





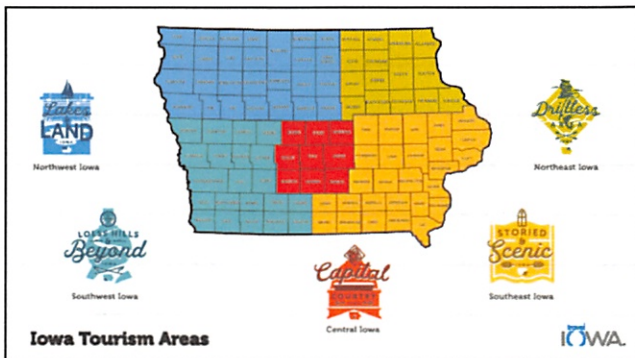


**Travel Is the First Step
in Thinking About Moving
to a New City**

TRAVEL FEEDS WORKFORCE

64% of U.S. adults seriously considered moving to a new place as a result of visiting.

“ If we can get them to our location, we have a much better sell. They have to see the place to be convinced. **”**



Iowa Tourism Industry 5-Year Strategic Plan

Tourism Strategic Plan efforts are working

- Since 2022, the tourism team has met individually with 608 tourism businesses and partners and presented to more than 1,500
- Industry newsletter list has grown 22%
- Tourism insider meeting series are successfully taking place across the state
- New marketing tools and research projects are supporting tourism partners across the state (Localhood, Visitor Profile Study and more)

Tourism Economic & Visitation Impact

IN 2022, TOURISM IN IOWA GENERATED:

- \$6.9 Billion** IN VISITOR SPENDING (+15% INCREASE OVER 2021)
- \$10.7 Billion** TOTAL ECONOMIC IMPACT
- 44.1 Million** TRACKED VISITS TO AND WITHIN IOWA IN 2022

\$1.1 BILLION IMPACT ON STATE AND LOCAL TAXES

- LOCAL TAX REVENUE: \$494 M
- STATE TAX REVENUE: \$572 M

TOURISM SUPPORTS **68,607** JOBS IN IOWA (3% OF IOWA'S WORKFORCE)

TRIP VOLUME BY TOP ORIGIN STATES

IL	26.3%
MI	18.4%
WI	17.2%
IN	10.7%
OH	10.2%
MO	5.6%
IA	4.2%
ND	2.2%
SD	2.2%
NE	2.1%

Contact: Amy Ziegler | amyziegler@icwada.com | 515.348.6259

Tourism Marketing Campaign

- Refreshed marketing campaign begins February 2024, runs through Fall 2024
 - Continuation of eye-catching drone videos encouraging visitors to "see Iowa from a new perspective"
 - Campaign includes 36 communities and more than 100 different tourism destinations (restaurants, museums, hotels and more)

Consumers Are Open to Relocating



7 in 10 are likely to consider moving for the right opportunity.

Likelihood is highest among **30-somethings**. This is up since we last tested it.

Likelihood to consider moving for the right opportunity
Scale of 0 (not likely at all) to 10 (very likely)

Age Group	Likelihood (%)
20s	71%
30s	82%
40s	64%
Total	71%

Market Research Findings

> 33% More than 1 in 3 respondents are dissatisfied with their current cost of living. Iowa is #1 in cost of living.

Top quality of life factors for considering a move:

- Cost of living
- Safety
- Culture

Nearly 1 in 3 respondents have concerns about safety where they live. Safety is rated as one of the top-performing attributes for Iowa.

This is Iowa Campaign



thisisiowa.com

This Is Iowa

Making An Impact

The number of positive perceptions has increased by 20%

"Iowa has fun recreational opportunities" jumped 20%

"Iowa has beautiful natural landscapes" increased from 46% to 67%

"Iowa has friendly people" climbed from 51% to 69%


Iowa's Population Growth

Iowa has seen growth while neighboring states have lost (IL and MN)

- November 2023 (latest data): Iowa had 88,000 job openings and 57,200 unemployed people
- Where people are moving from:
 - California
 - Hawaii
 - Illinois
 - New York
 - Nebraska

Net in-migration
April 2020–July 2023
9,309

Nurturing Leads: Talent Attraction

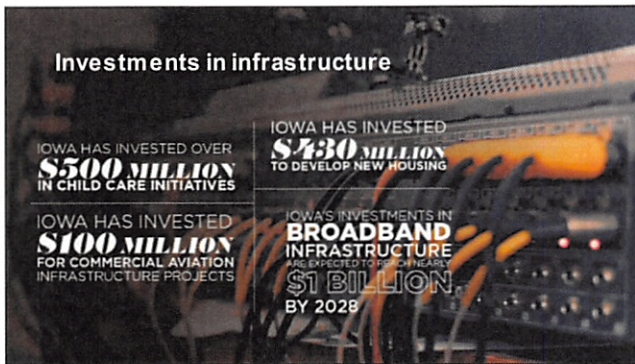


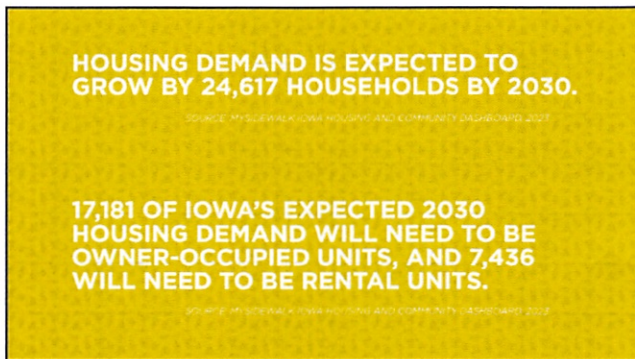
What
Build a lead nurturing strategy that is customized to Iowa's needs and activates the people and organizations that will help along the way

How
Launch a two-year pilot with Iowa stakeholders, alumni associations and RoleCall, a talent recruitment agency

Why
Tie into our marketing strategy to give prospective talent and communities actionable steps to make supports move to Iowa







Housing

IOWA IS THE **#1** STATE FOR **MILLENNIAL HOMEOWNERSHIP**

IOWA HAS THE **Lowest** INCOME-TO-MORTGAGE RATIO IN THE U.S.

72.8% IOWA'S HOMEOWNERSHIP RATE IS AMONG THE HIGHEST IN THE NATION

IOWA IS ONE OF THE **Top 10** BEST STATES TO BUY A HOME

IOWA IS ONE OF THE **Top 10** MOST AFFORDABLE STATES TO LIVE IN

Housing Assistance

- Workforce Housing Tax Credits (WHTC)**
 - Tax benefits to developers to provide housing in Iowa's communities
- Federal Low-Income Housing Tax Credits (LIHTC)**
 - Tax incentives to investors for the development, acquisition and rehabilitation of income-restricted rental properties
- Historic Preservation Tax Credits**
 - Encourages the sensitive rehabilitation and reuse of historic structures (e.g., schools, factories, hotels)
- Redevelopment Tax Credits**
 - Tax credits to redevelop underused industrial and commercial property
- Community Catalyst Building Remediation Program**
 - Grants for redevelopment projects that stimulate economic growth and reinvestment in the community

Contact Derek Falden at derek.falden@iowafinance.com or 515.452.2437
 Jim Angle at james.angle@iowafinance.com or 515.349.8180

MacCubbin Redevelopment | **Historic Preservation**
Greenhill Point Apartments | **Waterloo LIHTC**
Herndon Theater | **Lofts, Tipton WHTC**

Iowa Profile

Explore valuable community and regional insights with interactive and customized dashboards across various domains such as housing, public health, safety, transportation, education, quality of life and economy.

DEMOGRAPHICS | QUALITY OF LIFE | HOUSING
 ECONOMY | HOUSING FOR CAST

iowafinance.com/iowaProfile

Child Care Task Force Recommendations

PARTNERSHIPS **CHILD-STAFF RATIOS**
SHARED SERVICES **BEND THE COST CURVE**
SLOTS **FINANCIAL INCENTIVES FOR BUSINESSES**

- Iowa has invested over \$500 million in child care initiatives
- Iowa Women's Foundation hired employer engagement director in partnership with IEDA
 - IEDA has also partnered with the Iowa Department of Health and Human Services to increase the capacity of the Iowa Women's Foundation

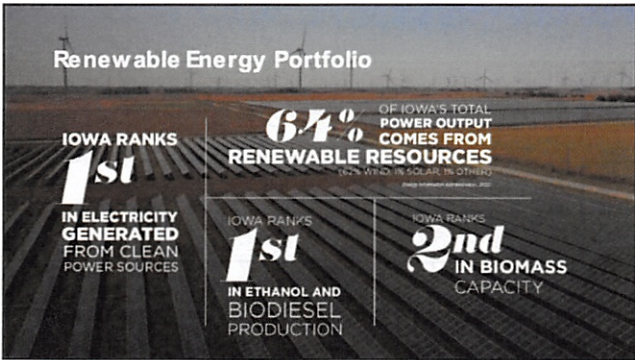
"We could start to move the needle: Iowa offers model for fixing Mass. child-care crisis"

The Boston Globe

"...Something remarkable happened [in Iowa] in the intervening years that is now grabbing national attention. The state launched an innovative policy initiative for a massive expansion of child care that in two years created nearly 11,000 more spots for the children of working parents."

https://governor.iowa.gov/sites/default/files/documents/GOV_ChildcareTF_Report_112021.pdf





Carbon and Renewable Hydrogen Opportunities

- Governor's Carbon Sequestration Task Force
 - Vision Statement: Iowa will be the leading state for creating carbon value through agricultural stewardship & energy generation
- Positioning for Growth in Hydrogen
 - Iowa is a great fit for development of renewable hydrogen (H2) & can further maximize our energy and agricultural resources and industry partnerships



“The value of our investment decision in Nevada is represented by the operation of our low-carbon ammonia, to deliver ammonia for the future... The decision to integrate the production of green hydrogen production reflects the natural evolution of our vision to position Nevada as advanced renewable energy center. To be successful, this vision is supported by local leadership to ensure a high open hub for the state and its regional state partners... the time is right, and this is the place to be.”

Dirk Mathias
President & CEO
V2B21 North America



Iowa Manufacturing

\$34.7
BILION
GROSS STATE PRODUCT IS GENERATED BY MANUFACTURING

60% OF IOWA'S EXPORTS COME FROM THE MANUFACTURING INDUSTRY

MANUFACTURING EMPLOYS **14.5%** OF IOWA'S TOTAL WORKFORCE

MANUFACTURING JOBS PAY **20%** MORE THAN THE AVERAGE PRIVATE SECTOR JOBS

Supporting Adoption of Automation

Iowa is helping manufacturers integrate smart technology into their operations to remain globally competitive through the fourth industrial revolution.

Manufacturing 4.0 Plan – iowamfg.com

- Supplier Connection Portal
- Bonus depreciation
- Grants for small to medium size manufacturers that invest in smart technologies



Received Manufacturing 4.0 Technology Investment grant to purchase an upgraded pick-and-place machine and conveyor system. The equipment increases speed and reduces waste.

"Being able to remove a manual step in the process means it will take us less time to get to the same place with an even higher quality result. We are now able to train our employees to do more advanced manufacturing, allowing them to build new skills."
- Skye Whittepoort, CEO

Legislative Proposal

\$2 million request for Manufacturing 4.0 Technology Investment grants to help Iowa's manufacturers increase productivity and efficiency.

Butchery Innovation and Revitalization

- Provide financial assistance in the form of grants to businesses for projects relating to small-scale meat processing, licensed custom lockers and mobile slaughter units
- Since inception (FY 2022), 48 awards have been made to 46 businesses
- There are approximately 150 businesses that could be eligible for this program

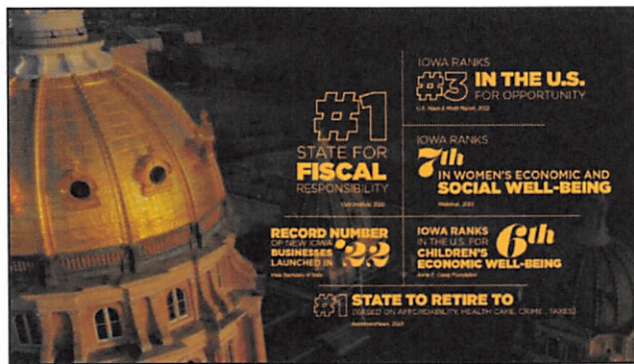
Fiscal Year	Amount Available	Businesses that Applied	Businesses Not Eligible	Businesses Awarded	Award Cap
FY 2022	\$1,700,000	72	17	36	\$50,000
FY 2023	\$1,000,000	36	4	12	\$100,000
FY 2024	\$1,000,000	Opens 2/1/24		Estimated 12	\$100,000

Legislative Proposal

Entities eligible under the butchery program could leverage funding available in the \$2 million Manufacturing 4.0 grant program request if they meet project eligibility requirements.







Historic Tax Reform

- Tax Foundation ranking - improvement of 31 places with full phase implementation of reforms
- Lowers corporate tax from 9.8% to 7.1% in 2024, with ultimate target of 5.5% by 2026
- Eliminated retirement income tax starting in 2023



A tax-cutting wave is sweeping over America's states

"...Iowa has emerged as America's tax-cutting champion, a paragon of fiscal responsibility."

Legislative Proposal

Reduce the personal income tax rate to a flat 3.65% retroactive to January 1, 2024. In 2025, the rate would fall to flat 3.5%.

Incenting High Quality Jobs

- The following tax incentives may be available:
 - Local property tax exemption for value added to the property
 - Investment tax credit -- up to 10%
 - Refund of sales, service or use taxes
 - Research activities tax credit
 - Direct financial assistance
- Jobs must pay a starting wage of 100% of the laborshed wage and will reach 120% within 3 years
 - Projects in economically distressed counties only require jobs to meet the 100% threshold
 - Wage is evaluated on a yearly basis from laborshed data



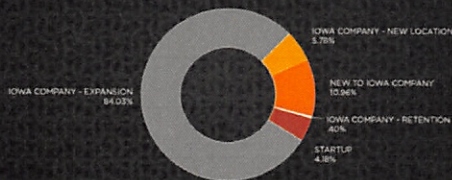
Lely North America - Falls
 Develops innovative robotics and data analytics that improve animal welfare, feasibility and production on dairy farms.

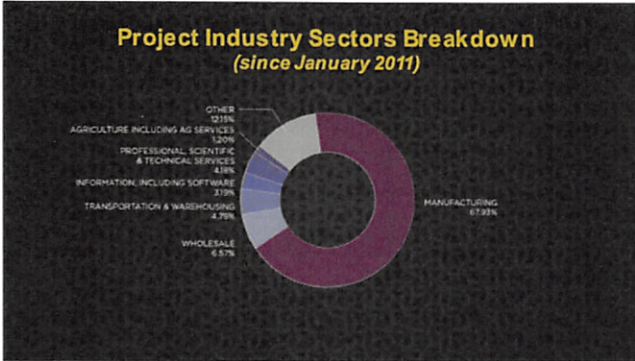
Awarded tax benefits through the High Quality Jobs program.

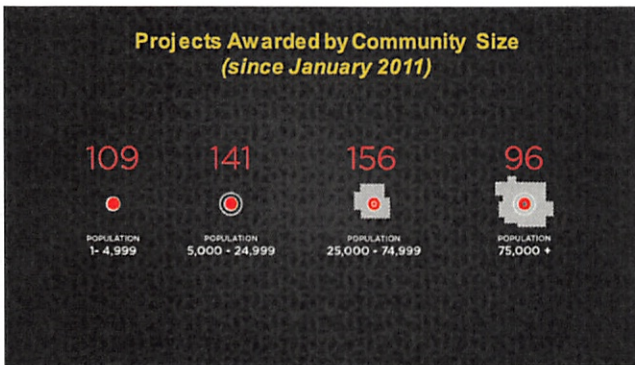
\$15.7 million capital investment
 15 new jobs - qualifying wage of \$21.61

Lely constructed a new, 150,000 square foot North American headquarters.

Project Origination Breakdown (since January 2011)







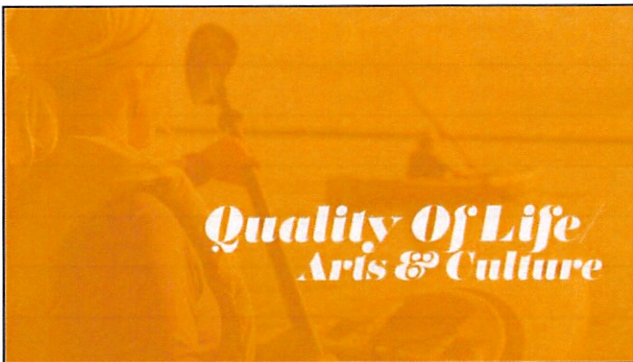
MEGA Program

Major Economic Growth Attraction

- New incentive program aimed at securing projects that represent a capital investment of more than \$1 billion
- "MEGA projects" incentive criteria:
 - Advanced manufacturing, biosciences, research businesses only
 - Created jobs must pay at least 140% of the laborshed wage at the time the project is completed
 - Must offer qualified benefits plan (consistent with HQJP)
 - Located at certified site (industrial or mega), minimum 250 acres
- Negotiated incentives:
 - Sales and use tax refund (construction)
 - Qualifying business tax credit – up to 5% refundable
 - Withholding tax credit

Zero-Based Budgeting

- In June 2023, IEDA | IFA became the first agency to begin working with the Department of Management on its zero-based budgeting/program evaluation project
- Since December 2023, program and legislative background, program financials and data, and performance indicators and measures have been sent to DOM
- 22 key performance indicators (KPIs) for IEDA | IFA programs were created to help determine program impact and success
- 33 additional IEDA | IFA program KPIs are being finalized with a goal to complete and share with DOM and IGOV by mid-February





Unmatched Quality of Life

IOWA HAS MORE THAN **80** STATE PARKS

2,300 MILES OF TRAILS

18,000 MILES OF NAVIGABLE STREAMS

2,000 COUNTY PARKS, CITY PARKS, NATURAL AREAS AND TRAILS

NEARLY **53,000** ACRES OF IOWA'S LAND ARE FOR RECREATIONAL ACTIVITIES



ThisIowa.com

Iowa Arts Council

Cultivating creativity, learning and participation in the arts for Iowa's communities.

- **Art Project Grants:** Projects that positively impact the vitality of arts and demonstrate public value.
- **Creative Catalyst Grants:** Projects that accelerate momentum in an applicant's artistic career or practice, arts and cultural organization or community through a high-quality arts project or learning experience.
- **Certified Local Government Grants:** Open to entities that have signed a certification with the State of Iowa and National Park Service.

For a full list of grants and resources for arts and culture, visit culture.iowaeda.com.

Contact David Schmitz at david.schmitz@iowaeda.com or 515.348.6321



Design Center for the Arts, Ames
October 2022/Photo by Peter



P.A.C.E. of Mahaska County, Okobuck
October 2022/Photo by Benning

Arts & Culture Impact

\$377.4 MILLION IN EVENT-RELATED SPENDING BY ARTS AND CULTURE AUDIENCES

Individuals who attend these experiences **SPEND AN AVERAGE OF \$30.81** PER PERSON PER EVENT

ARTS & CULTURE PRODUCTION ACCOUNTS FOR MORE THAN **40,000 JOBS** AND ADDED OVER **\$4 BILLION** TO IOWA'S ECONOMY

NONPROFIT ARTS AND CULTURE ORGANIZATIONS GENERATED:

- **\$731** MILLION IN PERSONAL INCOME TO IOWA RESIDENTS
- OVER **\$36** MILLION IN TAX REVENUE TO IOWA COMMUNITIES
- **\$13** MILLION IN TAX REVENUE TO THE STATE OF IOWA

Source: Arts & Economic Prosperity 7

Investing in Iowa's Communities

- Destination Iowa
 - Provides grants to help communities move forward on transformational, shovel-ready tourism and quality of life attractions
- Enhance Iowa – Community Attraction and Tourism
 - Provides grants to assist projects that improve recreational, cultural, entertainment and educational attractions and enhance the vitality of the region and state



Harold Hoover Presidential Library & Museum
West Branch, Iowa



HBI Community Center & Maser Public Library, Macalester, IA

Contact Alaina Santizo at alaina.santizo@iowaeda.com or 515.348.5162

FY 2025 BUDGET				
Dept	Fund	Appropriation Name	Governor's Recommendation	Net Change from FY 2024
Economic Development Budget Bill Iowa Economic Development Authority	General	Economic Development – Operations	\$12,921,510	\$114,151
		World Food Prize	\$750,000	\$250,000
		COG Assistance	\$250,000	Status Quo
		Operational Support Grants AGRs	\$448,403	Status Quo
		Tourism Marketing	\$1,443,700	Status Quo
		Tourism Strategic Plan	\$1,100,000	Status Quo
		Iowa Arts Council	\$1,400,000	Status Quo
		Cultural Trust Grants	\$150,000	Status Quo
		Great Places	\$149,710	Status Quo
		Cultural Grants	\$172,090	Status Quo
	Both	Butchery Innovation and Revitalization	-	(\$1,000,000)
	Rural Work & Job Creation	Empower Rural Iowa	\$700,000	Status Quo
		High Quality Jobs Creation	\$11,700,000	Status Quo
		Manufacturing 4.0	\$2,016,675	\$2,016,675

FY 2025 BUDGET				
Dept	Fund	Appropriation Name	Governor's Recommendation	Net Change from FY 2024
Economic Development Budget Bill Iowa Finance Authority	General	Rent Subsidy Program	\$873,000	Status Quo
		Housing Renewal Pilot Program	\$500,000	Status Quo