



Economic Development Appropriations Subcommittee

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Community Development

- ◆ Increasing Tourism
- ◆ Leveraging Opportunity Zones
- ◆ Catalyzing Growth

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GOAL

**Make Iowa the choice
for both people and
business.**

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Research Audience Perceptions and Motivations Related to Iowa

- ◆ Understand how Iowa is perceived today and the factors that motivate individuals to visit and move, such as:
 - ◆ Attributes of the ideal place to visit and live
 - ◆ Motivations to consider moving to a new state
 - ◆ Concerns with moving to a new state
 - ◆ Benefits and drawbacks of living in Iowa
 - ◆ Impact of facts about Iowa
 - ◆ Communication channels that most influence perceptions

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Next Steps



Test creative with newly identified and defined target to validate we can shift perceptions



Share research results with stakeholder audiences and partners (e.g., Professional Developers of Iowa, Tourism Conference, IBC, ABI)



Launch campaign in late-March with media, influencer and buzz-generating tactics

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Increasing Tourism

- ◆ Tourism contributed \$8.5 billion to the state's economy in 2017
- ◆ More than 21,000 users downloaded the "99 Restaurants" checklist – food & drink is the No. 1 interest area for visitors
- ◆ Visitors spent more than 79,000 hours, the equivalent of nearly 9 years, planning trips on traveliowa.com in 2018
- ◆ Current code for state-run welcome centers not updated since late 1980s - no longer relevant based on the drastic changes to transportation and technology
 - ◆ Proposed legislation – remove references to the "statewide long range plan" and allow IEDA to work with partner agencies to develop an updated plan for leveraging the state's resources, such as state-run rest areas and provide travel information to visitors

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What's New and Next

- ◆ "Along the Route" tool will help visitors plan stops into their trip using similar functionality as Google Maps
- ◆ "99 Parks" campaign will encourage visitors to explore Iowa's parks
- ◆ New marketing effort will highlight attractions and quality of life to build case for "why Iowa"

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travel IOWA

TRIP IDEAS THINGS TO DO PLACES TO STAY CALENDAR OF EVENTS TRAVEL BY REGION

ALONG THE ROUTE

Starting: Ending: Distance from route: 1 MI 3 MI 5 MI 10 MI [FIND ROUTES](#)

Route 1 Route 2 Route 3 [Filter Attractions](#)

Map Satellite

Twin Lakes State Park
6685 Twin Lakes Rd.
Rockwell City, IA 50579
(712) 627-5711
Distance from start: 89.8 mi.
[View in Google Maps](#)

[Add](#)

Your Iowa Road Trip

- State Theatre
Holstein | 43.8mi from start
[Remove](#)
Cultural Family Friendly
- Twin Lakes State Park
Rockwell City | 89.8mi from start
[Remove](#)
Family Friendly Outdoors
- Raccoon River Excursions
Des Moines | 159.2mi from start
[Remove](#)
Family Friendly Outdoors

[CLEAR](#) [EMAIL TRIP](#)

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Leveraging Opportunity Zones

- ◆ 62 Iowa census tracts nominated by Governor Reynolds and approved by the U.S. Department of Treasury
- ◆ Zones are designed to incentivize investment of capital gains in low-income census areas and are in place for 10 years
- ◆ Iowa's 8-member advisory committee and selection process was unique and nationally recognized

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What's New and Next

- ◆ Collecting and sharing resources with eligible communities via the Opportunity Zone webpage and meetings
- ◆ Evaluating Iowa tax code for any adjustments that could help further incentivize investment
- ◆ Hiring experienced consultant to help identify investors and educate communities on attracting investors

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Catalyzing Growth

- ◆ The 54 Main Street Iowa communities created 113 new business, 479 new jobs and leveraged \$157 million in private investment in FY2018
- ◆ \$1.8 million in Community Catalyst Grants were awarded in the program's first year – more than 40% to communities with fewer than 1,500 people
- ◆ IEDA's Downtown Resource Center conducted 22 downtown walk arounds and assessments, helping more than 30 communities prioritize their efforts

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Catalyzing Growth

- ◆ Nearly \$24 million in CDBG funding was awarded to local communities for infrastructure, housing rehabilitation and downtown revitalization
- ◆ The \$34.5 million claimed in Historic Preservation Tax Credits in FY2018 leveraged \$138.8 million in project funding for the rehabilitation of Iowa's historic buildings

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What's New and Next

- ◆ New Main Street program applications will be accepted and decided upon in 2019
- ◆ New HUD "Consolidated Plan," to be implemented in January 2020, updates how funds are allocated to CDBG programs
- ◆ Center for Rural Revitalization
 - ◆ Focus on making rural Iowa a priority and give our main streets a roadmap for success
 - ◆ Common resource that provides information on existing programs, best practices, success stories and development strategies

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IOWA ENERGY PLAN

www.IowaEnergyPlan.org

Economic Development and Energy Careers	Iowa's Energy Resources	Transportation and Infrastructure	Energy Efficiency and Conservation
<ul style="list-style-type: none"> • Energy workforce development • Technology-based R&D (e.g. energy storage pilot projects) 	<ul style="list-style-type: none"> • Biomass conversion potential 	<ul style="list-style-type: none"> • Natural gas expansion • Grid modernization vision • Alternative fuel vehicles 	<ul style="list-style-type: none"> • Access to energy efficiency in underserved areas

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Iowa Energy Center

- ◆ SF 513 signed into law May 12, 2017
- ◆ Transferred management and responsibility of the Iowa Energy Center from ISU to IEDA
- ◆ IEDA-IEC Mission – To support activities which align with the 7 key focus areas of the Iowa Energy Plan
- ◆ Transfer effective October 1, 2017
- ◆ The Iowa Energy Center's funding source sunsets on July 1, 2022

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What's New and Next



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Advancing Manufacturing

- ◆ Through Year of Manufacturing efforts, met with more than 150 manufacturers
- ◆ IEDA supported 220 interns at 66 advanced manufacturing companies in FY2018



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What's New and Next

- ◆ Proposed project with the Greater Cedar Valley Alliance and Chamber will help further develop TechWorks Campus as an asset for manufacturing
 - ◆ Since 2007 – \$11.7M in investment (\$7.5M in state and federal grants plus \$4.2M investment in UNI's additive manufacturing equipment)
 - ◆ IEDA helping to identify opportunities to further develop TechWorks as an asset for manufacturing and leverage the investments already made in the facility and in equipment.

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What's New and Next

- ◆ IEDA and Iowa Workforce Development partnering to conduct Laborshed studies to provide critical workforce information

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Solidifying BIO Industry Leadership

- ◆ Iowa has gained nearly 300 jobs and \$389 million in capital investment in biosciences-related projects just since FY2017
- ◆ Iowa was selected to host 2019 BIO World Congress on Industrial Biotechnology – the first time it will not be on the coasts or in Canada
- ◆ VERBIO to begin construction on first renewable natural gas production plant at former DuPont site in Nevada in 2019

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BIO World Congress – July 8-11, 2019



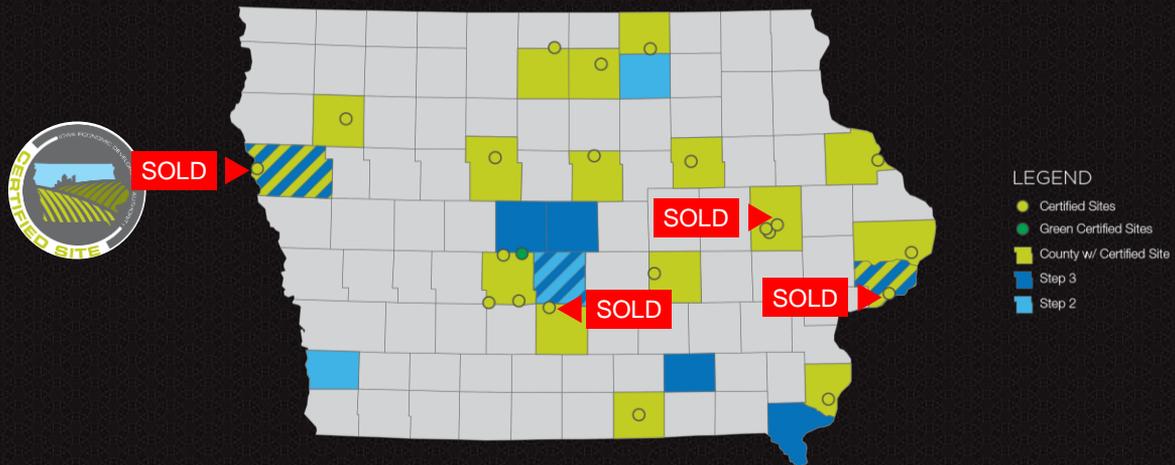
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Certifying Development-Ready Sites

- ◆ 22 different sites and more than 5,200 acres certified
- ◆ First “green” business park and first “mega” site certified in the last year
- ◆ Certified Sites have captured more than \$840 million in capital investment for the state

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Certified Site Program



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What's New and Next

- ◆ 10 sites currently undergoing the rigorous certification process
- ◆ Launched landing pages for each site with map, location and community information in one place
- ◆ Capturing drone fly-over footage for sites to generate interest
- ◆ Targeting marketing to prospects based on unique site attributes

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Inspiring Innovation

- ◆ Biosciences Development
- ◆ Entrepreneur Ecosystem Support
- ◆ Exploring Education Technology

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Biosciences Development

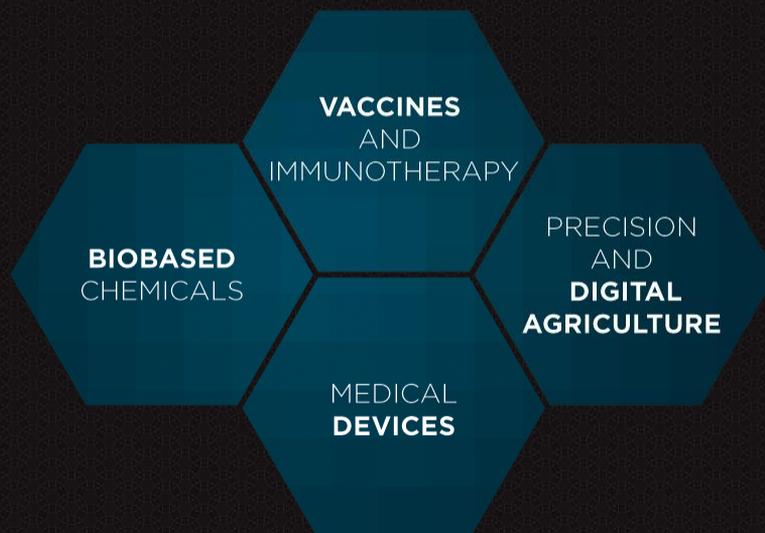
- ◆ Iowa has 31% more biosciences jobs than the national average
- ◆ More than 1,200 biosciences establishments employ Iowa workers at wages that are 62% higher than the average private sector job
- ◆ Iowa's research universities conducted \$512 million in biosciences R&D in 2016 alone

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What's New and Next

- ◆ Transitioning Iowa Innovation Corporation to serve as public/private center for biosciences development
- ◆ Hired a new CEO for the II-Corp, agriculture industry veteran Jim Register
- ◆ Universities have proposed hiring chief technical officers and increasing resources dedicated to biosciences research, early stage innovation, intellectual property and talent

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Entrepreneur Ecosystem Support

- ◆ \$3.1 million awarded to 54 companies to support start-ups at different phases in the business development cycle
- ◆ Iowa ranks sixth in small state main street entrepreneurship according to the Kauffman Foundation
- ◆ Certified nearly 200 new Targeted Small Businesses between FY 2017 and 2018 – more than twice the prior two years combined

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What's New and Next

- ◆ Requesting shift in Innovation Fund Tax Credit allocation to Angel Investor Tax Credit allocation, which is routinely oversubscribed
- ◆ Hosting Mobile Application Site and networking events to help TSBs get certified and connect with public and private procurement professionals
- ◆ Continuing to work with partners like VentureNet and the Iowa Center for Economic Success to provide support for Iowa's entrepreneurs
- ◆ Supporting Governor's budget - \$2 million to ISU/UI for bioscience development

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Exploring Education Technology

- ◆ Iowa is home to some of the leading education and education technology companies in the country
- ◆ Conducting Education Technology Sector Study to identify opportunity to position Iowa for economic development in the space



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FY 2020 Budget

Line Item	Gov Request	Net Change from FY 2019	Budget Bill
Operations/Marketing	\$13,413,379	Status Quo	Economic Development Budget Bill
World Food Prize	\$700,000	Status Quo	Economic Development Budget Bill & RIIIF Bill
COG Assistance	\$200,000	Status Quo	Economic Development Budget Bill
ICVS	\$168,201	Status Quo	Economic Development Budget Bill
Tourism AGRs	\$900,000	Status Quo	Economic Development Budget Bill
Registered Apprenticeship Program	\$1,000,000	Status Quo	Economic Development Budget Bill
Future Ready Iowa Mentoring Program	\$400,000	New	Economic Development Budget Bill
Housing Needs Assessment	\$100,000	New	Economic Development Budget Bill
Rural Innovation Grants	\$300,000	New	Economic Development Budget Bill

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www.iowaeconomicdevelopment.com

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