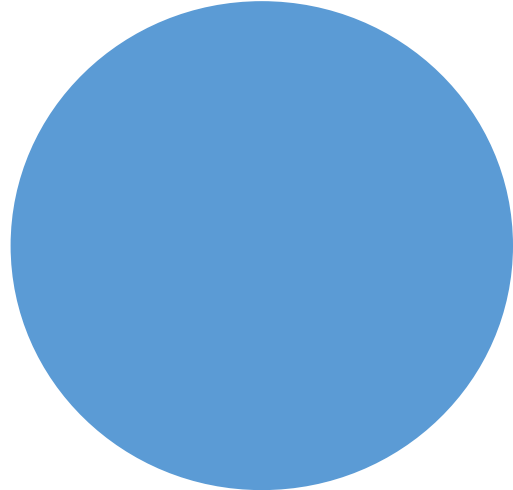
52.4% of residents live within a half mile of a park (14.6% US)

Child Care issues are critical to growth



8 AMBITIONS





Marioncountyiowa.com

Written report and presentation



Carla Eysink

Marion County Development

ceysink@marioncountyiowa.gov

Discussion on Key Business Issues

- Broadband
- Workforce Attraction
- Workforce Upskilling
- Supply Chain Disruptions
- Housing
- Childcare
- Taxes
- Environmental Regulations
- Other Issues?