

**DEVELOPMENT**  
**MARION**  
**COUNTY • IOWA**

*Carla Eysink*

**Work Changes**



**Population Shifts**



**Within  
the US...**

**Rural Decline**



**Inflation**



**Population Decline**

**Mexico  
Challenge &  
Opportunity**

**Around the  
Globe...**

**Politics**

**Supply Chain**



# Innovation

Technology

*Connectivity*

People

Marketing

Research

What does  
this mean?

Leadership

Data

Place

*Adaptability*

Planning

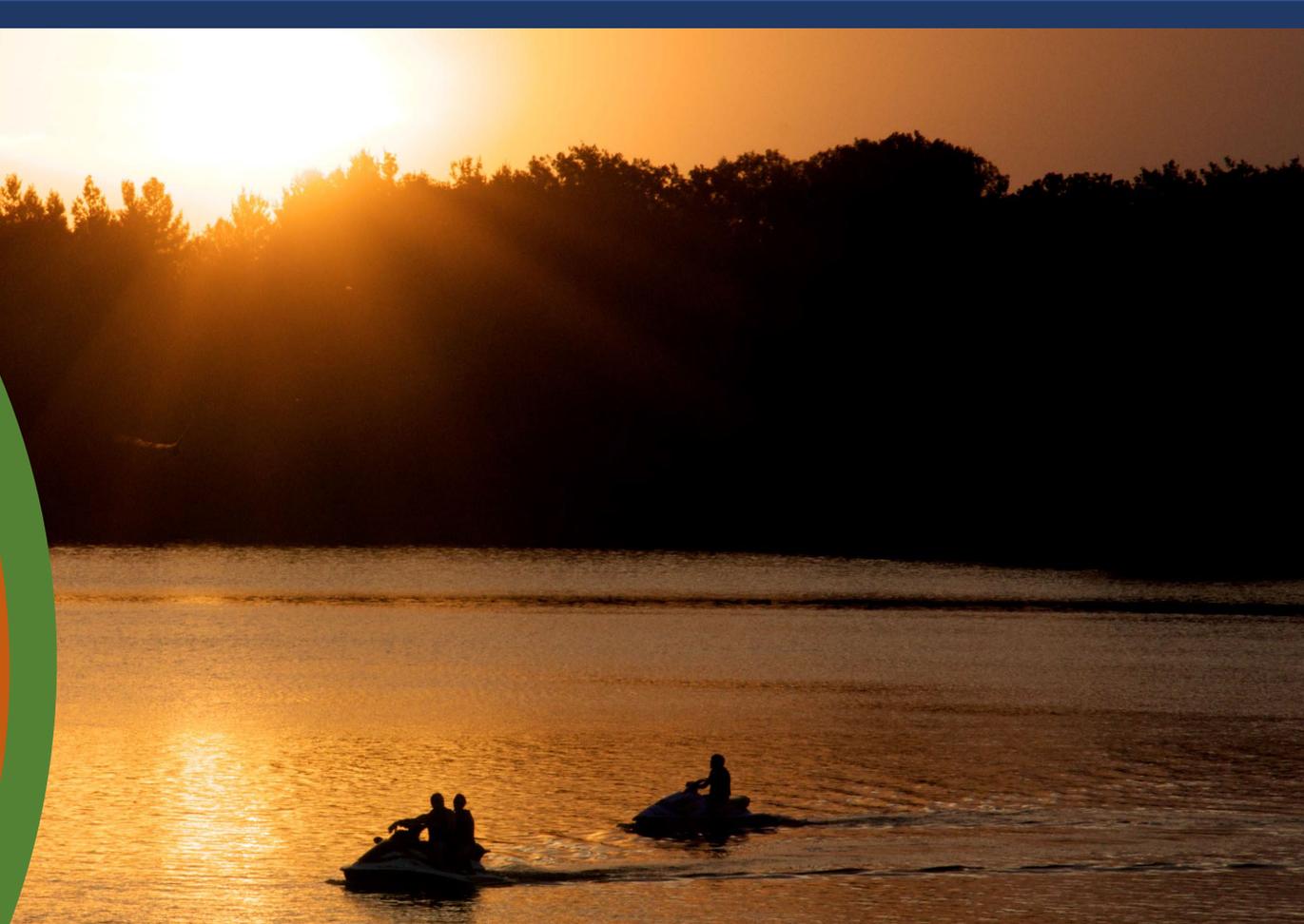
Partnerships

Collaboration

*Nature*

- 
1. MCDC  
2. Planning  
3. Knoxville  
Market Area  
Economy  
Overview

Who is the  
Marion County  
Development  
Commission?



**PURPOSE:** To identify and  
plan strategies which will grow  
Marion County's economy.



TALENT

TOP 10 UNDER 40  
**Red Rock**  
AREA



2021

**Red Rock**  
LEADERSHIP

BUSINESS

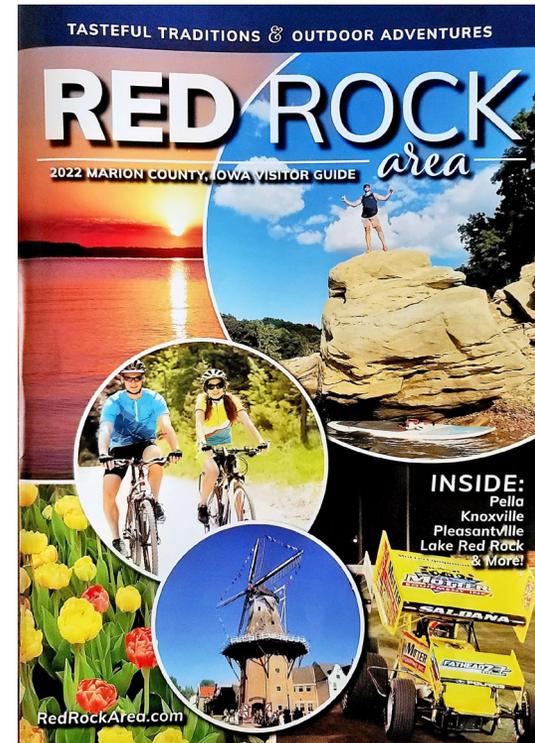
Red Rock  
**STARTUP!**



# CONNECT

- International Economic Development Council
- Greater Des Moines Partnership
- Association of Business & Industry
- Empower RuralIowa
- Iowa Travel Industry Partners
- Mid-Iowa Development Fund
- Mid-Iowa Planning Alliance
- Professional Developers of Iowa
- UNI-IDM Advisory Council
- DMACC Business Resources
- Utility Partners
- Local EDO's
- Local Tourism
- CONNECT Meetings

# PLACE



**Redrockarea.com**  
**Marioncountyiowa.com**

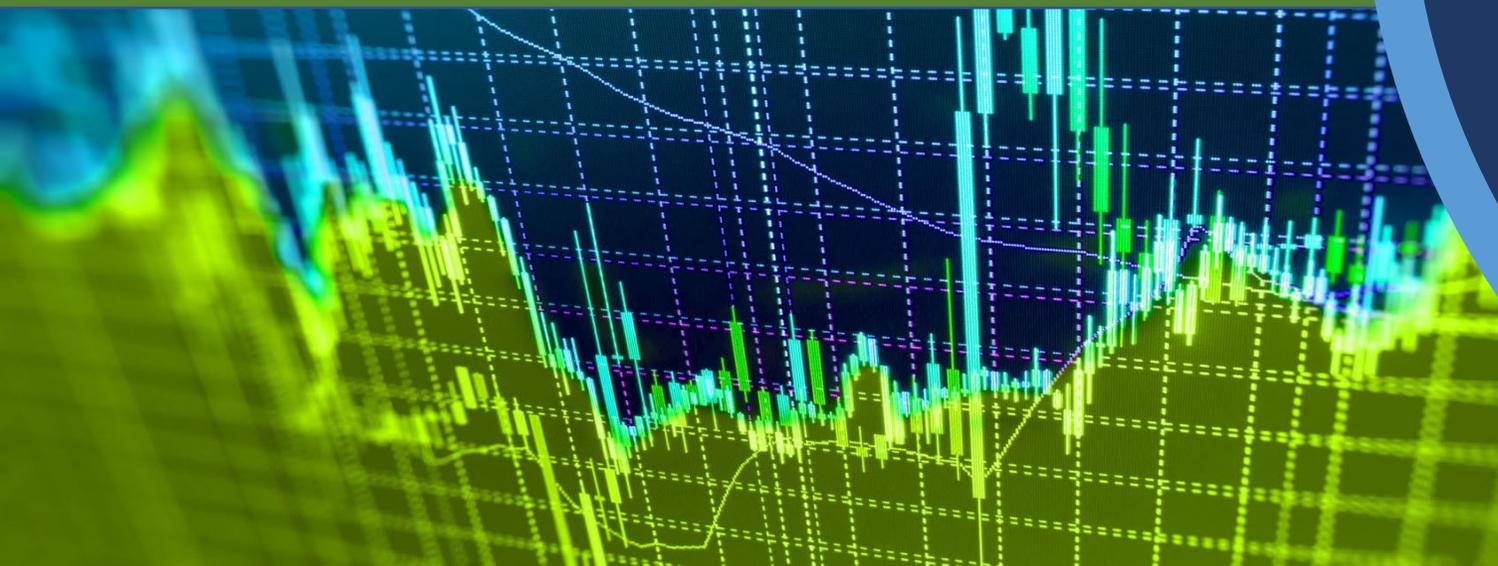




In the works...

**Countywide  
Housing Study**

**County Economic  
Development &  
Marketing Plan**



In the works...

# Passports

A to Z  
Foodie Trail



S'More Fun



Feelin' Spicy



Twinkleland



# Exit Planning



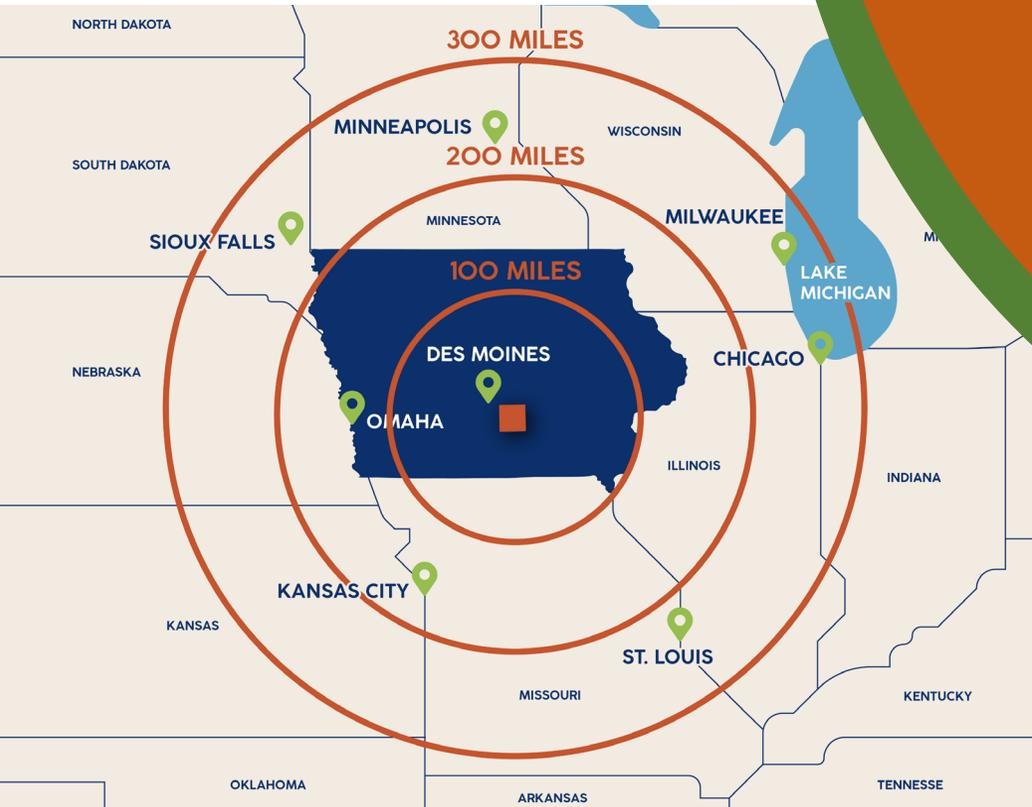
In the works...

# Economic Overview





# Measuring a Community: THE MOVEMENT OF PEOPLE & MONEY



**1%**

**Marion County, Iowa ranks in  
the top 1% of US counties for  
percentage of jobs in  
manufacturing**

# Marion County, Iowa

(2021)

- 33,380 population
- 13,241 households
- 18,549 labor force
- 17,970 employed
- 579 unemployed
- 1,042 establishments
- 18,251 jobs



# Elements of Vibrancy & Resiliency...

|  |  |   |   |
|--|--|---|---|
| <p><b>MOMENTUM</b></p> <p>.8% Population Growth<br/>5.2% Employment Growth<br/>7.9% Gross Regional Product Growth<br/>+7 Net Migration</p> | <p><b>INNOVATIVE</b></p> <p>42.8% Manufacturing Employment—Top 1%<br/>16.6 Patents per 10k workers</p> | <p><b>TALENTED</b></p> <p>10.3% Residents w/ Assoc. Degree<br/>30.8% Residents with Bachelor's Degree or higher</p> | <p><b>ENTREPRENEURIAL</b></p> <p>1.34% Self-Employed per 100 Residents<br/>53.9% Share of establishments with 2 to 99 workers</p> |
| <p><b>PROSPEROUS</b></p> <p>\$64,327 Median Household income<br/>8% Poverty Rate</p>   | <p><b>INFRASTRUCTURE</b></p> <p>140 Single family building permits issued in 2021</p>                  | <p><b>PRODUCTIVE</b></p> <p>3.1% Unemployment rate 2021<br/>59% of population in prime working age</p>              | <p><b>QUALITY OF PLACE</b></p> <p>1.1% Employed in Arts &amp; Culture<br/>16 Minutes-average commute time</p>                     |



# Knoxville Market Area

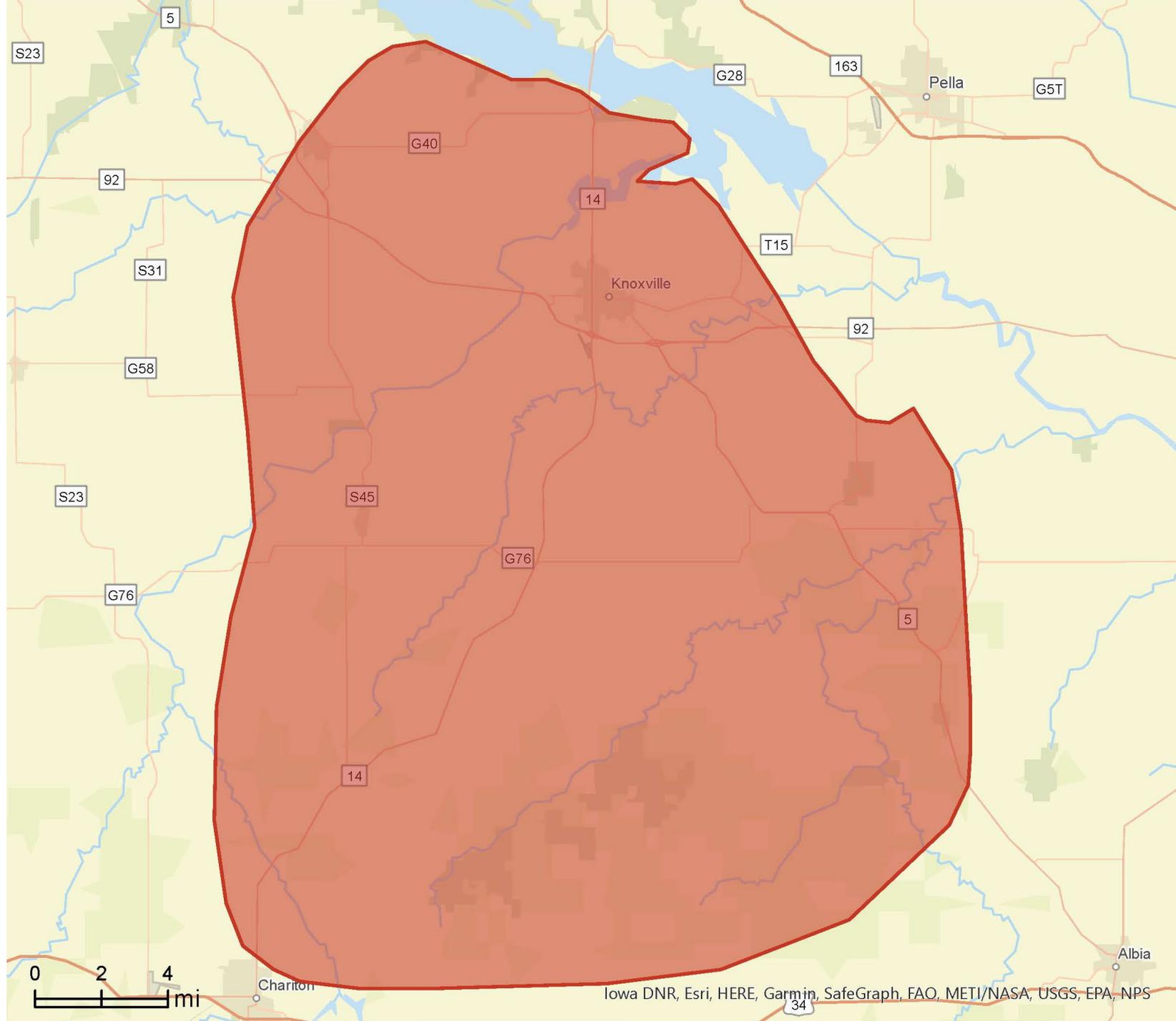
# KNOXVILLE Trade Area

Total Population:  
18,253 in 2010  
17,889 in 2020  
17,771 in 2027

2022 Daytime  
Population:  
6,703 workers  
8,097 residents



Source: *esri*



# 1. Market Area

## 2. PEOPLE

Median Household Income:

\$59,106 in 2022

\$67,806 in 2027

Per Capita Income:

\$31,808 in 2022

\$36,376 in 2027

Median Age:

40.1 in 2010

43.0 in 2022

43.3 in 2027

Households:

7,367 in 2010

7,345 in 2022

7,363 in 2027

Population by Age, Over 65:

16.8% in 2010

21.8% in 2022

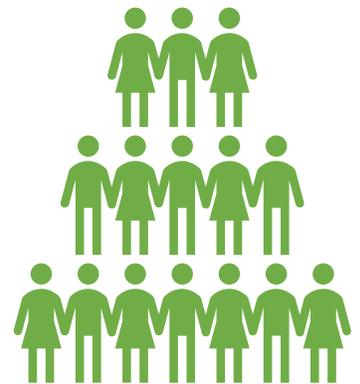
24.2% in 2027

Population by Age, Under 24:

32.1% in 2010

29.1% in 2022

28.8% in 2027



## 2. PEOPLE

Population 25+ Education

Attainment-2022:

5.8% < High School Graduate

33.3% High School Graduate

27.7% Some College/GED

12.8% Associates Degree

13.9% Bachelor Degree

6.6% Graduate/Prof. Degree

Diversity Index:

8.7 in 2010

14.7 in 2022

15.3 in 2027

Breakdown of Employed:

14.0% Age 16-24

57.5% Age 25-54

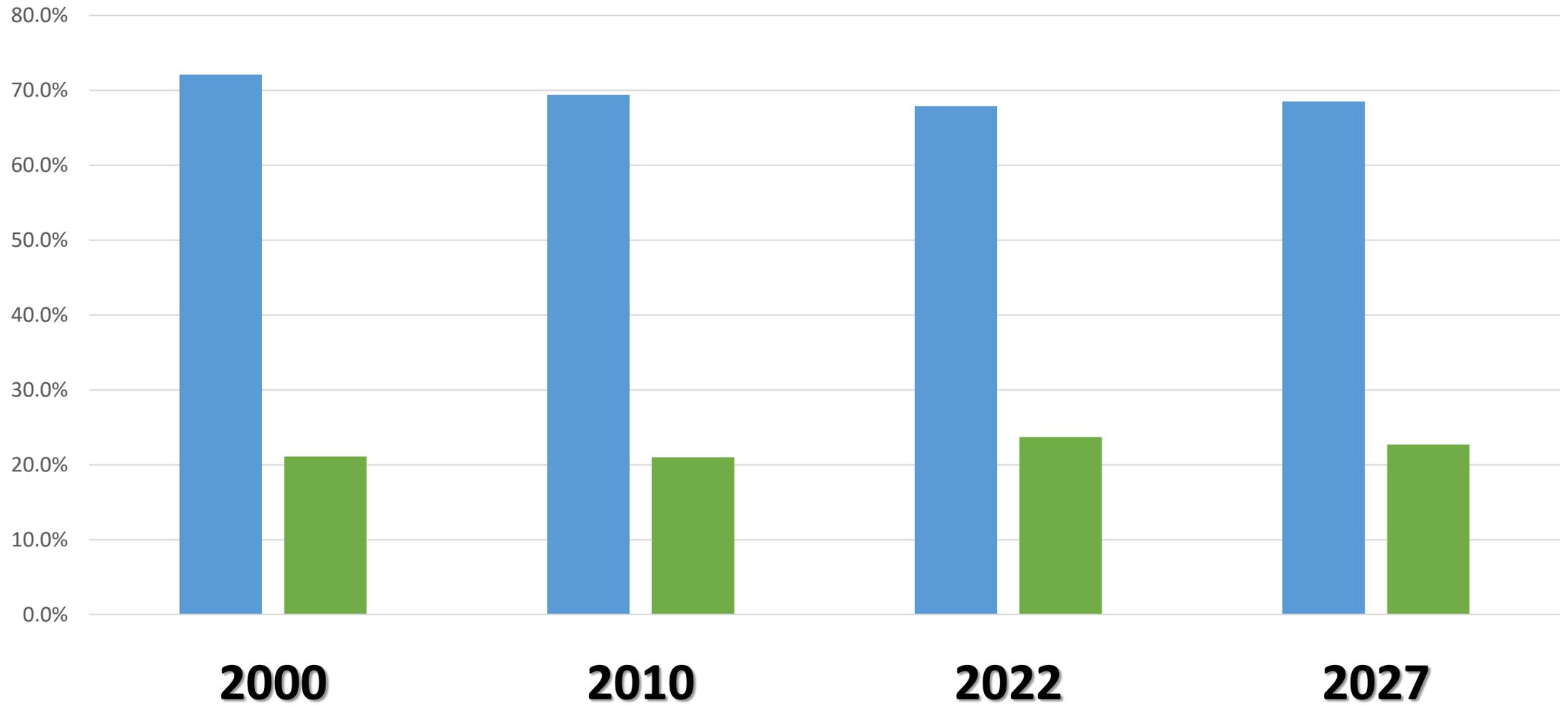
18.6% Age 55-64

9.9% Age 65+



# 3. Housing

## Housing Unit Summary



Source: esri

■ Owner Housing    ■ Rental Housing

# 3. Housing

Total Median Home Value:

\$153,863 in 2022

\$164,245 in 2027

Owner Home Value Average:

\$186,773 in 2022

\$199,566 in 2027

Household Size:

27.7% One person

36.8% Two persons

14.3% Three persons

House Affordability Index-'22:

157

Wealth Index-'22:

64

% of Income for Mortgage-'22:

13.7%



# 4. Spending

| 2022 Consumer Spending within the Knoxville Market Area | Spending Potential Index (SPI) | Average Spent   |
|---|--------------------------------|-----------------|
| <b>Apparel</b>  | <b>73</b>                      | <b>\$1,754</b>  |
| <b>Entertainment/Recreation</b>                         | <b>80</b>                      | <b>\$2,951</b>  |
| <b>Food at Home</b>                                     | <b>77</b>                      | <b>\$4,784</b>  |
| <b>Food Away from Home</b>                              | <b>72</b>                      | <b>\$3,093</b>  |
| <b>Health Care</b>                                      | <b>84</b>                      | <b>\$5,968</b>  |
| <b>Shelter</b>  | <b>69</b>                      | <b>\$15,786</b> |
| <b>Education</b>  | <b>61</b>                      | <b>\$1,205</b>  |
| <b>Vehicle Maintenance &amp; Repair</b>                 | <b>80</b>                      | <b>\$1,008</b>  |
| <b>Personal Care Products &amp; Services</b>            | <b>75</b>                      | <b>\$760</b>    |
| <b>HH Furnishings &amp; Equipment</b>                   | <b>74</b>                      | <b>\$1,908</b>  |

*The Spending Potential Index (SPI) represents the amount spent in the area relative to a national average of 100. An SPI of 110 means that the area spends 10 percent more than the national average, on that good or service.*

# 5. Knoxville Market Area Tapestry Segments

Heartland  
Communities

22.4%

Midlife  
Constants

21.7%

Traditional  
Living

17.0%

65 Different  
Neighborhood Profiles



LifeMode Group: Cozy Country Living

# Heartland Communities



**Households:** 2,850,600

**Average Household Size:** 2.39

**Median Age:** 42.3

**Median Household Income:** \$42,400

## WHO ARE WE?

Well settled and close-knit, *Heartland Communities* residents are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

## OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

## SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94). More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, health-care, and agriculture industries.
- These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



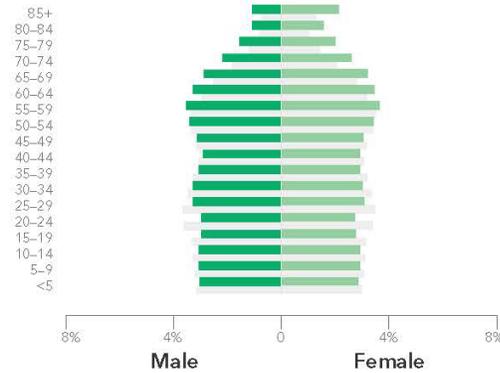
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **42.3** US: 38.2

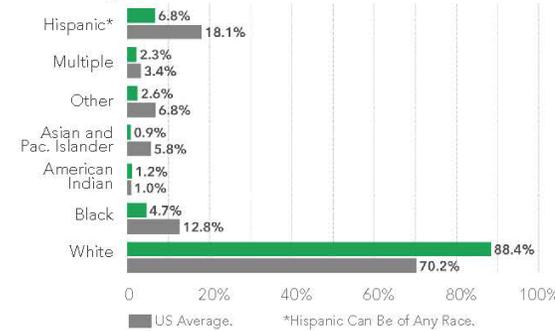
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **31.5** US: 64.0



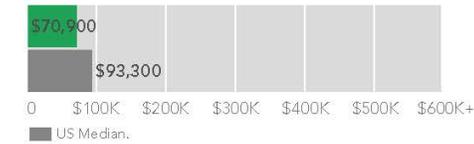
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

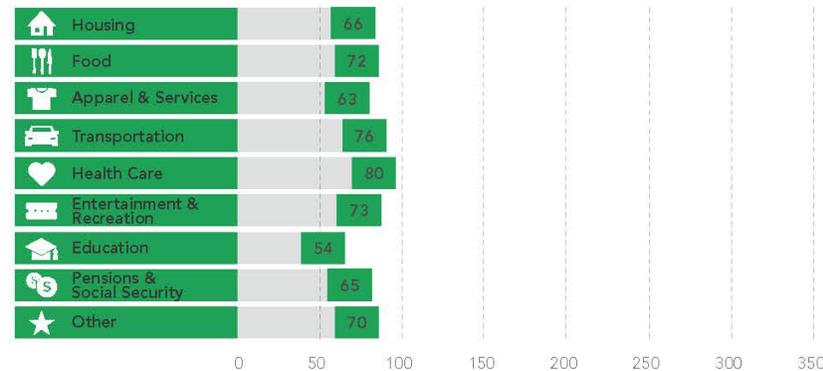


### Median Net Worth



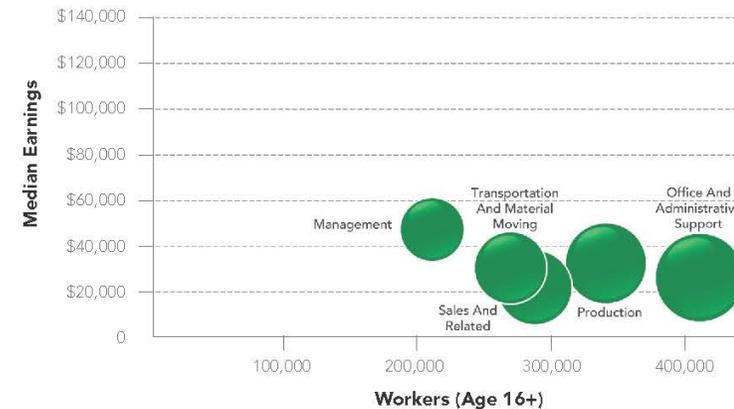
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

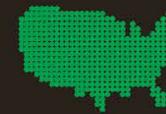
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Cozy Country Living

# Heartland Communities



TAPESTRY  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

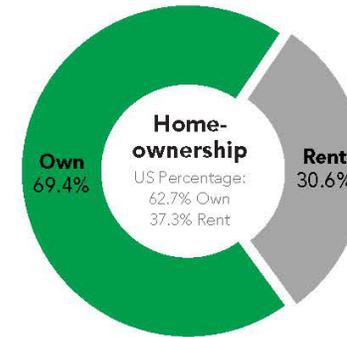
## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

**Median Value:**  
\$95,700  
US Median: \$207,300



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: GenXurban

# Midlife Constants

5E

**Households:** 3,068,400

**Average Household Size:** 2.31

**Median Age:** 47.0

**Median Household Income:** \$53,200

## WHO ARE WE?

*Midlife Constants* residents are seniors, at or approaching retirement, with below-average labor force participation and below-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous but not spendthrifts.

## OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100 (Index 74).

## SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort not cutting edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



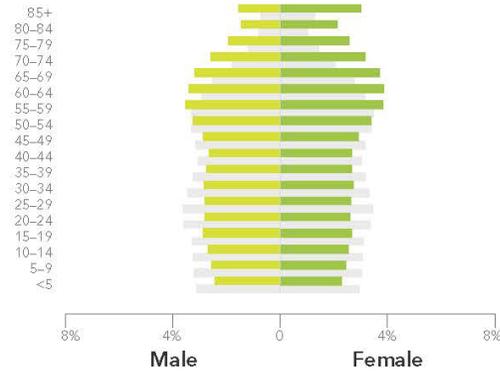
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



### AGE BY SEX (Esri data)

Median Age: **47.0** US: 38.2

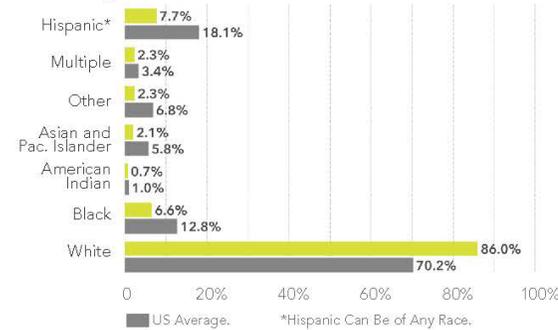
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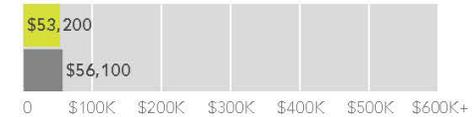
Diversity Index: **36.2** US: 64.0



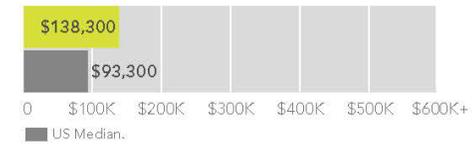
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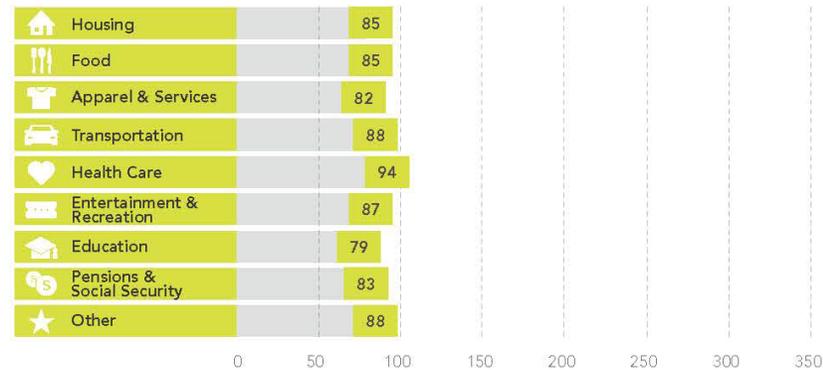


#### Median Net Worth



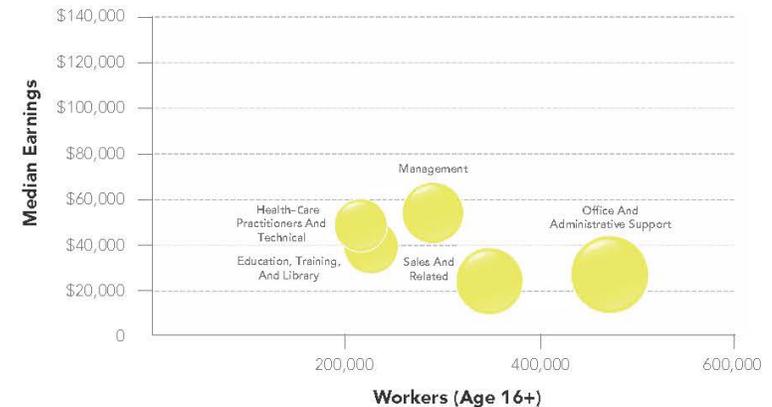
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### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





### MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs, and charitable organizations and do volunteer work and fundraising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

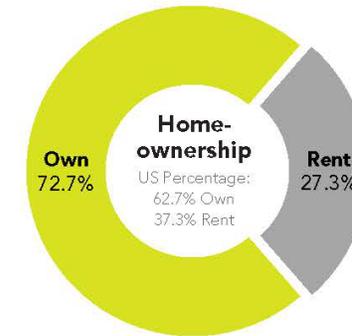
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**Median Value:**  
\$154,100  
US Median: \$207,300



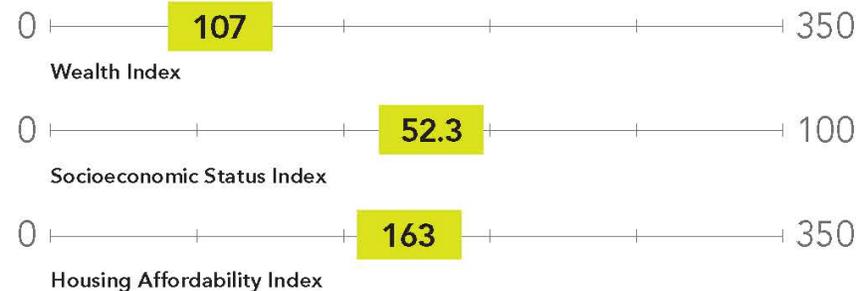
### POPULATION CHARACTERISTICS

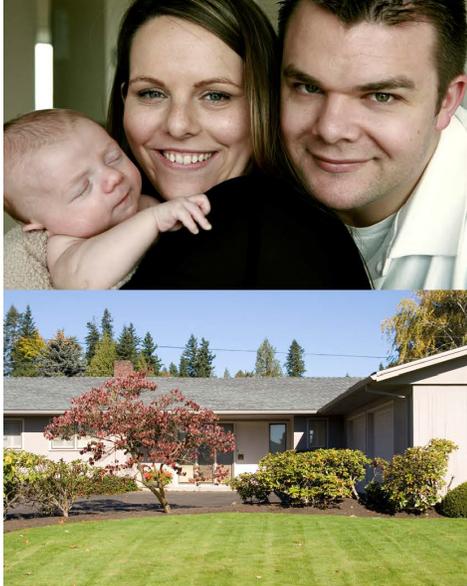
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## LifeMode Group: Hometown

# Traditional Living

12B

**Households:** 2,395,200

**Average Household Size:** 2.51

**Median Age:** 35.5

**Median Household Income:** \$39,300

### WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

### OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

### SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

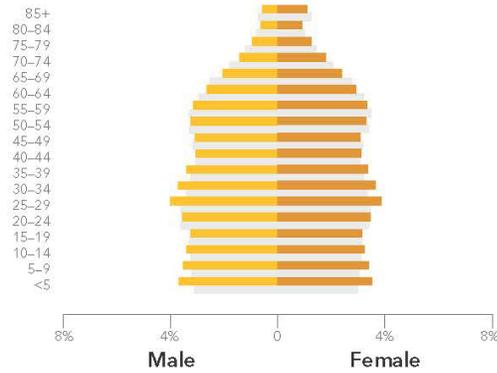


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**AGE BY SEX** (Esri data)

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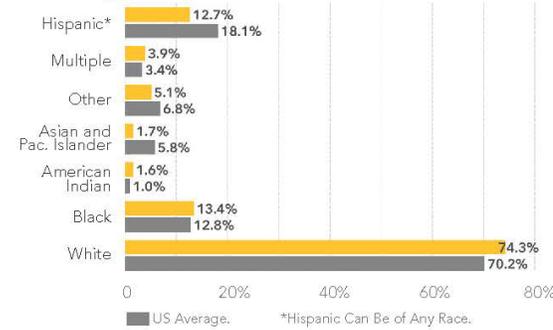
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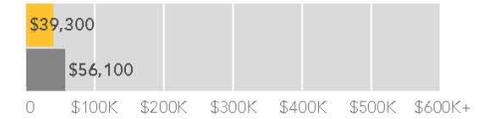
Diversity Index: **55.6** US: 64.0



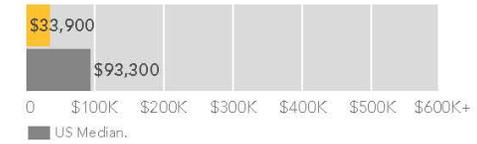
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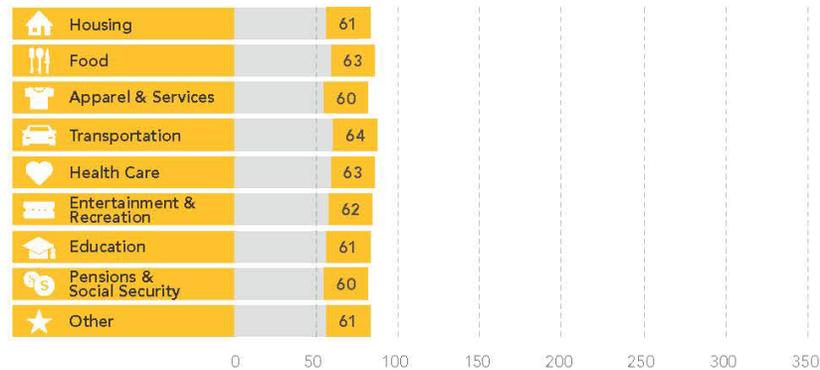


**Median Net Worth**



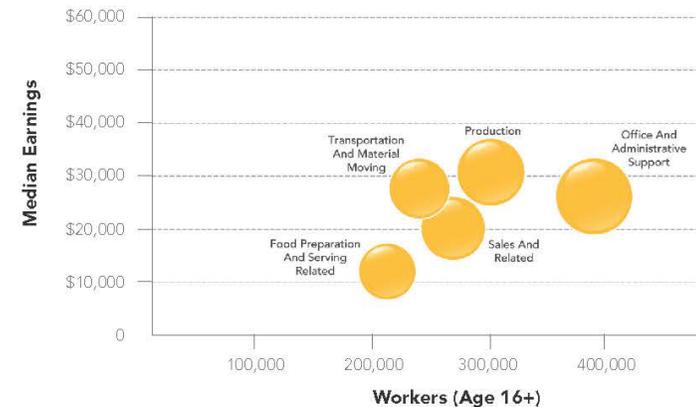
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**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



**MARKET PROFILE** (Consumer preferences are estimated from data by MRI-Simmons.)

- Shop for groceries at discount stores such as Walmart Supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

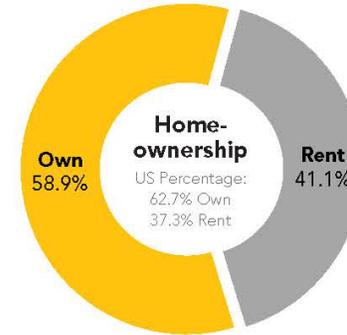
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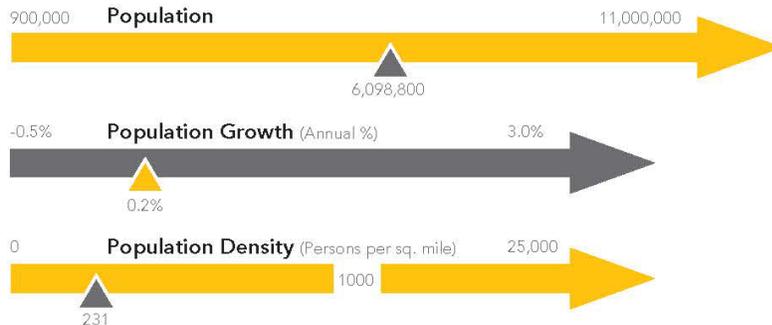
**Typical Housing:**  
 Single Family

**Median Value:**  
 \$83,200  
 US Median: \$207,300



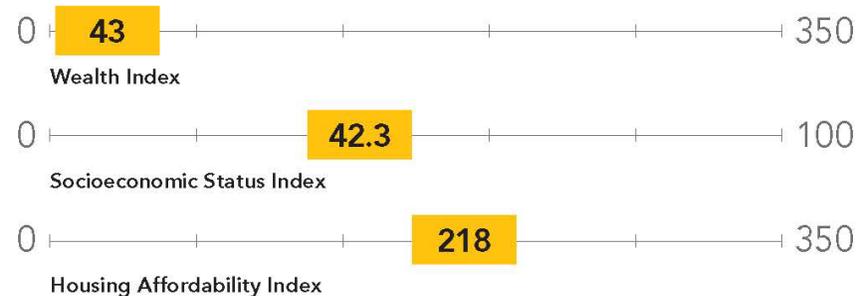
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



**ESRI INDEXES**

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



## Upcoming Dates & Deadlines:

- January 31-Deadline for Top 10 Under 40 Nominations
- February 3-Red Rock StartUp Pitch Applications & Youth E-Ship Nominations open
- March 2 at 3 PM Marion County Employers' Council
- March 3 at 9 AM-CONNECT Economic Dev. Meeting

**Sign up for e-notify at [marioncountyiowa.com](http://marioncountyiowa.com) for news and meeting information!**

Thank You!

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