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North Iowa Corridor EDC launches BRE Program

Goal to retain and expand local business and industry

The North Iowa Corridor Economic Development Corporation has launched its annual Business Retention and Expansion (BRE) program. The North Iowa Corridor is committed to assisting and supporting existing business with the region and continues to be a leading objective in the organization's overall strategic plan.

The BRE program is used to identify opportunities for growth and any impediments that discourage local expansion. Shaun Arneson, Vice President, Existing Business and Project Management of the North Iowa Corridor EDC, said "Based on research, existing business and industry account for 70% or more of new jobs and capital investment. It is important that we show our appreciation for their investment and contribution to our regional economy and be a resource for them to remain competitive in our global economy."

North Iowa Corridor staff will be conducting in-depth interviews with major employers in manufacturing, ag-related and service-related business in the region to gather information. The same questionnaire will be used for each company visit to help identify individual business needs, concerns and suggestions about the local business climate. The North Iowa Corridor has done similar interviews in past years.

By utilizing the Synchronist Business Information System, a software tool to organize, analyze and report company information, the Corridor will gain invaluable insight into the dynamics of the local economy. Any and all company information gathered will be kept strictly confidential and results will be in an aggregate form. An annual report will be compiled and distributed to the companies which will track trends over time.

The North Iowa Corridor Economic Development Corporation serves as the economic development organization for the Cities of Mason City and Clear Lake, and Cerro Gordo County, Iowa. The Corridor is the primary contact for business retention and expansion in the region and

provides location services for businesses looking to locate in the region. Funding is provided for these efforts by the cities and county as well as over 150 local business partners. The Corridor is governed by a nineteen-member board of directors.

The Corridor is a proud member of Professional Developers of Iowa, a professional association focused on working to grow and develop Iowa's economic base.

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