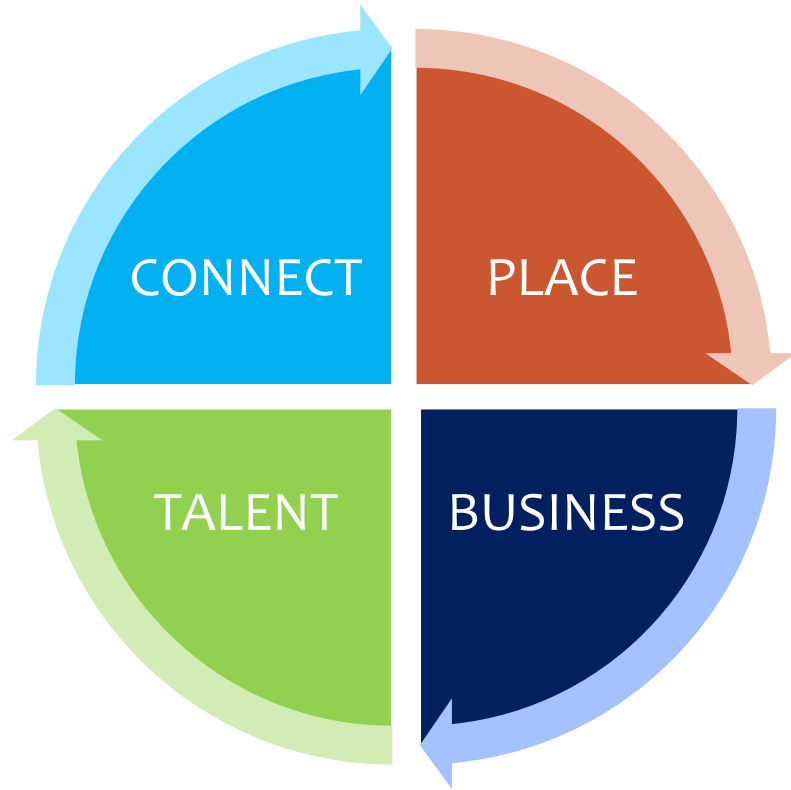




Where's the Talent....

Marion County, Iowa

DEVELOPMENT
MARION
COUNTY • IOWA



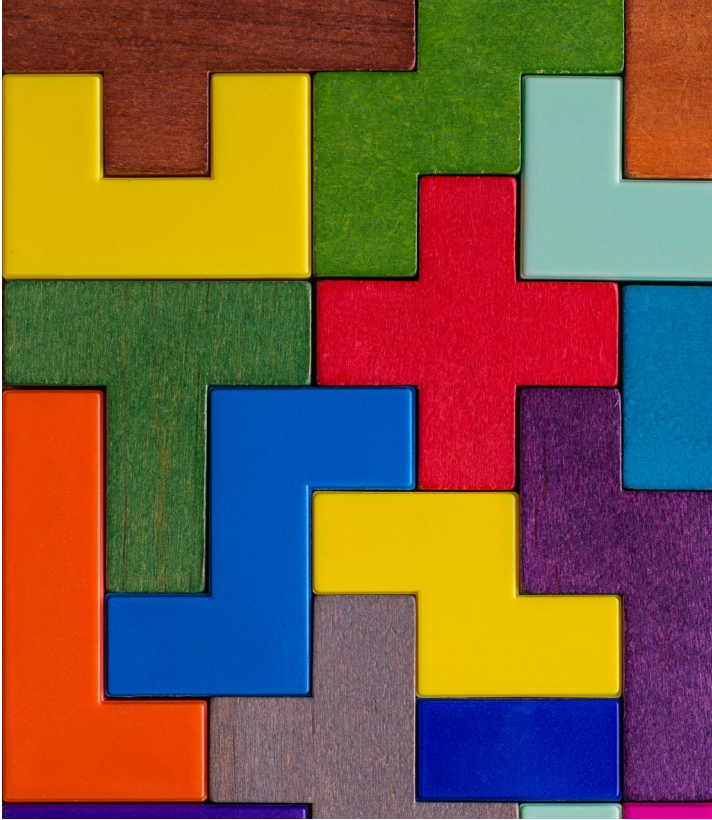
Our Role.

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

About Us

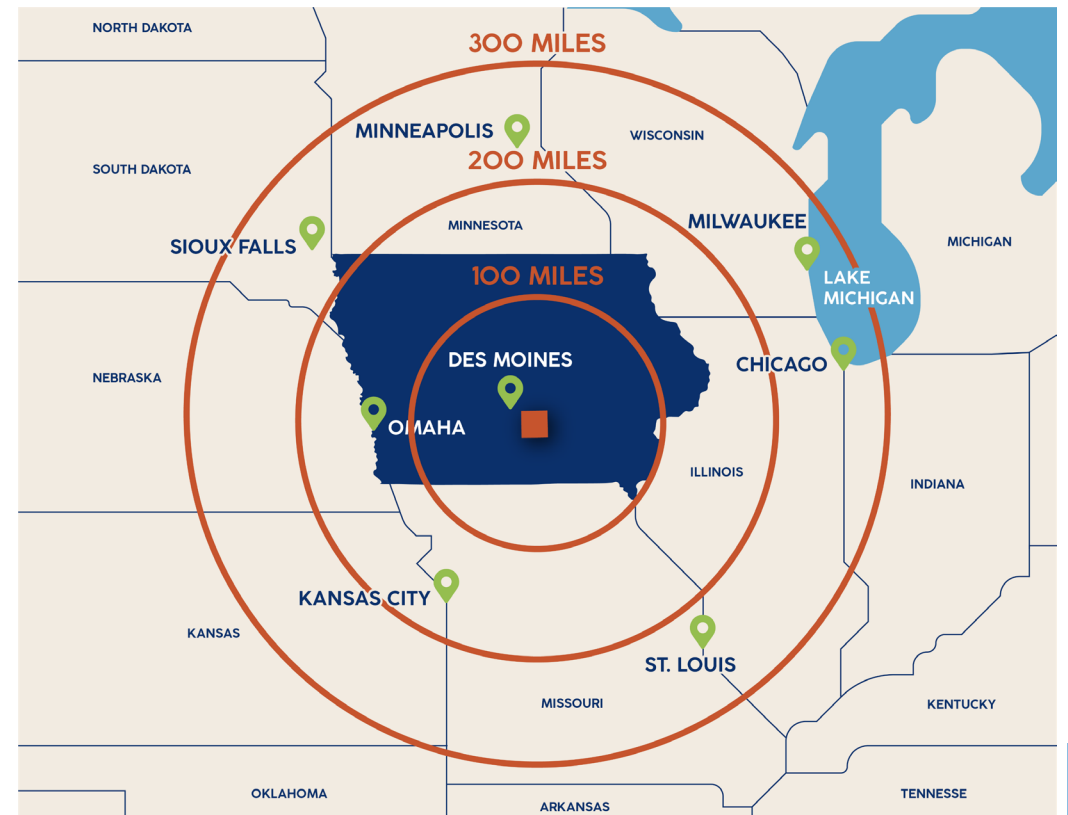
Marion County
development commission

What is Economic Development?



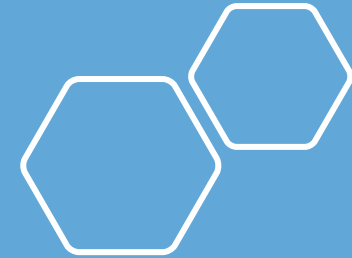
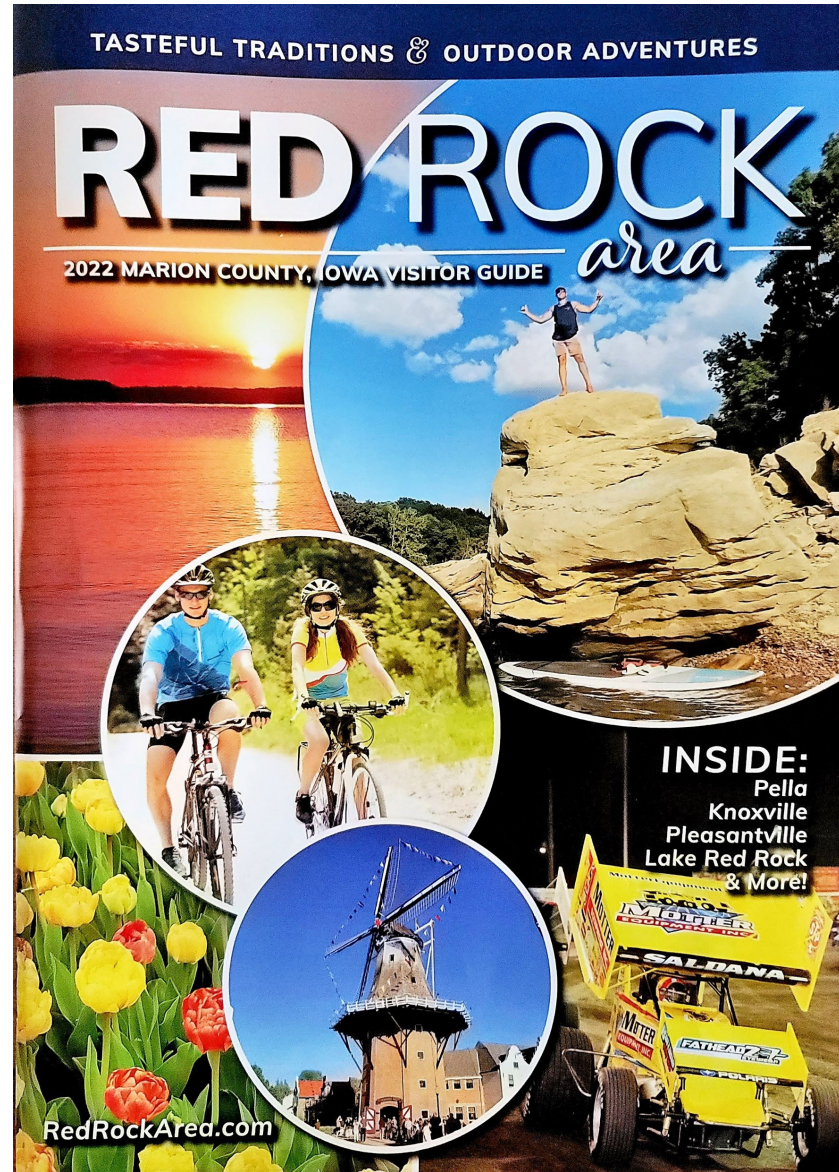
What is Economic Development?

Measuring a Community: THE MOVEMENT OF PEOPLE & MONEY





Redrockarea.com
Marioncountyiowa.com



In the works...

Passports

A to Z
Foodie Trail



S'More Fun



Feelin' Spicy



Twinkleland



Red Rock Area
TOP 10
under 40





Red Rock
LEADERSHIP

Countywide Housing Study.

Sponsors needed.
for sale-rental-senior





Marion County Employers Council of Iowa (ECI)

Iowa Works and Iowa
Workforce Development









What do these four things have in common?



Talent Focus...

Marion County

Agenda...

- Who are we today?
- Key Trends
- Navigating the Future

A photograph of a modern workspace. A silver laptop is open on a light gray desk. To its left is a white smartphone. Behind the laptop is a stack of books. In the background, a pair of black headphones and a small potted plant are visible. The scene is brightly lit, suggesting a clean, professional environment.

**Who are we
today?**



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**

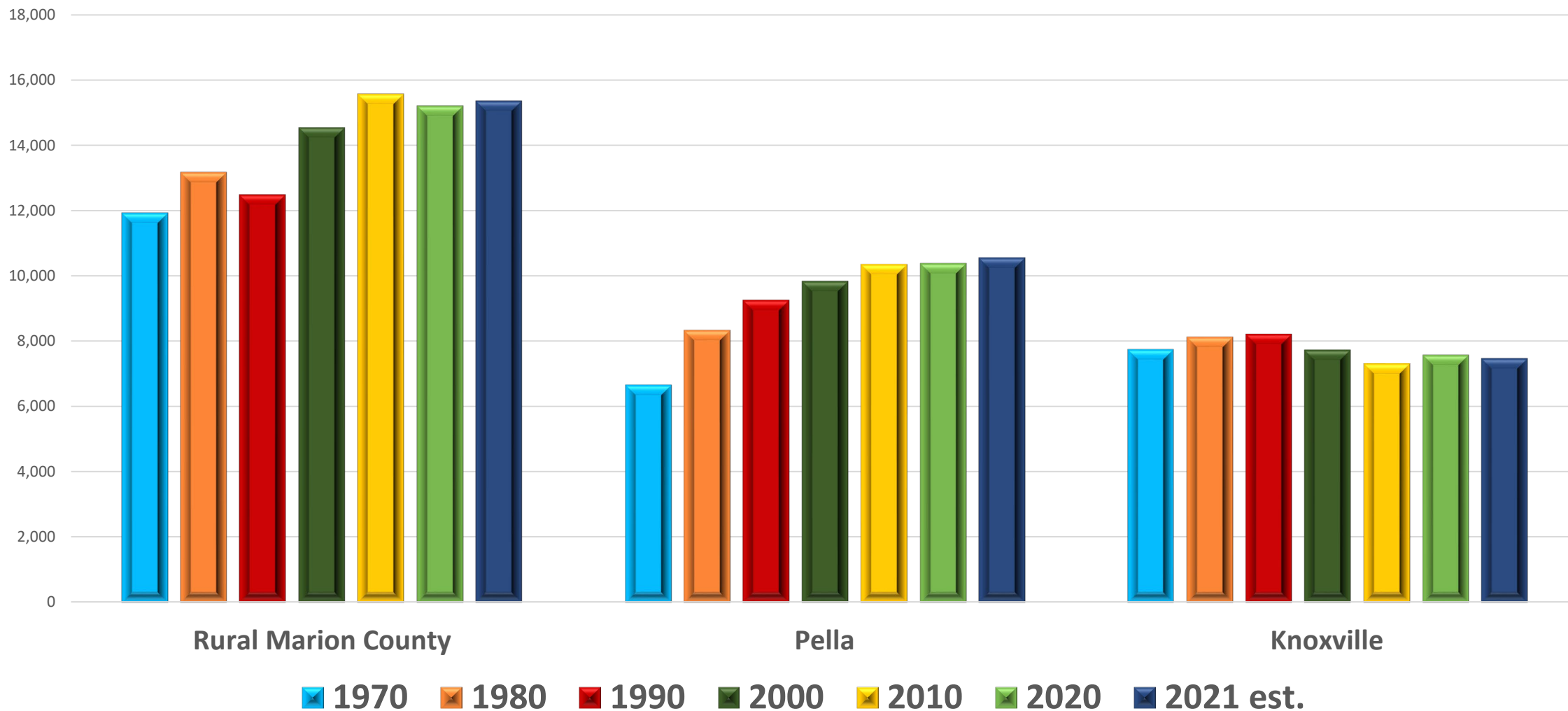
POPULATION



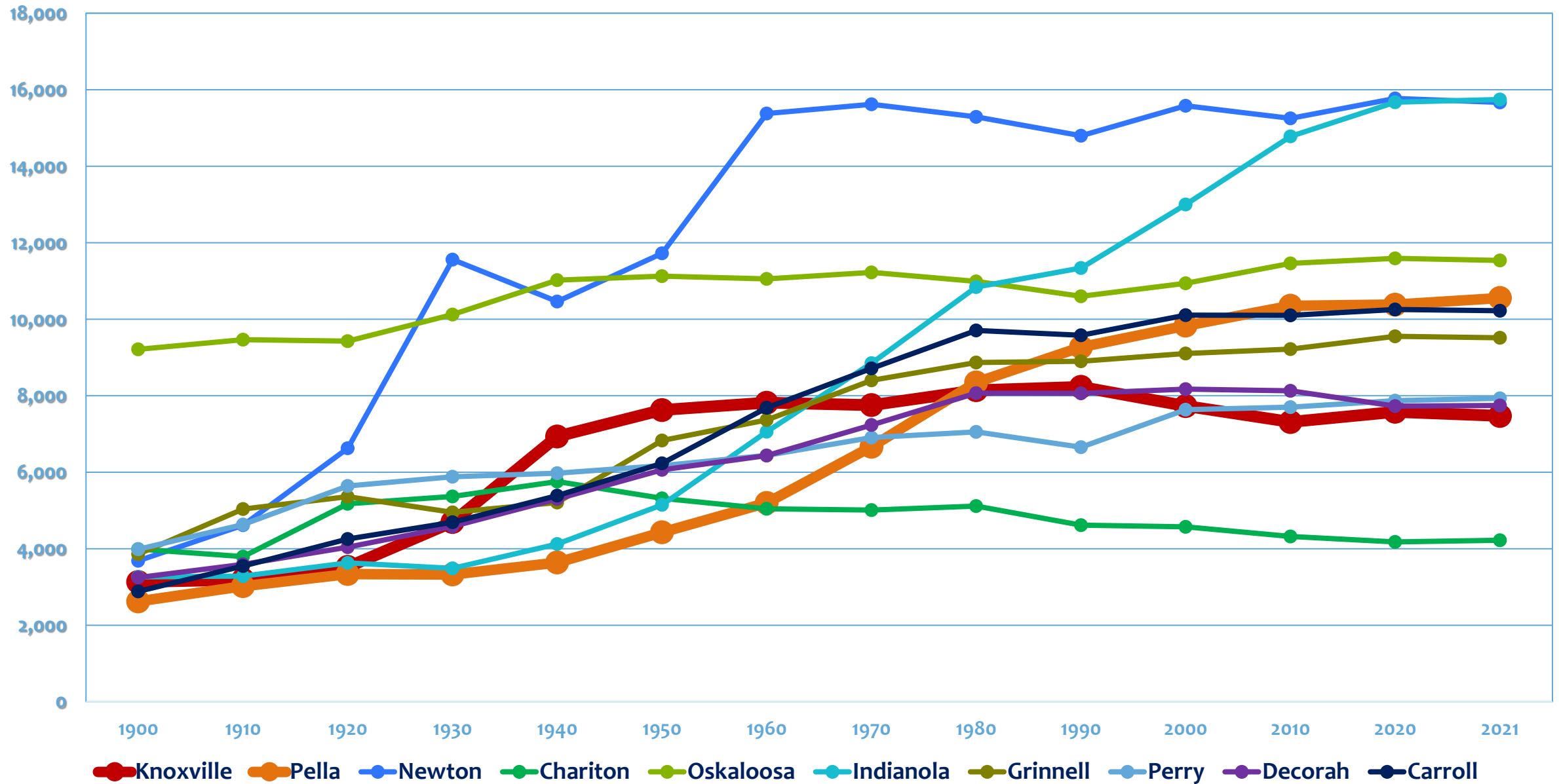
PEOPLE
Prosperity
Culture

Who are we...

Population-Knoxville, Pella & Rural Marion County

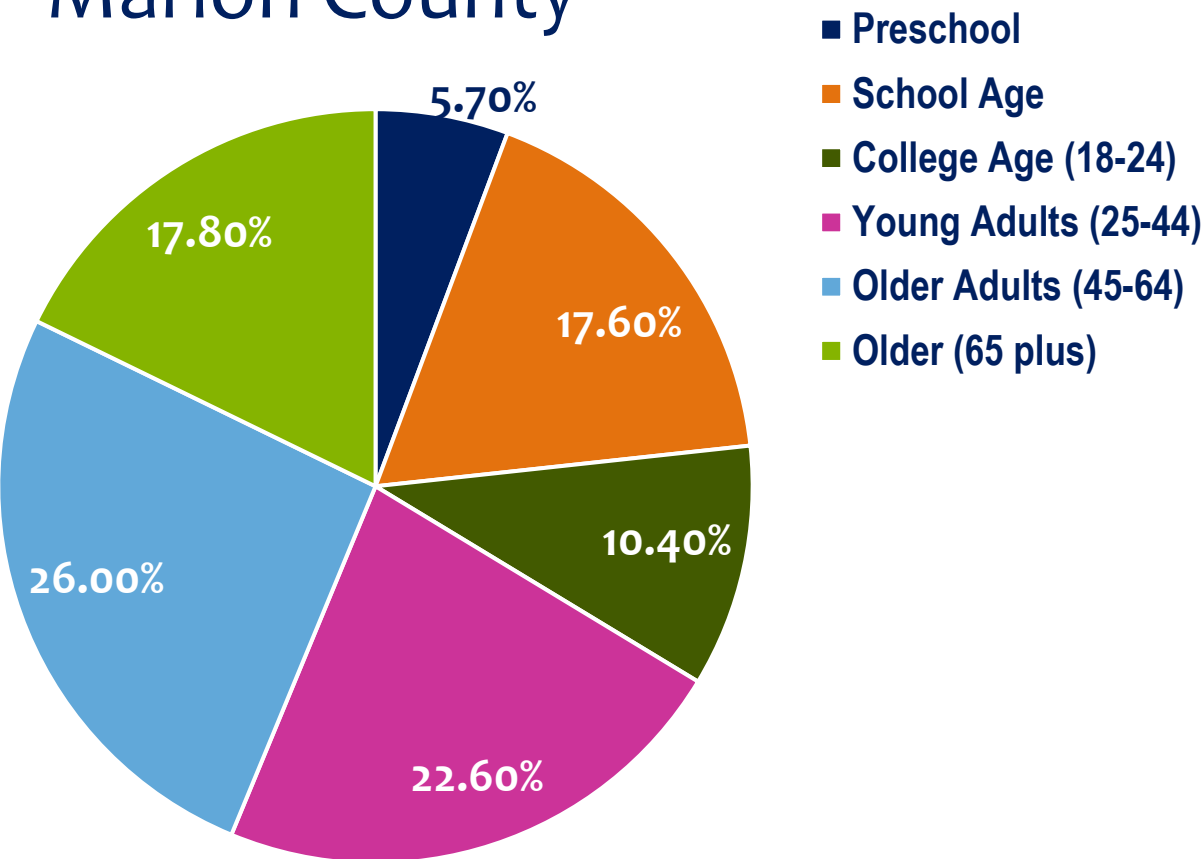


Population Comparison with Peers

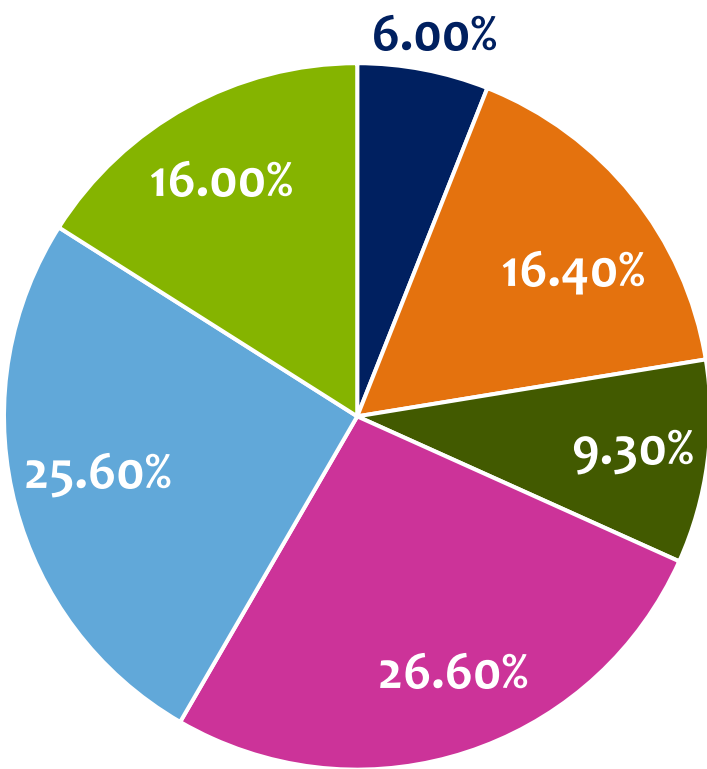


Age Distribution

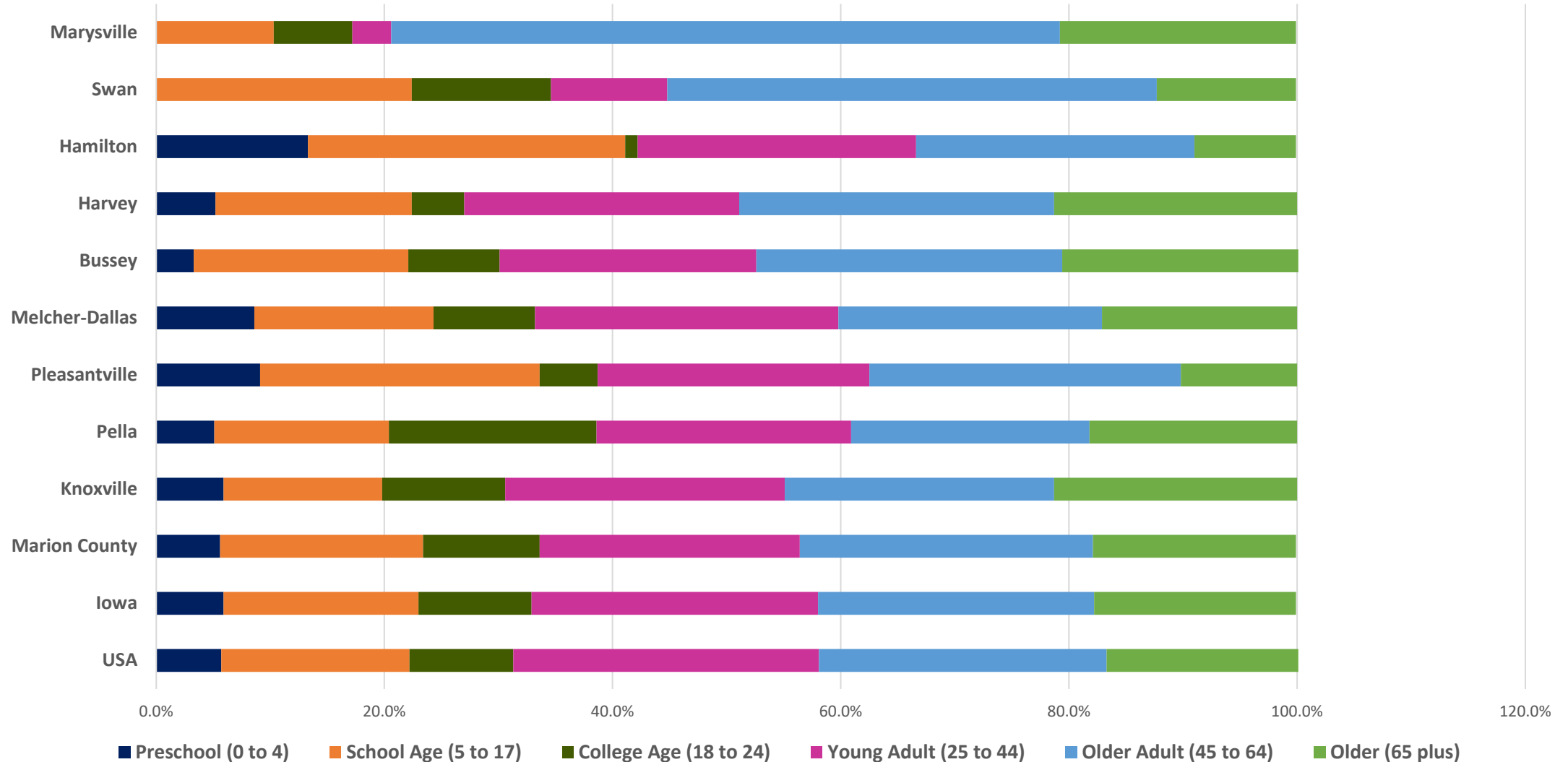
Marion County



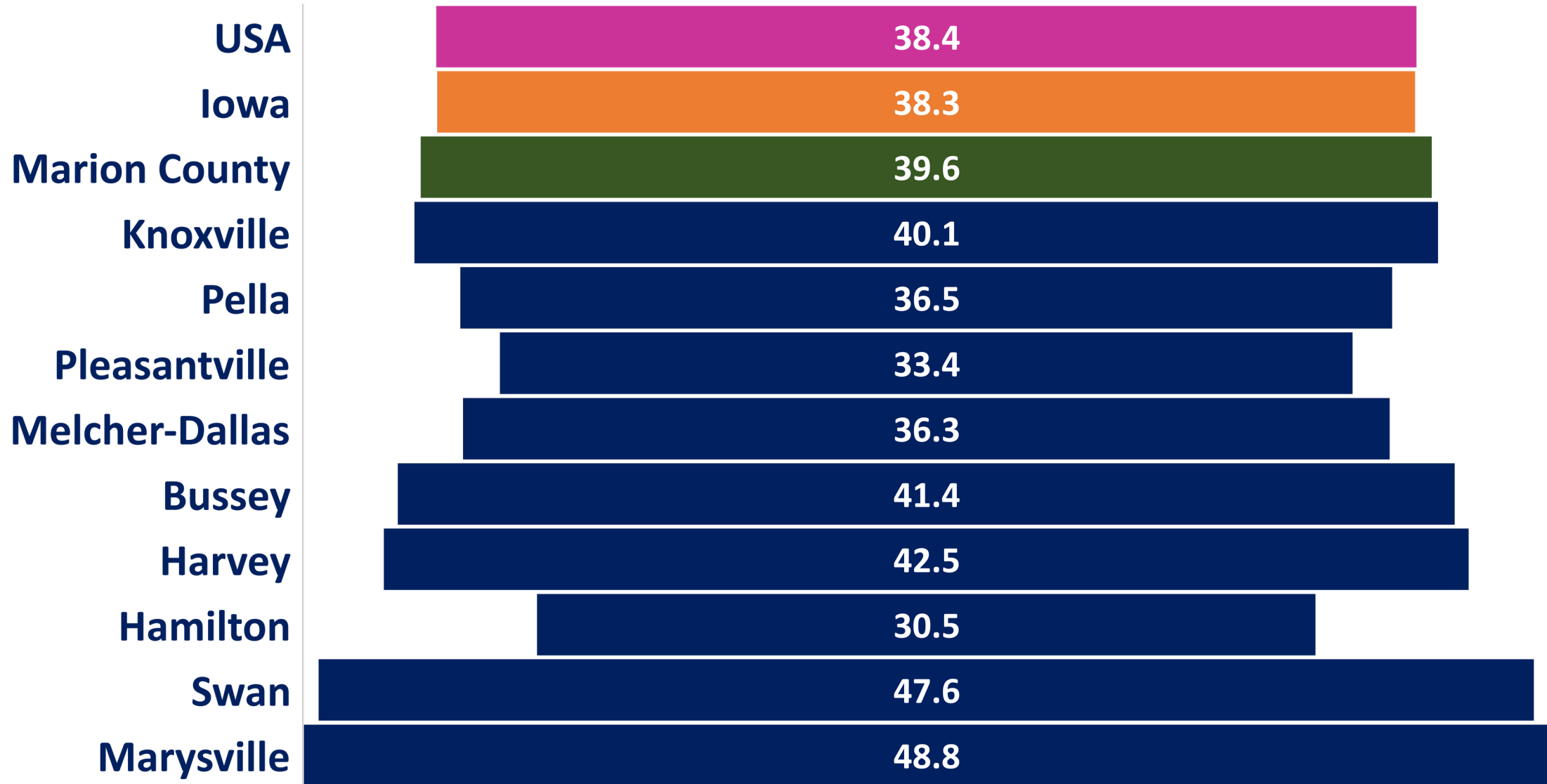
United States



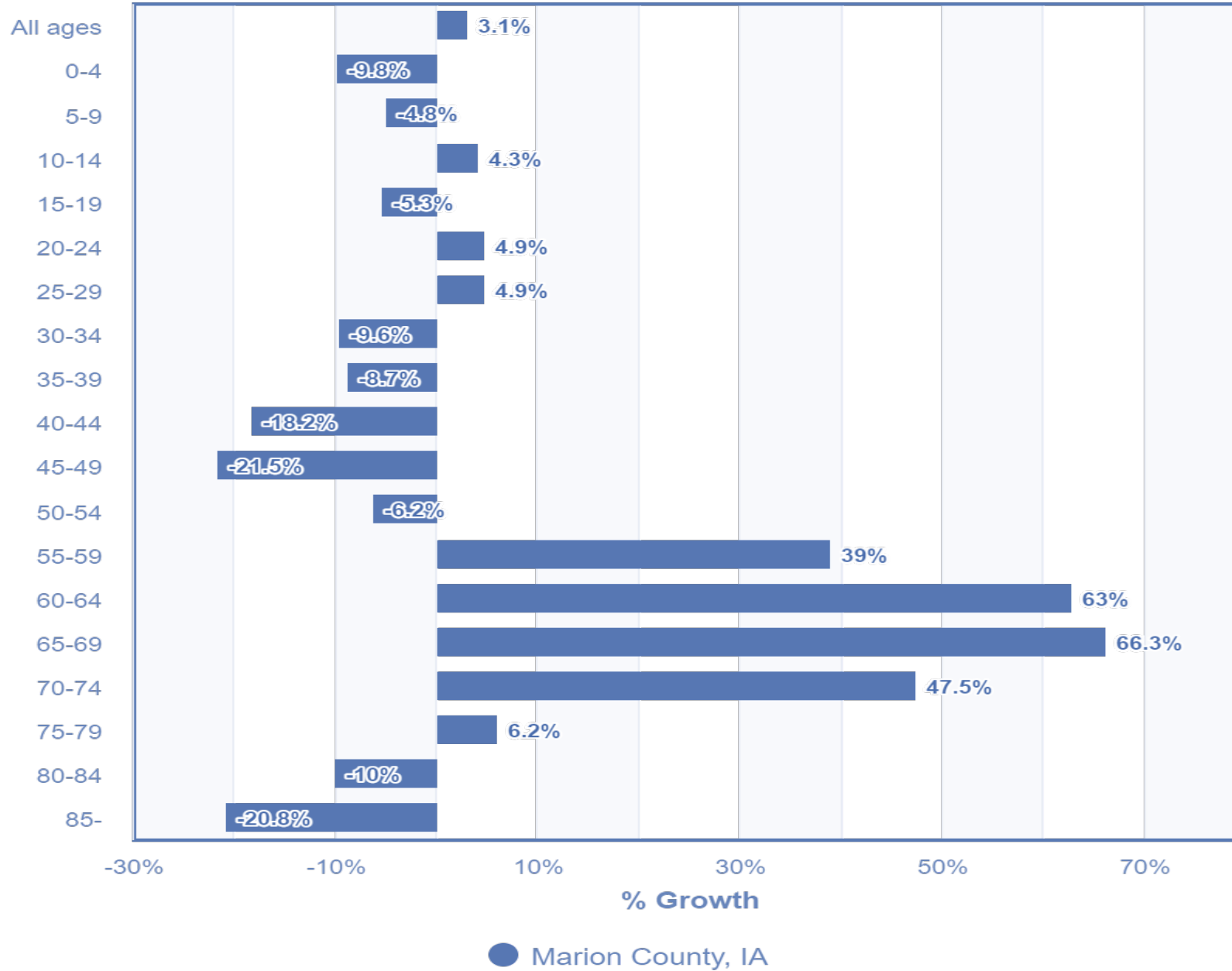
Marion County Population Percentage Distribution by Age, 2021



Median Age, 2021



% Growth by Age Group, All Races, 2002-2021
Marion County, IA vs. U.S.



COMPONENTS OF POPULATION CHANGE

212 Net Domestic Migration
14 Net International Migration
-15 Natural Increase

(births minus deaths)

367 Births
382 Deaths (2022)

2010 to 2020

Migration OUT of Marion County to:

- Jasper County, IA
- Story County, IA
- Lucas County, IA

Migration IN to Marion County from:

- Mahaska County, IA
- Warren County, IA
- Dallas County, IA

TOP LOCATIONS...

Out Commuters

Residents travel to for work...

- **Polk County**
- **Jasper County**
- **Warren County**
- **Mahaska County**
- **Poweshiek County**
- **Monroe County**

In Commuters

Businesses attract talent from...

- **Mahaska County**
- **Jasper County**
- **Monroe County**
- **Wapello County**
- **Polk County**
- **Lucas County**

IN COMMUTING-SOURCES FOR MARION COUNTY WORKERS

	Number	% of Total	Peer Average
Working & Living in Marion County	9,281	52.4%	56.0%
Working in Marion County Living Elsewhere	8,414	47.6%	44.0%
In Polk County	2,176	12.3%	
In Other Areas	6,238	35.3%	

Out Commuting-Workplaces of Marion County Residents

	Number	% of Total	Peer Average
Working & Living in Marion County	9,281	56.1%	55.0%
Working Elsewhere Living in Marion County	7,276	43.9%	45.0%
In Polk County	3,001	18.1%	
In Other Areas	4,275	25.8%	

BUSINESS

A hand is pointing at a tablet screen. The background is a blurred office environment with several people standing and working. The word "BUSINESS" is overlaid at the top in a large, dark blue font, with a light blue horizontal bar passing through it.

Our Commerce...

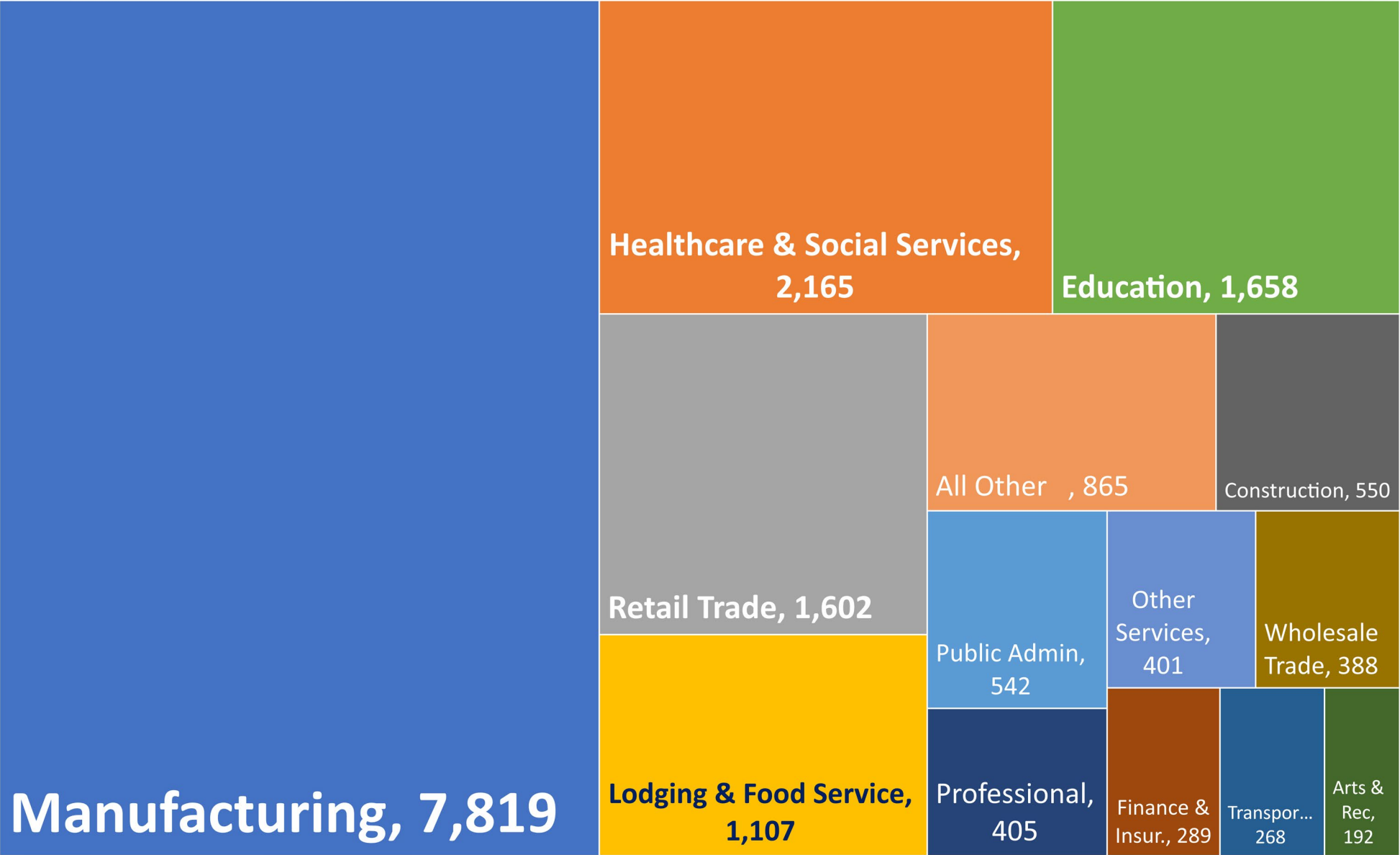
Marion County, Iowa

Ranks in the
TOP 1%
of US counties for
Percentage of Jobs
in
MANUFACTURING



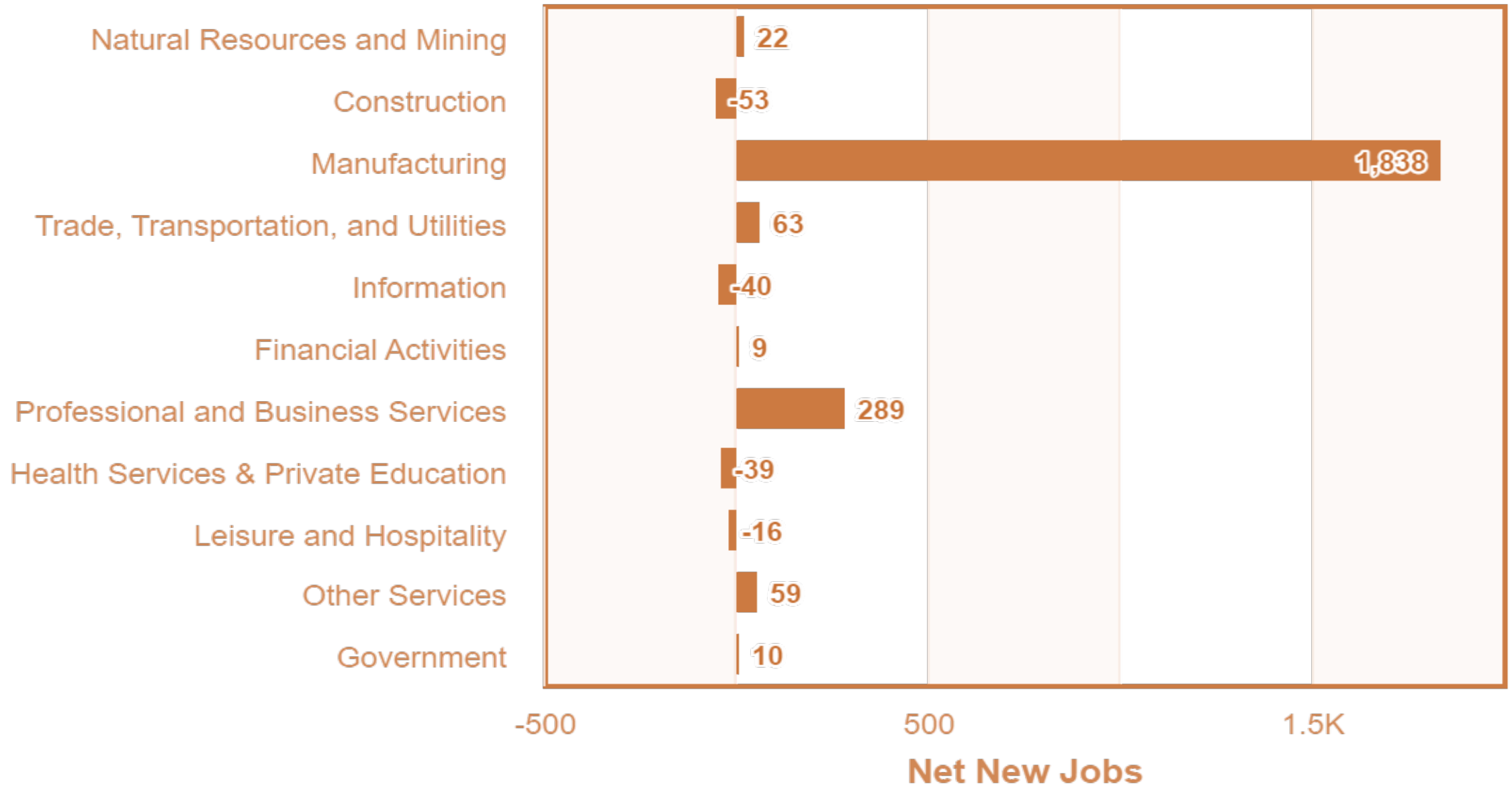
Jobs by Sector, Marion County, IA

- Manufacturing
- Healthcare & Social Services
- Retail Trade
- Lodging & Food Service
- Public Admin
- Education
- Professional
- Finance & Insur.
- Construction
- Wholesale Trade
- Transportation
- Arts & Rec
- Other Services
- All Other



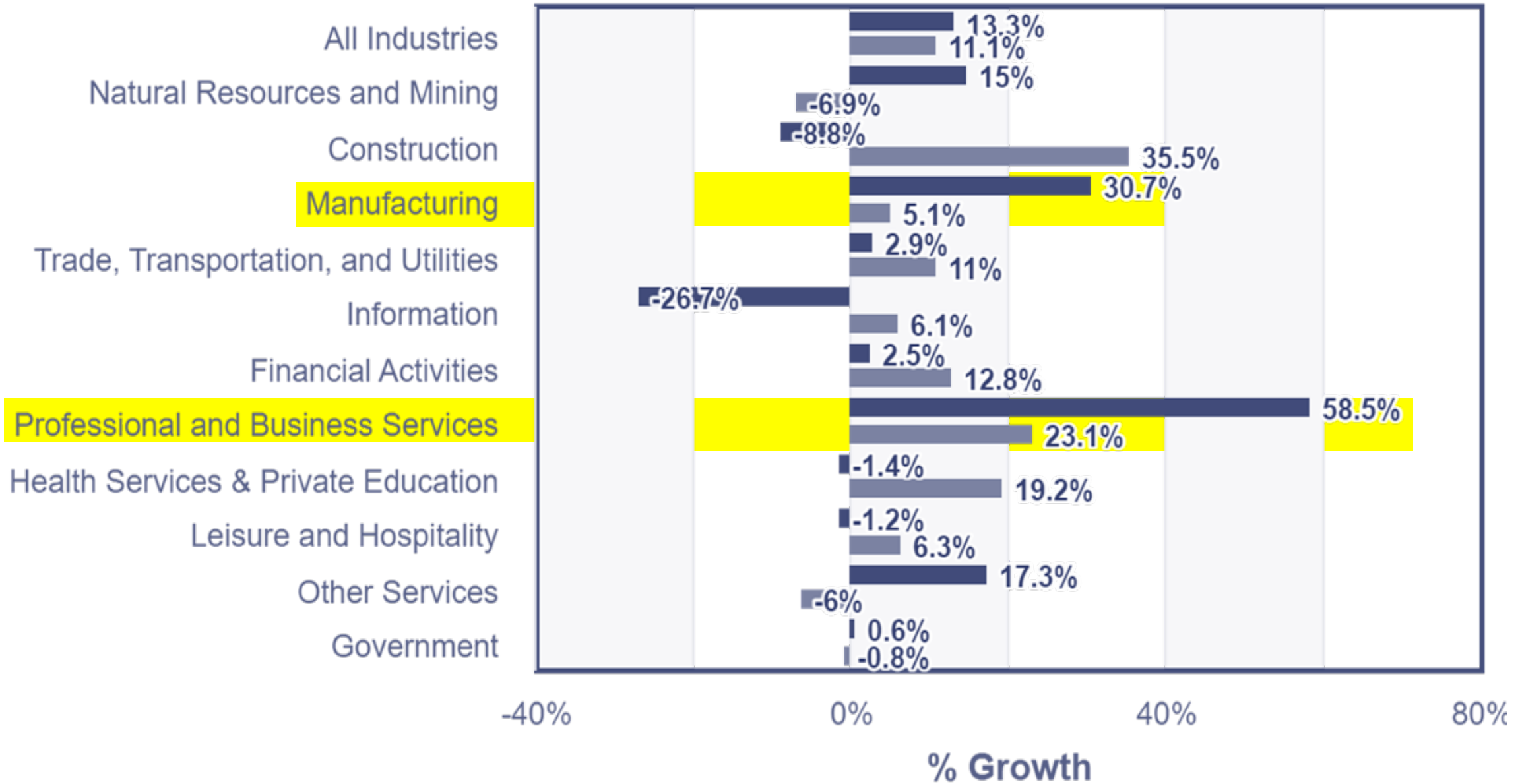
New Jobs, 2011-2021

Marion County, IA



% Growth Employment, 2011 to 2021

Marion County, IA vs US

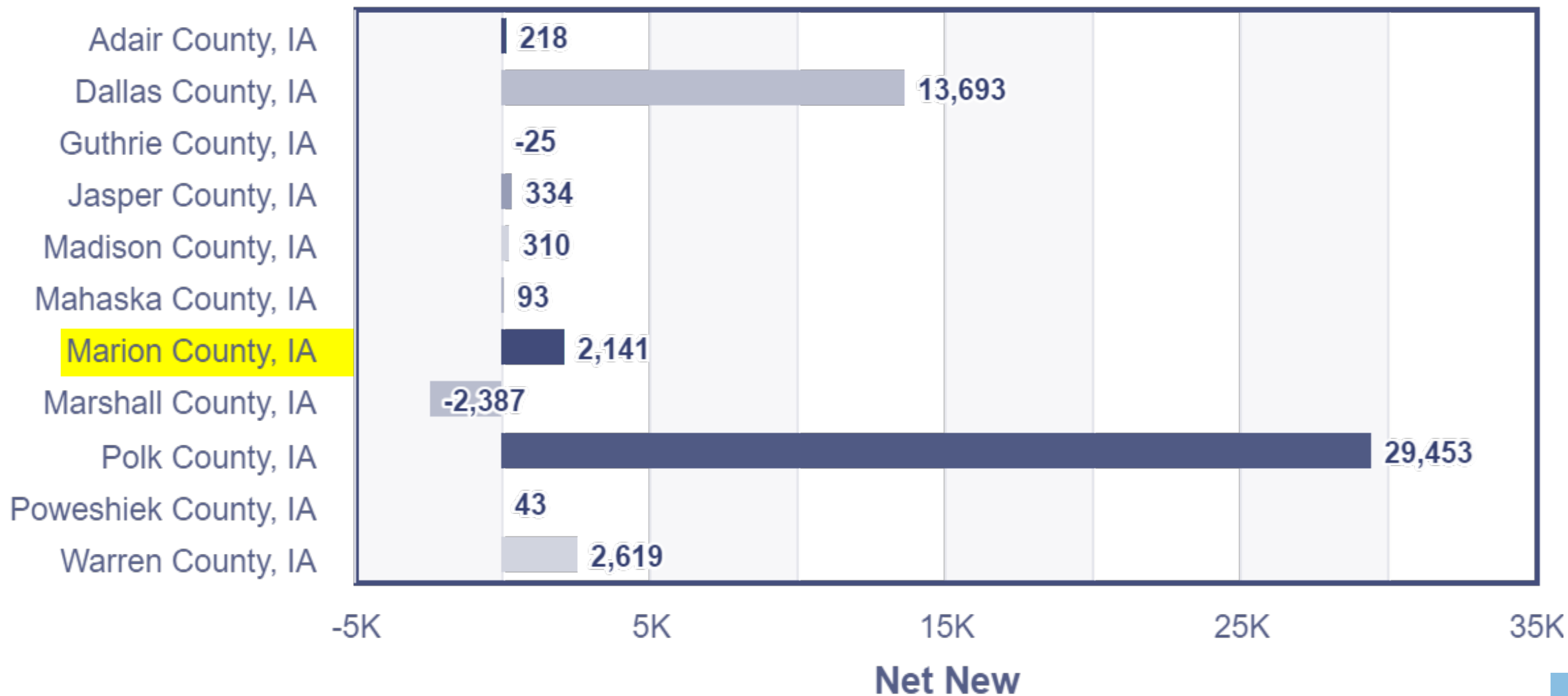


Marion County, Iowa

United States

Employment by County, Net New 2011-2021 Employment

Partnership Service Area

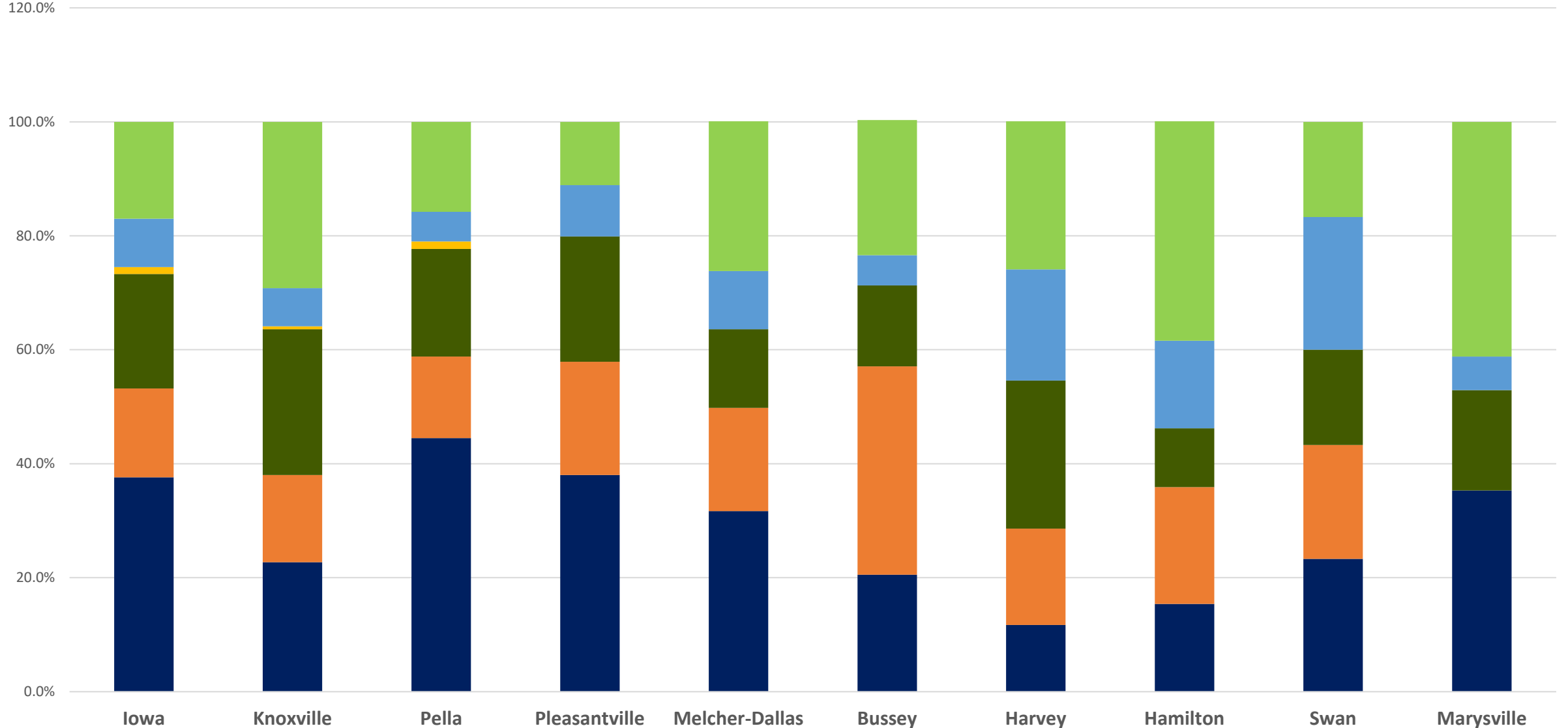


Percentage of Jobs by Size



Marion County

Occupation of Residents by Town, 2021

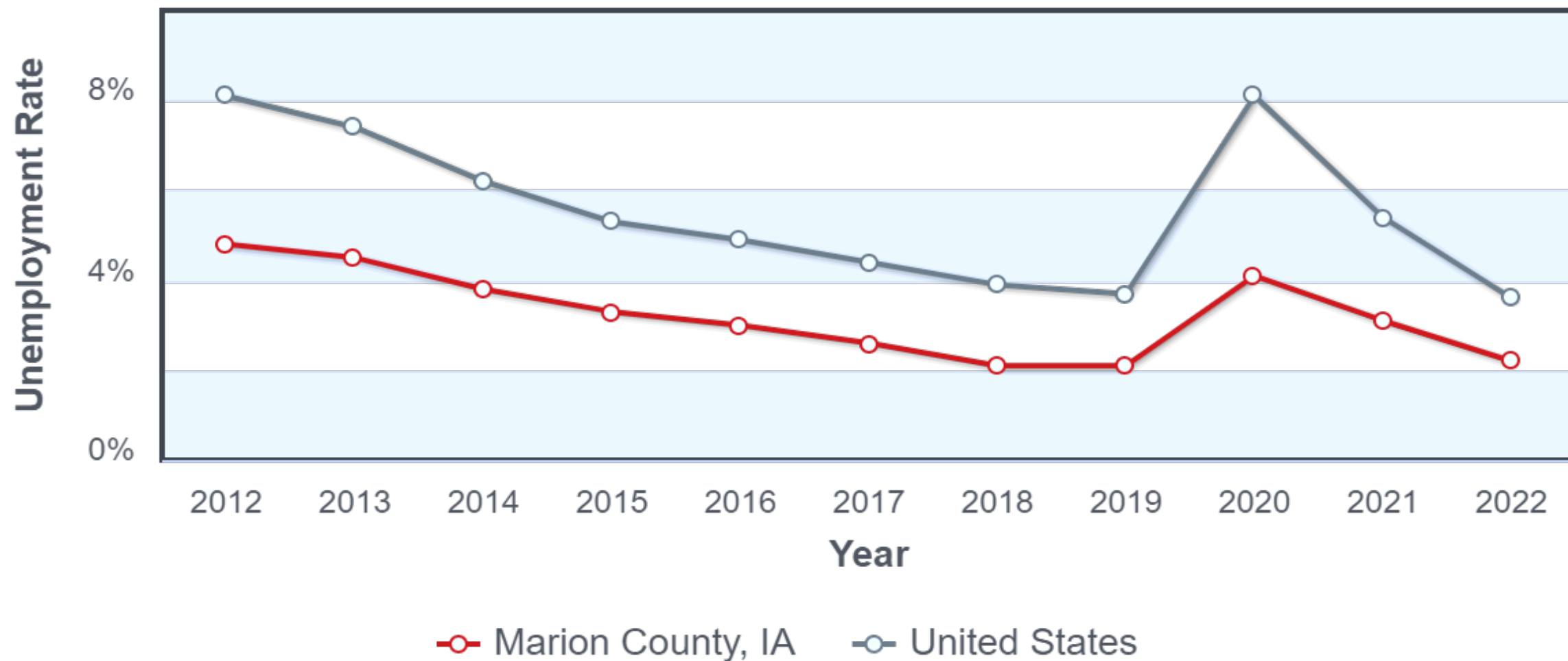


Source: US Census

Management or professional Service Sales & office Farming Construction or maintenance Production or transportation

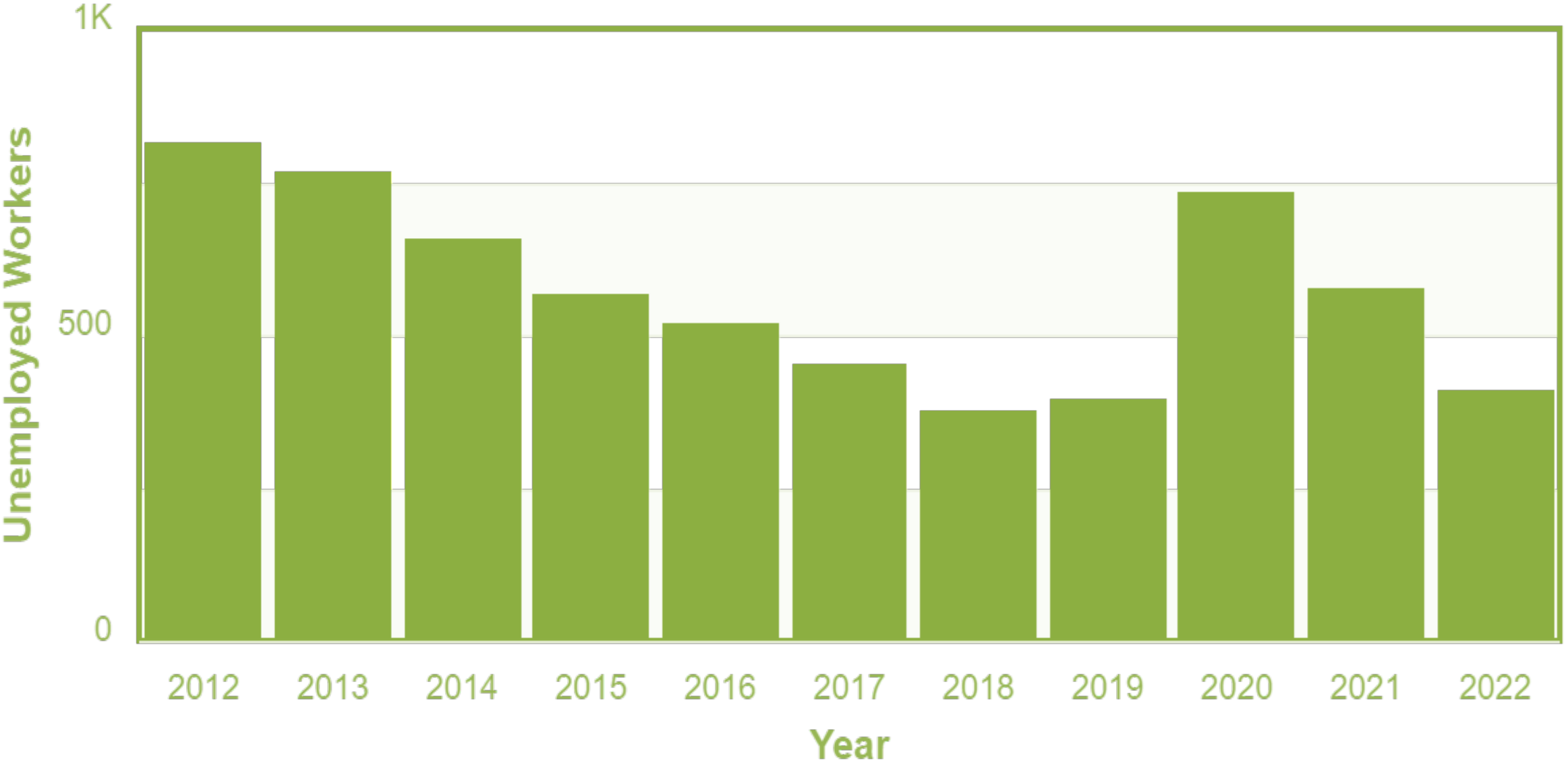
Unemployment Rate, 2012-2022

Marion County, IA vs. U.S.



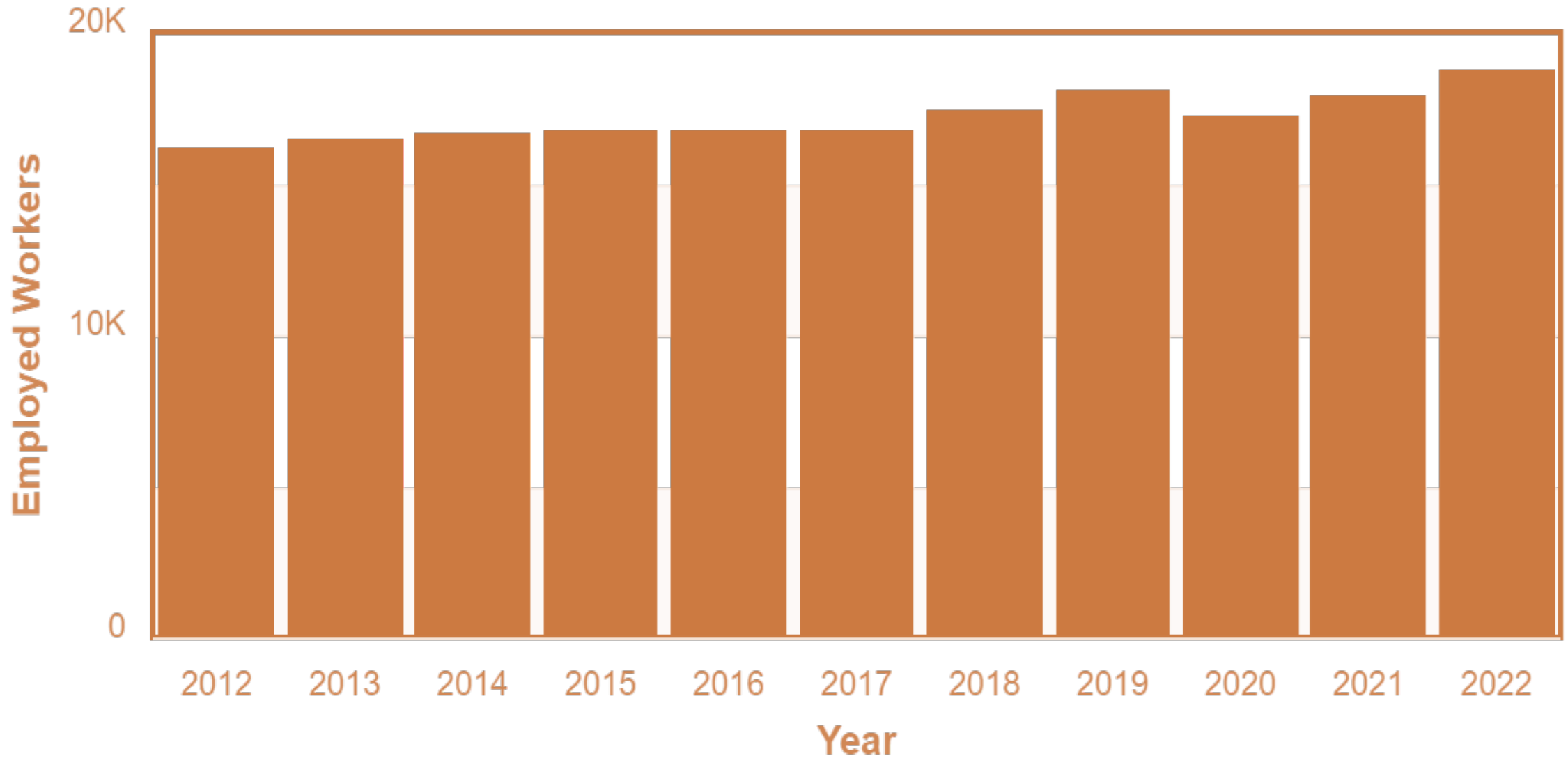
Total Unemployed Workforce, 2012-2022

Marion County, IA



Total Employed Workforce, 2012-2022

Marion County, IA



INCOME

Money Matters...

INCOME



Marion County, Iowa
2021



8.6% Poverty Rate
Rank in state 81st



**\$71,217 Average Wage Per
Job-Manufacturing**
Rank in state 7th



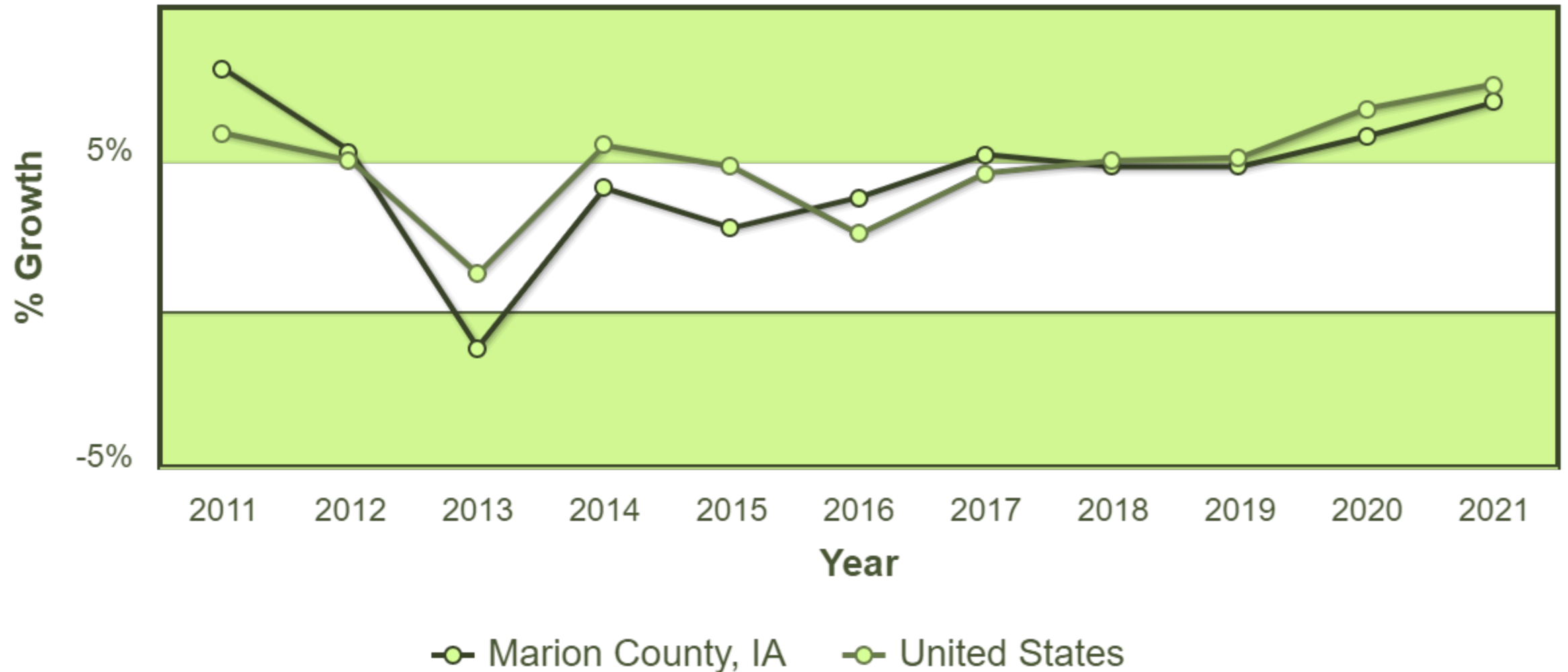
\$56,989 Per Capita Income
Rank in state 49th



\$69,307 Median HH Income
Rank in state 20th

Annual Growth in Total Personal Income, 2011-2021

Marion County, IA vs. U.S.



Average Salary by Industry, 2021

Marion County, IA vs US

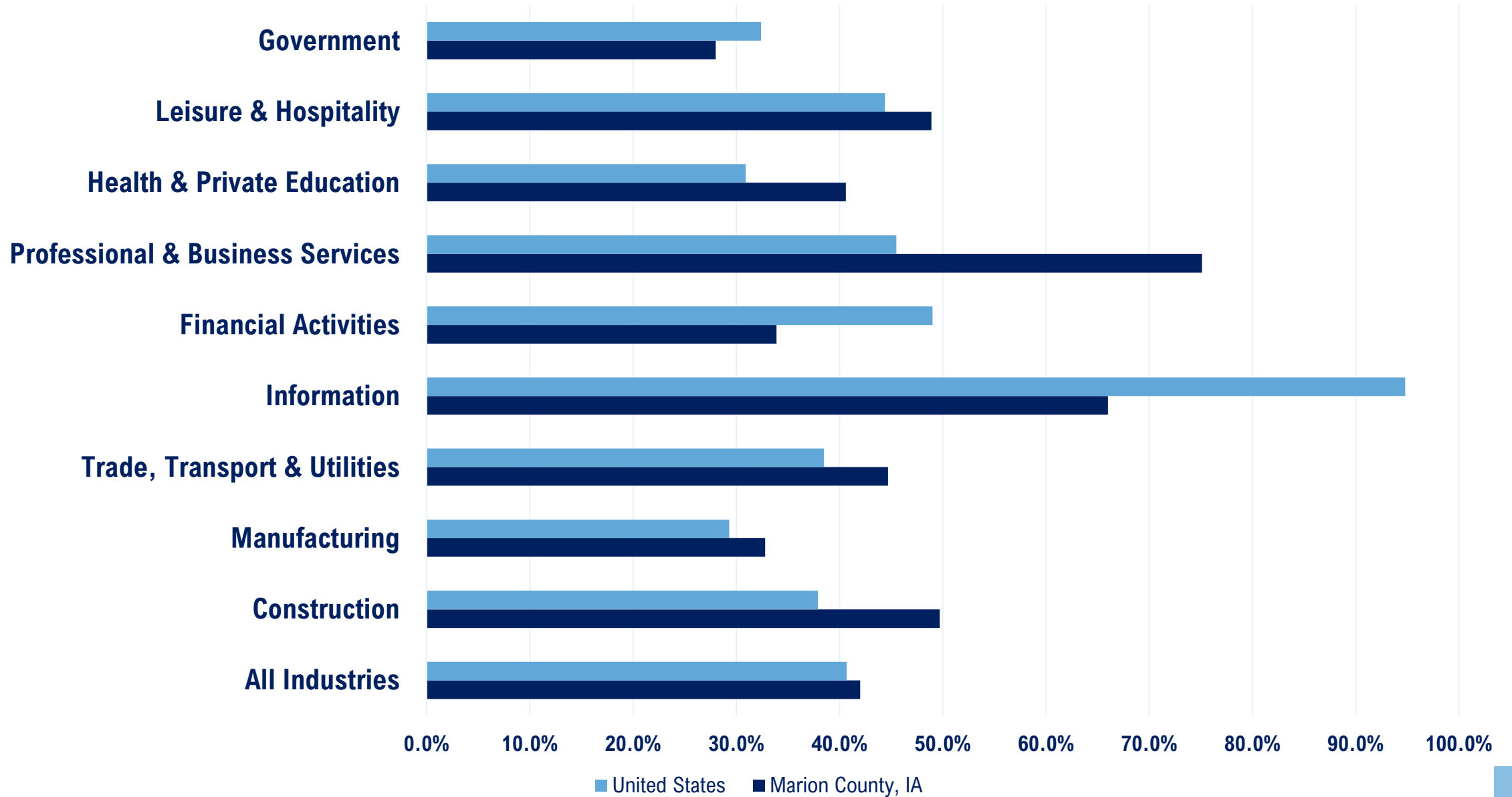
Average Annual Salary



Salary Growth by Industry, 2011 to 2021

Marion County, IA vs US

Salary Growth by Industry, 2011 to 2021



Iowa Workforce Development

2023 Pella, Iowa Laborshed Area

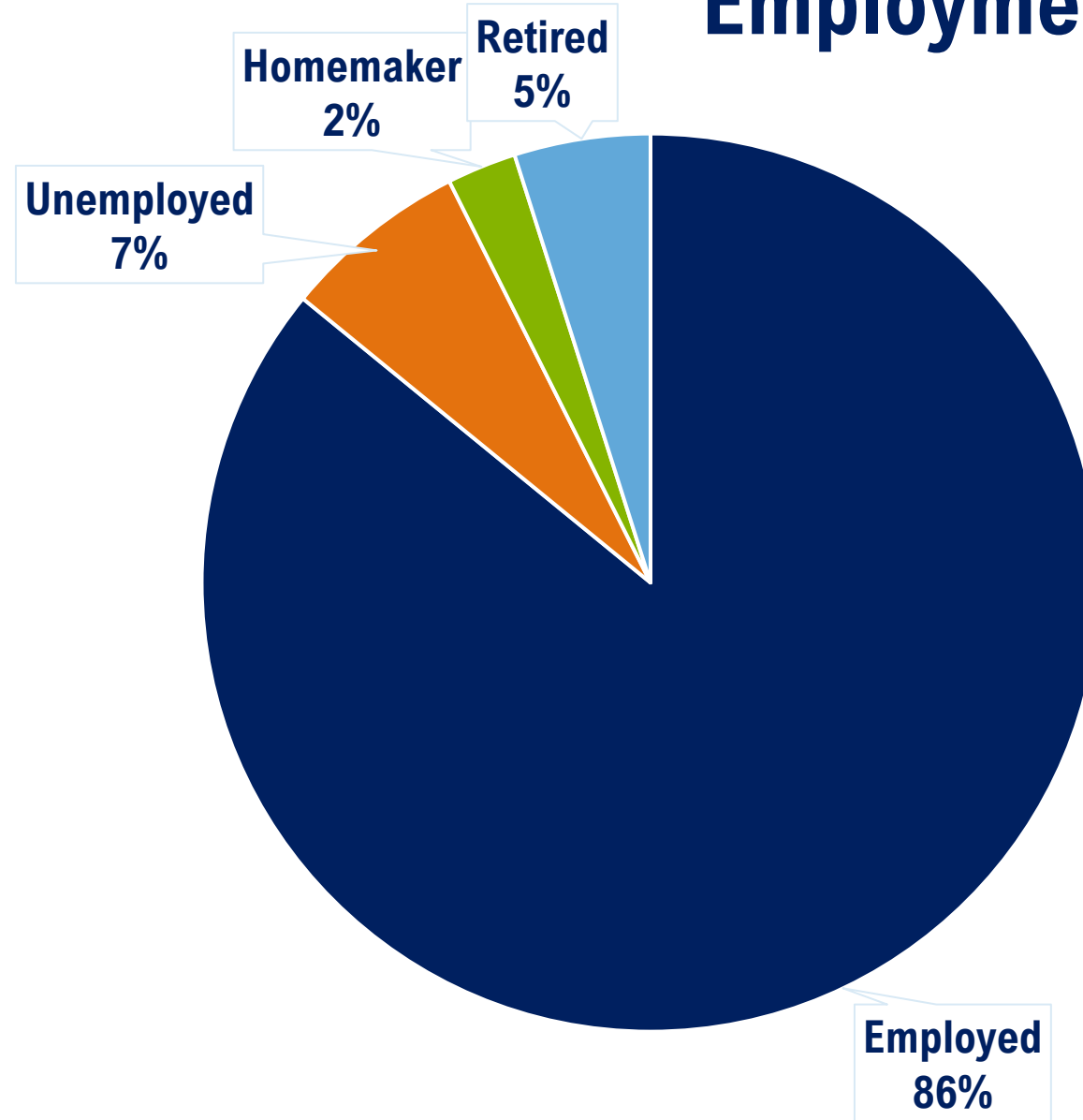
Est. Population, 18-64

462,032

Est. Likely to Accept
Employment in Pella, IA

34,226

Employment Status



■ Employed ■ Unemployed ■ Homemaker ■ Retired

Top Current Benefits of the Full-Time Employed

**92.1%
Paid Vacation**

**91.7%
Health/Medical
Insurance**

**90.9%
Pension/Retirem
ent
401k**

**87%
Dental Coverage**

**81.5%
Life Insurance**

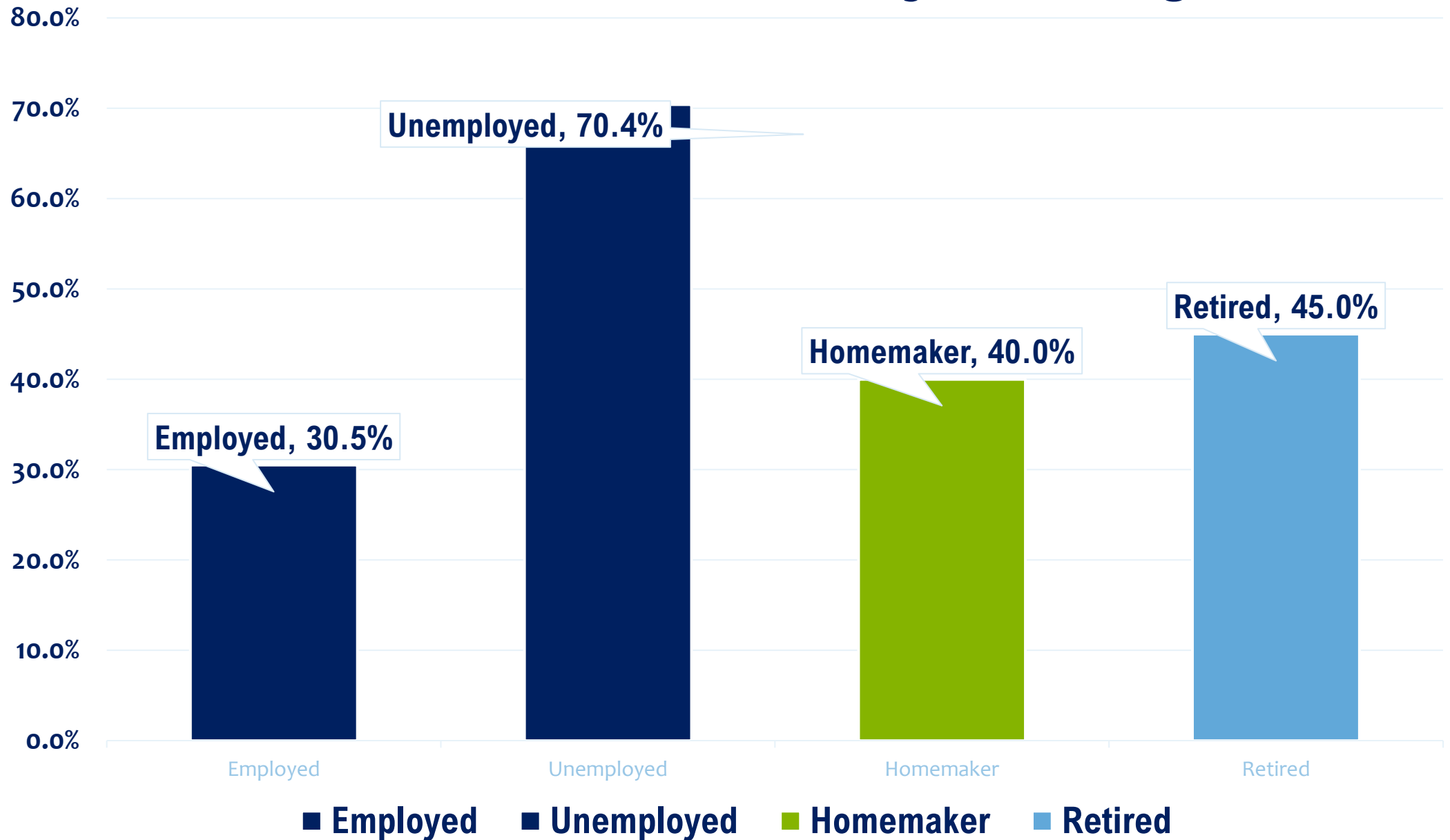
**81.5%
Paid Holidays**

**79.9%
Disability
Insurance**

**79.9%
Vision Coverage**

**64.6%
Flex Spending
Account**

Likely to Change



Iowa Workforce Development 2023 Pella, Iowa Laborshed Area

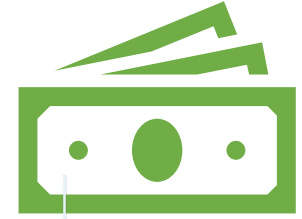
1,153 *est.*
Pella Residents work
in other towns

243 *est.*
Out Commuters
Likely to Change
Employment

\$100,000 *est.*
63.2% Out
Commuters earn
annual median salary



Wages of Available Labor



2023 2020

Wholesale & Retail Trade

Professional Services

Manufacturing

Healthcare & Social
Services

Construction

\$0.00

\$5.00

\$10.00

\$15.00

\$20.00

\$25.00

Key Trends



Population Decline

**Mexico & China
Challenge &
Opportunity**

**Around the
Globe...**

Political Unrest

Supply Chain

Work Changes

Population Shifts

**Within
the US...**

Rural Decline

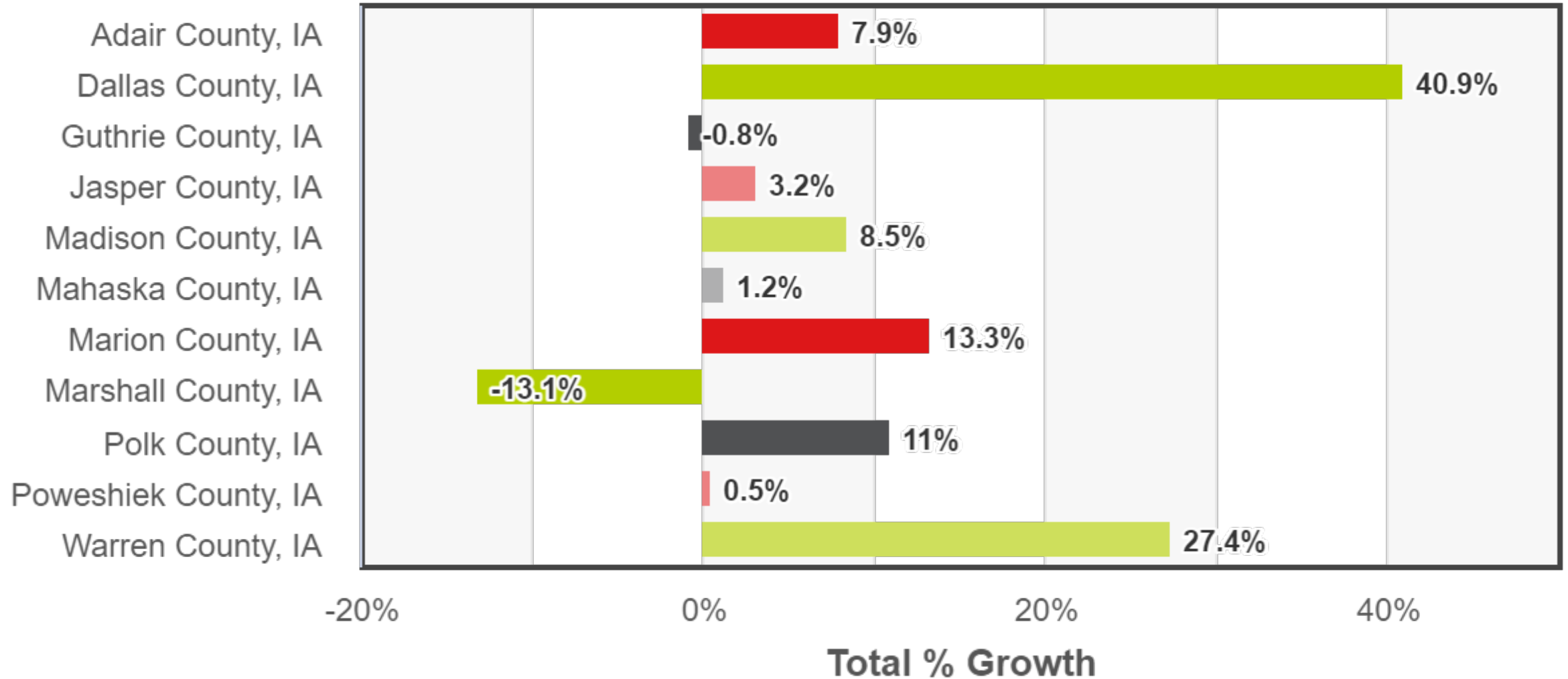
Inflation

EMPLOYMENT

An overhead photograph of two workers in a factory. They are working on a large, rectangular metal plate with many holes. The worker on the left is wearing a yellow safety vest, a yellow hard hat, and yellow gloves. The worker on the right is wearing a dark long-sleeved shirt and a yellow hard hat. They are both focused on their task. The floor is concrete with yellow safety lines. There are various industrial tools and equipment around them.

Labor Participation...

Employment by County, Total % Growth, 2011-2021 Employment Partnership Service Area



2017 to 2022 Industry Trends

Job Growth Trend: % Change, 2017 - 2022

Cluster	Jobs 2022	% Growth 2017 - 2022	New Jobs 2017 - 2022	Location Quotient 2022
Total	18,768	+9.9%	1,687	1.00
Industrial Machinery	4,452	+41.6%	1,307	10.91
Construction	3,271	+10.4%	307	2.38
Healthcare	2,104	-3.4%	-74	0.76
Education	1,650	-6.2%	-109	1.06
Entertainment	1,369	-2.5%	-35	0.67
Retail	910	+5.1%	44	0.76
Agribusiness & Food	665	+10.6%	64	1.60
Materials	517	+9.8%	46	2.19
Finance	387	+3.5%	13	0.38
Back Office	341	+7.9%	25	0.24
Transportation & Logistics	284	-0.7%	-2	0.31
Professional Services	267	-9.2%	-27	0.45
Non-Profits	190	+95.9%	93	1.14
Government	182	+4.6%	8	0.49

Source: Headlight Data cluster calculations using data from DTG.

1 = US Average LQ

2022-2032 Forecast Industry Trends

Job Growth Forecast: % Change, 2022 - 2032

Cluster	Jobs 2022	% Growth 2022 - 2032	New Jobs 2022 - 2032	Location Quotient 2022
Total	18,768	+16.0%	2,994	1.00
Industrial Machinery	4,452	+35.1%	1,561	10.91
Construction	3,271	+0.6%	19	2.38
Healthcare	2,104	+30.8%	648	0.76
Education	1,650	-14.8%	-244	1.06
Entertainment	1,369	+19.6%	269	0.67
Retail	910	+11.6%	106	0.76
Agribusiness & Food	665	+36.1%	240	1.60
Materials	517	+2.1%	11	2.19
Finance	387	+46.8%	181	0.38
Back Office	341	+41.1%	140	0.24
Transportation & Logistics	284	-43.7%	-124	0.31
Professional Services	267	-32.2%	-86	0.45
Non-Profits	190	+65.3%	124	1.14
Government	182	-6.6%	-12	0.49

Source: Headlight Data cluster calculations using data from DTG.

1 = US Average LQ

2017 to 2022 Occupation Trends

Job Growth Trend: % Change, 2017 - 2022

Cluster	Jobs 2022	% Growth 2017 - 2022	New Jobs 2017 - 2022	Location Quotient 2022
Production	3,387	+22.3%	618	3.64
Logistics	1,869	+29.2%	422	1.01
Hospitality	1,810	-3.7%	-70	0.77
Back Office	1,736	+0.5%	8	0.68
Personal Services	1,427	+5.5%	75	0.88
Medical	1,310	+11.9%	139	0.88
Education	1,231	-0.9%	-11	1.07
Mechanics	886	+15.4%	118	1.21
Construction	705	-7.4%	-56	0.89
Engineering	598	+45.1%	186	1.59
Social Service	501	-6.9%	-37	0.56
Business	485	+32.2%	118	0.72
Financial	324	+20.0%	54	0.54
Computer	231	+40.9%	67	0.46
Sales & Marketing	118	+25.5%	24	0.42

Source: Headlight Data cluster calculations using data from DTG.

1 = US Average LQ

2022-2032 Forecast Occupations Trends

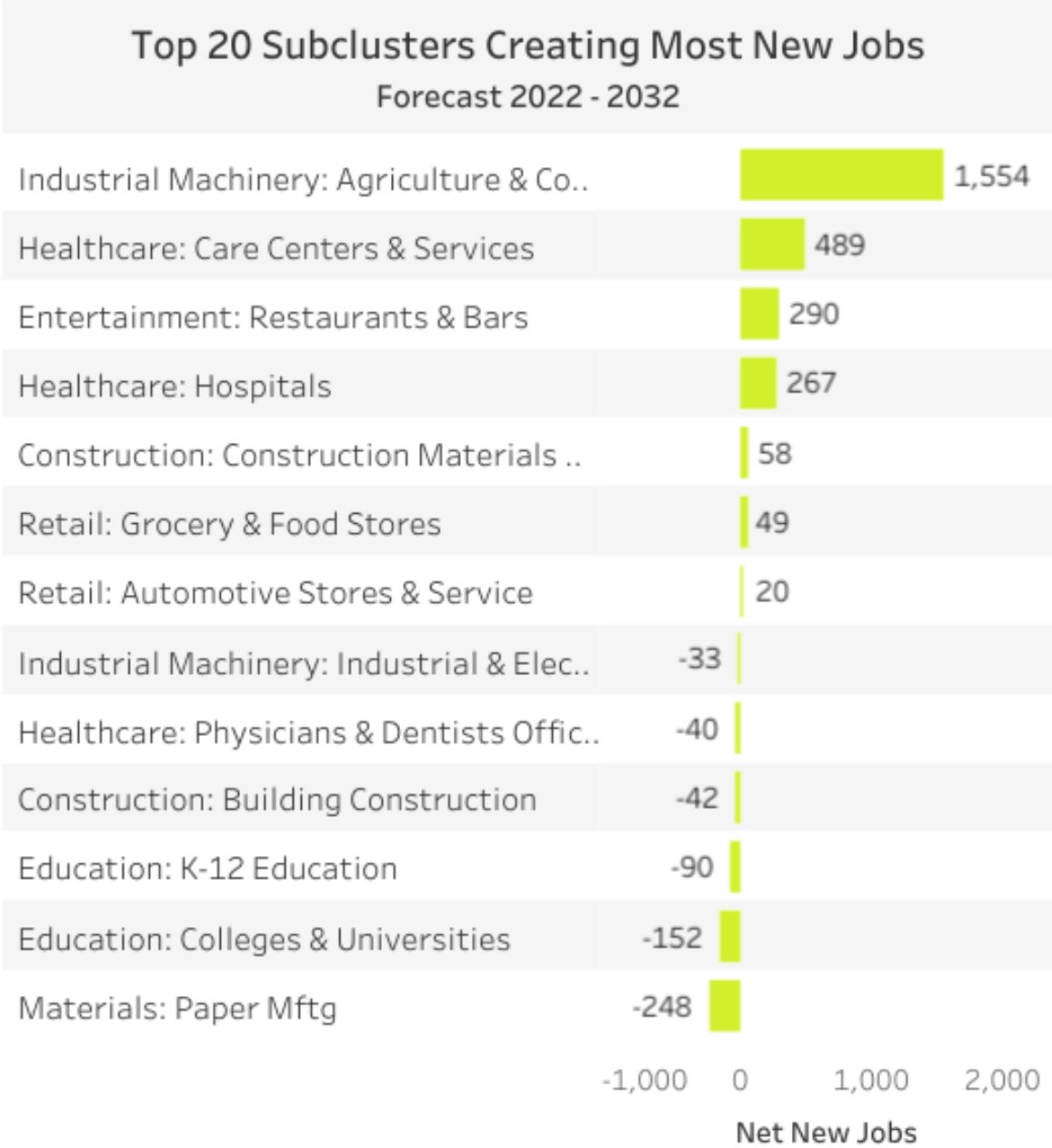
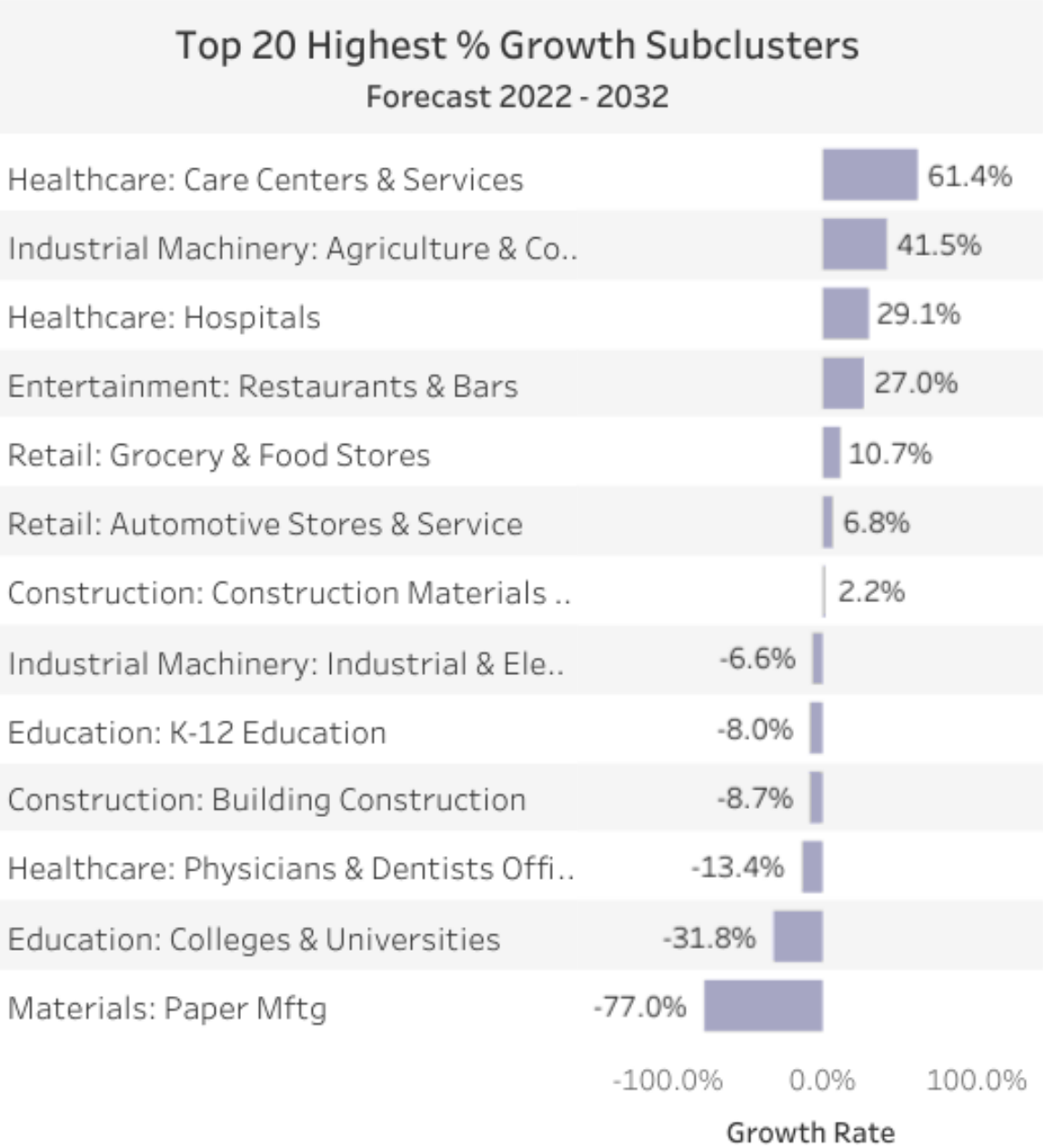
Job Growth Forecast: % Change, 2022 - 2032

Cluster	Jobs 2022	% Growth 2022 - 2032	New Jobs 2022 - 2032	Location Quotient 2022
Production	3,387	+25.1%	849	3.64
Logistics	1,869	+8.2%	153	1.01
Hospitality	1,810	+19.6%	354	0.77
Back Office	1,736	+13.2%	229	0.68
Personal Services	1,427	+12.3%	175	0.88
Medical	1,310	+42.0%	550	0.88
Education	1,231	-13.2%	-163	1.07
Mechanics	886	+17.2%	152	1.21
Construction	705	-2.6%	-18	0.89
Engineering	598	+25.4%	152	1.59
Social Service	501	-0.6%	-3	0.56
Business	485	+14.8%	72	0.72
Financial	324	+10.2%	33	0.54
Computer	231	+19.0%	44	0.46
Sales & Marketing	118	+19.5%	23	0.42

Source: Headlight Data cluster calculations using data from DTG.

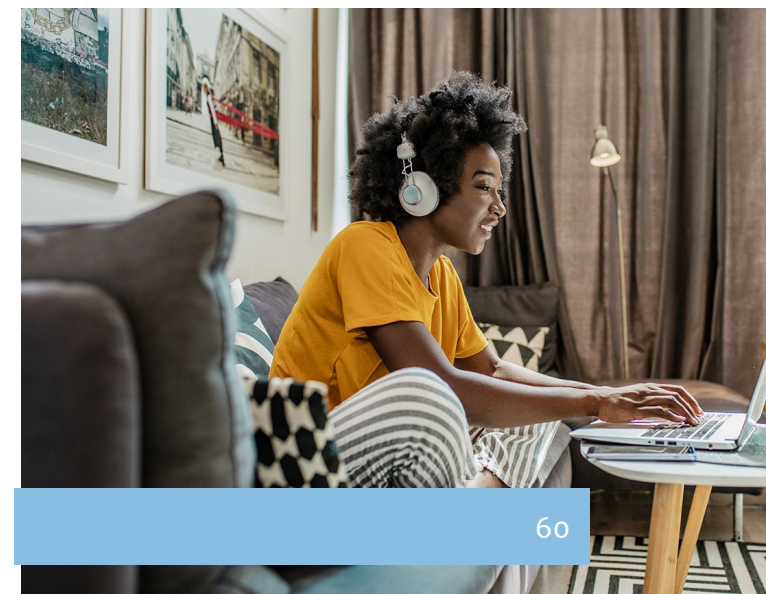
1 = US Average LQ

Forecast Subcluster Trends





FLEXIBILITY

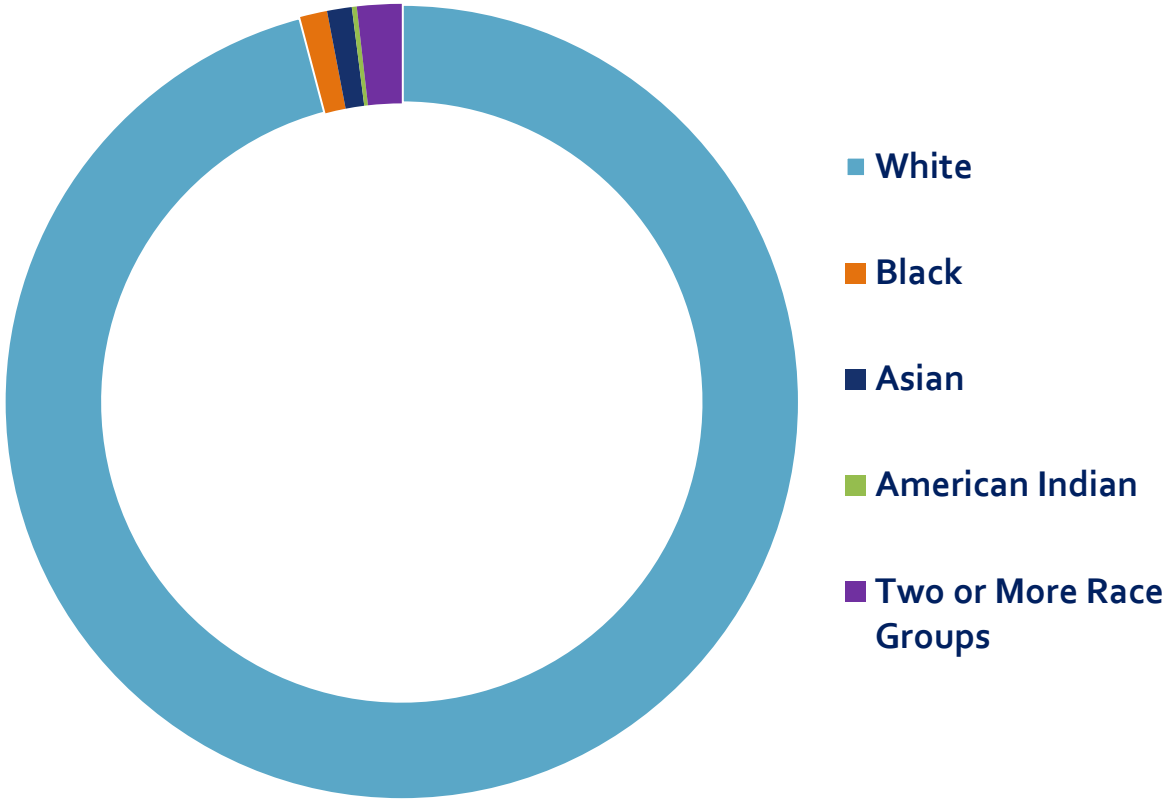


MIGRATION



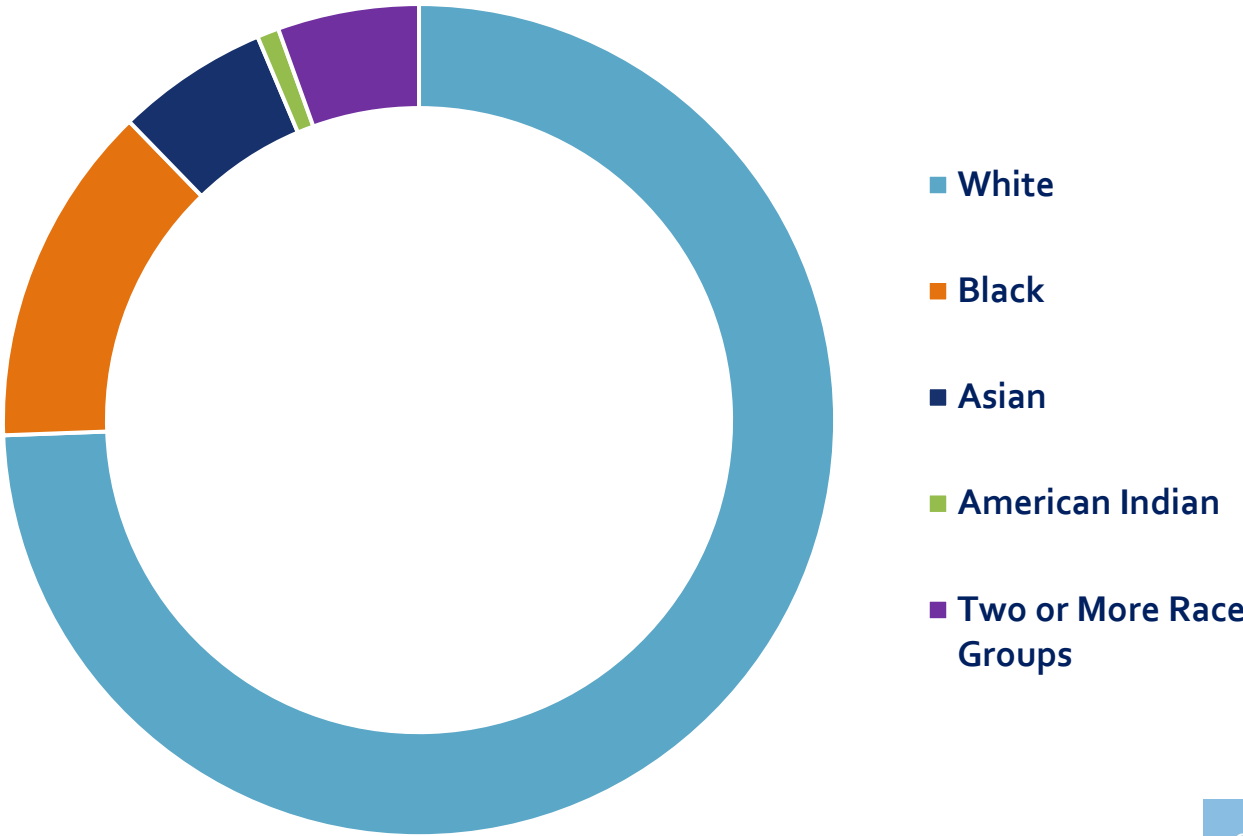
Shifting Populations...

Marion County Population by Race



Diversity Index:
14.2 Marion County
61.1 Iowa

Iowa Population by Race



Source: US Census, American Community Survey, Stats America



DIVERSE...

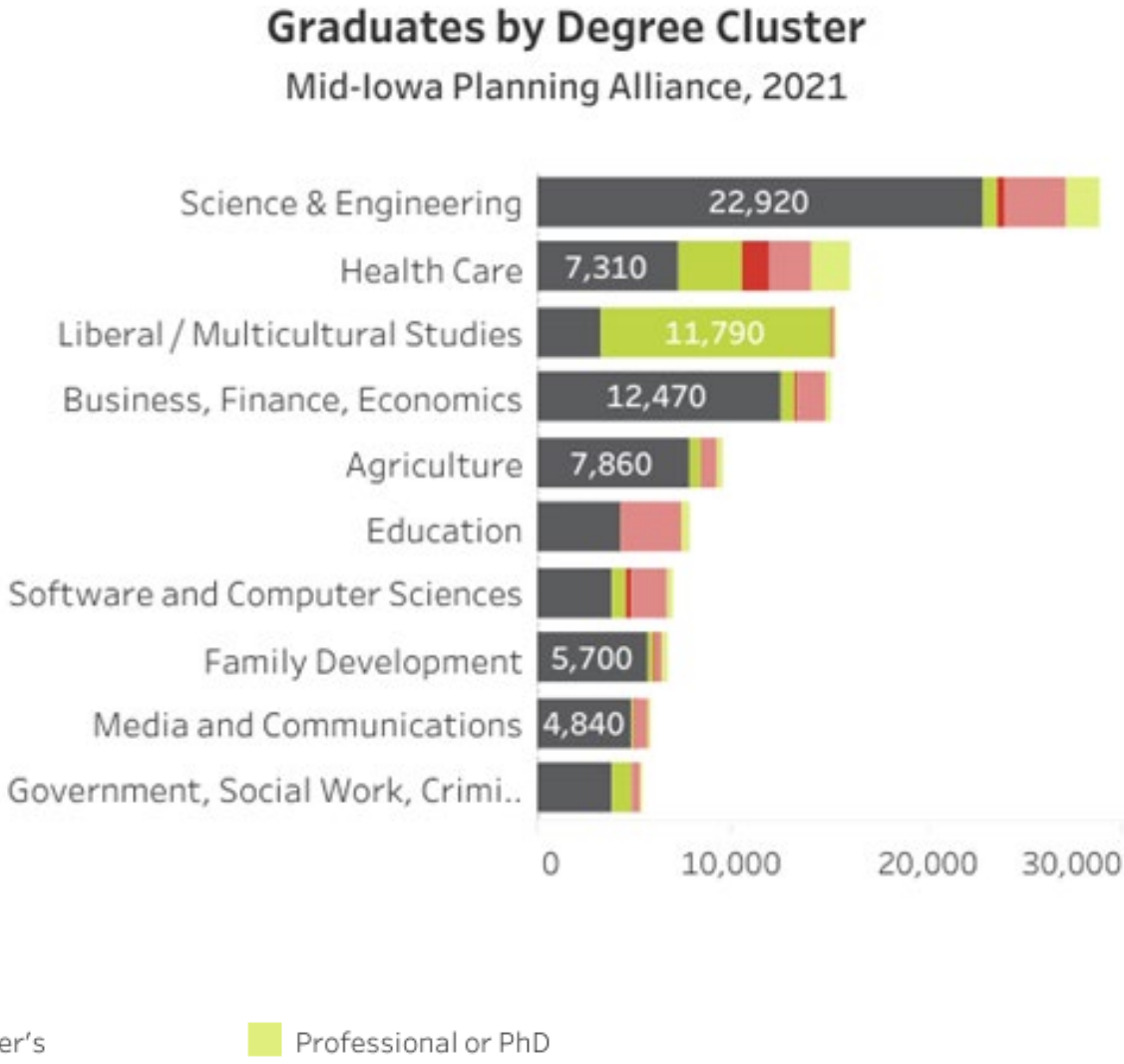
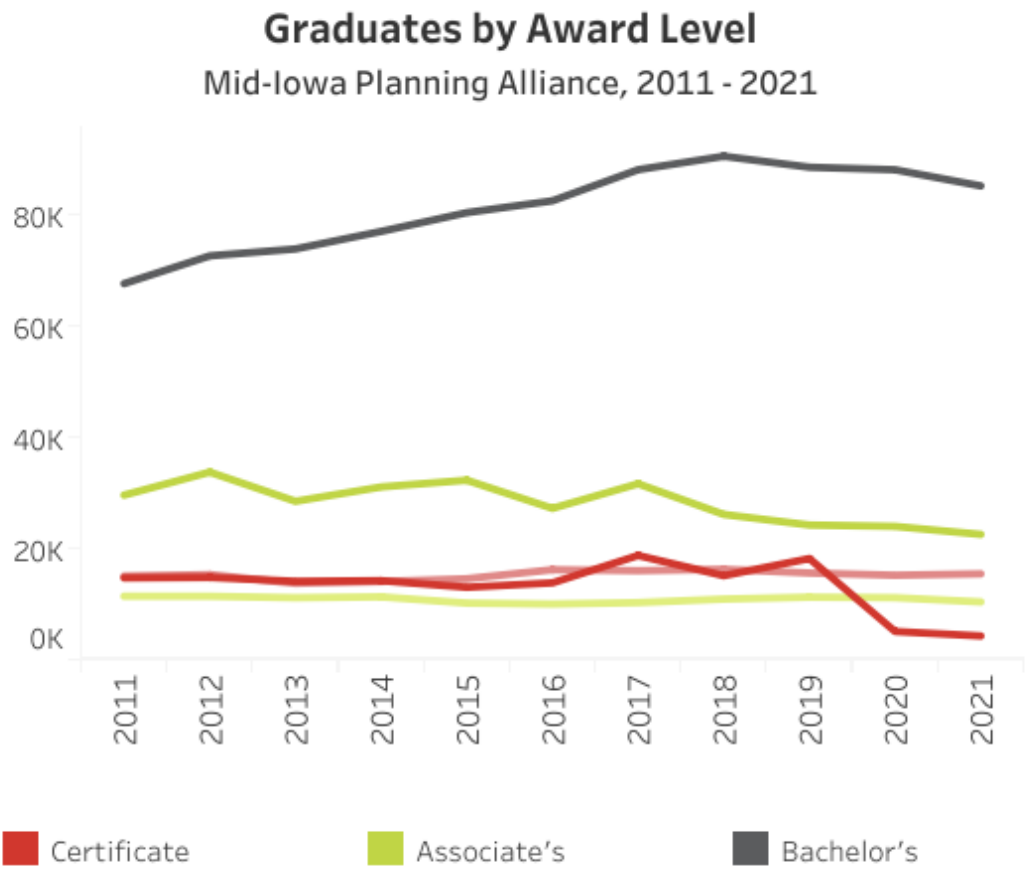
- ...Holidays
- ...Languages
- ...Traditions
- ...Abilities
- ...Values
- ...Religions
- ...Foods

Higher Education

A close-up, slightly angled shot of a black graduation cap (mortarboard) with a gold tassel. The cap is the central focus, with the tassel hanging down towards the bottom right. The background is dark and out of focus, emphasizing the cap. A horizontal blue bar is positioned behind the title text.

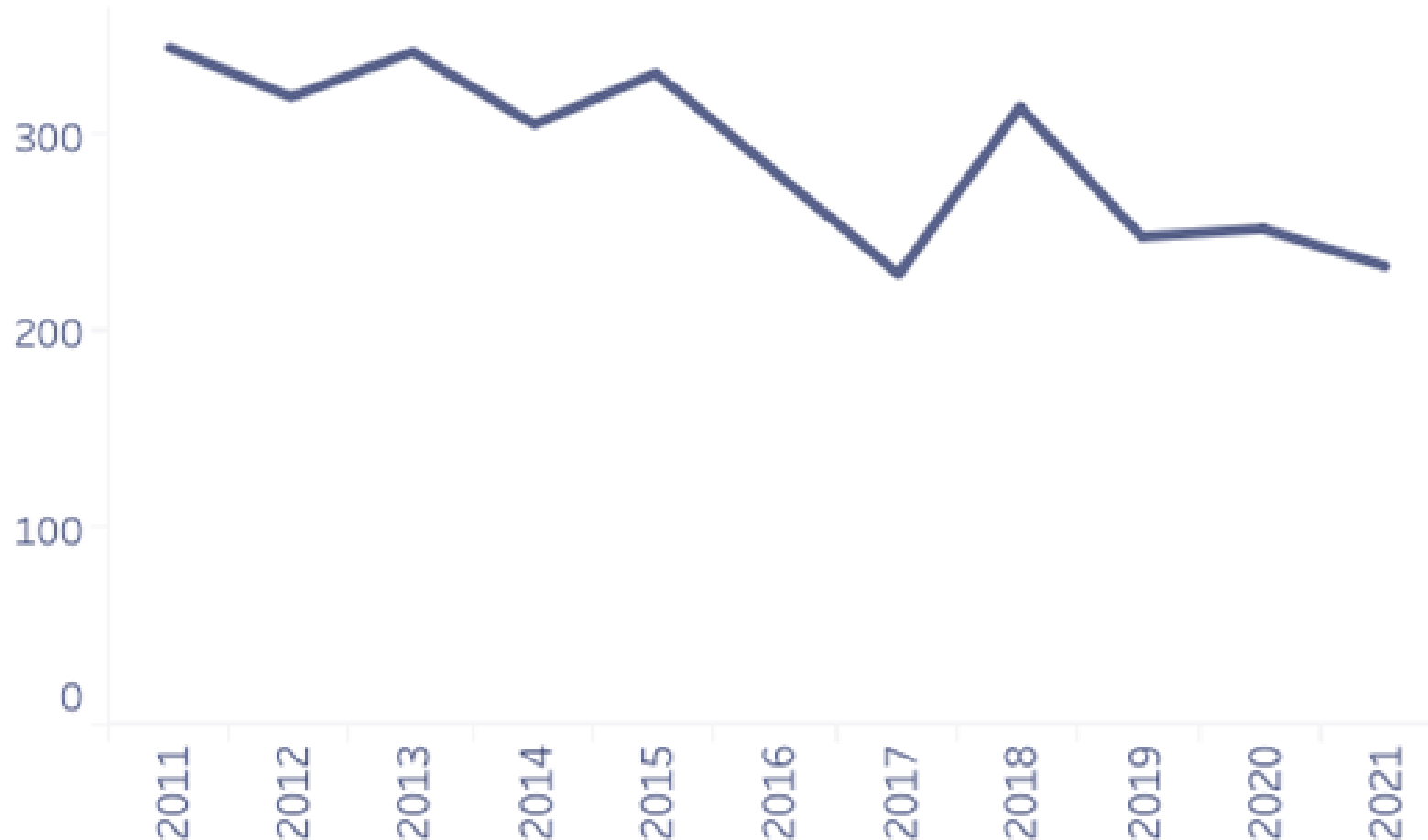
Fewer Students...

Higher Education Trends



Graduates by Award Level

Central College, 2011 - 2021



■ Bachelor's



**Central College
Graduates in
2021**

233

Higher Education Trends-GDSMP Area

Graduate Growth : % Change, 2011 - 2021

Degree Cluster	Graduates 2021	% Growth 2011 - 2021	New Graduates 2011 - 2021	Location Quotient 2021
Liberal / Multicultural Studies	15,440	-10.6%	-1,828	1.50
Health Care	13,823	-34.8%	-7,375	0.96
Business, Finance, Economics	7,020	-55.7%	-8,816	0.67
Science & Engineering	4,300	+17.4%	638	0.60
Education	3,910	-26.0%	-1,372	0.89
Government, Social Work, Criminol..	3,650	-29.3%	-1,510	0.84
Media and Communications	2,450	-24.6%	-800	0.96
Software and Computer Sciences	2,420	+12.7%	272	0.75
Personal Services / Hospitality	2,240	-44.5%	-1,795	1.74
Legal	1,910	-24.9%	-634	2.33
Creative Arts and Design	1,640	-5.7%	-100	0.85
Family Development	1,610	-38.3%	-1,000	0.89
Construction	1,320	-47.8%	-1,210	1.91
Mechanics and Machine Repair	1,050	-55.2%	-1,295	1.12
Agriculture	870	-44.9%	-710	0.97

Place Matters

Location vs. Job





What do young adults want?

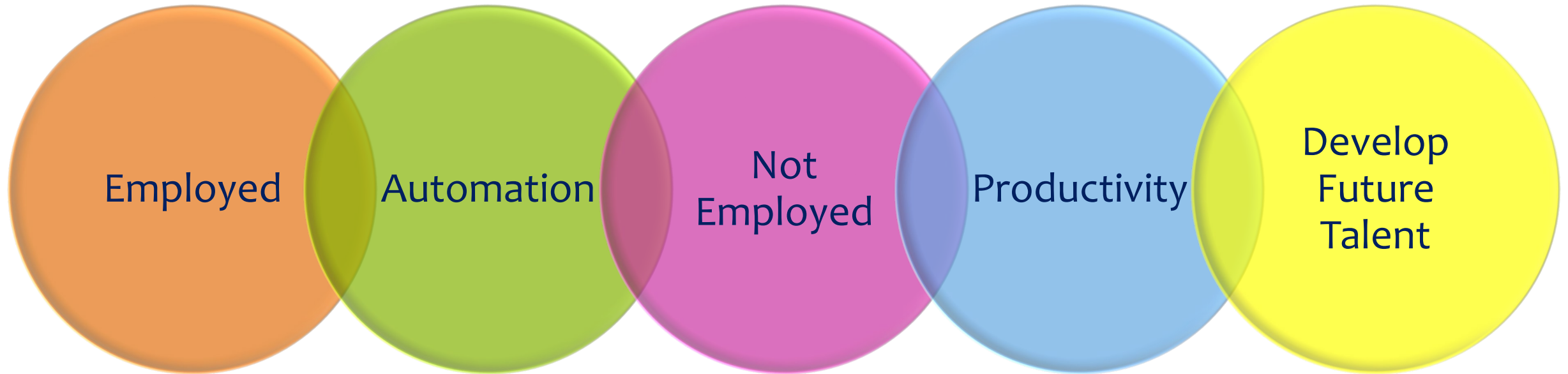
- Housing Roommate Finder
- Gathering Places
- Work Family Atmosphere
- Further Education Opportunities
- Better Communications Between Community Events & Workers



Navigating the Future



How to fill talent gap?





Where does talent come from?



Root Causes for People Not Working...



- Child care
- Wages/benefits
- Work schedule-flexibility
- Transportation
- Accommodations
- Culture
- Job opportunity fit






- 1.Remove Obstacles**
- 2.Articulate Your Corporate Culture**
- 3.Incorporate Flexibility**
- 4.Build a Team Family**
- 5.Utilize Technology**
- 6.Innovate**
- 7.Data Based Decision Making**
- 8.Listen**
- 9.Connect to Community**
- 10.Be part of solutions**



ceysink@marioncountyiowa.gov

Thank You

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MarionCountyIowa.com	