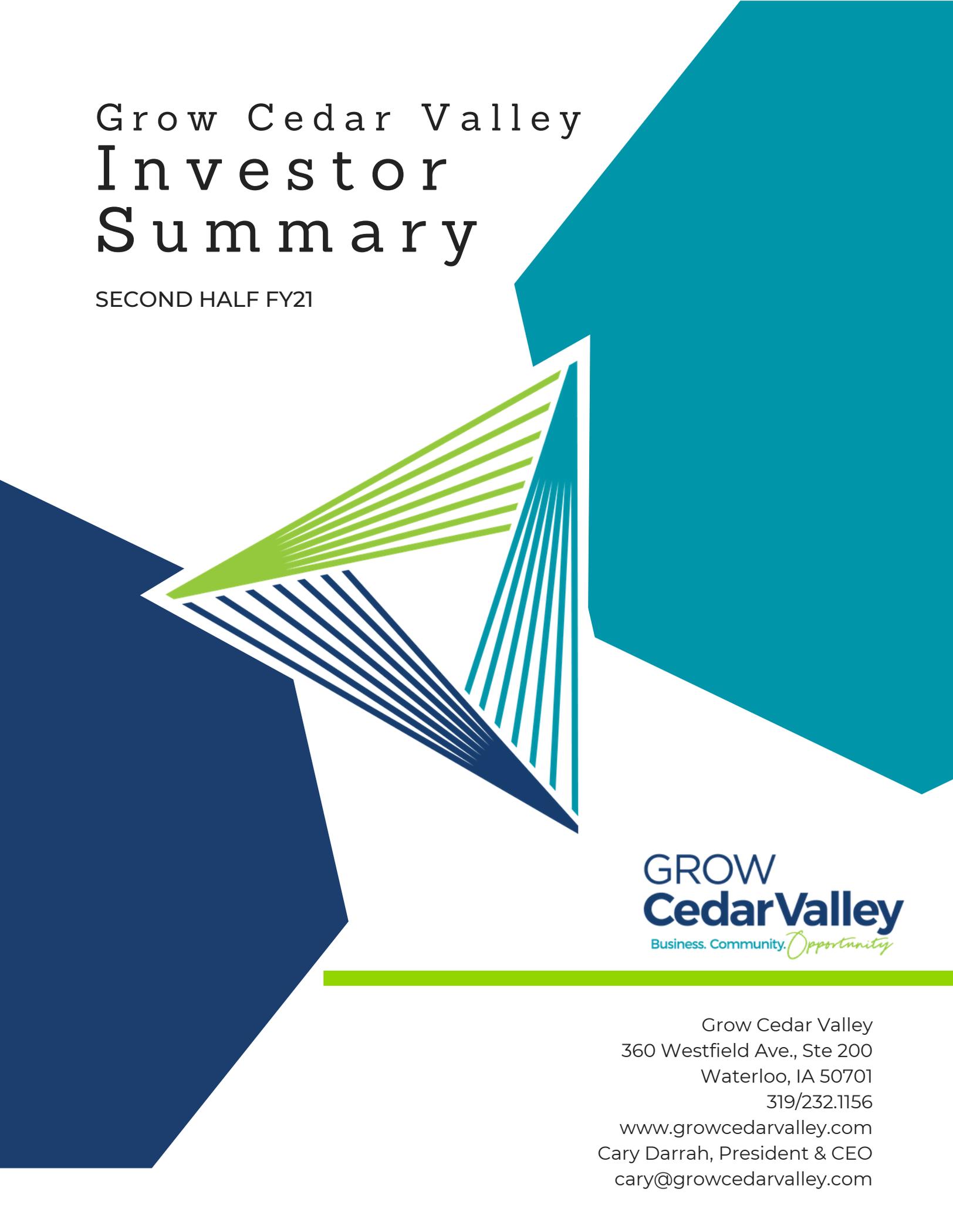


Grow Cedar Valley Investor Summary

SECOND HALF FY21



GROW
CedarValley
Business. Community. *Opportunity*

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Economic Development Results

A fundamental part of economic development work is to attract new businesses and support existing businesses to diversify the economy and reduce the region's vulnerability. Grow Cedar Valley works very closely with the City's economic development staff and many other public and private partners with these collaborative efforts.

Marketing

Project Engage - 51 Target Industry Leads and 127 Total Leads

Project Engage is a digital marketing project to promote the Cedar Valley to key decision-makers and businesses in our targeted industries. It was launched in January of 2021.

Project Engage harnesses the power of social and digital marketing and the advanced targeting methods allowed by those platforms. We are able to promote our unique amenities and benefits to organizations all over the world and receive weekly reports of companies that access our website and our economic development-focused pages.



The map (to the left) illustrates the locations of companies who engaged with our advertising and visited our website.

We also have the ability to review what pages a company looks at. The most reviewed economic development webpage is Talent & Workforce, further showcasing talent and its prominent position in business leaders' minds.



The image (above) showcases a preview of the information we receive about a company. In this dashboard, we are able to gather company names, pages visited and soon will be able to review contact information.

This tool has also proved useful as we can cross-reference our current leads, and identify their priorities through their use of our website, allowing us to tailor economic development conversations to address their interests.



Economic Development Results Cont.

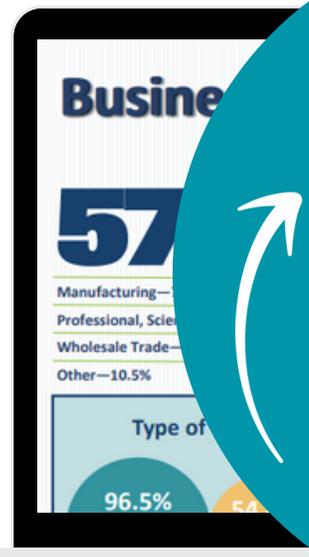
Marketing Cont.

Lead Generation

- Identified and engaged 1,075 companies to generate 6 company leads that have expansion plans.
- In November 2020, Grow Cedar Valley participated with a group of U.S economic development organizations to meet virtually with 6 companies regarding their expansion plans. All companies had long-term interests beyond two years.

Other Economic Development Services

- Pushed out IEDA Survey #3 - COVID recovery survey to existing businesses in Black Hawk County generating over 200 responses.
- Published Industry Insights 2020 Existing Business Survey Report (see right).
- Partnered with IDM/Strategic Marketing Services at the University of Northern Iowa, Hawkeye Community College, and Regional ED partners to lead and execute the first Cedar Valley Wage and Benefits Survey in 14 years. Data collection will take place in May and June.



View Report

Opportunities/Projects

	Capital Investment	Job Potential	External Projects	Existing Projects
New*	\$965M	471	8	0
Total Active	\$704M	2025	14	4

**Includes new projects occurring between the months of November 2020 through April 30 2021; some projects occurring during this timeline minus those that may have eliminated the region during that same period.*

Note: Job Potential and Capital Investment won't correlate; some projects don't provide both or either figure. Information available depends on the project's stage; some projects are more advanced than others.



New Projects



Total Active Projects



Prospect Proposals/ Info sent to leads (does not represent multiple communications)



Economic Development Results Cont.

Existing Business Services to Cedar Valley Companies

20
Business Services

Information/services provided included discussion on expansion/retention and/or barriers such as workforce; including issues related to managing supply chain and businesses during COVID-19.

Innovation Initiatives

Partnered with Cedar Valley Techworks, Red Cedar, University of Northern Iowa, and Hawkeye Community College to partner on two important initiatives:

Industry 4.0

Grow Cedar Valley started reaching out to Cedar Valley manufacturers to identify the level of factor innovation in place and the need to compete in the global economy.

This includes opportunities and threats to supply chain needs. This initiative is based on the State's release of the "Seizing the Manufacturing 4.0 Opportunity: A Strategic Plan for Iowa's Manufacturing Industry" December 2020.

Innovative Placemaking

Identified community innovation needs over the next 15-20 years by surveying and meeting with businesses and communities across the Cedar Valley. Innovation supports the growth of existing businesses, regardless of industry sector, and creates a quality of life that aids in the recruitment and retention of the workforce.



Wes James
President



Danny Laudick
Executive Director



Wes James, Danny Laudick, and Grow Cedar Valley's Vice President of Economic Development, Lisa Rivera Skubal, CEcD are working closely on these initiatives. The partnership has already generated valuable insight and opportunities from key players in the Cedar Valley.



Economic Development Results Cont.

Airport Advocacy

- Volaire Aviation continues to be retained for the ongoing support of air service retention and development efforts using privately raised funds.
- An ALO marketing committee was formed and is currently working on the following items:
 - Website and branding redevelopment (teased at a recent Good Morning Cedar Valley)
 - Marketing plan for next six to nine months and relationship with Advance Aviation, a full-service marketing company for small and medium-sized airports
 - Loyalty program

Talent Attraction

Impact of Live the Valley

Growth in Metrics

Live the Valley relies on a steady stream of new content, consistent advertising, and engaging with our users on a continuous basis.

Recent Live the Valley articles focus on topics such as technologically focused companies, coworking space, and career-focused education.



11% Increase in People Reached
(2.7M total)



17% Increase in Website Views
(153K total)



9% Increase in Talent Leads
(1.2K total)

Results By the Numbers

The metrics represent the increase in overall engagement since last council report.

Additional News & Updates

This is Iowa

The State Tourism Office and Iowa Economic Development Authority approached Grow Cedar Valley Staff to learn more about the Cost of Living Calculator on Live the Valley. They are interested in creating a similar tool for their Iowa marketing campaign.

Use the QR code to the left to explore the Cost of Living Calculator.



Workforce Growth & Development

Workforce Development, Progress, COVID-19 and a Revolution.

Progress and COVID-19

A rapidly deployed vaccine has given new life to area businesses. Doors are opening, employees are returning to offices and innovation has emerged as the dominating factor.

The Authors of the Global Diversity, Equity & Inclusion Benchmarks point out; "The world faced multiple layers of complex change - global economic disruption, growing inequality, the dangers of authoritarianism, and geopolitical fragmentation. We also witnessed an unprecedented outpouring of support for social justice around the world." These factors certainly remained true for the Cedar Valley.

Grow Cedar Valley offers custom tours of the city to newcomers and/or prospects and their families to help them become acclimated to the area. Cedar Valley businesses have utilized this service when recruiting individuals for high-earning positions. This quarter, this service was provided to two new medical professionals.

Business Support

Community Tours

As a service, Grow Cedar Valley helps Cedar Valley businesses by providing custom tours of the city to help newcomers and/or prospects and their families become acclimated to the area. These are usually high-earning positions. This quarter we provided this service to two new Medical Professionals.

Technical Assistance

Grow Cedar Valley met with and provides specific technical assistance to our area businesses.

Technical assistance includes but is not limited to:

- Talent recruitment
- Developing current workforce
- Develop and implement diversity, equity, and inclusion plans
- Review application and hiring processes

Workforce Growth & Development Cont.

Programming

Quality Pre-Apprentice Program (Ignite)

This highly innovative program continues to set the pace in early workforce development. It is currently built around assembly training and is a major collaboration between John Deere, the Waterloo Community Schools, Hawkeye Community College, and other area manufacturing companies.

This first quarter started with a pilot cohort of 7 high school seniors from the public High Schools in Waterloo. Although a smaller cohort for the pilot; the program is planned to be scaled to 30 students per semester. This program is located on the TechWorks Campus in Downtown Waterloo, a regional innovation hub and asset

ONE Cedar Valley

Grow Cedar Valley is a founding member of this collaborative effort that was born out of Future Ready Iowa. The focus of ONE Cedar Valley is on connecting new, prospective, and existing workers to resources that enable them to have successful employment within the Cedar Valley.

ONE Cedar Valley also serves as a support, troubleshooting, and awareness team for local service providers. ONE Cedar Valley focuses on assisting workers and employers by being a resource that offers a concierge service/referrals for individuals/families seeking employment or holding fragile employment, and to support, troubleshoot, and champion front-line service organizations.

To help individuals in the Cedar Valley succeed by overcoming and eliminating barriers to employment we are working to:

- Empower and embrace underrepresented residents of the Cedar Valley.
- Be intentional with efforts to create economic vitality in our Black community.
- Deconstruct barriers to employment for all.
- Champion hiring and cultural changes within area businesses.
- Celebrate diversity and inclusion.
- Continually expand the depth and breadth of our knowledge related to race, ethnicity, and gender in the workplace and community.
- Create new best practices for community collaboration and unity.
- This quarter ONE Cedar Valley went through the selection process and have hired Yeshi Abebe as the Project Coordinator.



Workforce Growth & Development Cont.

Programming Cont.

24/7 Black Leadership Advancement Consortium



Grow Cedar Valley partners with the 24/7 Black Leadership Advancement Consortium and the Minority Businesses and Entrepreneur Accelerator Program and Venture School.

Recently, the 24/7 Black Leadership Advancement Consortium received a \$200,000 grant from the Entrepreneurial Investment Award (EIA) program to support the accelerator. This award is given by the Iowa Economic Development Authority Board of Directors.

The first cohort graduated 12 minority-owned businesses. This program has been a great success and has attracted the attention of the State of Iowa as they work to improve the business environment so that minority groups aren't restricted from growing.

This partnership includes Grow Cedar Valley, Red Cedar, UNI's John Pappajohn Center, Waterloo Community Schools, and The City of Waterloo among others.

Diversity Equity and Inclusion

Black Hawk County Equity Initiative

Grow Cedar Valley participates as a partner in this community-wide initiative focusing on the health of Black Hawk County led by the county's Health Department. This project started in 2019 and has featured almost a dozen community stakeholder meetings. Facilitated by the nationally known consulting company, Engaging Inquiry, this initiative has allowed us to gain clarity and find leverage so that we may act strategically regarding disparity in the community and how workforce equity relates to that disparity.

Cedar Valley Non-Profit Anti-Racism Initiative

Grow Cedar Valley partners in this initiative which discusses the function of non-profits in addressing racism in the community. This includes how and where resources are spent and how other non-profits meet to collaborate.

Workforce Growth & Development Cont.

Economic Inclusion

Economic Inclusion Network

Grow Cedar Valley's Economic Inclusion Network meets monthly to convene business leaders and other stakeholders to develop Economic Inclusion employment strategies and, feature work being done by other partners. This network serves as a catalyst, partner and, resource for inclusion in the workplace.

The network averages 20-30 participants monthly with a featured partner presenting at each meeting. The network uses the Global Diversity, Equity & Inclusion Benchmarks as the standard for the measurement of the partners' current state and their advancement towards a more diverse, inclusive and, equitable workplace.

Economic Inclusion Conference



The Economic Inclusion Conference is Iowa's premier conference on Diversity, Equity and, Inclusion.

This joint conference is between the University of Northern Iowa and Grow Cedar Valley and is made possible with the tremendous collaboration of other area stakeholders and organizations.

2021 brings about another opportunity for the Economic Diversity and Inclusion Summit. We will be hosting this year's Summit at the newly renovated 5 Sullivan Brothers Convention Center in Downtown Waterloo. This beautiful new venue is going to allow us to safely host an in-person event while integrating technology to make for a more robust Summit.

The event planning committee has started meeting in anticipation of another successful event.



Government Affairs & Advocacy

Grow Cedar Valley staff attends city council meetings on a regular basis.

When warranted, Grow Cedar Valley representatives have spoken in support of various economic and community development projects that are beneficial to the economic growth and the business community in the Cedar Valley.

Recent Government Affairs events include:

November – Dustin Miller, Iowa Chamber Alliance

December – Mike Ralston, Iowa Assoc of Business & Industry

January – Sen Bill Dotzler and Rep Pat Grassley

February – Iowa Auditor of State Rob Sand

March – Senator Craig Johnson

April – Senator Eric Giddens and Rep Bob Kressig



195 business leaders and professionals attended recent Government Affairs events.

