

Annual REPORT

2024



Building a Thriving Future

Marion is a thriving, pro-business community offering a high quality of life, a diverse economy, and exceptional public amenities — a place where the pace of business is fast but the pace of life is just right.



Mark Seckman
President



Brady Quinn
Business Retention & Small
Business Specialist



Emily Russ
Director of Workforce
& Marketing



Michelle Kline
Office Administrator

MARION
ENTERPRISE
CENTER

MEDCO
Marion Economic
Development Corp

As I reflect on 2024, I'm reminded of something we hear often in Marion—"Reach Higher!" This year was a defining chapter in our continued effort to shape a thriving economic future for our community. We've welcomed new development, empowered our future workforce, and supported the growth of local businesses that call Marion home.

From the award-winning Boulevard Apartments to expanded emergency services with Mercy Medical Center and UnityPoint – St. Luke's Hospital, Marion continues to invest in the kind of amenities that make this a community of choice. The opening of the Holiday Inn Express adds 90 new hotel rooms and serves as a welcoming gateway for both visitors and businesses alike.

At MEDCO, we know that sustainable growth starts with partnerships. In 2024, we deepened our collaboration with employers through our Business Voice Call program, supported hundreds of students in discovering career pathways through Venture Academics, and continued to attract new employers who see the potential in Marion.

But we also know that progress doesn't happen by accident. That's why we are proud to introduce our boldest initiative yet: Partnering to Move Marion Forward, our 2025–2029 capital campaign. This effort is designed to fuel intentional, long-term growth by investing in the foundational areas of economic development: housing, workforce, infrastructure, and innovation. Together with our public and private partners, we are laying the groundwork to ensure Marion's best days are still ahead.

On behalf of our board of directors and the entire MEDCO team, thank you for believing in the power of proactive economic development. Thank you for investing in our mission. And most importantly, thank you for being a part of the momentum that continues to move Marion forward.

Sincerely,

Mark Seckman | MEDCO President

Marion is a vibrant community that offers its residents and businesses a variety of assets and opportunities.

Core Business Units: The Foundation of Growth

Our mission is built around four essential business units that drive sustainable progress in Marion:



Community
Development



Workforce
Development



Retention &
Expansion



Business
Attraction

Each of these focus areas plays a vital role in shaping a community where people want to live, work, and invest. Together, they form the framework for how we strengthen Marion's economy, support our employers, and prepare for the future.

The work within these business units isn't just strategy—it's action. It's students discovering careers, companies growing jobs, and new developments taking shape across our city.



Holiday Inn Express Opened Late 2024

Community Development

Creating a place where people want to live, work, and invest starts with intentional planning and partnerships. In 2024, Marion saw significant progress in housing, healthcare, and commercial development—each contributing to a stronger, more vibrant community. From award-winning residential projects to the expansion of essential services, we're laying the groundwork for a thriving future.

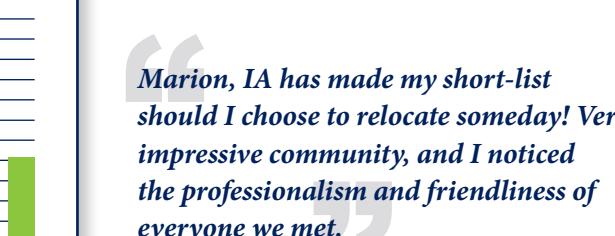


*Marion is the best kept secret in the Midwest.
More developers should be taking a look at
Marion for all types of concepts.*

*- Troy Hart, Hart Family Hotels
Lake View, IA*

Built for Today. Designed for Tomorrow.

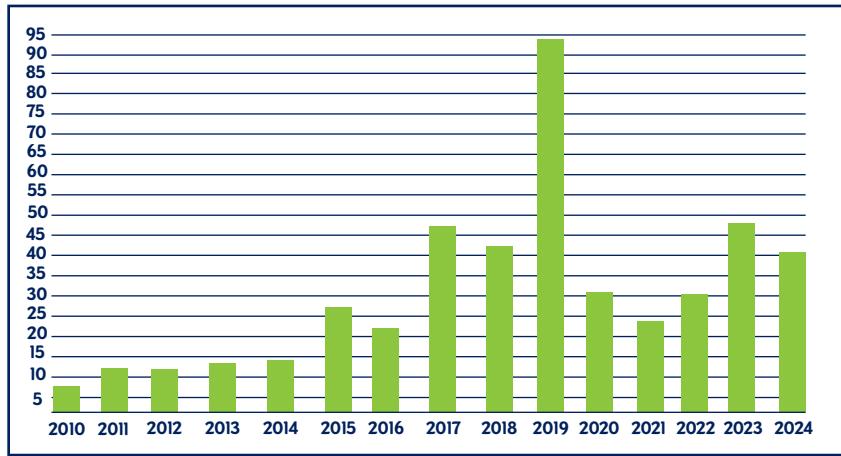
- 1 Boulevard Apartments, a 99-unit complex, won the HousingIowa Award for multifamily development in September 2024, recognized for its innovative, replicable design.
- 2 Shadow Ridge Apartments on 29th Avenue and HWY 13: 20 units with first floor commercial space, (\$4.8M building permit).
- 3 Belltower Lofts: 55 units, (\$11M investment). Built in 1896, the church was named one of Iowa's most endangered properties by Preservation Iowa.
- 4 UnityPoint Hospital opened Iowa's first trauma-certified ER on August 6, 2024 (\$4.125M building permit).
- 5 Mercy Cedar Rapids launched a 24/7 ER on December 2, 2024, featuring 12 exam rooms, two trauma rooms, imaging, lab services, and a helicopter pad (\$10.8M building permit).



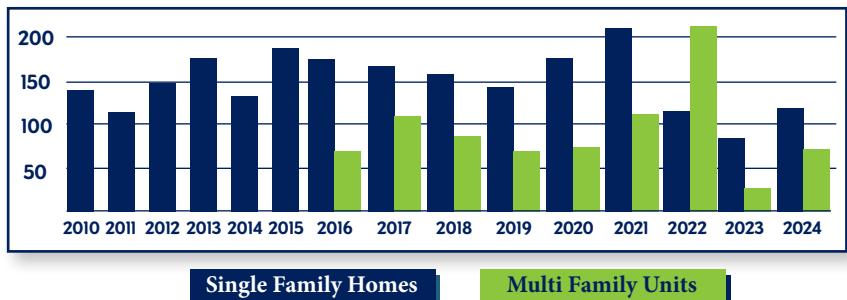
Marion, IA has made my short-list should I choose to relocate someday! Very impressive community, and I noticed the professionalism and friendliness of everyone we met.

**Denita Schreier, Executive VP
WDS Construction - Beaver Dam, WI**

New Commercial/Industrial Construction (\$ million/year)



New Home Growth



Rookwood Estates is a 190-acre, four-phase residential development in Marion, thoughtfully designed to meet diverse local housing needs within a 535-acre master-planned community.

Business Attraction

As shown on the map, Marion's strategic Midwest location continues to be a key advantage in our recruitment efforts.

In 2024, we focused on attracting companies that align with Marion's strengths and long-term vision. We replated the Marion Enterprise Center to create more flexible, market-ready sites and welcomed OTC Industrial Technologies to our growing business community. Through strategic outreach and smart land use planning, Marion is ready and open for business.

- 1 Certified Site Replated
- 1 New National Company Located
- Ongoing Target Industry Outreach & Trade Show Participation



Supporting What's Here. Building What's Next.

Access to qualified talent is essential for economic growth. That's why MEDCO partners with Kirkwood Community College to connect Marion companies with the Iowa Industrial New Jobs Training (260E) program.

This unique program uses new employees' withholding taxes at no cost to the company or worker to fund customized job training for new hires. In Spring of 2025, Marion companies received \$585,000, nearly 28% of Kirkwood's total \$2.12 million bond issuance to fund this program across its seven-county region.

The 260E program helps employers train talent for high-demand roles in manufacturing, R&D, warehousing, and more—building a strong talent pipeline and helping workers realize their full potential.

The 260E Jobs Training Program has supported Timberline's growth by helping us deliver essential training for new hires and development opportunities for our existing team as we continue to expand.

Holly Adams, Director of Human Resources
Timberline Manufacturing

Investing in Workforce Growth: The 260E Program



Marion represented \$585,000 of the \$2.12M in bonds across Kirkwood's seven-county region.

Kirkwood
COMMUNITY COLLEGE

A Platform for Progress. *Voices into Action.*

In 2024, MEDCO completed 103 in-person Business Voice Calls (BVCs), engaging with over 150 local business leaders and entrepreneurs. This initiative, formerly known as Business Retention & Expansion has evolved into a proactive and strategic tool that gives employers a platform to share their needs, challenges, and goals. It's not just about listening—it's about turning insight into action.

Through BVCs, MEDCO identifies real-time opportunities to support growth, strengthen local business networks, and align resources that drive meaningful impact. These conversations lead to new partnerships, deeper collaboration, and stronger connections between local employers—**because when Marion businesses work together, the entire community moves forward.**

BUSINESS VOICE CALL



What Businesses are Saying

- 90%** view Marion as attractive for hiring talent from outside the region
- 85%** report no regulatory barriers limiting their growth or expansion
- 79%** plan to expand or modernize their facilities within the next 3 years
- 59%** expect to launch new products or services in the next 2 years
- 66%** introduced new capabilities in the past 3 years

Investing in Our Future Workforce. *Career-Connected Learning in Action.*

In early 2024, MEDCO partnered with Mercy Medical Center to provide students with a behind-the-scenes tour of the hospital, highlighting surgical services and patient care environments. These types of immersive experiences are helping students shape their career goals and post-secondary plans.

One surprising aspect of this experience was realizing that high school students could secure a job in a hospital. I always assumed I must attend nursing school first. This opportunity has set me up well for nursing school and beyond.

Emma Friedman, Linn-Mar Student



Workforce Starts Here: Real-World Learning.

Workforce development in Marion continues to be driven by meaningful student engagement and career-connected learning. MEDCO is proud to support Venture Academics, an innovative, project-based learning program within the Linn-Mar Community School District. In 2024, MEDCO helped facilitate dozens of impactful experiences for Venture students, including classroom speakers, offsite learning, project mentorship, and 33 freshman job shadows, an opportunity usually reserved for upperclassmen. These connections spanned fields such as healthcare, law enforcement, education, engineering, and real estate.



Building Futures: Hands-On Skills for Careers in Marion

Additionally, we're proud to celebrate the third home built through the Marion Community Build program. This initiative gives high school students hands-on construction experience while fostering skills in collaboration, design, and homeownership readiness. It's a powerful example of how local partnerships are preparing students not just for the next step, but for meaningful careers right here in Marion.

This program is all about investing in our community — and every time we give young people a hands-on experience in the trades, we're also building the foundation for our future workforce.

Galen Lantermans, ESCO Electric

MEDCO Board Members

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Linn County REC

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Marion Independent School District

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ImOn Communications

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Cedar Rapids Metro Economic Alliance

Tyler McCarville*
Kirkwood Community College

Brandy Meisheid*
Linn County Board of Supervisors

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Rapids & Affiliates

Emily Kaiser | INCOMING CHAIR
Alliant Energy Corp.

Steve Neighbor | PAST CHAIR
Farmers State Bank



Check out our
MEDCO Investors!

