Creating an exceptional business environment
Learning to tell our story differently

MEDCO partnered with Silverlode Consulting to complete a strategic marketing and target industry plan. This project provides us with a blueprint for continuing to elevate the quality of services that we provide to existing industry. The recommendations will also help narrow our focus on how we market to the outside world as a part of Iowa’s Creative Corridor. Actionable steps and benchmarks will be implemented over a three year period beginning in 2017.

2016 Report to Investors

- Assisted 18 projects representing an investment of $100 million into our community. This supports 216 new or retained jobs in Marion.
- Secured investor partnerships with 12 new companies. MEDCO is now supported by 131 businesses.
- Retained 100% of investors.
- Completed 154 existing business visits.

Commercial Property Tax Trends Luncheon:
Attendees heard from Marion City Manager Lon Pluckhahn for an overview on changes to the state roll back, growth in local tax base, and how these items impact our community. Dr. Quintin Shepherd, Linn-Mar Superintendent and Chris Dyer, Marion Independent Superintendent also gave an overview of current school finances, property tax trends and current challenges.

Overtime Regulation Change Seminar:
RSM US presented on this topic that was attended by small business owners and human resource managers to educate them on how to comply with new federal regulations.

On-Boarding New Marion Leadership:
Convened a large group of new board members and community leaders from MEDCO, Marion City Council, Marion Independent School District and Linn-Mar Community School District to discuss economic development in Marion and MEDCO’s role in creating an exceptional business environment.

Innovate Marion launch:
We heard from you! MEDCO partnered with Kirkwood Training and Outreach Services to deliver a four part training series based on the challenges you told us exist in your industry.
Telling Your Stories:

Where Promoting Our Environment Builds Community Loyalty

“Geographically, Marion provides us with a great competitive edge in regard to our supply chain management. Couple that with an economy that is well under the national average for cost of living, a healthy growth in population, and nationally ranked schools.”

— Corbin Mollman, Sales Manager at Legacy Manufacturing

In 2016, here’s what we did:

**Economic Development Week:** During the week of May 8-14, celebrations were held to recognize the efforts of MEDCO and Corridor development organizations.

**Hive Five! Marion:** 150 area business professionals celebrated Marion reaching higher through highlighting new investment in the community.

**MEDCO 1Thing:** Created a social media campaign to highlight what many may not know about our local business community.

Where a Skilled & Well Educated Talent Pipeline Equips Businesses to Achieve More.

**Working to Fill the Pipeline of Talent**

- Showcased MEDCO Investor companies and local career opportunities at Marion High School’s College & Career Night. 250 high school students participated.
- Participated in Iowa’s Future Ready Summit and STEM Conference to develop strategies that will close the skills gap within our local workforce.
- Grew the visibility of Home Base Iowa and connected retiring veterans to local program partners.
- Convened our Workforce Roundtable to share best practices on hiring and workforce retention strategies.
- Sponsored the Career Explorers Club to provide local career experiences for students at Vernon Middle School. Students visit eight different companies throughout the school year.

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MEDCO exists to create an exceptional business environment for companies to compete and thrive.

Partner with MEDCO
MEDCO is your primary point of contact for all aspects of commercial and industrial growth. Visit medcoiowa.org/invest to learn more and join our team.

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Marion By the Numbers

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

- 2009: 10
- 2010: 5
- 2011: 10
- 2012: 15
- 2013: 20
- 2014: 25
- 2015: 30
- 2016: 35

**Unemployment Rate**

- 2010: 6.3%
- 2011: 5.9%
- 2012: 5.2%
- 2013: 4.6%
- 2014: 4.3%
- 2015: 3.4%
- 2016: 3.6%

**New Home Growth**

- 2009: 100
- 2010: 50
- 2011: 100
- 2012: 150
- 2013: 200
- 2014: 150
- 2015: 100
- 2016: 50

- Single Family Homes
- Multi Family Units

Value of all housing units: $27,013,084

High Five! Marion