



Quad Cities Chamber of Commerce

March 17, 2022

Debi Durham | Executive Director
Iowa Economic Development Authority | Iowa Finance Authority



BUSINESS

COMMUNITY

PEOPLE



DIVERSITY/WORKFORCE

INFRASTRUCTURE

SUSTAINABILITY

AUTOMATION

UNCERTAINTY

DIVERSITY/WORKFORCE



**IN DECEMBER 2019, IOWA HAD OVER
60,000 JOB OPENINGS, AND JUST
49,100 UNEMPLOYED PEOPLE**

SOURCE: IOWA WORKFORCE DEVELOPMENT

**IN DECEMBER 2021, IOWA HAD
120,000 JOB OPENINGS, AND JUST
65,000 UNEMPLOYED PEOPLE**

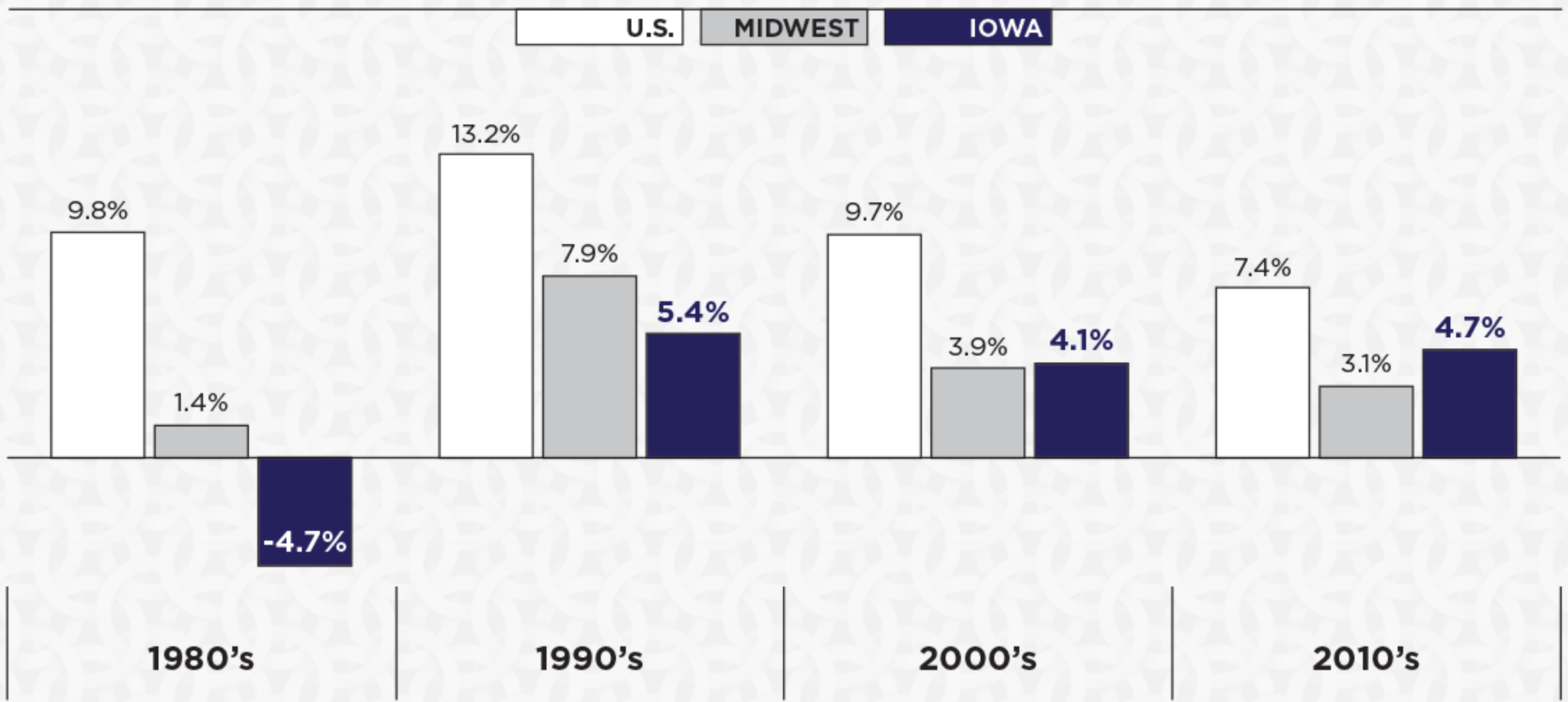
SOURCE: IOWA WORKFORCE DEVELOPMENT

IN NOVEMBER 2019, IOWA'S LABOR
FORCE PARTICIPATION RATE
PEAKED AT 70.4%

**IN JANUARY 2022,
IOWA'S LABOR FORCE
PARTICIPATION RATE WAS 66.8%
RANKED 8TH OVERALL IN THE U.S.**

SOURCE: IOWA WORKFORCE DEVELOPMENT, FEDERAL RESERVE BANK OF ST. LOUIS

POPULATION GROWTH RATES, 1980 - 2020



**IMMIGRANTS COMPRISED
44% OF IOWA'S POPULATION GROWTH
FROM 2010 TO 2019**

SOURCE: CENSUS

**IOWA'S NON-WHITE POPULATION HAS
INCREASED BY 60% FROM 2010 TO 2020**

SOURCE: CENSUS

FAMILY WITH SINGLE-PARENT MEDIAN INCOME
SPENDS 40.7% OF INCOME ON CHILD CARE

75% OF CHILDREN UNDER 6
HAVE BOTH PARENTS WORKING OUTSIDE THE HOME

IOWA HAS LOST 33% OF CHILD CARE BUSINESSES
OVER THE PAST 5 YEARS

CHILD CARE ISSUES RESULT IN AN ANNUAL LOSS OF
\$935 MILLION FOR IOWA'S ECONOMY



STRATEGIES

Child Care Task Force Recommendations

PARTNERSHIPS
SHARED SERVICES
FINANCIAL INCENTIVES FOR BUSINESSES

SLOTS

CHILD-STAFF RATIOS
BEND THE COST CURVE

Proposed Legislation:

- Allow child care providers to collect additional payments from families who are on Child Care Assistance - make up the difference between the reimbursement rate and the rate a family would pay for its own child care
- Increase the number of 2-year-olds and 3-year-olds allowed in the care of an individual provider
- Allow people 16 years or older who work at a child care facility to be employed and provide child care

THE BEST PLACE FOR WORKING PARENTS®

IOWA

www.iowaeda.com/resources/



Refocus Unemployment System

NEW – IWD Reemployment Case Management System

- Provides one-on-one career coaching at week one and will audit the recipient's work-search requirements on a weekly basis for those receiving unemployment benefits
- Proposal to reduce the length of unemployment benefits from 26 weeks to 16 weeks (exception for plant closings)
 - Must accept a job offer if it pays a certain percentage of their previous salary - lowering these thresholds would be a means of getting unemployed Iowans to work sooner.

iowaworkforcedevelopment.com

The logo for Iowa Workforce Development features the word "IOWA" in a small, dark teal font above the word "WORKFORCE" in a large, bold, dark teal font. Below "WORKFORCE" is the word "DEVELOPMENT" in a smaller, dark teal font. The entire logo is set against a white rectangular background.

IOWA
WORKFORCE
DEVELOPMENT



VISITOR & TALENT ATTRACTION PLAN

thisisiowa.com

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

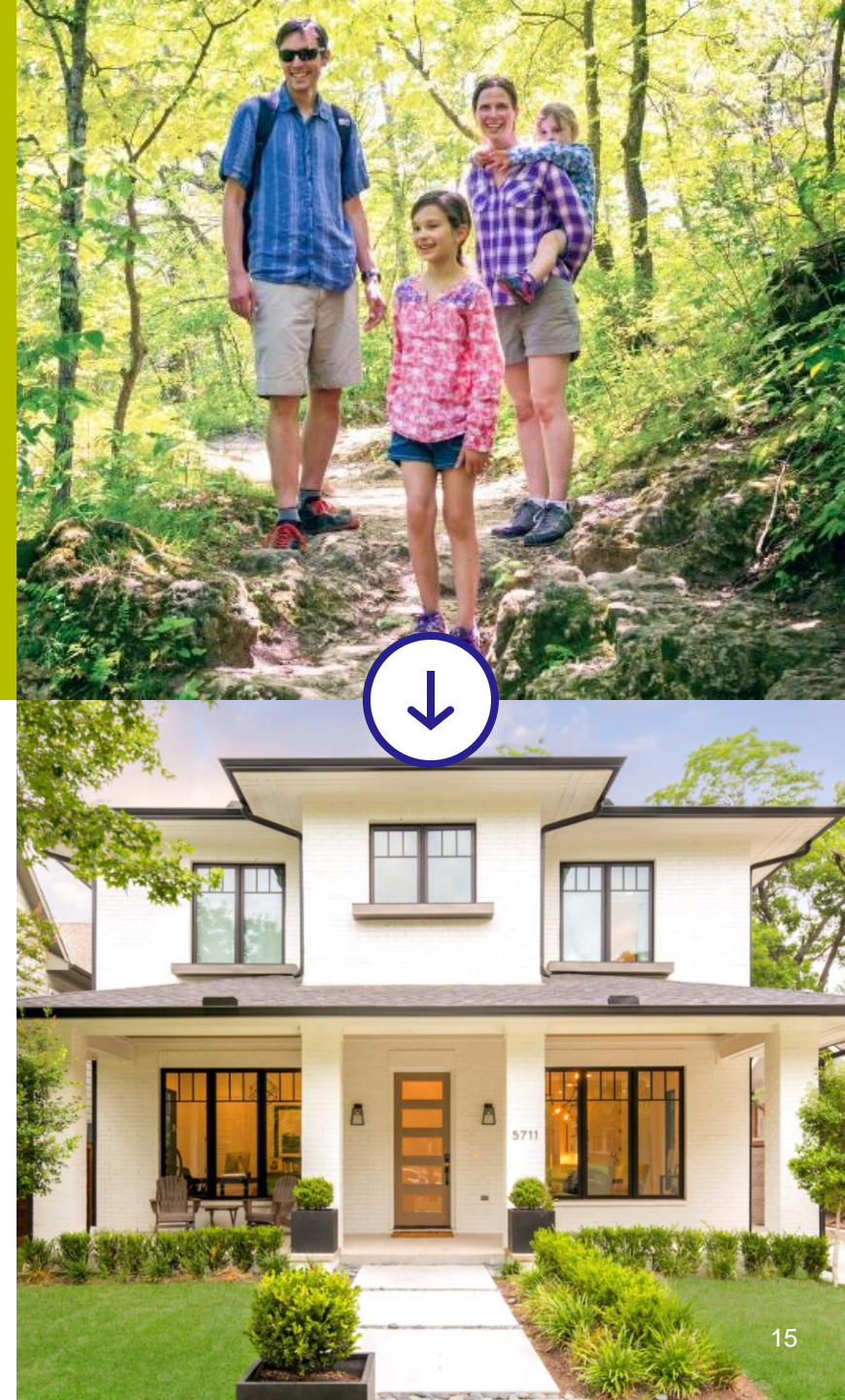
TRAVEL FEEDS WORKFORCE

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.”

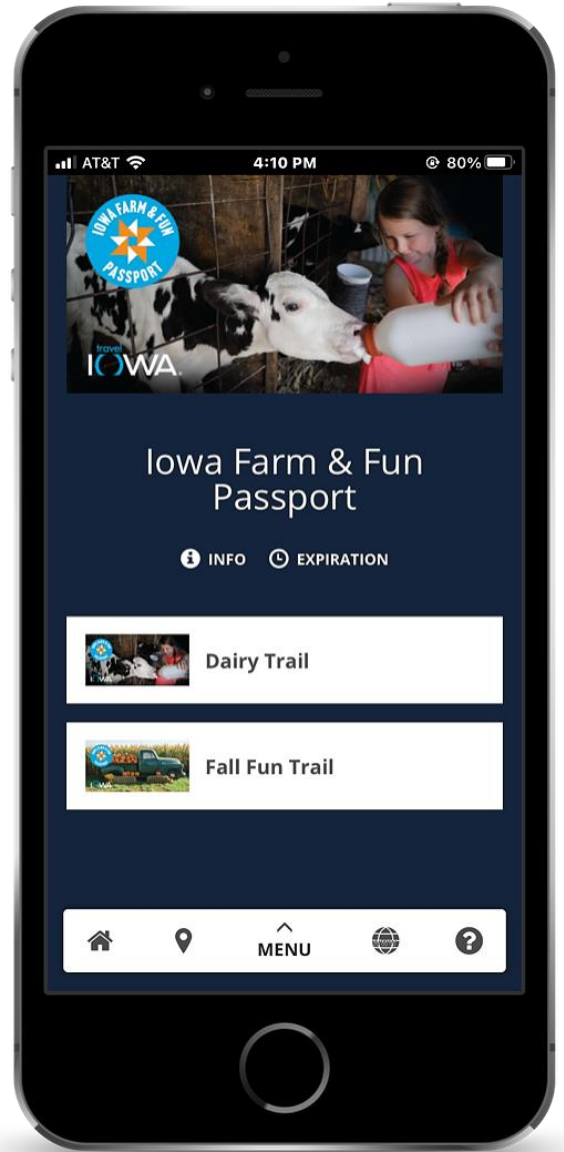


- Iowa State Park Passport
 - Launched in June 2020
 - Currently 22,500+ participants
- Iowa Scenic Byway Passport
 - Launched January 2021
 - Currently 6,800+ participants
- Iowa Wine Passport
 - Launched February 2021
 - Currently 2,900+ participants
- Iowa Beer Passport
 - Launched May 2021
 - Currently 3,200+ participants
- Iowa Farm & Fun Passport
 - Launched in September 2021
 - Currently 580 participants
- Iowa Distillery Passport
 - Launched in November 2021
 - Currently 524 participants

traveliowa.com

Contact: Amy Zeigler at amy.zeigler@iowaeda.com or 515.348.6259

Digital Passports

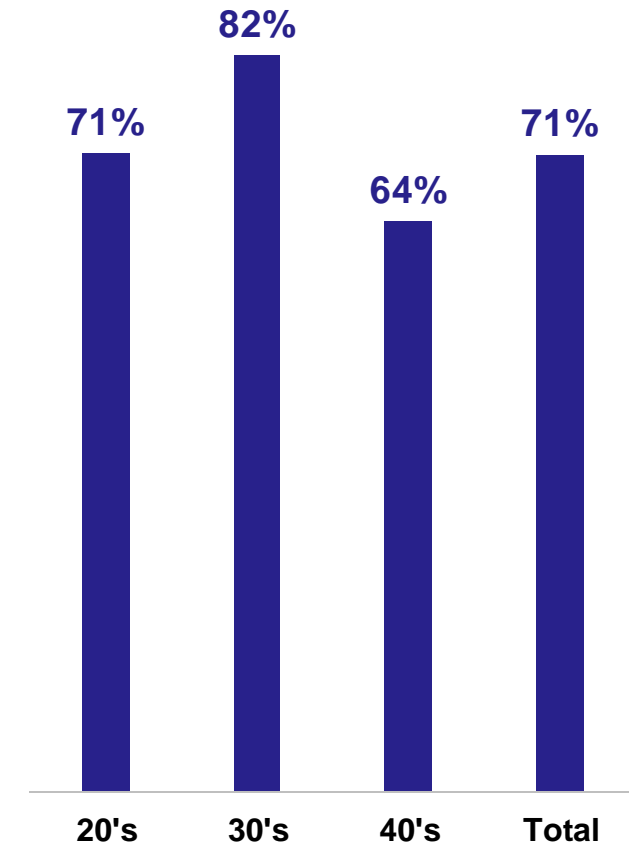


Consumers Are Open to Relocating



Likelihood to consider moving for the right opportunity

Scale of 0 (not likely at all) to 10 (very likely)



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.

THIS IS IOWA

A Secret Worth Sharing

:30 Spot Results



Iowa's first **National and Regional Cable** ad showcased stunning travel imagery and key lifestyle messaging via dozens of cable and regional network television channels.

- **87%** online video completion rate
- **335,711 minutes** spent viewing on Facebook & Instagram
- **26,305 visits** to ThisIowa.com
 - 171% increase (YoY)
 - 636 Make Your Move clicks
 - 592 Travel Guide orders
 - 253 Iowa Story views

7,124 national and regional cable placements

155+ MILLION impressions in just 7 weeks





The image shows a close-up of a network switch panel with numerous ports and cables. The entire scene is overlaid with a semi-transparent orange filter. On the right side, there is a decorative vertical element with a repeating geometric pattern of interlocking circles in shades of blue and grey, separated from the rest of the image by a white curved line.

INFRASTRUCTURE

“REMOTE WORK'S ABILITY TO WEAKEN THE CONNECTION BETWEEN LABOR MARKETS AND WHERE WE LIVE PRESENTS THE POTENTIAL TO LEAN AGAINST AN IMPORTANT ECONOMIC TREND FROM THE PAST FEW DECADES, **WHERE HIGHLY-SKILLED PEOPLE HAVE BEEN INCREASINGLY PULLED INTO A HANDFUL OF SUPERSTAR CITIES BY EMPLOYERS WHO WERE INCREASINGLY CLUSTERING THERE.**”

- *Dr. Adam Ozimek*
Chief Economist - Upwork

Transforming our Technology Infrastructure

- In 2021 alone, \$300M in state and federal funding allocated for broadband improvement
- Additional \$100M from federal infrastructure bill to expand broadband



ocio.iowa.gov/broadband

“AS MORE PEOPLE WORK REMOTELY, MORE PEOPLE ARE GOING TO REALIZE THEY DON'T HAVE TO LIVE WHERE THEY WORK; RATHER, THEY CAN CHOOSE TO LIVE WHERE THEY ARE HAPPIEST.”

- FORBES BUSINESS COUNCIL

IOWA NEEDS MORE PEOPLE,
BUT THE STATE DOESN'T HAVE
ENOUGH HOUSING FOR THOSE
WHO ALREADY LIVE HERE

**HOUSING DEMAND IS EXPECTED
TO GROW BY 61,000 HOUSEHOLDS
BY 2030**

SOURCE: IOWA PROFILE, 2020

2021 Housing Omnibus Bill

- **\$230 million investment over the next five fiscal years**
- **Existing Programs with increases**
 - Workforce Housing Tax Credit
 - State Housing Trust Fund
 - Redevelopment Tax Credit
- **Upper story conversion and rehabilitation of old schools**
- **Governor Reynolds allocates \$100 million (ARPA) to expand housing availability**



1606 Brady St., Davenport



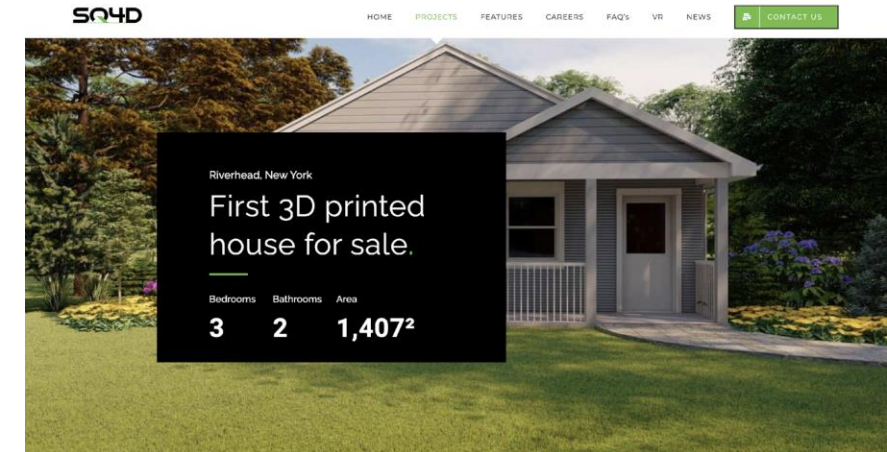
3D Affordable Innovative Technologies Housing

- **High housing demand in rural communities**

- Ex-urban migration fueled by COVID-19
- Teleworking
- Rising cost of urban living

- **ISU College of Design Proposal**

- Develop an ecosystem that supports the design and development capabilities needed to produce affordable and resilient housing anywhere in Iowa
 - 3D construction printing
 - On-site robotics
 - Mobile CNC machining
- Partnering with Iowa Central Community College
 - House state-of-the-art 3D printer at its East Campus
 - Fall 2023 – training students to use new technology



IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY



PLACEMAKING



“PLACEMAKING IS ABOUT TURNING
A NEIGHBORHOOD, TOWN,
OR CITY FROM A PLACE YOU
CAN'T WAIT TO GET THROUGH
**INTO ONE YOU NEVER WANT
TO LEAVE.**”

- Fred Kent
Project for Public Spaces



Placemaking

- Series of developments strategically aligned with existing unique assets in the community to induce further development
 - Utilization of the area's diverse and unique cultural, arts, recreational, entertainment assets
 - Grow and enhance outdoor recreation opportunities
 - Infrastructural considerations such as water quality, broadband access and handicapped accessibility beyond minimum ADA compliance requirements
 - Meaningful engagement with the community and stakeholders in the planning process
- Goal: Enhance the potential for the successful recruitment and retention of people to live and work in the state





IOWA FINANCE
AUTHORITY

iowaeda.com

iowafinance.com

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