



NORTHWEST IOWA DEVELOPMENT
Beyond Expectations.



NWID
ANNUAL REPORT
2018



BUILDING

BLOCKS



of

ECONOMIC



DEVELOPMENT



Building Blocks of Economic Development in Northwest Iowa

The focus of the **2018 Northwest Iowa Development Annual Report** is the **Building Blocks of Economic Development**. A building block is commonly defined as “something essential that fits with others to form a whole and on which a larger entity is based.” The building blocks described in this report via examples throughout Northwest Iowa, are considered essential to economic development in our region. Economic development has evolved over the years to encompass a much broader array of strategies and actions that need to be addressed to develop the economy. This year’s Annual Report reflects a broad based approach to economic development and how it is being built in Northwest Iowa. The Northwest Iowa Development Regional Partnership supports and actively participates in efforts to implement economic development strategies locally and regionally. The “**Building Blocks of Economic Development**” highlighted in this Report are:

BUSINESS RETENTION AND EXPANSION

Identifying and addressing the needs of existing businesses that will enable them to maintain and grow;

DAYCARE

The availability of quality daycare facilities directly relates to the ability to attract and retain workers and families;

RECREATION

Delivering family and leisure opportunities is critical to offering an environment to attract residents;

WORKFORCE DEVELOPMENT

Workforce Development- Addressing the needs of growing businesses for workers with skills and, those willing to learn skills;

HOUSING

Providing a full range of housing options will improve the quality of life and enable an area to attract and maintain a workforce to support growing companies;

SITE DEVELOPMENT

Developing “shovel-ready” business and industrial parks is the equivalent to a store placing merchandise on the shelf and is an important component to an area growth strategy;

EDUCATION

Supporting great schools and high school and post-high school partnerships with businesses to deliver market-based curriculums;

HEALTHCARE

Supporting the healthcare needs of area residents directly relates to the quality of life and overall attractiveness of the area;

MARKETING AND PROMOTION

Utilizing a wide variety of marketing tools available, it is important for an area to clearly and proudly communicate the benefits of living, working, and doing business in the area.

This report includes real examples of each of the above building blocks and how they are being addressed in each of the six counties in the region and, throughout the region, through the cooperative efforts of Northwest Iowa Community College and Northwest Iowa Development. The Building Blocks of Economic Development are continuing to strengthen the foundations of a vibrant Northwest Iowa regional economy.



BUILDING BLOCK
DAYCARE ♥
LYON COUNTY

Daycare is a building block for sustainable economic development that many communities struggle with in northwest Iowa. Fortunately, in Lyon County, residents and the business community realize the importance of daycare to a healthy and growing community and economy. In Lyon County, 74 percent of families with children ages 0 to 5 years old have all parents in the workforce. That makes daycare – center -based or in-home – essential to attracting future residents, and retaining our workforce. Recently, Rock Rapids and its businesses and residents invested \$2.5 million in the Rock Rapids Kids Club, a licensed daycare center with capacity for 166 children. The 11,500 square foot, state-of-the-art daycare opened its doors in June 2016. The cities of Larchwood and Inwood each have smaller licensed daycare centers, but there is still a need for daycare. Lyon County communities have been able to quantify daycare needs with the assistance of First Children’s Finance, a specialist in daycare market studies. The George and Little Rock communities are currently planning for their daycare needs and have conducted a daycare market study as their foundation. Lyon County sees daycare as a building block and essential to community growth.

BUILDING BLOCK
WORKFORCE |
NORTHWEST IOWA DEVELOPMENT

Workforce development is a crucial building block for strong and sustained economic development. Northwest Iowa Development (NWID) is addressing regional workforce challenges through the creation of a Regional Manufacturing Sector Partnership. NWID is teaming up with 11 Northwest Iowa manufacturers and Northwest Iowa Community College to implement a unique action plan aimed directly at promoting career opportunities in manufacturing. Utilizing funding resources generated from the partners, a new Manufacturing Sector Career Coach, with a strong background in manufacturing, has been hired to work directly with students and others interested in manufacturing careers to pursue high demand occupations. The promotion of manufacturing career opportunities will be supported by a targeted online and social media marketing campaign. A regional partnership approach to tackling workforce needs is a major building block for economic development.





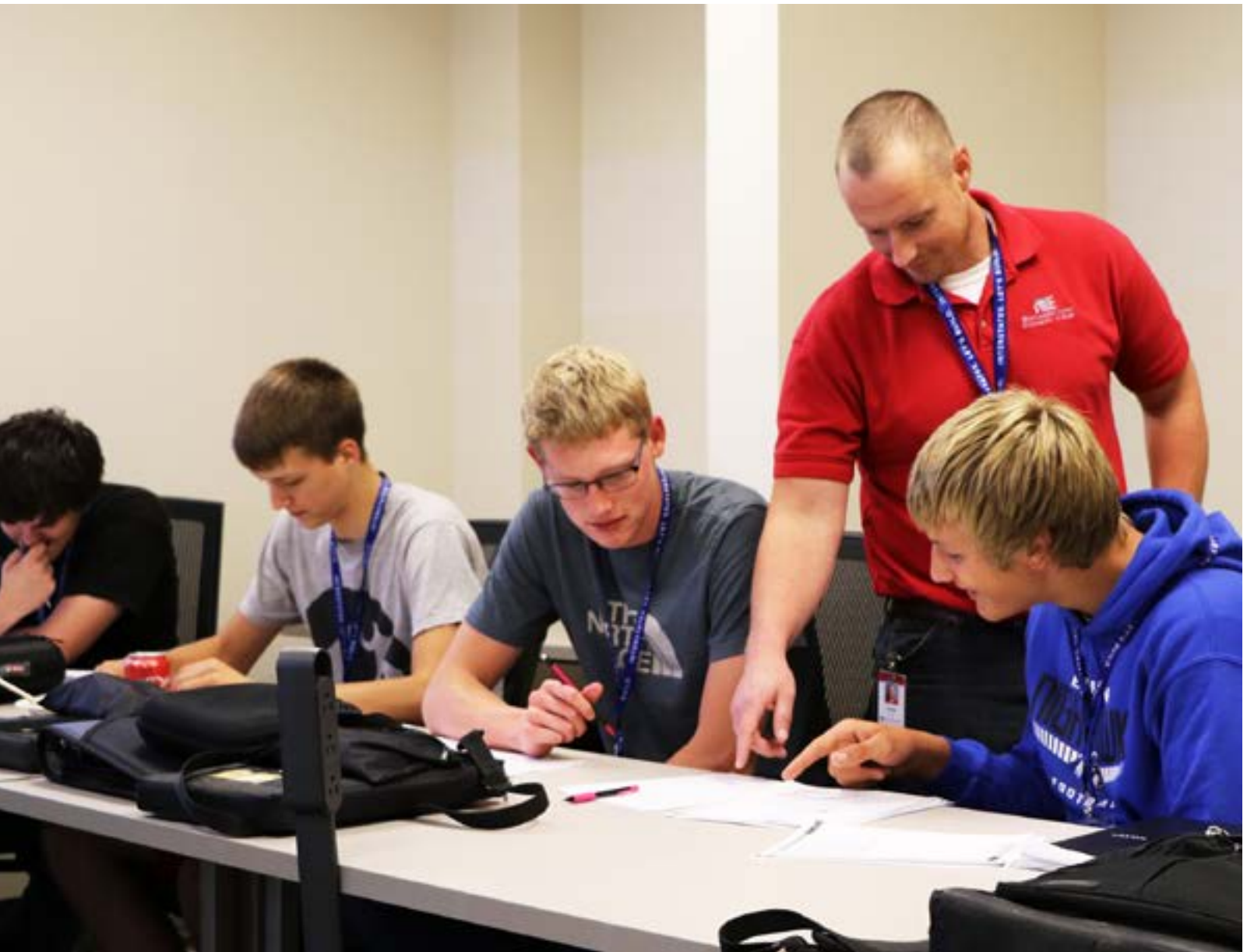
BUILDING BLOCK
HEALTHCARE 
SIoux COUNTY

Health Care is essential to quality of life in any community and is a key building block for economic development. Sioux County's outstanding commitment to expanding and modernizing health care opportunities for residents is demonstrated by comprehensive and growing health care complexes in 4 Sioux County communities. Sioux Center Health, with its 123,500 square foot facility, provides specialty clinics, a surgery center, an emergency facility and inpatient care, as well as services and facilities for seniors. Orange City Area Health Center is a 128,000 square foot facility with a state of the art hospital and family and specialty care clinics located on the 37 acre campus. The hospital was recently named as one of the Top 20 Critical Access Hospitals in the U.S. Hegg Health Center in Rock Valley is just finishing the 3rd phase of a nearly \$30 million expansion and renovation that will expand Acute Care, Emergency Room, Obstetrics, Radiology and Surgery facilities. Hawarden Regional Health Care has just completed a nearly \$13 million expansion that includes new patient rooms, Emergency rooms, and surgery facilities. Health care is truly the life blood of a community and Sioux County is a clear demonstration of dedication to health care as a building block of economic development.



BUILDING BLOCK
SITE DEVELOPMENT 
CHEROKEE COUNTY

Cherokee understands clearly how important the availability of a "shovel-ready" industrial site is to growing the Cherokee County economy and, as an overall building block for economic development. Cherokee Area Economic Development Corporation (CAEDC) is working to establish the Cherokee South Industrial Park as the 1st State of Iowa Certified Site in the NWID region. CAEDC has led a coordinated local process that includes a rigorous documentation process and requires the involvement and partnership with local government officials and utility providers such as MidAmerican Energy, Alliant Energy, and CML Telephone. CAEDC also worked closely with Canadian National Railroad to design a rail access concept with costs and timing details. The result of all this effort will be a nearly 100 acre, fully-served, fully documented, Iowa Certified Site. Site development is a true building block for economic development in Cherokee County.



BUILDING BLOCK
EDUCATION 

NORTHWEST IOWA COMMUNITY COLLEGE

Workforce development and economic development are strategically linked as cornerstones of a growing economy. Creating great educational opportunities that will enhance career opportunities in the technical trades is part of the Northwest Iowa Community College (NCC) mission and building partnerships with regional high schools and companies is a key component to carrying out this mission. NCC has begun a cooperative Career Technical Education (CTE) curriculum with Interstates, a Sioux Center-based leader in industrial engineering and operational technology with over 900 employees nationwide, Sioux Center, Boyden-Hull, and West Sioux (Hawarden) High Schools that will be delivered to high school students on-site at Interstates. The students will receive dual credit (high school and NCC) for courses related to industrial instrumentation and controls initially. Interstates is currently constructing a new 17,000 square foot facility that will house the new CTE educational effort and will have room for expanded programs and also for other businesses to utilize. Education is a vital building block to grow and nurture the future workforce and sustain economic development.



BUILDING BLOCK
 **HOUSING**
O'BRIEN COUNTY

The Prairie Trail Village project in Sheldon has been developed to address a clear need in Sheldon and O'Brien County, and that is the need for quality rental units. Prairie Trail Village is a two Phase project and the first phase includes 38 rental units with 30 apartments and 8 townhomes. The City of Sheldon created an urban revitalization area to incent the developer and rezoned the area to accommodate the project. The project will feature a village- type concept that will appeal to both individuals and families. Prairie Trail Village will include a playground, a dog park, and easy access to restaurants, schools and highways. The Sheldon Prairie Trail Village project is an outstanding example of a community recognizing the importance of creating housing options to offer current and future members of the area workforce. Housing is clearly a building block for economic development in Sheldon and O'Brien County.

BUILDING BLOCK
RECREATION 
OSCEOLA COUNTY

The Sibley Aquatic Center is a prime example of a partnership of local, state and private resources brought together to address the need of the community to create an outstanding recreational attraction. The \$2.1 million Sibley Aquatic Center is currently under construction for opening in 2019 and involves funding from the Enhance Iowa Fund for community attractions, local bond funding (85% approval) and funds raised from local residents. The Aquatic Center Complex will include multiple features that should provide something for residents and guests of all ages. Those include splash pads, diving, lap lanes, water therapy areas, volleyball nets and even a basketball area. The goal of the project was not only to provide an outstanding amenity for current residents, but also as a draw for future residents, including young families. The Sibley Aquatic Center is an excellent example of a partnership approach to recognize and address recreation as building block to sustain and grow a local economy.



BUILDING BLOCK

BUSINESS RETENTION AND EXPANSION

PLYMOUTH COUNTY

The Northwest Iowa region has received designation by the U.S. Department of Commerce as a **Foreign Trade Zone (FTZ)**. The first **activated site** in the FTZ is slated to be in **LeMars**, in a facility owned and operated by NorAm Cold Storage. NorAm was a recipient of the Global Iowa Export Award this year and exporting has been a major part of their ongoing efforts to grow markets and thus, stabilizing and expanding their overall operations. Northwest Iowa Development, who administers the FTZ, and the LeMars Business Initiative have been working closely with NorAm to complete the process of activation. An activated FTZ site could offer significant benefits, not only to NorAm, but to other companies in the region looking to take advantage of this FTZ site and the benefits associated. Benefits could include such items as reduction or elimination of duties and streamlining of custom procedures. Focusing on the needs of existing businesses is a crucial building block of economic development and LeMars and Plymouth County recognize that fact as their top priority.



BUILDING BLOCK

MARKETING AND PROMOTION

NORTHWEST IOWA DEVELOPMENT

As communities throughout Northwest Iowa are working hard to put the building blocks of economic development in place, they look to their cooperative partnership with Northwest Iowa Development (NWID) to create and implement marketing and promotion campaigns to highlight the region. The most recent example is the now nationally-recognized Northwest Iowa Regional Virtual Business Location Tour. The Tour utilizes technology to feature business parks in all six counties and video to aid a viewer to “tour” the region and, walk-through speculative building models. The promotional effort also enables viewers to get snapshots on each County, the workforce and quality of life. Marketing and promotional efforts brings the building blocks to life for Northwest Iowa and targeted national audiences outside of the region and therefore, is a true building block of economic development in the region.



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NORTHWEST IOWA DEVELOPMENT

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