



**The 7 Rivers Alliance
2015 Site Selection Summit**

Beth Balzer
Manager, Business Development
Iowa Economic Development Authority

New Economic Development Model

Partnership for Economic Progress

Comprised of Individuals Within the Private Sector or with Expertise in Economic Development

Develops a Comprehensive Economic Development Strategy
-Created by Executive Order

Bill Fehrman, MidAmerican Energy (Private Sector Chair)

PUBLIC

PRIVATE

IOWA[®]
economic development

Perform Economic Development Duties of the former Department of Economic Development

Economic Development Authority Staff

Contract for Performance of Assigned Duties

innovation
IOWA

Foster the Development of the Innovation Ecosystem

Corporation Staff

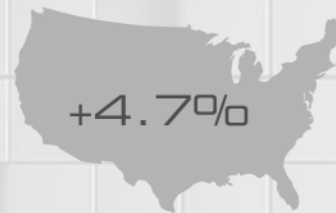
Project Management Team

- **Team of 7 responsible for business recruitment, existing industry growth and data analysis**
- **Focus areas and expertise in:**
 - BioSciences
 - Renewable Fuels
 - Insurance/Financial Services
 - Data Centers
 - Distribution
 - Advanced Manufacturing

Iowa – At a Glance

- Iowa's GDP in 2013 was \$166 billion
- One of only a few states currently holding a AAA rating
- Among the top 5 for “best run” states

FROM 2007 to 2013,
IOWA'S ECONOMIC OUTPUT HAS
OUTPACED
THE NATIONAL GROWTH
(INFLATION-ADJUSTED)



FROM 2007 to 2013, IOWA'S
NONFARM PERSONAL INCOME
HAS GROWN



Advertising

REASON #16

WORRY WARTS.

ABOUT THE ONLY THING THAT WON'T GROW HERE.

When you think about your insurance company's future, what keeps you up at night? Cost concerns? Iowa's insurance premium tax is one of the lowest in the nation. Workforce challenges? We have become a financial hub with over 40,000 savvy insurance professionals. Regulation issues? Learn about our pro-business regulatory services, as well as our direct financial assistance and training programs at iowaeconomicdevelopment.com. Discover the reasons Iowa has the perfect climate for growing things. Especially businesses like yours.

IOWA
economic development

Drake University is one of the **TOP 25 SCHOOLS IN THE COUNTRY** for actuarial science.

iowaeconomicdevelopment.com

blog.iowaeconomicdevelopment.com [f iowaeconomicdevelopment](https://www.facebook.com/iowaeconomicdevelopment) [t businessiowa](https://www.tumblr.com/businessiowa)

REASON #44

PAIN POINTS

WON'T FOLLOW YOU HERE.

So where does it hurt? Rising costs? Iowa has one of the nation's lowest costs of doing business. Skills gap? Iowa's research universities crank out the engineers advanced manufacturers need, and our community colleges provide specialized training for workers. Lack of commitment by government? Manufacturing here is growing over 50% more than the rest of the nation. Learn why Iowa works for advanced manufacturers at iowaeconomicdevelopment.com. Consider it long-lasting pain relief for CEOs.

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MANUFACTURING is Iowa's largest single business sector.

iowaeconomicdevelopment.com blog.iowaeconomicdevelopment.com [f iowaeconomicdevelopment](https://www.facebook.com/iowaeconomicdevelopment)

REASON #102

GIVENS

CAN BE CHANGED HERE.

Looking for the status quo? You won't find it here. Iowa has become a magnet for innovation, pouring over \$80 million into over 200 bioscience projects over ten years. Our universities leverage over \$600 million a year in research grants. And last year Iowa exported \$276.2 million in pharmaceutical products to 77 countries. Learn more at iowaeconomicdevelopment.com. We don't believe in givens. We earn our reputation in bioscience one discovery at a time.

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Iowa's biosciences industry has **OUTPACED NATIONAL GROWTH** in 3 of 5 sectors over the past decade.

iowaeconomicdevelopment.com blog.iowaeconomicdevelopment.com [f iowaeconomicdevelopment](https://www.facebook.com/iowaeconomicdevelopment) [t businessiowa](https://www.tumblr.com/businessiowa)

Direct Marketing to Prospects

Forbes[®]

IOWA IS HELPING STARTUPS GET OFF THE GROUND

The state strikes the right balance of infrastructure support and funding to boost innovation.

Dawn Ainger, CEO
Genova Technologies

IOWA[®]
economic development

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es[®] **Forbes**[®]

MOVING IT'S A SMALL WORLD AFTER ALL.

How Iowa turned itself into a magnet for international business and global investment.

J.T. Nam, President/CEO
BioAmerica, Fort Dodge, IA

Forbes[®]

Alan Hagle, President and CEO,
Hegle Manufacturing

Forbes[®]

Dr. Chris Nelson, CEO
Kamin Industries

Forbes[®]

Alan Hagle, President and CEO,
Hegle Manufacturing

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Dr. Chris Nelson, CEO
Kamin Industries

Direct Marketing to Prospects



Trade Show Marketing



IEDA Website

The screenshot shows the IEDA website homepage. At the top, there is a browser address bar with the URL www.iowaeconomicdevelopment.com. Below the browser bar is a blue navigation bar with the **iowa.gov** logo, links for [Agencies](#) and [Online Services](#), and a search box on the right that says "Search All of Iowa gov...".

The main content area features the **IOWA economic development** logo on the left. To the right of the logo is an "Advanced Search" box with a "SEARCH" button and a "GO" button. Below the search box are social media icons for LinkedIn, Twitter, Facebook, and YouTube, along with a "Like" button showing 1.6k likes. Further right are links for [Share](#), [Add to Favorites](#), [Build a Profile](#), [Log In](#), [Media Center](#), and [About Us](#).

A green horizontal bar contains navigation links: [Why Iowa...](#), [I want to...](#), [Industries](#), [Programs](#), and [Resources](#).

Below this bar are two large images. The left image shows a construction worker in a hard hat with the text **WHY IOWA?** overlaid. The right image is an aerial view of a large industrial building with the text **FIND THE RIGHT LOCATION.** overlaid.

At the bottom of the main content area, there are three colored boxes representing different sectors: **ADVANCED MANUFACTURING** (purple), **BIOSCIENCES** (blue), and **FINANCIAL SERVICES** (orange).

At the very bottom, a white box contains the following text: "The Iowa Economic Development Authority (IEDA) offers a variety of programs and services to individuals, communities and businesses to attract and grow business, employment and workforce in Iowa. Ground-breaking economic growth strategies focusing on cultivating start-up companies and helping existing companies become more innovative complement the activities underway to retain and attract companies that are creating jobs for Iowans. Developing



Certified Site Program

■ Certification Benefits

- Effective pro-active marketing
- Prepares the community for better re-active marketing
- Educates the developer on the site's strengths and weaknesses
- Speeds up the development schedule by having due diligence completed

■ Site Categories

- 50 - 249 contiguous acres – General Industrial Site
- 100+ acres with one site \geq 50 acres – General Industrial Park
- 250 – 499 contiguous acres – Large Site
- 500 – 999 contiguous acres – Super Site
- 1,000+ contiguous acres – Mega Site
- 500+ acres with one site \geq 250 acres – Super Park

Incentive Programs

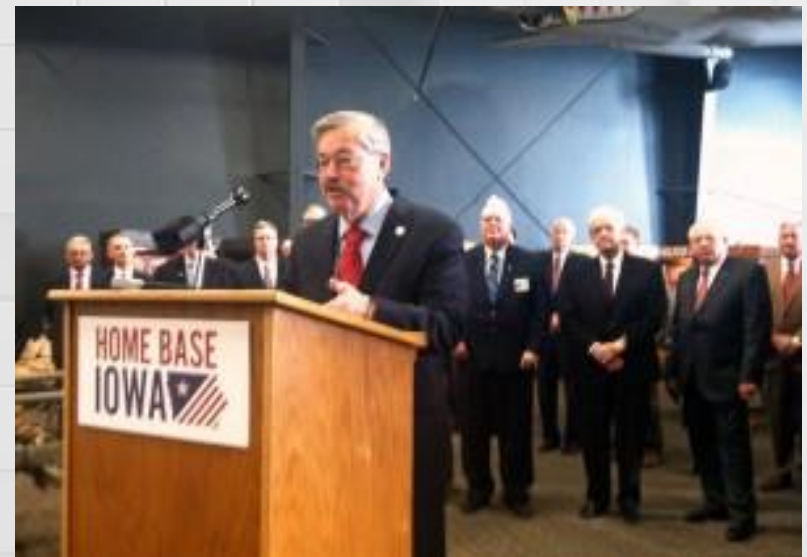
PROGRAM	DESCRIPTION
High Quality Jobs Program	Assistance program for quality job creation or retention that includes: direct financial assistance – loans/forgivable loans; investment tax credit; sales tax refund on construction materials; supplemental refundable R&D tax credit.
Economic Development Set-Aside	Program targeted toward business projects located in communities with populations less than 50,000. Companies must have 51% of jobs available for low and moderate income (LMI) persons.
Iowa New Jobs Training Program (260E)	Funds come from a diversion of either 1.5% or 3% of the company's new employees' state withholding tax.

Incentive Programs

PROGRAM	DESCRIPTION
Iowa New Jobs Tax Credit	Credit available to a company entered into an Iowa New Jobs Training Program and growing their Iowa employment by at least 10%
Refundable R&D Activities Tax Credit	6.5% refundable tax credit for qualified R&D expenditures made within the state. Company may qualify for a supplemental R&D tax credit of an additional 3% or 10% (\$20 million revenue threshold)
Local Tax Abatement	Determined locally. Abate local property taxes for value added to industrial real estate.
Tax Increment Financing Program (TIF)	Determined locally. Company must be located within a TIF district and meet local requirements for funding.

Education & Workforce Training Initiatives

- Home Base Iowa Military Recruitment Effort
- Apprenticeship Programs
- Targeted Student Internship
- STEM Internship Program
- Skilled Iowa





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