

The Place for

GROWTH

GATHER - RELATIONSHIPS - OPPORTUNITIES - WINS - TRENDS - HOMETOWN

The **GROWTH Program** serves as the Iowa Lakes Corridor's **Business Retention & Expansion** strategy in partnership with the Iowa Economic Development Authority (IEDA) to support and promote our existing businesses. GROWTH - an acronym for Gather, Relationships, Opportunities, Wins, Trends, and Hometown - represents a renewed focus on relationship-building and community-driven progress. This rebrand highlights the importance of gathering critical insights from businesses, fostering meaningful relationships, and seizing new growth opportunities for our region.

GATHER

*Through strategic, in-person meetings with top leadership, we confidentially **gather** key business insights to understand business needs, challenges, and opportunities.*

- Collect data on expansion plans and forecast capital investment and job creation
- Understand business viewpoints on the local economy and community services
- Identify community strengths and areas of opportunity
- Confidentially report aggregate data quarterly to the IEDA
- Identify businesses at risk of downsizing or closing and offer proactive solutions

RELATIONSHIPS

*Strong business **relationships** are built on trust, collaboration, and shared success. By fostering open communication and mutual support, we create opportunities for GROWTH, innovation, and lasting partnerships that drive progress.*

- Maintain a trustworthy & confidential channel of communication with businesses
- Advise and foster relationships with businesses to engage the Corridor as a resource
- Advocate for local businesses with legislators at the local, state, and federal levels

OPPORTUNITIES

*Identifying **opportunities** is the key to GROWTH and innovation. Utilizing state and local partners, we identify and share available resources to enhance and support GROWTH for long-term vitality.*

- Provide direct assistance to support development projects
- Connect businesses with strategic partners like utility companies, local government, educators, IEDA, Iowa Workforce Development, chambers, tourism, and more
- Create programming to support the needs of our industry partners, i.e. Homegrown Talent Initiative
- Provide resources to facilitate growth and business succession

WINS

*Recognizing business and community **wins** fuels momentum and GROWTH. By celebrating achievements, analyzing success factors, and leveraging insights, we create a foundation for sustained excellence and future opportunities.*

- Enhance public awareness by acknowledging significant business achievements via digital platforms, Annual Report, and local media
- Celebrate business wins at our annual Business Recognition Luncheon with awards to a Large Business, Small Business, Entrepreneur, and Young Professional of the Year
- Celebrate Manufacturing Month each October through marketing and facility tours

TRENDS

*Identifying business **trends** is key to staying ahead in a dynamic market. Analyzing shifts, anticipating needs, and adapting strategies unlock opportunities to support GROWTH and innovation.*

- Identify concerns related to economic development such as workforce, housing, and child care
- Keep a finger on the pulse of statewide economic and legislative trends
- Report local trends on an annual basis to the region's partners, cities, and counties

HOMETOWN

*Home is where the heart is and where GROWTH is harvested. Celebrating **hometown** means recognizing its history, values, and unique character. Through its people, businesses, and culture, we uncover what makes it truly special.*

- Support a strong business climate in our communities
- Foster relationships with local schools to educate students on local opportunities
- Support quality of life efforts for the Corridor region to attract and retain talent
- Educate local service groups and providers on the Corridor's mission

“To foster, encourage, promote, aid, or otherwise assist in the economic growth and development of Buena Vista, Clay, Dickinson, and Emmet Counties.”