



IOWA CITY

CEDAR RAPIDS



# ACCELERATE HIGH QUALITY JOB GROWTH AND CAPITAL INVESTMENT IN OUR SEVEN COUNTY REGION.

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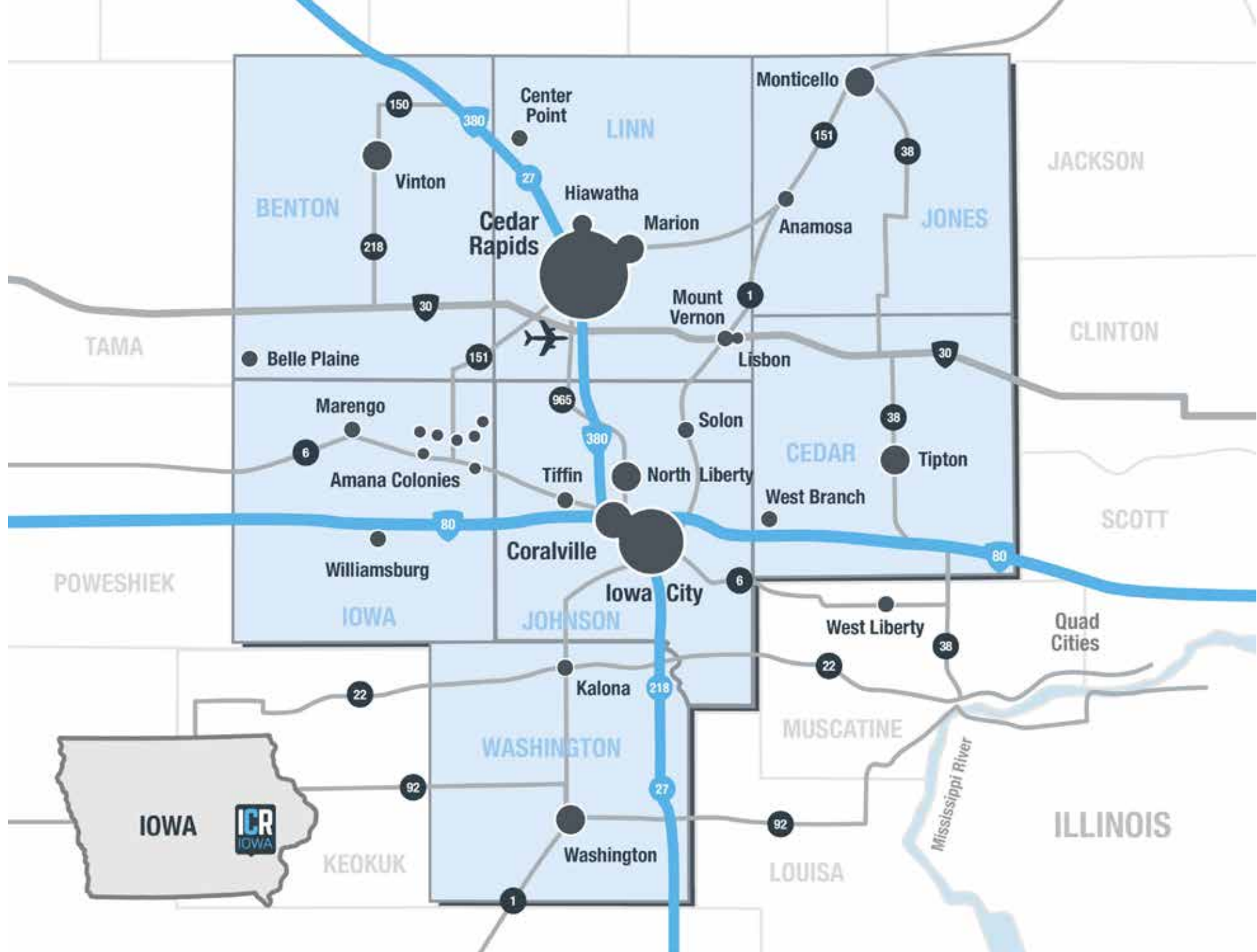
Regional  
Marketing

2

Business  
Attraction

3

Workforce  
Development





# #1. MORTON MICROGRANT



# MICROGRANT DETAILS

- > \$15,000 annual fund through local bank
- > Up to \$5,000 in funding per project based on job creation
- > Small committee reviews applications
- > Recognition press release and window cling





# #2. CREATING ENTREPRENEURIAL OPPORTUNITIES (CEO)



# CEO DETAILS

- > For high school juniors and seniors
- > Part of school day – class credit
- > Companies invest - each give \$1,000 per year
- > Significant increase in interest to return to community





# #3. COLLECTIVE IMPACT



# COLLECT IMPACT DETAILS

- > Structured way to bring multiple groups together around a goal
- > 5 Conditions of Collective Impact
- > Backbone organization is key
- > Training recommended





#4. LIVIBILITY

livability

# LIVIBILITY DETAILS

- > Marketing support for your community
- > Digital stories and rankings along with printed magazine
- > Funding through business advertising
- > Strong social media presence



# #5. MARION'S ECONOMIC DEVELOPMENT TOUR



# DEVELOPMENT TOUR

- > Invite investors, regional developers, partners
- > 3-5 business, development sites, asset stops or drive-bys
- > Narration on bus
- > Finish at pub for social and final presentation by Mayor

AND IF ALL ELSE FAILS....



START A ROCK BAND!



THANK YOU

