



## The Place for

# GROWTH

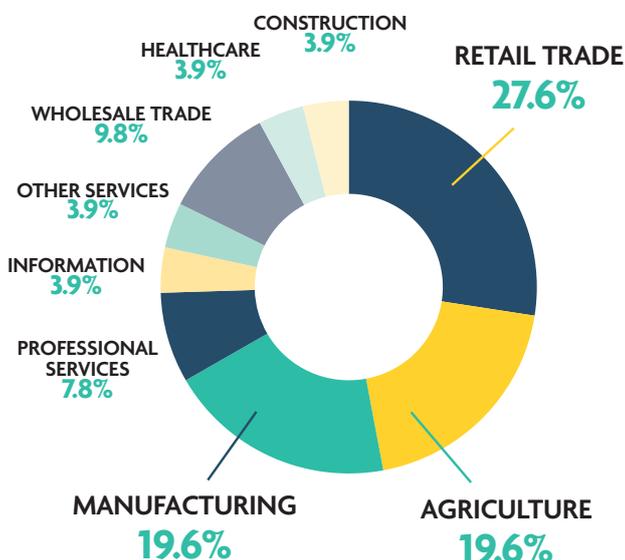
GATHER - RELATIONSHIPS - OPPORTUNITIES - WINS - TRENDS - HOMETOWN

In 2024, staff performed 35 visits in Buena Vista County as a part of the Corridor's GROWTH program, the Business Retention & Expansion (BRE) strategy for the region. This report highlights both the current strength and future potential of our business community as we work together to foster continued economic development.

## WHO WE SURVEYED

**35** VISITS IN **BUENA VISTA COUNTY\***

The Corridor region accounted for **11% of ALL business retention and expansion visits** reported to the state of Iowa.



\*Data is based on 25 completed surveys.

## BUSINESS TRENDS

Our GROWTH program survey reveals a strong business community actively planning for expansion while embracing innovation. The stability in merger/acquisition activity further demonstrates a resilient local economy positioned for sustainable growth. We estimate \$198+ million in capital investment in the next 3-5 years.



### Expansion Plans

of companies plan to expand in the next 3 years.



### Innovation

introduced new products/ services in last 5 years



### Industry Consolidation

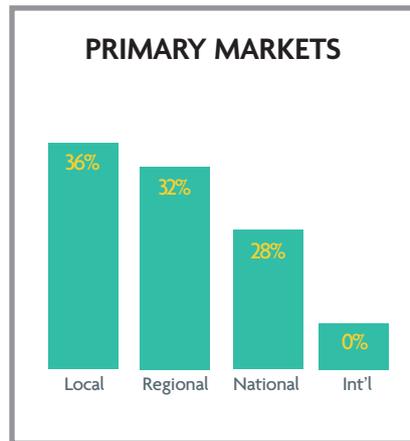
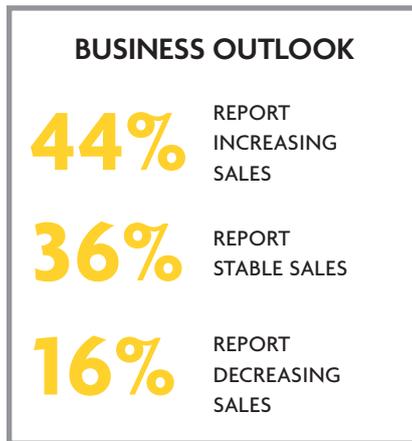
report stable or increasing merger/acquisition activity

The top areas of investment were facilities, machinery and equipment, software, and cyber security.

**40%** Have sustainability goals.

# MARKET REACH *in Buena Vista County*

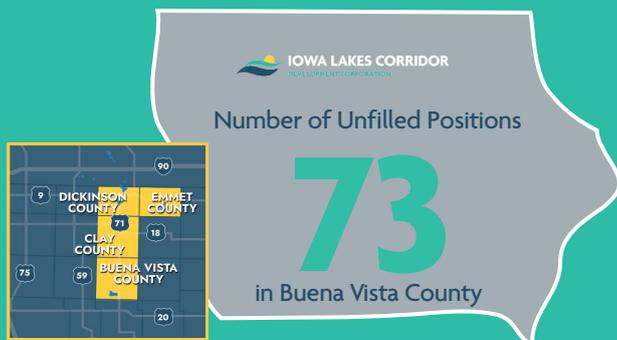
Buena Vista County's business landscape shows a focus on local and regional markets, with several businesses reaching national customers.



## WORKFORCE CHALLENGES

Buena Vista County's business community faces workforce challenges, with recruitment considerations affecting companies of various sizes. Many businesses are responding proactively by forming educational partnerships to strengthen the talent pipeline. These collaborative initiatives aim to address workforce availability, quality, and stability.

- 44%** experiencing recruitment problems
- 40%** working with local schools on workforce programs



**KEY METRICS (SCALE OF 1-5):**  
 Availability of Workforce: 2.79  
 Quality of Workforce: 3.08  
 Stability of Workforce: 2.96

Business leaders identify **workforce housing**, **talent attraction**, and **childcare** as top priorities, while rating essential services highly.

## COMMUNITY STRENGTHS



## COMMUNITY CHALLENGES

### WORKFORCE AVAILABILITY

### HOUSING

### TAXES

### BUSINESS CHALLENGES

- 10** Air Travel
- 6** Workforce Availability
- 4** Housing
- 2** Taxes

### HIGHEST RATED COMMUNITY SERVICES

- 4.7** Fire Protection
- 4.6** Police Protection
- 4.5** Paramedic
- 4.4** Education (K-12)