

ECONOMIC SNAPSHOT



CERRO GORDO
EMPLOYMENT

26,643

as of 2018Q3



GDP \$2.47
BILLION



2.5%
2016-2017

1,419

COMMERCIAL &
INDUSTRIAL BUSINESSES

2.2%

JOB
GROWTH
2017-2018



SALES
\$730
MILLION

FY2017

MANUFACTURING
SECTOR JOBS

2,761

26% ABOVE NATIONAL AVERAGE

UNEMPLOYMENT
RATE 2018

2.5%

3.9% NATIONALLY

43,303

CERRO GORDO
POPULATION



VISITOR SPENDING
\$196.13
MILLION

2016

Sources: Bureau of Labor Statistics; Bureau of Economic Analysis; Iowa Department of Revenue Retail Sales Tax Annual Report; American Community Survey data for 2012-2016; Quarterly Census of Employment & Wages, Bureau of Labor Statistics; Economic Impact of Travel on Iowa Counties 2016 prepared for the IEDA by the Research Department, US Travel Association.

SALES AND INDUSTRY

GDP BY LARGEST INDUSTRY SECTORS

Retail Trade	\$189,586,000
Finance & Insurance	\$238,756,000
Manufacturing	\$354,448,000
Healthcare & Social Assistance	\$431,624,000

BUSINESS ATTRACTION January 2019

12

Active Projects

621

Potential New Jobs

\$137 MILLION

Estimated Capital Investment

BUSINESS RETENTION & EXPANSION January 2019

7

Potential Expansions

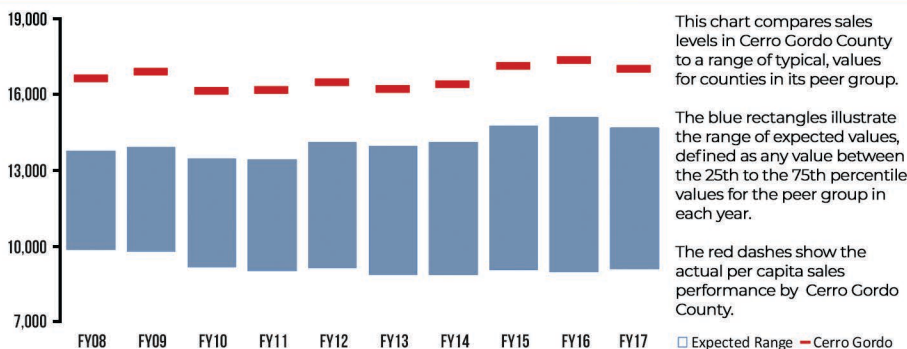
60

Potential New Jobs

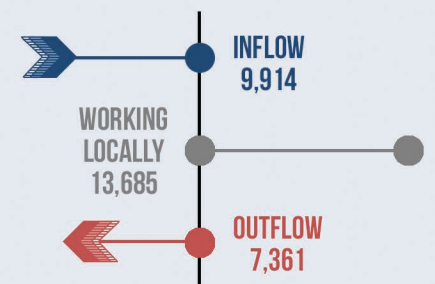
\$87.5 MILLION

Estimated Capital Investment

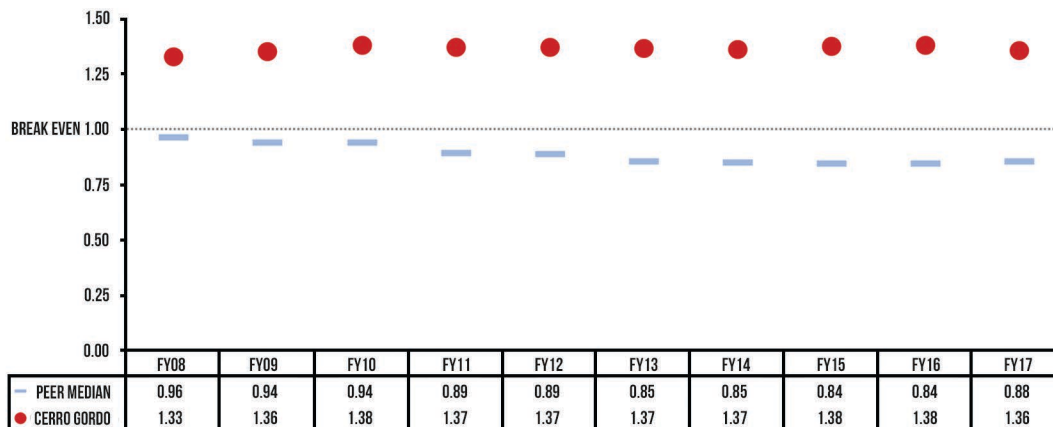
EXPECTED & ACTUAL SALES PER CAPITA



COMMUTING FLOWS



The likelihood of a given resident out-commuting from Cerro Gordo County was 35.0% in 2015. The average rate for similar counties was 45.0%.



PULL FACTOR

A county's pull factor ratio is calculated by dividing its trade area capture measure by its resident population.

A pull factor ratio greater than 1.0 suggests that the county's merchants are attracting shoppers from outside the county. E.g., a county whose retail customer base is 25% larger than its population would have a pull factor of 1.25.

This chart shows recent trends in pull factor ratios for Cerro Gordo County and its peer group. The county's pull factor values are indicated with red circles.

The blue dashes indicate the median pull factor for the peer group in each year. If the county's pull factor exceeds the group median, it ranks among the top half of its peer group.