



ENVISION EAST CENTRAL IOWA

BENCHMARK REPORT - IOWA, USA

April 2022



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IOWA, USA

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This report summarizes the benchmarking analysis that is part of the Envision East Central Iowa comprehensive economic development strategy (CEDS) planning project. This report has been produced as part of the Envision East Central CEDS planning project which aims to develop a new CEDS plan that will guide regional decision-making over the next 5 years.

Report Prepared by:



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1.0 INTRODUCTION

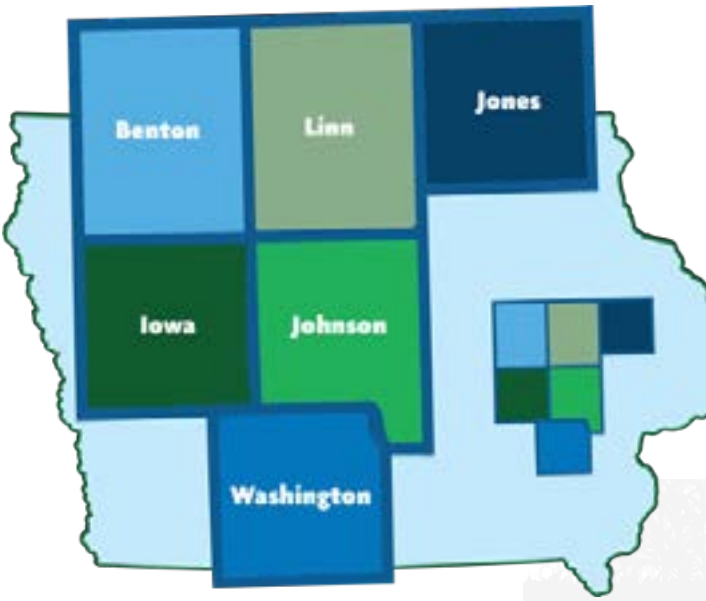
1.1 REPORT SNAPSHOT

This report is the companion report to the Envision East Central Iowa 2022-2026 Comprehensive Economic Development Strategy (CEDS) Report. It explores the past and current state of demographic and socio-economic indicators and industry sectors in the six counties of East Central Iowa and compares innovation indicators with the peer cities highlighted in the region's 2019 Annual Scorecard. Most of the data in this report are sourced from the U.S. Census Bureau and the U.S. Economic Development Administration's StatsAmerica Innovation Intelligence website at (<https://www.statsamerica.org>).

Like all areas of the country, the East Central Iowa region was hit hard by the COVID-19 pandemic. In the middle of the pandemic, the region was also devastated by the August 2020 Midwest derecho tornado. The timeline of the East Central Iowa region's CEDS planning process was advanced to help deal with the impacts of these two events. The data in this report shows that East Central Iowa is indeed recovering and has comparable innovation capacity to its peer cities. Quality of life is exceedingly high in the region, and this has the potential to create a strong environment for attracting and retaining the workforce needed to support its communities and industries. These results are important building blocks for promoting recovery and building resiliency in the region moving forward.

Snapshot of this report:

- **Section 1:** Report snapshot and introduction to the report
- **Sections 2:** Twenty-year look regional demographic indicators
- **Section 3:** Twenty-year look at regional socio-economic indicators
- **Section 4:** Innovation index for East Central Iowa counties and its peer cities
- **Section 5:** Regional industry sectors and clusters; explores regional and employment GDP trends and selected industry clusters



1.2 REPORT HIGHLIGHTS

This report helps provide a contextual foundation for the Envision East Central Iowa planning work. The planning process identified a desire for an ambitious future, driven by an innovation focus and building human capacity in the region. This benchmark report explores metrics around socio-economic indicators, innovation capacity, and core industry sectors and clusters.



The regional population is growing and changing

The East Central Iowa region has reached a critical population mass of nearly half a million people. The forecasts are that the regional population will continue to grow at a steady pace. While the region is still predominately white (84%), there is a relatively rapid expansion in the diversity of the population. Over the last 20 years, the region has changed from being about 70% urbanized to 80% urbanized.



Socio-economic indicators show positives and negatives

The East Central Iowa region performs comparably in the terms of socio-economic indicators, relative to Iowa and US. However, there are some indications that disparity gaps are growing, and household prosperity may be challenged. The region's higher education facilities are an outstanding strength that provide residents with access to world class education. Economic concentration is occurring in the two urbanized counties (Johnson and Linn), and their relative share of the GDP is increasing significantly.



Strong relative performance on 'Innovation Intelligence Index'

The Envision East Central Iowa planning process has placed a high priority of on creating an innovation focus to address future approaches to development, and to tackle workforce and social evolution. Overall, East Central Iowa measures comparably well in innovation capacity relative to other economic development districts. This region ranks 56 out of 393 Economic Development Districts (within the US) on the overall Innovation Intelligence Index.



The regional economy growing and changing

The region has outperformed the US and Iowa in relative GDP growth between 2000 and 2020. However, the full impacts of the pandemic and the medium-term rate of recovery are still to play out. There is a transition occurring in the regional economy, as the pivot occurs to technology driven clusters and industries. The relative employment is declining in the *Food / Bioprocessing, manufacturing and logistics and transportation* clusters, and there are strong relative employment increases in *Engineering and automation, and Education and technology services* clusters.



East Central Iowa has reached a critical mass of almost half a million people and is forecast to continue to grow.

2.0 REGIONAL DEMOGRAPHIC INDICATORS

2.1 SECTION HIGHLIGHTS AND RELEVANCE TO EAST CENTRAL IOWA

The Envision East Central Iowa planning process has articulated a desire to create a region that builds future regional strength and competitiveness. The region is a significant entity within the context of Iowa and Midwest. The population size supports the concentration of infrastructure and community amenities. Understanding the demographic dynamic helps to show the underlying evolution of the regional community. Highlights from the exploration of the regional demographics include:

- **The regional population is growing** - The East Central Iowa region has reached a critical population mass of nearly half a million people. The forecasts are that the regional population will continue to grow at a steady pace. This growth rate has been slightly faster than the overall nation. Across the US, there are examples of regional communities who have achieved significant growth spurts, triggered by economic growth and appeal.
- **The region is becoming more diverse** - While the region is still predominately white (84%), there is a relatively rapid expansion in the diversity of the population. Most of the net population growth in the region is the non-white population segment. This may indicate the regional community is evolving to be more diverse, inclusive, and relevant for potential future residents.
- **The population is aging** - People over age 55 grew from 2000 to 2020, with the number of people aged 55 and over (Baby Boomers) proportionally higher in 2020 (26.8%) than in 2000 (19.6%). The median age increased from 36.2 years in 2000, to 39.3 years in 2020 - which is largely driven by the aging white population.
- **Urban areas growing faster than rural areas** - In the last 20 years, there has only been modest population growth in most of the more rural counties, but there has been significant growth (greater than 20%) in the two metro counties. Overall, the region's rural population has declined, and the urban populations have increased. Over the last 20 years, the region has changed from being approximately 70% urbanized to 80% urbanized. This reflects the broader pattern in rural America, where populations are continuing to concentrate in regional centers.
- **There is significant workforce mobility** - The commuting patterns show significant workforce mobility, with large percentages of the population commuting out of their county of residence each day. This highlights the economic integration of the region, in that it essentially operates as one large 'economic ecosystem', where counties are interdependent.

Overall, the data paints a picture of a large and growing regional community, that has an interconnected workforce. The regional community is evolving to become more urban and diverse, and these trends may accelerate in the next 10 to 20 years.



2.2 DEMOGRAPHICS SUMMARY

The East Central Iowa region is defined in this study as a six-county region that includes Benton, Iowa, Johnson, Jones, Linn, and Washington counties. These counties are either in the Cedar Rapids Metropolitan Statistical Area (MSA) or the Iowa City MSA which combined make up the Cedar Rapids-Iowa City Combined Statistical Area (CSA).

This section describes the demographic characteristics of the region and includes an analysis of population, racial distribution, ethnicities of people in the region, age and gender, rural and urban living, and commuting patterns.

East Central Iowa* Demographics Summary

	Year 2000	Year 2020
Total Population	384,577	468,601
Rural (%)	30.1	20.1
Urban (%)	69.9	79.9
White (%)	93.8	83.9
Non-White (%)	6.2	16.1
Projected Population	528,160 2030	578,792 2040

**East Central Iowa consists of Benton, Iowa, Johnson, Jones, Linn, and Washington counties.*

Source: 2000 Decennial Census; 2020 Decennial Census; 2019 5-Year American Community Survey; Projections extrapolated from Decennial Census; State Library of Iowa, State Data Center Program



DATA INSIGHTS:

- Between 2000 and 2020, the East Central Iowa regional population grew by 21.8%. During the same period the population of people who identified as white alone fell by 11.2%.
- Also notable is the increase in geographical mobility by residents from rural to urban areas and the aging population from 36 to 39 years.

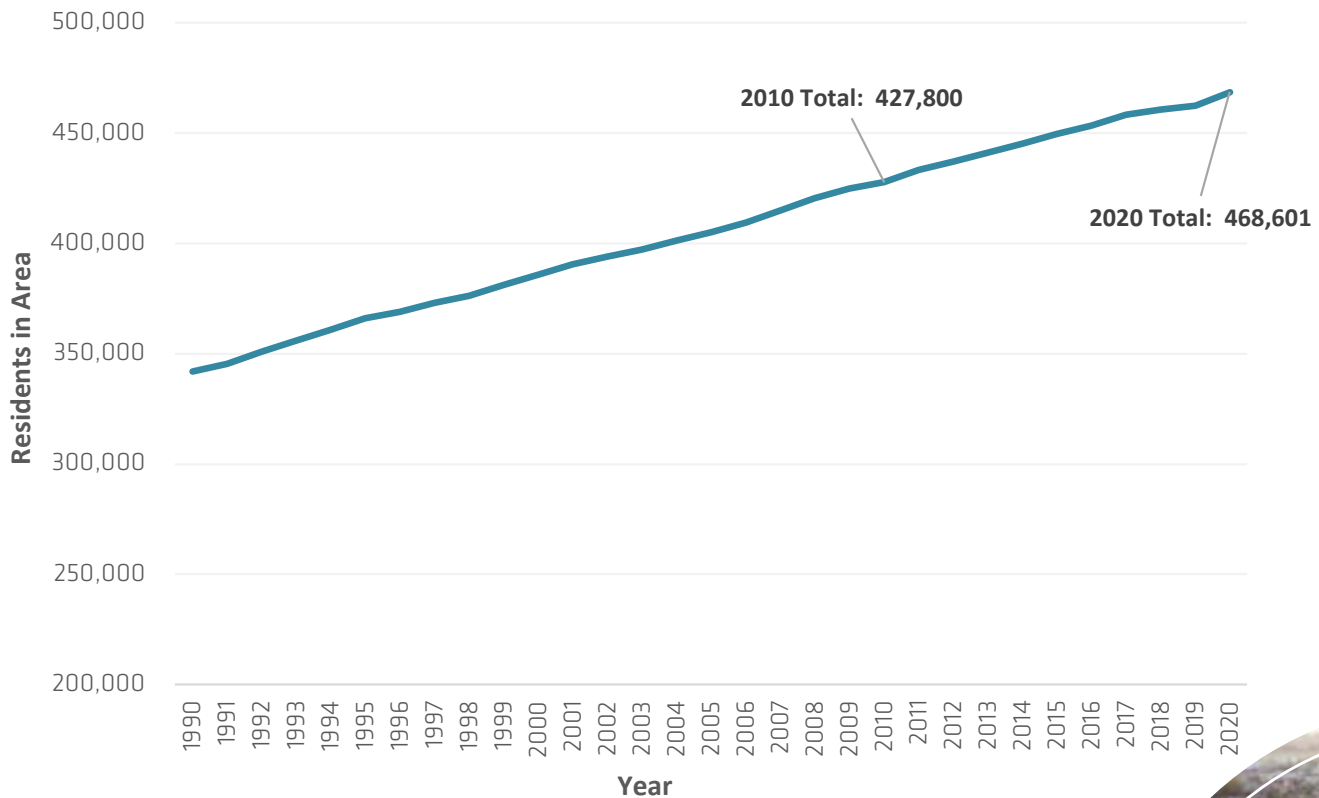
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2.3 POPULATION AND PROJECTED GROWTH

The population of East Central Iowa has increased significantly during the period between 2000 and 2020. In 2020, the population of the East Central Iowa region was 468,601 residents. The region is estimated to grow to 578,792 residents by 2040. The region has an average median age of 39.3 years.

Population Trend for East Central Iowa (1990-2020)



**East Central Iowa consists of Benton, Iowa, Johnson, Jones, Linn, and Washington counties.
Source: U.S. Census Bureau, 2000 & 2010 Decennial Census, Population Division*



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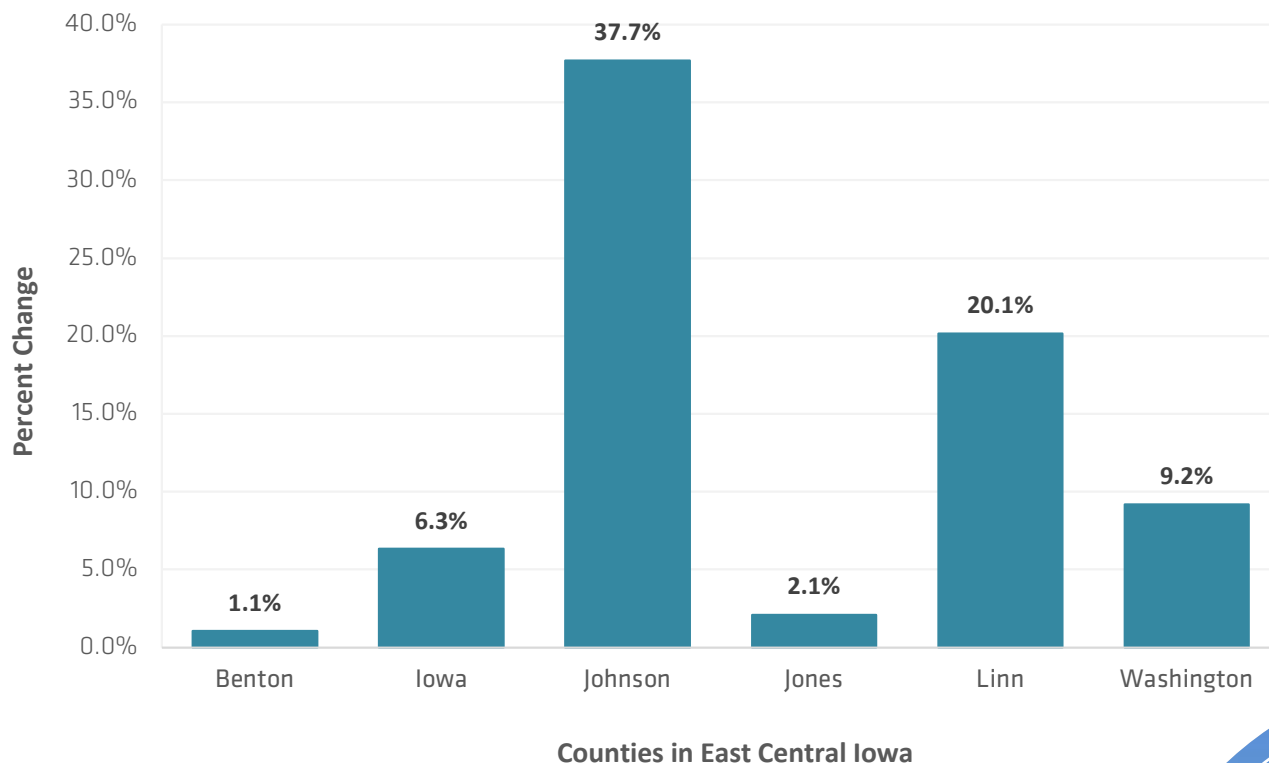
- Population in the East Central Iowa region increased from 342,030 in 1990, to 385,852 in year 2000, and 468,601 in 2020, growing by 21.4% in the span of 20 years.
- The East Central Iowa region has grown consistently since 1990, indicative of the high quality of life that exists in the region.



2.4 POPULATION CHANGE BY COUNTY

Demographic changes in the East Central Iowa region have largely been uniform in the last two decades. With a 37.7% increase in population between 2000 and 2020, Johnson County has the highest and fastest population growth in the region. Linn County also saw significant growth at 20.1%. None of the six counties experienced a decline in population between 2000 and 2020, perhaps due in part to their proximity to the larger urban centers. Population was relatively stagnant in Jones and Benton counties.

Population Change by County in East Central Iowa, 2000 – 2020



Source: U.S. Census Bureau, 2000 & 2010 Decennial Census, Population Division



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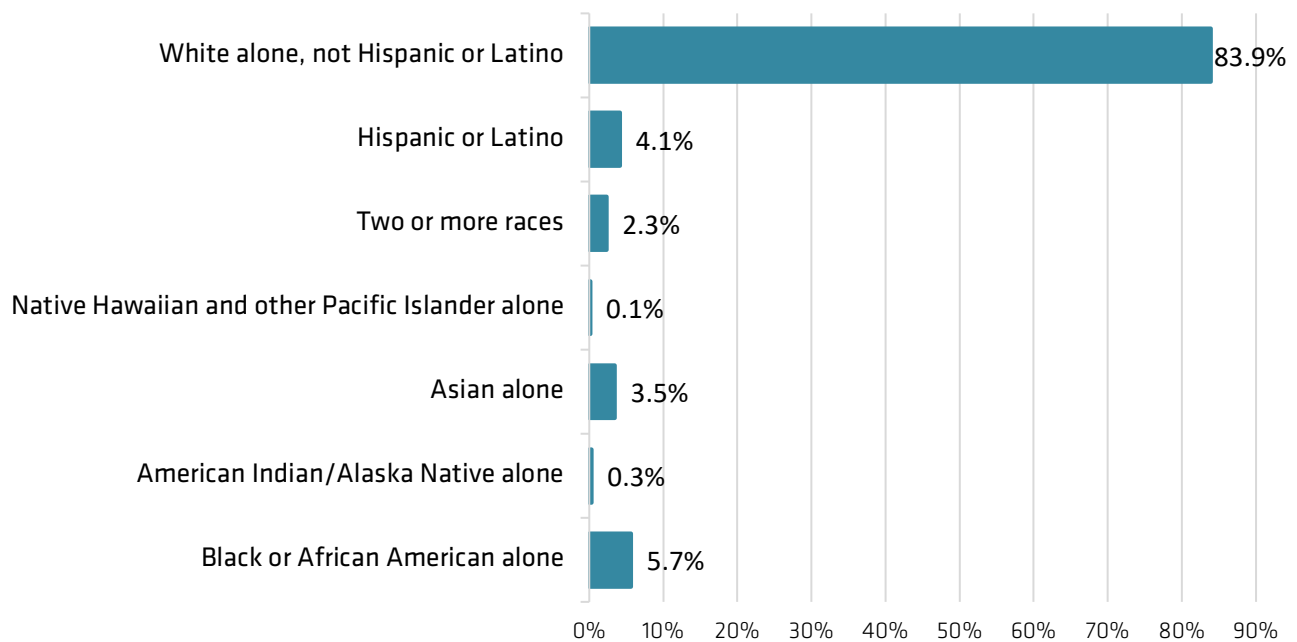
- Linn County followed Johnson County with the fastest population growth of 20.1%, followed by Washington (9.2%) and Iowa (6.3%) counties. East Central Iowa regional growth overall has risen consistently since 1990.
- Benton County has the third-largest population in the East Central Iowa region and reported the lowest (1.1%) population growth between 2000 and 2020.



2.5 RACE AND ETHNICITY

Currently, the United States is roughly 60% white with people of color expected to be the majority population by 2045. According to Advancing Racial Equity in Linn County, (Greater Cedar Rapids Community Foundation, 2021) both the state of Iowa and Linn County are behind this curve, although their demographics are changing quickly. This is evidenced by the racial generation gap: 4% of seniors in Iowa are people of color, but 21% of Iowans under 18 are people of color. Overall, 15% of Iowans are people of color, and that number is projected to rise to approximately 27% by 2050 (Advancing Racial Equity in Linn County, Greater Cedar Rapids Community Foundation, 2021).

East Central Iowa - Ethnic Composition - 2020



Source: U.S. Census Bureau, 2000 & 2010 Decennial Census, 2019 5-Year American Community Survey



DATA INSIGHT:

- As projected, the population of East Central Iowa grew by 21.8% between 2000 and 2020, with 17.4% of the population change due to the increase of non-white individuals.
- The percentage of the population identifying as white alone fell in East Central Iowa by 11%.

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2.6 AGE AND GENDER

The dominant age group in East Central Iowa in 2020 was within the ages of 20 to 59 years, accounting for 53.7% (16.1% in females and 16.9% in males) of the population. Residents within the ages of 55 to 75 years old (Baby Boomers) account for 20.4% of the population; 40 to 54 years old (Gen X) account for 17.7% of the population; and, those from 25 to 39 years old (Gen Y or Millennials) account for 20.3% of the residents of East Central Iowa.

Population by Age and Sex for East Central Iowa, 2000 & 2020

Age Range	Male		Female	
	Year 2000	Year 2020	Year 2000	Year 2020
0 - 9 Years	26,316 (14.4%)	28,505 (12.6%)	24,963 (13.4%)	27,483 (11.9%)
10 - 19 Years	25,662 (14.1%)	30,853 (13.6%)	24,724 (13.2%)	30,724 (13.3%)
20 - 29 Years	29,856 (16.4%)	38,259 (16.9%)	29,590 (15.9%)	37,048 (16.1%)
30 - 39 Years	28,399 (15.6%)	31,153 (13.8%)	27,914 (15%)	29,214 (12.7%)
40 - 49 Years	28,191 (15.5%)	26,425 (11.7%)	28,237 (15.1%)	26,644 (11.6%)
50 - 59 Years	19,593 (10.8%)	27,976 (12.4%)	19,933 (10.7%)	28,882 (12.5%)
60 - 69 Years	11,981 (6.6%)	23,622 (10.4%)	13,201 (7.1%)	24,413 (10.6%)
70 - 79 Years	8,479 (4.7%)	12,642 (5.6%)	11,085 (5.9%)	14,983 (6.5%)
80+ Years	3,762 (1.7%)	69,61 (3.1%)	6,971 (3.7%)	11,135 (4.8%)

Source: U.S. Census Bureau, 2000 & 2010 Decennial Census, 2019 5-Year American Community Survey



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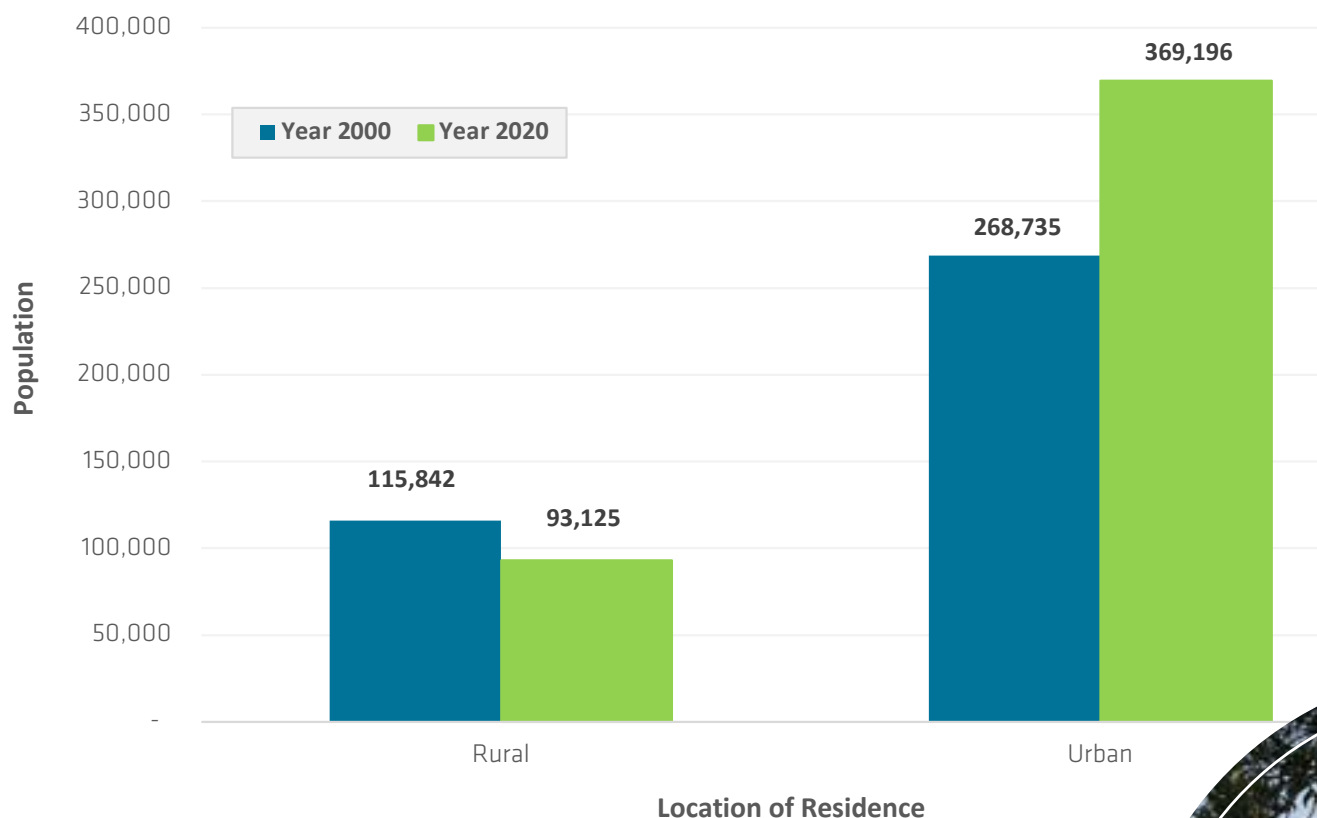
- The number of people aged 55 and over (Baby Boomers) was proportionally higher in 2020 (26.8%) than in 2000 (19.6%). The proportion of baby boomers in the East Central Iowa region is higher among females (28.4%) than males (25.3%). These statistics draw attention to growing infrastructural needs, both social and physical, required to support an aging demographic.
- The proportion of children aged 0 to 14 was higher in 2020 (84,957) than in 2000 (76,602). The proportion of the people in this age range in East Central Iowa is higher among males (19.1%) than females (18.1%).



2.7 RURAL AND URBAN

Migration or mobility patterns help reveal where residents are moving into or out of in communities. This chart compares the East Central Iowa region's mobility between rural and urban areas in the period of 2010 and 2020. The reduction of rural populations and the increase of urban populations is reflective of a larger global trend of people moving from rural to urban areas. The rural-urban relationship was a consistent topic of discussion during the Envision East-Central Iowa project.

Change in Rural and Urban Living in East Central Iowa



Source: U.S. Census Bureau, 2000 & 2010 Decennial Census, 2019 5-Year American Community Survey



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DATA INSIGHT:

- The data above shows the proportion of East Central Iowa population that moved out of rural areas of the region during the 20-year period. Between 2000 and 2020, the number of people in rural areas declined by nearly 23,000, but grew in urban areas by just over 100,000.
- The number of people moving into urban areas of the East Central Iowa region between year 2000 and 2020 increased significantly by 37.4%.



2.8 COMMUTING PATTERNS

One of the keys to regional connectivity is its workforce commuting patterns. Each county in East Central Iowa has sizeable inbound and outbound workforce populations every day. The charts below provide insight into the interdependency of rural and urban counties in East Central Iowa. As an example, below are the inflow/outflow commuter maps of Linn, Jones, Johnson, Washington, and Benton counties. The maps show three populations: those who live outside the county and commute in; those who live and work in the county; and those commute out of the counties to work. Understanding the inflow and outflow of commuters helps us understand how the local economy interfaces with the local population.

Linn County, IA



Johnson County, IA



Jones County



Washington County



Benton County



Source: 2019 US Census Inflow/Outflow Analysis <https://onthemap.ces.census.gov>
(No data available for Iowa County)



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DATA INSIGHTS:

- The commuting patterns of East Central Iowa show significant movement between counties. This suggests an important workforce supply interdependency that should be nurtured and supported.
- Work from home and other changing workforce patterns that accelerated during the pandemic provide East Central Iowa with the opportunity to appeal to those looking for the best of both worlds – urban and rural – as a workforce setting.
- More people commute to the urban centers in East Central Iowa than to the rural areas.



The East Central Iowa region performs comparably in the terms of socio-economic indicators, relative to Iowa and US. However, there are some indications that disparity gaps are growing, and household prosperity may be challenged.

3.0 REGIONAL SOCIO-ECONOMIC INDICATORS

3.1 SECTION HIGHLIGHTS AND RELEVANCE TO EAST CENTRAL IOWA

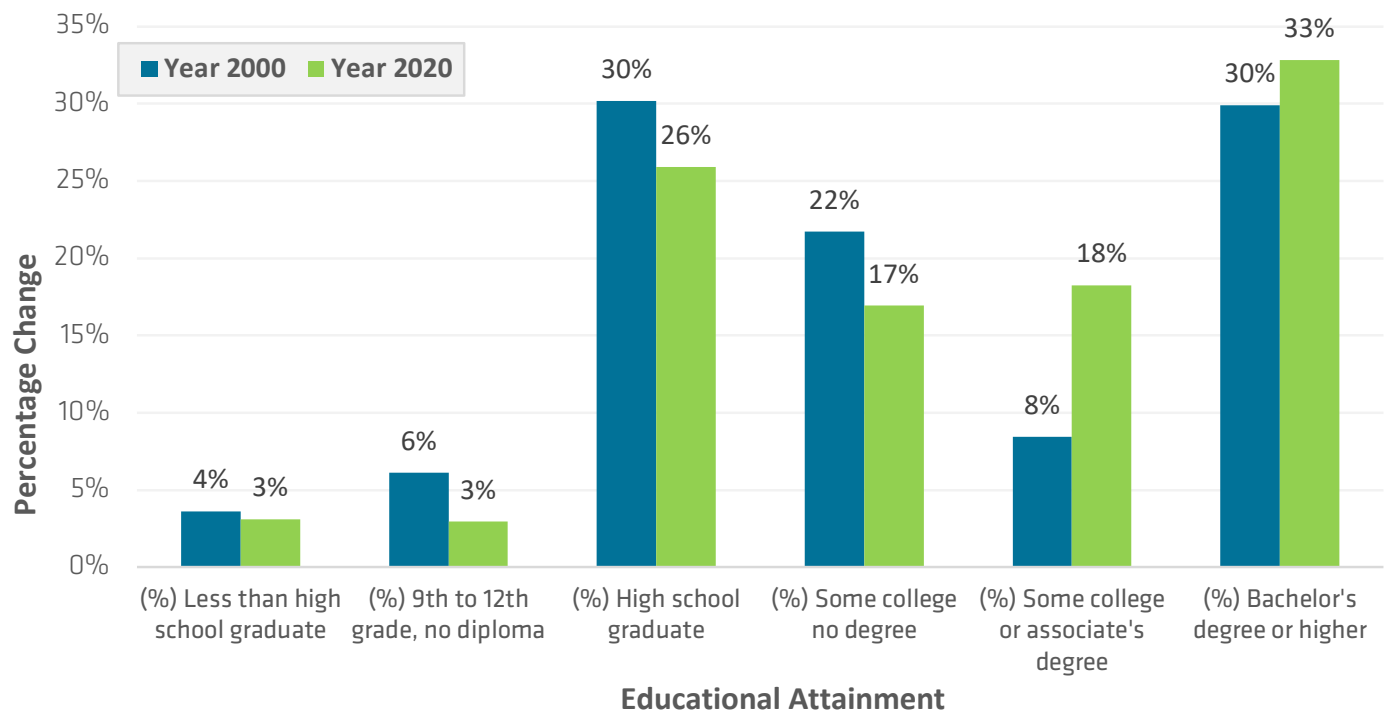
The Envision East Central Iowa planning process has placed a high priority on building future pathways to shared prosperity, and this benchmark study helps inform future strategy development. This section describes the socio-demographic characteristics of East Central Iowa and includes the educational attainment of the population, top occupations, companies and employees, business establishments, labor force (including employment and unemployment status), housing, poverty, and broadband access. Highlights from the exploration of the socio-economic indicators include:

- **Strong educational attainment** - The region's higher education facilities are an outstanding strength that provide residents with access to world class education. As of 2020, the number of individuals with Bachelor's degrees in the region (33%) is higher than the national average of 32%.
- **Focus on business and science** - The top job types in East Central Iowa are management, business, science, and arts occupations, accounting for 38% and 40% of the total job market in 2010 and 2019 respectively. This suggests a strength in the employment base that is well aligned with the future desire to build an innovation focus that attracts the emerging economies such as biosciences, tech, and renewable energies.
- **Longevity of businesses** - The benchmark findings reveal that the relative number of 'new businesses' has declined, as measured by years in operation. This is matched by an increasing number of businesses that have been in operation over ten years. This measure deserves more exploration, as it might point to strength and stability, or indicate a loss of economic dynamism and entrepreneurial activity. This is relevant, as the desire expressed in the Envision East Central Iowa planning process was to unleash innovation which will likely require an environment that supports entrepreneurial activity.
- **Economic concentration in urban centers** - The analysis shows that the strongest economic centers (by GDP) are the two urbanized counties (Johnson and Linn), and their relative share of the GDP is increasing significantly. This is also reflected in commuting patterns, where significant portions of the workforce travel in from surrounding counties.
- **Changes in median household income** - Traditionally, East Central Iowa (and Iowa) have outperformed the US on median household income index (baseline of 2010). However, the 2019 data shows a dip for East Central Iowa. This data is worth tracking closely to see if it represents an underlying trend or is a shorter-term aberration.
- **Poverty levels** - In 2019, US poverty rate was 10.9%. All counties in the region were below this, except for Johnson County which has a poverty rate of 18.1%. This exception is likely due to the university student population.

3.2 EDUCATIONAL ATTAINMENT

This statistic shows the distribution of the highest level of education completed by the population of East Central Iowa between 2000 and 2020.

Change in Educational Attainment in East Central Iowa, 2000 - 2020



Source: U.S. Census Bureau, 2000 & 2010 Decennial Census, 2019 5-Year American Community Survey



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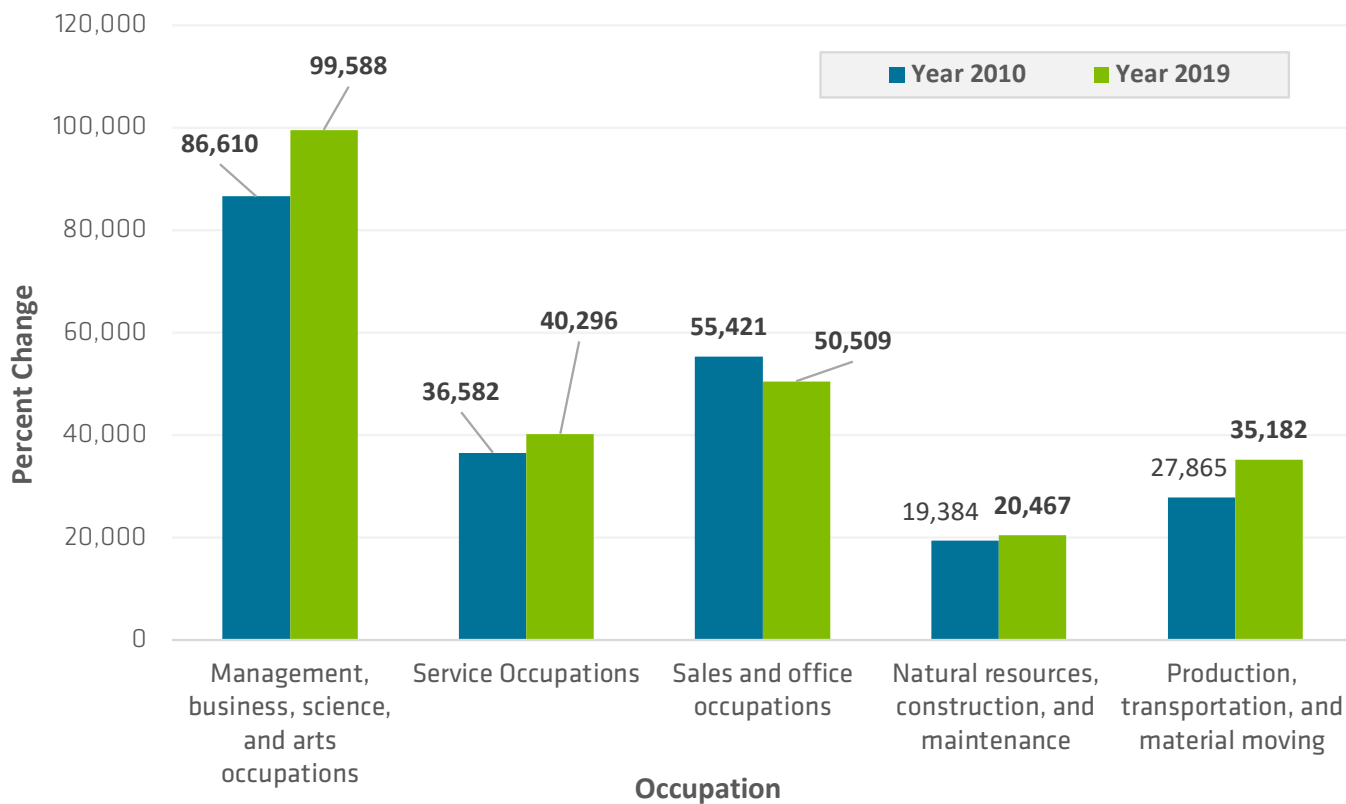
- The group that attained the highest number of degrees was among those who completed a Bachelor's degree or higher. This same population grew by 3% between 2000 and 2020.
- Over 50% of East Central Iowans received at least a two year degree in 2020, an increase from 38% in 2000.
- East Central Iowa's higher education facilities are an outstanding strength of the region that provide residents with access to world class education. The number of residents with Bachelor's degrees in the East Central Iowa region is higher than the national average. (2019 5-Year American Community Survey).



3.3 JOBS – TOP OCCUPATIONS, EMPLOYEES, INDUSTRY

This section illustrates the employment profile of the East Central Iowa region. The data sets examine the employee status, occupation details, and industry information as indicators of employment opportunities the region has to offer.

Change in Occupation Types in East Central Iowa, 2010 - 2019



Source: 2019 5-Year American Community Survey



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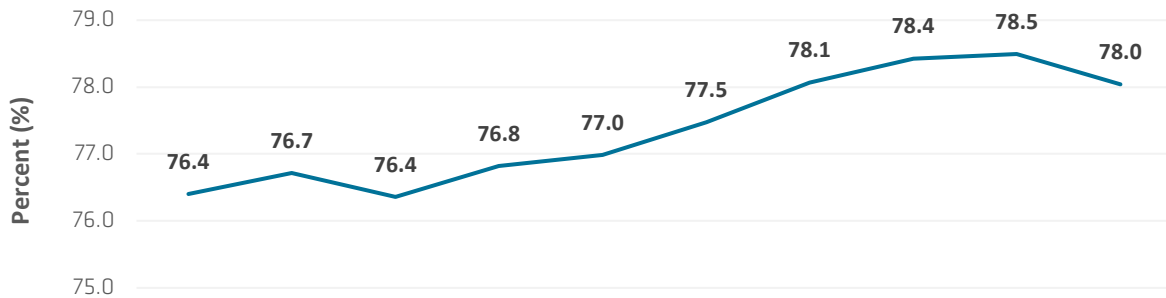
DATA INSIGHT:

- The top job type in East Central Iowa is the *Management, business, science, and arts* occupations category, accounting for 38% and 40% of the total job market in 2010 and 2019 respectively.
- The highest paying industries for *Management, business, science, and arts* occupations, by average wage, are *Internet publishing, broadcasting and web search portals* and *Securities, commodities, funds, trusts and other financial investments*.

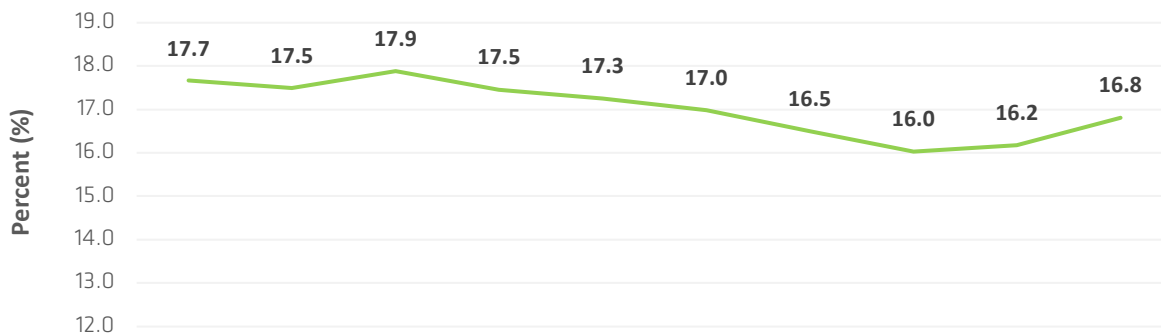


CLASS OF WORKERS IN EAST CENTRAL IOWA, 2010 – 2019

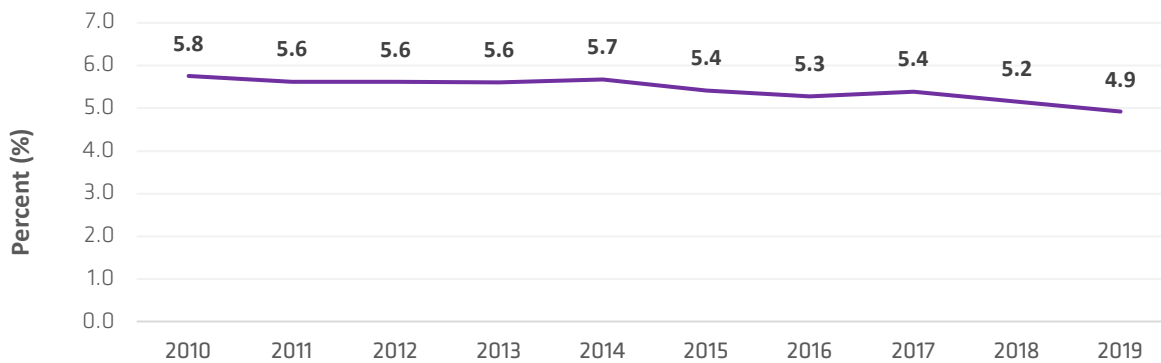
Percent of Private Workers



Percent of Government Workers



Percent of Self-Employed Workers



Source: 2019 5-Year American Community Survey



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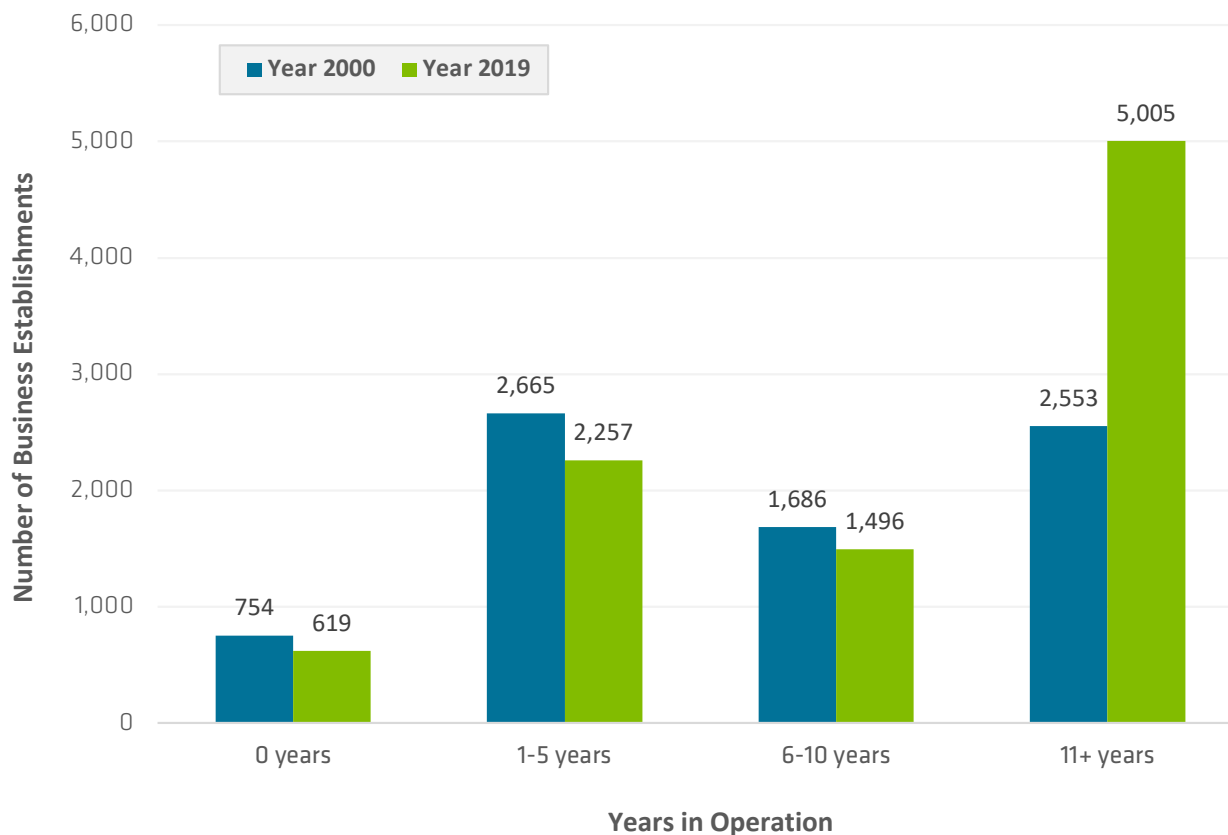
DATA INSIGHT:

- The private sector in East Central Iowa has employed the highest percentage of workers since 2010. Private sector employment levels are currently at their highest in the East Central Iowa region since 2016.
- The proportion of government workers were at their highest between 2010 and 2014 and have declined more than 1% since 2016.

3.4 BUSINESS ESTABLISHMENTS

This chart shows the number years business establishments have been in operation between 2000 and 2019. This is a way to measure the types of businesses and the relative strength of employers in the East Central Iowa region.

Number of Establishments – East Central Iowa Region, 2000 - 2019



Source: 2019 5-Year American Community Survey



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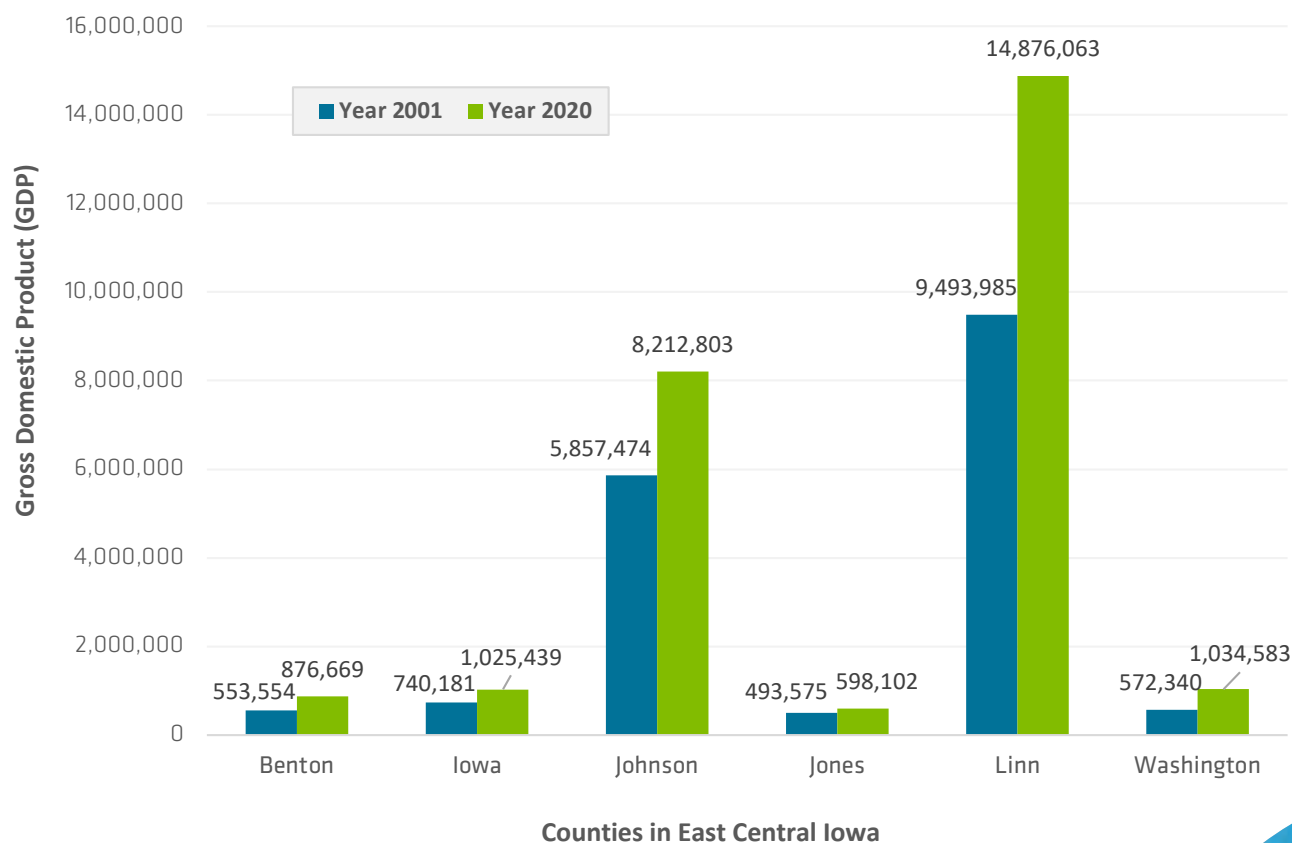
- Establishments that have existed for more than 11 years (since the year 2000) in the East Central Iowa region have higher employment than the other year periods.
- The chart shows significant growth between 2000 and 2019 for establishments in existence more than 11 years. However, the number of establishments between 2000 and 2019 declined for those in existence less than 10 years.



3.5 GROSS DOMESTIC PRODUCT (GDP)

Linn County had the largest contribution to GDP both in 2001 and 2020 in the East Central Iowa region (\$9.49 million and \$14.8 million respectively), accounting for 55.9% of total GDP in 2020. Linn County also had a GDP growth of 57% between 2001 – 2020.

Change in GDP in East Central Iowa, 2001 - 2020



Source: BLS, Local Area Unemployment Statistics (1990-2020), Quarterly Census of Employment and Wages (1990-2020)



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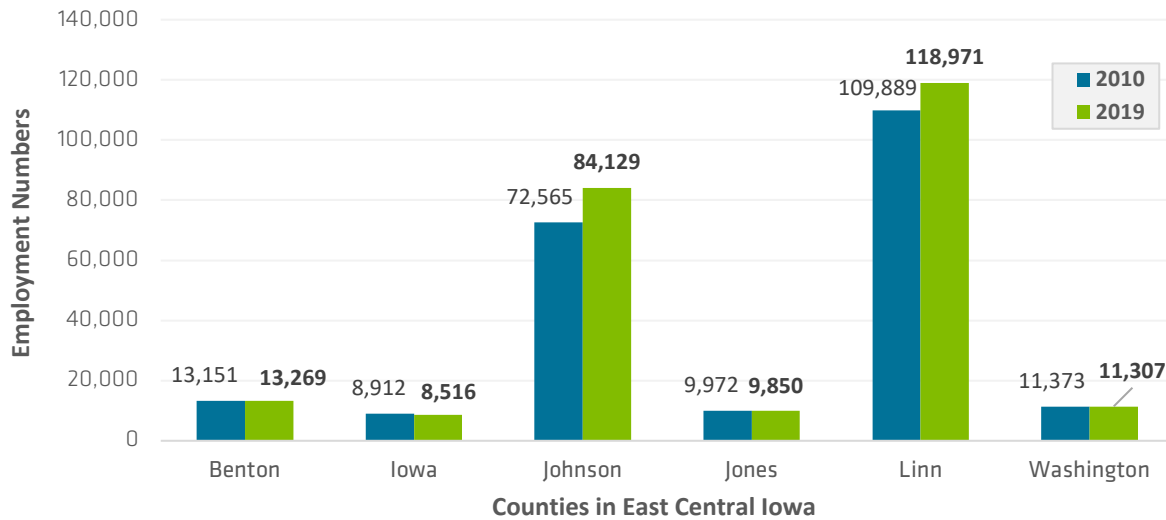
- The second largest contributor to GDP in 2020 was Johnson County (\$8.2 million). The county accounted for 30.8% of the East Central Iowa region GDP in 2020, and the output in this sector has increased by 40.2% since 2001.
- Jones County had the lowest contribution to the GDP of the East Central Iowa region.



3.6 LABOR FORCE

The following two data sets examine the status of employment in the East Central Iowa region. Linn County (118,971) had the largest number of employees in the region in 2019, followed by Johnson (84,129) and Benton (13,269) counties.

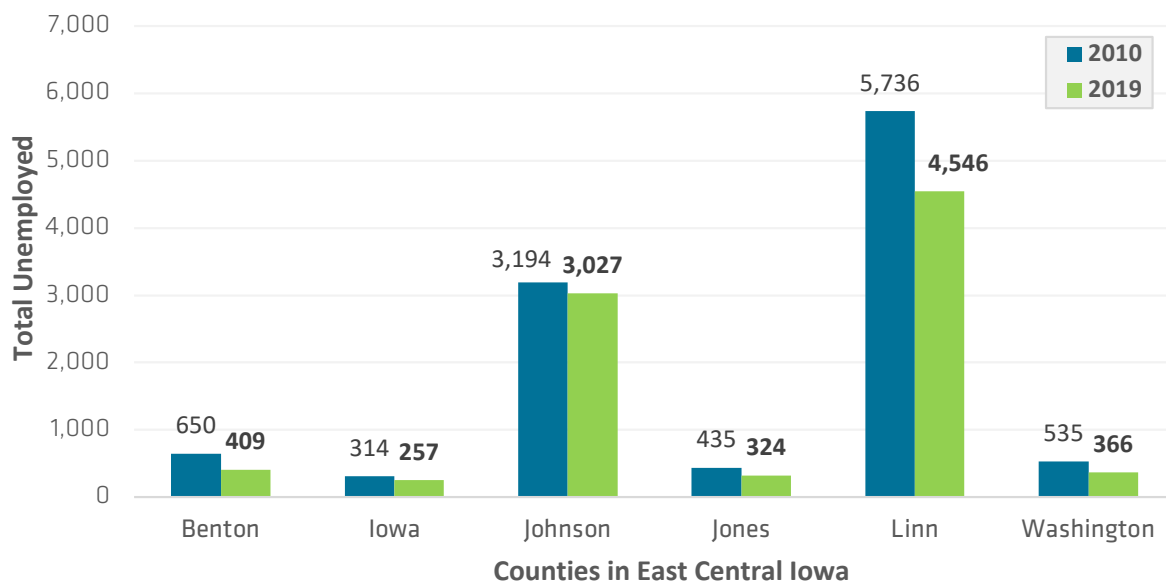
Number of Employees in East Central Iowa, 2010 - 2019



Source: 2019 5-Year American Community Survey

Benton County had the most significant reduction in unemployment numbers in the East Central Iowa region (37%) between 2010 and 2019, followed by Washington (32%) and Jones (26%) counties. Linn County had approximately 21% decrease in unemployment in the 10-year period, and Johnson County had the lowest decline (5%).

Number of Unemployed Residents in East Central Iowa, 2010 - 2019

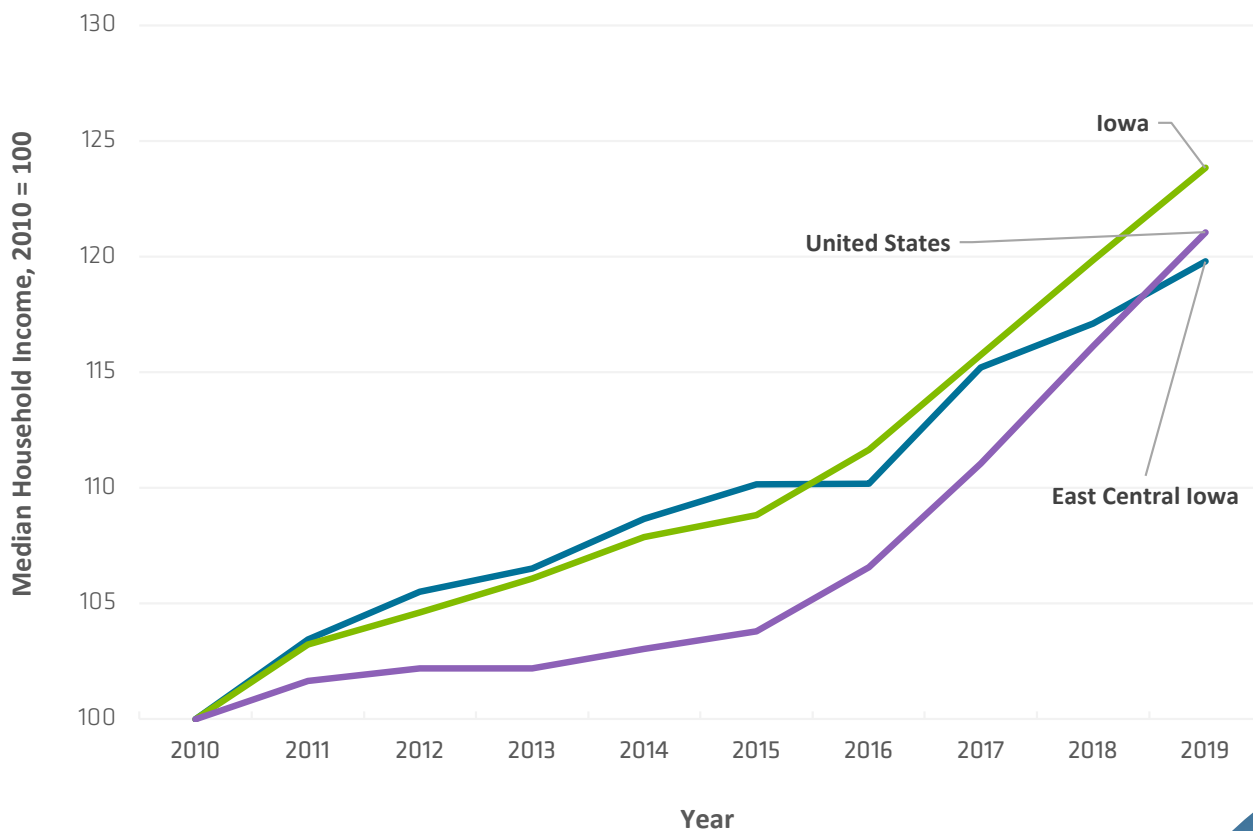


Source: 2019 5-Year American Community Survey

3.7 MEDIAN INCOME

Household income is a good measure of the inherent wealth and spending power within a community. This analysis looks across the aggregate East Central Iowa communities and compares the median with the state of Iowa and U.S. median incomes.

Total Median Household Income Index, 2010 - 2019



Source: 2019 5-Year American Community Survey



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DATA INSIGHT:

- From 2010-2019, household income in Iowa grew by 24% (\$60,523), and in the United States by 21% (\$62,843). Household income growth in the East Central Iowa region was lower than both with 20% (\$62,787).



3.8 HOUSING

The tables below show the occupancy of housing units in the East Central Iowa region. In the overall region, an average of 74.1% total housing units were owner occupied in 2010, increasing to 74.7% in 2019. This shows the relative dominance of single-family housing in the East Central Iowa region.

Percent Housing Occupancy by Population, 2010

County	Occupied housing units	Vacant housing units	Occupied housing units - Owner-occupied	Occupied housing units - Renter-occupied
Benton	92.0%	8.0%	80.9%	19.1%
Iowa	92.7%	7.3%	77.9%	22.1%
Johnson	92.9%	7.1%	60.3%	39.7%
Jones	91.9%	8.1%	79.2%	20.8%
Linn	93.7%	6.3%	72.9%	27.1%
Washington	93.5%	6.5%	77.0%	23.0%

Source: 2019 5-Year American Community Survey

Percent Housing Occupancy by Population, 2019

County	Occupied housing units	Vacant housing units	Occupied housing units - Owner-occupied	Occupied housing units - Renter-occupied
Benton	92.5%	7.5%	82.8%	17.2%
Iowa	92.3%	7.7%	80.4%	19.6%
Johnson	92.9%	7.1%	58.5%	41.5%
Jones	90.5%	9.5%	78.3%	21.7%
Linn	93.4%	6.6%	73.8%	26.2%
Washington	90.7%	9.3%	71.0%	29.0%

Source: 2019 5-Year American Community Survey



DataInsight

DATA INSIGHT:

- Benton (80.9%) and Jones (79.2%) counties had the highest owner-occupied housing units in the region in 2010, while Benton (82.8%) and Iowa (80.4%) counties show the highest owner occupied housing units in the East Central Iowa region in 2019.
- Similarly, Johnson (39.7%) and Linn (27.1%) counties had the highest renter-occupied housing units in the year 2010 with Washington (29%) being the second highest in 2019.
- Jones County had the highest proportion of vacant housing units in the region in 2010 and 2019 with 8.1% and 9.5% respectively.

3.9 POVERTY

The table below examines the prevalence of poverty across the East Central Iowa region in 2019, the year before the pandemic and the derecho tornado hit the region. Numbers are recovering and have been in flux ever since.

Percentage of families and people whose income is below the poverty line, 2019

County	All families whose income in the past 12 months is below the poverty level (%)	All people whose income in the past 12 months is below the poverty level (%)
Benton	6.2	8.8
Iowa	7.6	8.7
Johnson	7.0	18.1
Jones	5.5	9.0
Linn	7.1	10.2
Washington	8.1	9.9

Source: 2019 5-Year American Community Survey



DataInsight

DATA INSIGHT:

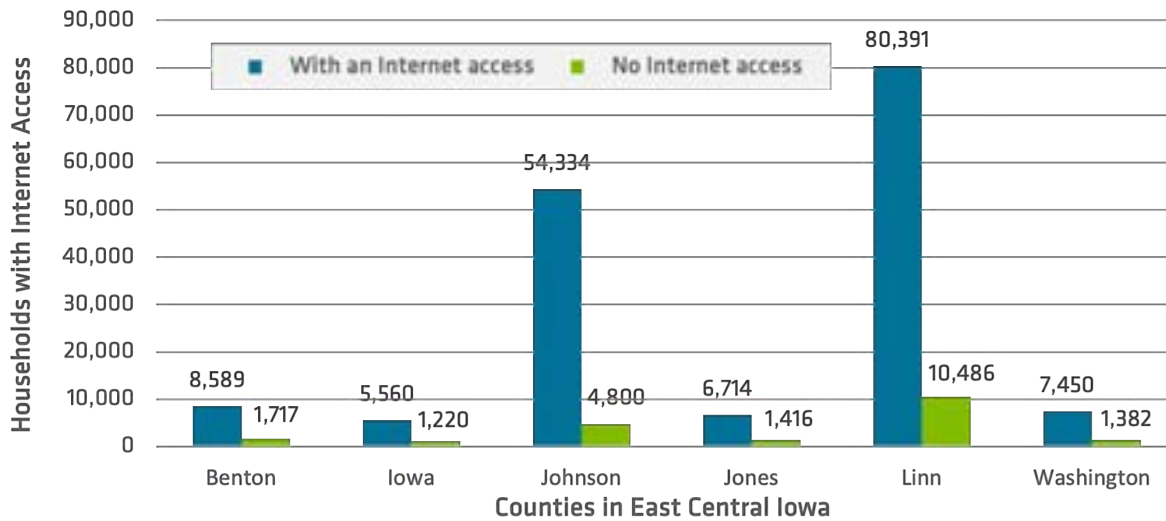
- Washington County has the highest percentage (8.1%) family poverty rate in the East Central Iowa region. Jones (5.5%) had the lowest rate of families with income below the poverty level.
- Johnson County had the highest (18.1%) poverty rate in the East Central Iowa region. This may in part be due to the high concentration of students in Johnson County. Iowa County with 8.7% is the lowest among the counties in East Central Iowa.



3.10 INTERNET ACCESS

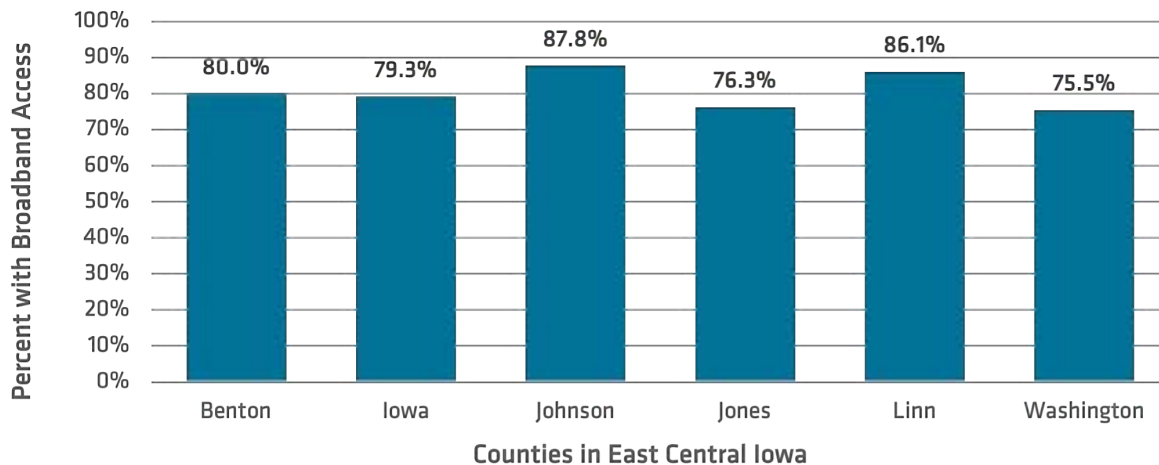
As of 2019, 88.6% of households in East Central Iowa have access to the internet either via dial up, broadband, satellite, or other services. Approximately 11.4% of the population in East Central Iowa have no access to the internet.

Internet Users in East Central Iowa, 2019



Source: 2019 5-Year American Community Survey

Percentage with Broadband Access in East Central Iowa, 2019



Source: 2019 5-Year American Community Survey



DATA INSIGHT:

- Linn and Johnson counties have the highest household populations with access to the internet in the East Central Iowa region.
- Of those with internet access and internet subscriptions, an average of 80.9% households have access to broadband services such as cable, fiber-optic, or Digital Subscriber Line (DSL) across the region. Johnson County (87.8%) has the highest households with broadband access and Washington County (75.5%) has the lowest.

DataInsight



The Envision East Central Iowa region is identified as having a high relative Innovation Capacity, which is a critical future building block for the regional economy and community.

4.0 INNOVATION INDEX

4.1 SECTION HIGHLIGHTS AND RELEVANCE TO EAST CENTRAL IOWA

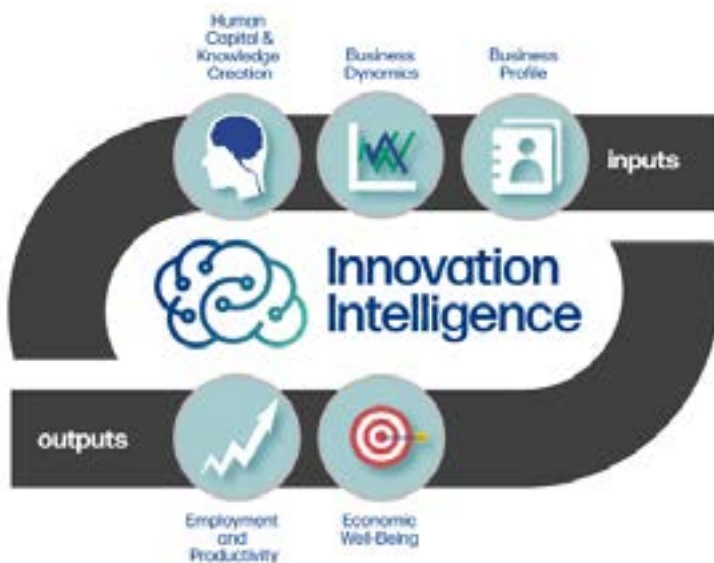
The Envision East Central Iowa planning process has placed a high priority on creating an innovation focus to address future approaches to development, and to tackle workforce and social evolution. This section of the benchmark study explores the existing underlying capacity for innovation in the region. It uses the StatsAmerica Innovation Index to understand performance relative to other Economic Development Districts (EDDs) in the United States and peer communities identified in previous regional benchmarking work. Highlights from the exploration of innovation capacity include:

- **Strong overall regional innovation capacity** - Overall, East Central Iowa measures comparably well in innovation capacity relative to other economic development districts. This region ranks 56 out of 393 Economic Development Districts on overall Innovation Intelligence Index.
- **Variable county performance** - Johnson, Linn, Washington, and Benton counties perform strongly on the measure of Headline Innovation Index, relative to the 3,110 other counties in the index. They all rank in the top 20% counties in the US, while Iowa and Jones counties are around middle level ranking in the US.
- **Human Capital and Knowledge Creation Index** - In East Central Iowa, Johnson and Linn counties have high levels for human capital and knowledge creation. Benton, Iowa, Jones, and Washington counties all have moderate levels of human capital and knowledge creation. This is a particularly important measure, given the regional desire to leverage innovation and workforce transformation.
- **Strong Economic Wellbeing Index** - It is notable that East Central Iowa is ranked high on the Economic Wellbeing Index (ranked 29 out of 393 U.S. Economic Development Districts). Key factors measured in this index are residential internet connectivity and income, average unemployment rate, and government transfers to total personal income ratio. It is notable that East Central Iowa has more counties rated at the high economic well-being level than the peer cities. Johnson and Jones counties have moderate levels of economic well-being and Benton, Iowa, Linn, and Washington counties have high levels of economic well-being.
- **Business Profile Index** - To determine the business environment of a region, the Business Profile Index measures local business conditions and the resources available to entrepreneurs and companies. Among the East Central Iowa counties, Johnson and Linn counties have high levels of innovation capacity for local business conditions and resources available to entrepreneurs and businesses.

4.2 INNOVATION INDEX COMPOSITION

Data from the Innovation Index can be used to visualize and understand a region's weaknesses, strengths, and potential. The Headline Innovation Index, a high-level summary index, is calculated from five major index categories (three based on innovation inputs and two based on innovation outputs). Those five indexes are developed from several core indexes built from several measures that are organized thematically along more precisely defined concepts. (*Driving Regional Innovation Report, 2021*)

Innovation Index Composition



Source: Indiana Business Research Center, 2021

Below is the breakout of the elements that create the Innovation Index taken from this report's source: *Driving Regional Innovation: Supplemental Report for Innovation Intelligence*, Indiana University, 2021

Inputs - Inputs are those factors, influences or conditions that promote innovation and create knowledge and are categorized into three categories:

- The **Human Capital and Knowledge Creation Index** suggests the extent to which a region's population and labor force have the know-how to engage in innovative activities.
- The **Business Dynamics Index** gauges the competitiveness of a region by measuring the entry and exit of individual firms – what might be called the creative destruction measures.
- The **Business Profile Index** measures local business and the resources available to entrepreneurs and businesses.

Outputs - Outputs are the direct outcomes and economic improvements that result from innovation inputs, and are divided into two categories:

- The **Employment and Productivity Index** describes a region's economic growth, regional desirability, and the direct outcomes of innovation.
- The **Economic Well-Being Index** is not so much a set of indicators for innovation as it is a set of metrics that show the regional standard of living relative to other places. It can also be used to monitor and evaluate other economic performance outcomes.



HOW TO READ AND INTERPRET THE INNOVATION INDEX TABLES | The Innovation Index charts in this section are divided into two sets of counties: East Central Iowa counties; and the counties surrounding identified 'Peer Cities'. The Peer Cities were used in the 2019 ICR Iowa Comparative Data for the Economic Scorecard Research Summary Report, which looked at comparison regional centers and small to medium cities. The Peer Cities offer a good benchmark for Johnson and Linn Counties (Iowa City and Cedar Rapids), but are less relevant for the more rural ECI counties. However, the overall county Index scores and rankings are a useful comparative tool on a national basis.

4.3 HEADLINE INNOVATION INDEX

The Headline Innovation Index combines all core and sub-indexes to reach an overall measurement of innovation capacity.*

Headline Innovation Index for East Central Iowa and Peer Cities by County

Areas	State	County	Largest City/Town	Headline Index	Rank (3,110)	Capacity
East Central Iowa	Iowa	Benton County	Vinton	125.0	605	Moderate
	Iowa	Iowa County	Williamsburg	115.6	1,307	Moderate
	Iowa	Johnson County	Iowa City	135.6	162	High
	Iowa	Jones County	Anamosa	113.5	1,515	Moderate
	Iowa	Linn County	Cedar Rapids	133.2	238	High
	Iowa	Washington County	Washington	127.9	473	Moderate
Peer Cities	Michigan	Washtenaw County	Ann Arbor	140.4	59	High
	Iowa	Polk County	Des Moines	136.6	131	High
	Colorado	Larimer County	Fort Collins	147.1	11	High
	Kentucky	Fayette County	Lexington	128.8	425	High
	Nebraska	Lancaster County	Lincoln	135.6	162	High
	Wisconsin	Dane County	Madison	139.1	87	High
	Indiana	St. Joseph County	South Bend	123.5	688	Moderate

*Source: StatsAmerica website 2021 <https://www.statsamerica.org/innovation/>



DataInsight

DATA INSIGHT:

- The high-level summary Headline Innovation Index shows Benton, Iowa, Jones, and Washington counties at moderate capacity for innovation and Johnson and Linn counties at high capacity for innovation.
- Among the comparable peer cities, St. Joseph County (South Bend) is at moderate capacity for innovation and the remaining counties are at high capacity.

4.4 HUMAN CAPITAL AND KNOWLEDGE CREATION INDEX

The indicators in the Human Capital and Knowledge Creation Index suggests the extent to which a county's population and labor force can engage in innovative activities. Higher levels of human capital and knowledge creation are associated with higher levels of innovation and faster diffusion of technology. Counties with high levels of human capital are those with enhanced knowledge measured by educational attainment, patent diffusion, knowledge spillovers, STEM degree holders and occupations, and the share of high-tech employment (StatsAmerica, *User Guides, Innovation Intelligence*, 2021).

Human Capital and Knowledge Creation Index for East Central Iowa and Peer Cities by County

Areas	State	County	Largest City/Town	Headline Index	Rank (3,110)	Capacity
East Central Iowa	Iowa	Benton County	Vinton	122.5	1,263	Moderate
	Iowa	Iowa County	Williamsburg	129.3	852	Moderate
	Iowa	Johnson County	Iowa City	142.5	360	High
	Iowa	Jones County	Anamosa	119.8	1,460	Moderate
	Iowa	Linn County	Cedar Rapids	145.7	265	High
	Iowa	Washington County	Washington	125.0	1,095	Moderate
Peer Cities	Michigan	Washtenaw County	Ann Arbor	164.2	22	High
	Iowa	Polk County	Des Moines	143.1	345	High
	Colorado	Larimer County	Fort Collins	176.6	1	High
	Kentucky	Fayette County	Lexington	141.3	403	High
	Nebraska	Lancaster County	Lincoln	152.5	131	High
	Wisconsin	Dane County	Madison	164.4	21	High
	Indiana	St. Joseph County	South Bend	140.7	418	High

*Source: StatsAmerica website 2021 <https://www.statsamerica.org/innovation/>



DATA INSIGHT:

- In East Central Iowa, Johnson and Linn counties have high levels for human capital and knowledge creation. Benton, Iowa, Jones, and Washington counties all have moderate levels of human capital and knowledge creation.
- All of the peer counties have high levels of human capital and knowledge creation.

DataInsight

4.5 BUSINESS DYNAMICS INDEX

Business dynamics is the entry and exit mechanism by which outdated ideas and industry practices are replaced by new and potentially revolutionary ones. This dynamic is at the heart of competition: creating new industries, invigorating old ones, and getting rid of inefficient practices. As such, exit and entry drive the growth and prosperity of individual firms, as well as the economy at large (StatsAmerica, *User Guides, Innovation Intelligence*, 2021).

Business Dynamics Index for East Central Iowa and Peer Cities by County

Areas	State	County	Largest City/Town	Headline Index	Rank (3,110)	Capacity
East Central Iowa	Iowa	Benton County	Vinton	137.5	550	Moderate
	Iowa	Iowa County	Williamsburg	108.0	2,304	Moderate
	Iowa	Johnson County	Iowa City	137.0	577	Moderate
	Iowa	Jones County	Anamosa	105.7	2,416	Moderate
	Iowa	Linn County	Cedar Rapids	129.0	969	Moderate
	Iowa	Washington County	Washington	121.9	1,415	Moderate
Peer Cities	Michigan	Washtenaw County	Ann Arbor	131.2	846	Moderate
	Iowa	Polk County	Des Moines	144.6	319	High
	Colorado	Larimer County	Fort Collins	147.9	239	High
	Kentucky	Fayette County	Lexington	124.1	1,279	Moderate
	Nebraska	Lancaster County	Lincoln	132.2	800	Moderate
	Wisconsin	Dane County	Madison	129.2	958	Moderate
	Indiana	St. Joseph County	South Bend	121.9	1,415	Moderate

*Source: StatsAmerica website 2021 <https://www.statsamerica.org/innovation/>



DataInsight

DATA INSIGHT:

- It is notable that all of the counties except two among the East Central Iowa and peer cities have moderate innovation levels for business dynamics. Only Polk (Des Moines) and Larimer (Fort Collins) counties in the peer cities category has a high capacity for business dynamics.
- Business dynamics also considers the creation of new firms and the availability of venture capital (investment). Venture capital is needed for new firms to achieve market scale at a competitive level (StatsAmerica, *User Guides, Innovation Intelligence*, 2021).

4.6 BUSINESS PROFILE INDEX

To determine the business environment of a region, the Business Profile Index measures local business conditions and the resources available to entrepreneurs and companies. The components identify the possible resources a region might offer that can lead to growth and subsequent innovation. These resources can be found in the form of capital (FDI-foreign direct investments), connectivity within one's own or with other regions, and proprietorship. Connectivity and broadband access are also important components of a region's infrastructure that directly impact business profile index levels, especially for businesses, agriculture operations, and small-scale manufacturing firms (StatsAmerica, *User Guides, Innovation Intelligence*, 2021).

Business Profile Index for East Central Iowa and Peer Cities by County

Areas	State	County	Largest City/Town	Headline Index	Rank (3,110)	Capacity
East Central Iowa	Iowa	Benton County	Vinton	80.8	959	Moderate
	Iowa	Iowa County	Williamsburg	64.4	2,828	Low
	Iowa	Johnson County	Iowa City	120.5	89	High
	Iowa	Jones County	Anamosa	73.9	1,456	Moderate
	Iowa	Linn County	Cedar Rapids	110.0	228	High
	Iowa	Washington County	Washington	95.3	466	Moderate
Peer Cities	Michigan	Washtenaw County	Ann Arbor	125.7	34	High
	Iowa	Polk County	Des Moines	105.7	286	High
	Colorado	Larimer County	Fort Collins	116.5	134	High
	Kentucky	Fayette County	Lexington	108.2	255	High
	Nebraska	Lancaster County	Lincoln	112.6	186	High
	Wisconsin	Dane County	Madison	113.2	175	High
	Indiana	St. Joseph County	South Bend	93.9	493	Moderate

*Source: StatsAmerica website 2021 <https://www.statsamerica.org/innovation/>



DataInsight

DATA INSIGHT:

- Among the East Central Iowa counties, Johnson and Linn counties have high levels of innovation capacity for local business conditions and resources available to entrepreneurs and businesses while Benton, Jones, and Washington counties have moderate levels. Iowa County has a low level of innovation capacity.
- One of the peer cities, St. Joseph County (South Bend), has a moderate level business profile, whereas the remaining peer cities all have high levels.

4.7 EMPLOYMENT AND PRODUCTIVITY INDEX

The Employment and Productivity Index describes a region's economic growth, regional desirability, and the direct outcomes of innovation. There are three general indicators: productivity (or GDP per worker), industry growth, "latent innovation" (sophistication of industry production) and patents. Measures in this index suggest the extent to which local and regional economies are moving up the value chain by producing more sophisticated and differentiated products and are increasing the high-value talent pool (StatsAmerica, *User Guides, Innovation Intelligence*, 2021).

Employment and Productivity Index for East Central Iowa and Peer Cities by County

Areas	State	County	Largest City/Town	Headline Index	Rank (3,110)	Capacity
East Central Iowa	Iowa	Benton County	Vinton	128.2	1,137	Moderate
	Iowa	Iowa County	Williamsburg	126.5	1,348	Moderate
	Iowa	Johnson County	Iowa City	128.9	1,054	Moderate
	Iowa	Jones County	Anamosa	122.1	1,778	Moderate
	Iowa	Linn County	Cedar Rapids	130.7	839	Moderate
	Iowa	Washington County	Washington	131.9	691	Moderate
Peer Cities	Michigan	Washtenaw County	Ann Arbor	134.0	474	Moderate
	Iowa	Polk County	Des Moines	140.3	101	High
	Colorado	Larimer County	Fort Collins	136.1	298	High
	Kentucky	Fayette County	Lexington	130.4	880	Moderate
	Nebraska	Lancaster County	Lincoln	128.7	1,072	Moderate
	Wisconsin	Dane County	Madison	130.5	862	Moderate
	Indiana	St. Joseph County	South Bend	135.8	318	High

*Source: StatsAmerica website 2021 <https://www.statsamerica.org/innovation/>



DataInsight

DATA INSIGHT:

- All of the counties in the East Central Iowa region have a moderate level of innovation capacity for employment and productivity.
- All of the peer cities except three have a moderate level of innovation capacity for employment and productivity. Polk (Des Moines), Larimer (Fort Collins) and St. Joseph (South Bend) counties have a high innovation capacity in this area.

4.8 ECONOMIC WELL-BEING INDEX

Economic well-being measures poverty rates, unemployment rates, net migration, compensation, and the growth in per capita personal income. Innovative economies are thought to generally improve economic well-being because residents earn more and have a higher standard of living. Decreasing poverty rates, increasing employment, in-migration of new residents and improvements in personal income signal a more desirable region in which to live (StatsAmerica, *User Guides, Innovation Intelligence*, 2021).

Economic Well-Being Index for East Central Iowa and Peer Cities by County

Areas	State	County	Largest City/Town	Headline Index	Rank (3,110)	Capacity
East Central Iowa	Iowa	Benton County	Vinton	156.1	209	High
	Iowa	Iowa County	Williamsburg	149.7	457	High
	Iowa	Johnson County	Iowa City	149.1	485	Moderate
	Iowa	Jones County	Anamosa	146.2	644	Moderate
	Iowa	Linn County	Cedar Rapids	150.4	423	High
	Iowa	Washington County	Washington	165.4	42	High
Peer Cities	Michigan	Washtenaw County	Ann Arbor	146.8	611	Moderate
	Iowa	Polk County	Des Moines	149.2	483	Moderate
	Colorado	Larimer County	Fort Collins	158.3	157	High
	Kentucky	Fayette County	Lexington	140.2	997	Moderate
	Nebraska	Lancaster County	Lincoln	152.0	358	High
	Wisconsin	Dane County	Madison	158.2	162	High
	Indiana	St. Joseph County	South Bend	125.4	1,920	Moderate

*Source: StatsAmerica website 2021 <https://www.statsamerica.org/innovation/>



DataInsight

DATA INSIGHT:

- It is notable that East Central Iowa has more counties rated at the high economic well-being level than the peer cities. Johnson and Jones counties have moderate levels of economic well-being and Benton, Iowa, Linn and Washington counties have high levels of economic well-being.
- Among the peer cities, Larimer (Fort Collins), Lancaster (Lincoln) and Dane (Madison) counties have high levels of economic well-being and Washtenaw (Ann Arbor), Polk (Des Moines), Fayette (Lexington) and St. Joseph (South Bend) counties have moderate levels of well-being.



The industry cluster analysis is a high-level scan of economic growth and employment trajectory. There is a transition occurring in the regional economy, as the pivot occurs to technology driven clusters and industries.

5.0 REGIONAL INDUSTRY SECTORS AND CLUSTERS

5.1 SECTION HIGHLIGHTS AND RELEVANCE TO EAST CENTRAL IOWA

The East Central Iowa region has some significant industry clusters that have produced long term benefits for the region. These include the foundational clusters of agriculture and food, manufacturing, logistics and educational services. This is complemented by some growing sectors such as insurance and finance, and educational technology. The identified opportunity for the region is to build and innovate within these existing clusters, as well as grow new promising industry clusters. Highlights from the exploration of industry clusters include:

- **Strong regional GDP growth performance** – The region has outperformed the US and Iowa in GDP growth between 2000 and 2020. However, the full impacts of the pandemic and the medium-term rate of recovery are still to play out. While regional GDP relative growth has been strong, the region has lagged behind Iowa and the US on average wage over the same period. This is likely driving some of the socio-economic indicators and disparities that were explored in Section 3.1.
- **Traditional clusters declining in employment numbers** – The employment profile in the region is changing, with decline in the employment in traditional *Food / Bioprocessing*, *Manufacturing* and *Logistics and Transportation* clusters, and strong relative employment increases in *Engineering and automation*, and *Education technology services* clusters. Some of these changes are likely to be further accelerated by automation, robotics, and autonomous vehicles. This will likely create employment stress and decline in the manual labor employment. This may be offset by growth in construction if large scale infrastructure development is triggered by Federal investment.
- **Insurance and finance cluster growing strongly** – The Insurance and finance cluster has shown significant growth in terms of relative employment and average wage. The cluster is outperforming both Iowa and US benchmarks.
- **Education technology and services is a critical cluster** – The Education technology and services cluster is now the largest regional cluster in terms of employment and shows strong growth relative to Iowa and US. This cluster also helps drive the regional performance on the Innovation Index (Human Capital and Knowledge Creation) and can boost regional innovation.

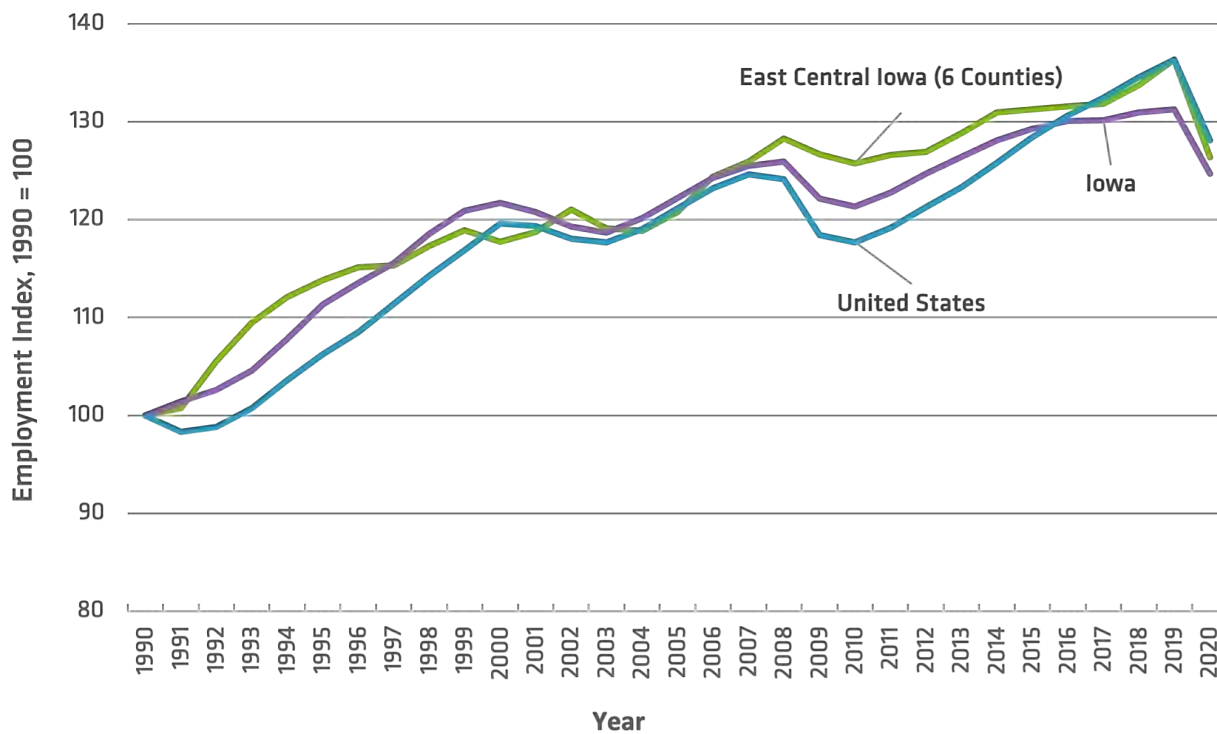
5.2 REGIONAL AND EMPLOYMENT GDP TRENDS

This section looks at regional and employment GDP trends in terms of employment, gross domestic product, and wages.

5.2.1 EMPLOYMENT TRENDS

The graph below compares total number of employees in the United States, the state of Iowa and the six counties of East Central Iowa over the period of 1990 to 2020.

Total Employment Index, 1990 - 2020



Source: BLS, Local Area Unemployment Statistics (1990-2020), Quarterly Census of Employment and Wages (1990-2020)



DataInsight

DATA INSIGHT:

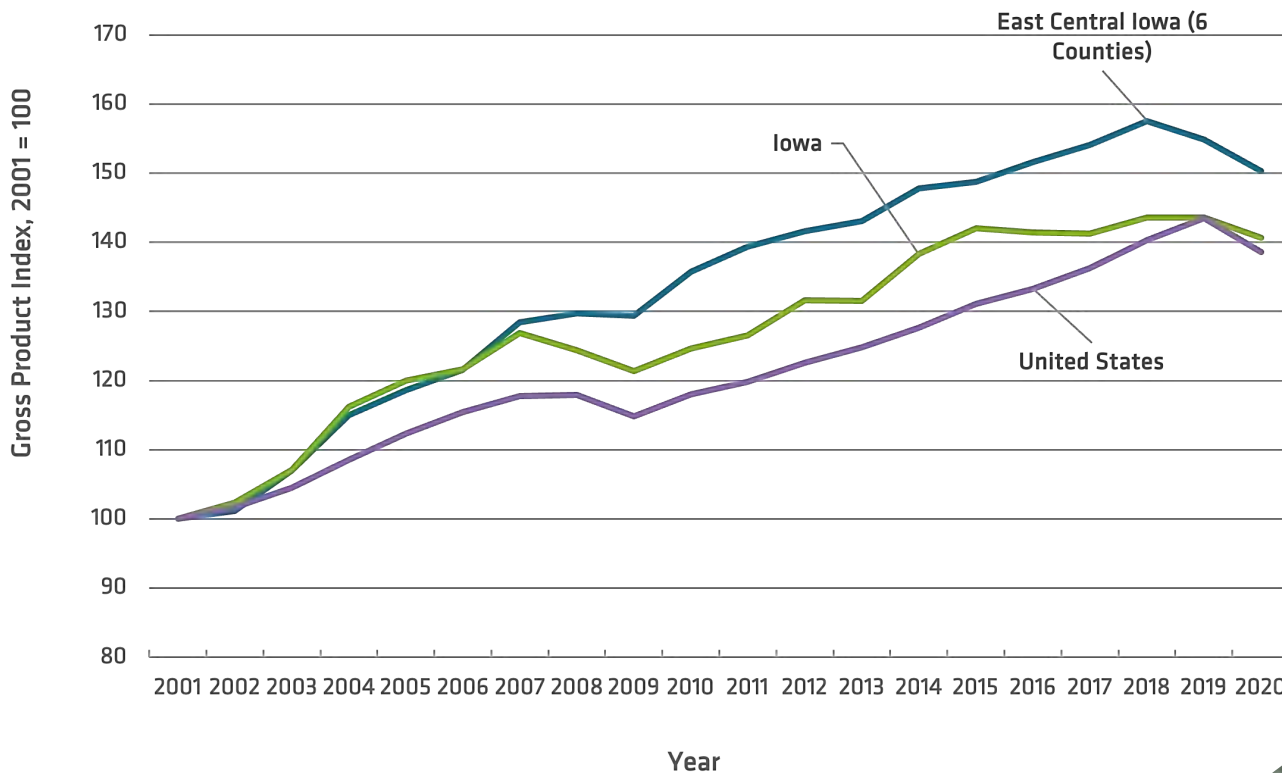
- The employment rate in East Central Iowa grew in tandem with that of the state of Iowa and the United States between 2001 to 2007 at 26%, 26% and 25% respectively. The trend dispersed in 2008 with the U.S. employment rate falling 6% and the state of Iowa by 4%. Employment in East Central Iowa held steady, falling just 1% during the global recession in 2008.
- The growth in number of people in employment in the East Central Iowa region significantly exceeded that of the state of Iowa and the United States between 2008 and 2016.



5.2.2 GROSS DOMESTIC PRODUCT (GDP)

In a given year, the gross domestic product (GDP) of a particular region is the total value of all goods and services produced there. The East Central Iowa region has followed a similar trend to that of the state of Iowa in gross domestic product growth from 2001 to 2007. After 2007, GDP for the state of Iowa and the United States grew more slowly than the GDP for East Central Iowa region during the same time period.

Gross Product Index, 2001 - 2020 Source: Bureau of Economic Analysis (2001-2020)



Source: Bureau of Economic Analysis (2001-2020)



DataInsight

DATA INSIGHT:

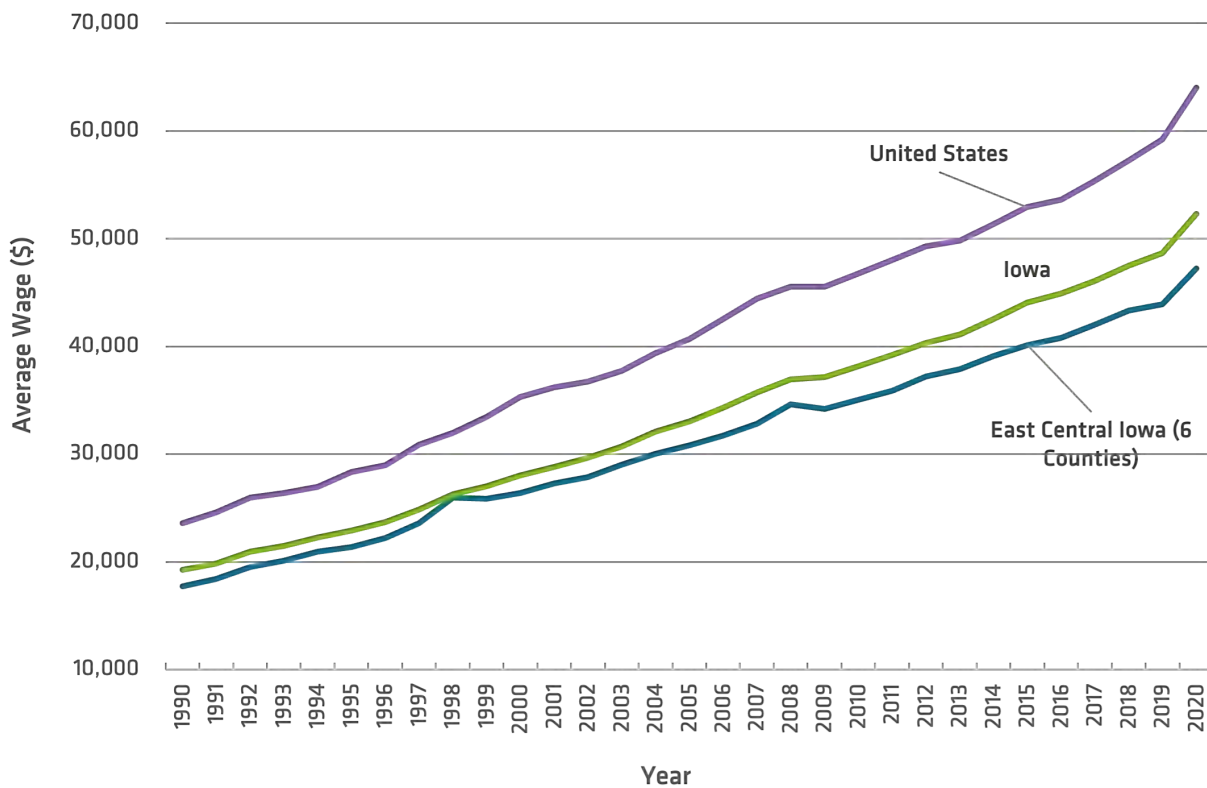
- After the year 2007, the GDP of East Central Iowa region grew at a significantly higher rate than that of the state of Iowa and the United States.
- The United States showed slower growth in gross domestic product throughout the entire review period.



5.2.3 AVERAGE WAGE

Wages play a crucial role in determining the growth of local economies. Wages in the East Central Iowa region have grown significantly compared to the average wage in the United States since 1990. Between 2007 and 2020, the wages of the state of Iowa and the East Central Iowa region have also experienced a widening gap.

Average Wage, 1990 - 2020



Source: BLS, Local Area Unemployment Statistics (1990-2020), Quarterly Census of Employment and Wages (1990-2020)



DataInsight

DATA INSIGHT:

- The average wage in East Central Iowa has been lower than in the state of Iowa and the United States. As of 2020, the average wage in the United States was \$64,021, in Iowa, it was \$52,333, and in East Central Iowa it was \$47,235.
- Compared to the state of Iowa and the national average, the East Central Iowa region was slightly behind in wage growth. Between 1990 and 2020, the average wage in East Central Iowa grew by 167%, in Iowa it grew by 172%, and in the United States it grew by 171%.



5.2.4 INDUSTRY LOCATION QUOTIENT MATRIX

This table shows the location quotient of employment by industry within each county, and for the region. The location quotient (L.Q.) is an indicator of the relative employment strength, of a particular industry, compared to the US total. Areas with scores <0.9 have a relatively low employment level compared to the United States, those with scores from 0.9 to 1.10 have similar employment level relative to the nation, and those who have scores greater than 1.10 have more employment than the nation in that industry.

Location Quotient of Industry Employment for Counties in the East Central Iowa Region, 2020

Industry	Benton	Iowa	Johnson	Jones	Linn	Washington	ECI Region
Agriculture, Forestry, Fishing and Hunting			0.22		0.12		0.13
Mining, Quarrying, and Oil and Gas Extraction			0.30		0.18		0.19
Utilities			0.26		1.23		0.81
Construction	1.39	0.64	0.67	1.50	0.82	2.06	0.84
Manufacturing	6.48	18.00	2.92	4.73	5.19	4.57	5.08
Wholesale Trade	2.90	1.18	1.00	2.53	1.58	2.62	1.48
Retail Trade	0.51	0.35	0.26	0.39	0.17	0.46	0.23
Transportation and Warehousing	0.16	0.09	1.09	0.13	1.28	0.12	1.09
Information	1.68	0.46	1.31	1.12	3.77	1.55	2.75
Finance and Insurance	3.23	0.79	2.81	2.59	5.25	2.47	4.17
Real Estate and Rental and Leasing	0.78	0.56	2.56	1.33	2.26	0.56	2.17
Professional, Scientific, and Technical Services		0.18	0.46	0.58	0.47	0.28	0.44
Management of Companies and Enterprises		0.31	0.64	0.05	0.54	0.10	0.52
Administrative and Support - Waste Management - Remediation Services	1.11	1.16	1.98	0.42	2.76	0.72	2.31
Educational Services	5.04	0.04	3.42	4.06	0.65	0.25	1.58
Health Care and Social Assistance	0.35	0.37	0.81	0.74	0.64	0.82	0.68
Arts, Entertainment, and Recreation	9.98	6.49	5.91	7.35	7.04	4.47	6.69
Accommodation and Food Services	0.46	0.44	1.06	0.60	0.63	1.61	0.77
Other Services (except Public Administration)	0.61	0.47	0.73	0.52	0.75	1.01	0.73
Public Administration	1.21	0.45	0.66	0.74	0.45	0.15	0.53
Relative to the US, more employment than one would expect.							
Relative to the US, less employment than one would expect.							
Relative to the US, similar employment.							
No data.							

Source: BLS, Local Area Unemployment Statistics, Quarterly Census of Employment and Wages, 2020



DataInsight

DATA INSIGHT:

- Benton (9) and Linn (9) Counties have the highest number of industries with more employment relative to the United States, followed closely by Jones (8). The East Central Iowa region has 8 industries with more employment relative to the US.
- In the region, *Manufacturing*, *Information*, *Finance and Insurance* and *Art, Entertainment and Recreation* are especially strong industries in employment, relative to the US average.

5.3 SELECTED INDUSTRY CLUSTERS

This section examines industry sectors that have been identified as strong in East Central Iowa. The East Central Iowa region has several long-established industries that have flourished over decades, largely developed around the region's natural resources and access to research and talent in Iowa's education system. This is complemented by new growing clusters that leverage professional and technical services, and education.

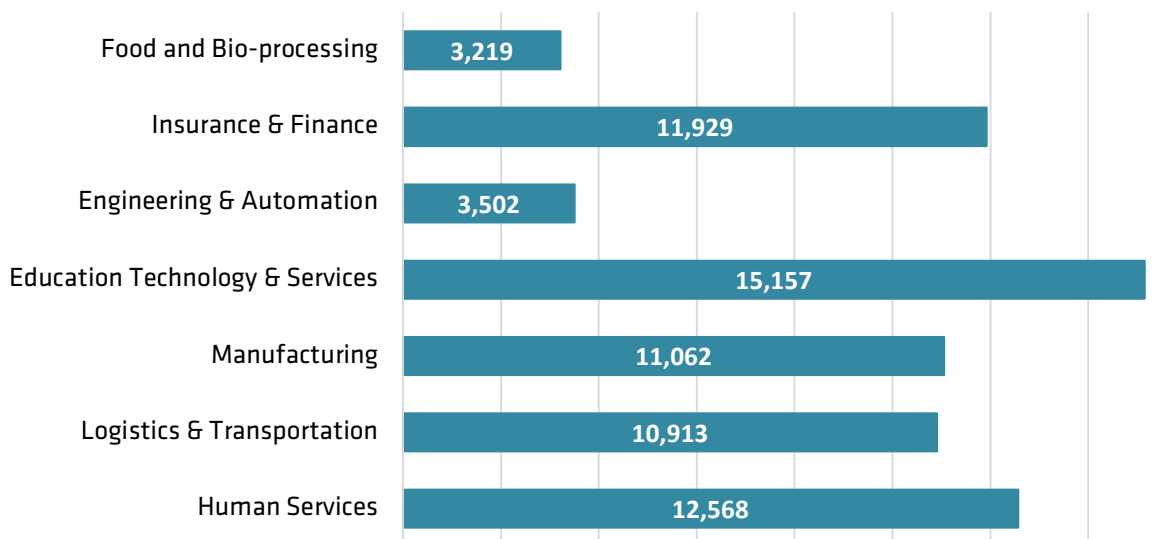
The selected industry clusters include:

- Food and Bioprocessing
- Insurance & Finance
- Engineering & Automation
- Education Technology & Services
- Manufacturing
- Logistics & Transportation
- Human Services

The employment profile in the region is changing, with employment decline in the traditional food / bioprocessing and manufacturing clusters, and strong relative increase in engineering and automation, and education and technology services clusters.

The following section of the report examines each selected industry cluster and its subsections that explore industry data in terms of employment, gross product, and average wage.

East Central Iowa - 2020 employment by major industry clusters



5.3.1 FOOD AND BIOPROCESSING

The *Food and bioprocessing* industry applies engineering principles to the fields of food production, distribution, and biology. Food and bioprocessing is part of food manufacturing, a subset of the manufacturing that deals with transforming livestock and agricultural products into finished products for immediate or final consumption.

Employment Change in the Food and Bio-Processing Sector, 2010 – 2020

	East Central Iowa* (000)	Iowa	USA
Industry Groups	2020 Employment*	Percentage Change (2010 - 2020)	
Animal food manufacturing	72	-65.9%	25.4%
Grain and oilseed milling	2,761	-7.3%	6.0%
Sugar and confectionery product manufacturing	5	-	8.5%
Animal slaughtering and processing	17	-10.5%	9.0%
Bakeries and tortilla manufacturing	153	96.2%	5.2%
Other food manufacturing	211	63.6%	39.4%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020) *Totals for East Central Iowa can consist of one to six of the counties



DataInsight

DATA INSIGHT:

- The *Grain and oilseed milling* sector is the largest industry group employing 2,761 people in the East Central Iowa region, and accounting for 85.8% of the total employment in the *Food and bioprocessing* industry in 2020.
- The animal food processing sectors (*Dairy products manufacturing*, *Animal food manufacturing*, and *Animal slaughtering and processing*) declined from 2010 to 2020.



AVERAGE WAGE CHANGE BY FOOD AND BIOPROCESSING INDUSTRY SECTOR

In the East Central Iowa region, average wages grew in all the *Food and bioprocessing* industry groups between 2010 and 2020 except for *Dairy product manufacturing*. Total average wages grew in the region by 25.5%, in Iowa by 36.6%, and in the United States by 37.8%.

Average Wage Change in the Food and Bio-Processing Sector, 2010 - 2020

	East Central Iowa*	Iowa		USA
Industry Groups	2020 Average Pay	Percentage Change (2010 - 2020)		
Animal food manufacturing	52,234	17.2%	35.5%	32.8%
Grain and oilseed milling	95,512	26.4%	24.4%	27.5%
Sugar and confectionery product manufacturing	10,351	-	-	23.1%
Animal slaughtering and processing	39,033	113.6%	46.6%	44.9%
Bakeries and tortilla manufacturing	28,642	22.4%	18.6%	22.9%
Other food manufacturing	76,426	19.4%	22.5%	14.4%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of one to six of the counties



DataInsight

DATA INSIGHT:

- In 2020, the *Food and bioprocessing* industry groups with the highest average wages in the East Central Iowa region were *Grain and oilseed milling* (\$95,512), *Other food manufacturing* (\$76,426), and *Animal food manufacturing* (\$52,234).
- The industry groups with the highest growth rate for average wages in the *Food and bioprocessing* industry sector in the East Central Iowa region over the 10-year period were *Animal slaughtering and processing* (113.6%), *Grain and oilseed milling* (26.4%), and *Bakeries and tortilla manufacturing* (22.4%).



5.3.2 INSURANCE AND FINANCE

The financial services industry encompasses a range of economic products and services, including cooperatives, banks, credit card providers, insurance firms, accounting firms, consumer finance organizations, investment funds, and some state-owned enterprises. The *Finance and insurance* sector is part of the financial services broad industry.

Employment Change in the Insurance and Finance Sector, 2010 - 2020

	East Central Iowa* (000)		Iowa	USA
Industry Groups	2020 Employment	Percentage Change (2010 - 2020)		
Credit intermediation and related activities	4,533	21.6%	0.4%	4.7%
Securities, commodity contracts, and other financial investments and related activities	554	2977.8%	33.0%	-70.5%
Insurance carriers and related activities	6,842	4.0%	12.2%	17.9%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of either one or six of the counties



DataInsight

DATA INSIGHT:

- The *Insurance carriers and related activities* sector is the largest industry group, employing 6,842 people in the East Central Iowa region, and accounting for 57.4% of the total employment in the *Insurance and finance* industry for the year 2020.
- The *Securities, commodity contracts, and other financial investments and related activities* industry group (securities and commodity exchange services, managing portfolios of assets, and providing investment advice) had a significant employment boost from 2010 to 2020 in East Central Iowa. This change may be as a result of the onset of privacy breaches and rise in finance technology products.



AVERAGE WAGE CHANGE BY INSURANCE AND FINANCE INDUSTRY SECTOR

In the East Central Iowa region, average wages grew in all *Insurance and finance* industry groups between 2010 and 2020. Total average wages grew in the region by 86%, in the state of Iowa by 33.8%, and in the United States by 50.3%.

Average Wage Change in the Insurance and Finance Sector, 2010 - 2020

	East Central Iowa*	Iowa	USA
Industry Groups	2020 Employment	Percentage Change (2010 - 2020)	
Credit intermediation and related activities	64,997	51.0%	39.9%
Securities, commodity contracts, and other financial investments and related activities	145,853	177.4%	43.4%
Insurance carriers and related activities	71,693	27.4%	39.5%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of either one or six of the counties



DataInsight

DATA INSIGHT:

- The industry groups with the highest average wages in the East Central Iowa region were the *Securities, commodity contracts, and other financial investments and related activities* (\$145,853), followed by *Insurance carriers and related activities* (\$71,693), and *Credit intermediation and related activities* (\$64,997). The industry groups also experienced sector-wide employment increase between 2010 and 2020.
- The industry group with the highest growth rate for average wages in the *Insurance and finance* sector in the East Central Iowa region over the 10-Year period was the *Securities, commodity contracts, and other financial Investments and related activities group* (177.4%). Although with a much lower annual pay, the *Credit intermediation and related activities* (51%) had a higher growth wage rate than the *Insurance carriers and related activities industry group* (27.4%).



5.3.3 ENGINEERING AND AUTOMATION

The Automation industry involves a wide range of technologies. The Engineering sector involves the creation, design, and building of machines and structures. The combination of these two industries focuses on creating, building, and designing machines, processes, and structures for automating activities. These automations are usually achieved in tandem with devices and computer systems for controlling and managing the complicated systems.

Employment Change in the Engineering and Automation Sector, 2010 – 2020

	East Central Iowa* (000)	Iowa	USA	
Industry Groups	2020 Employment	Percentage Change (2010 - 2020)		
Engineering services	1,048	43.6%	55.7%	15.0%
Custom computer programming services	1,518	68.9%	72.8%	55.2%
Computer systems design services	782	95.5%	105.0%	57.4%
Computer facilities management services	8	-	103.8%	43.6%
Other computer related services	146	-	-66.5%	8.3%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of either one or six of the counties



DataInsight

DATA INSIGHT:

- The *Custom computer programming services* cluster is the largest industry group in this sector employing 1,518 people in the East Central Iowa region, and accounting for 43.3% of the total employment in 2020.
- The *Computer systems design services* industry group (computer systems that integrate computer hardware, software, and communication technologies) had the highest and most significant employment boost in East Central Iowa from 2010 to 2020.



AVERAGE WAGE CHANGE BY ENGINEERING AND AUTOMATION INDUSTRY SECTOR

In the East Central Iowa region, there was major increase in average wages for all of the industry groups in the *Engineering and automation* sector between 2010 and 2020. Total average wages grew in the region by 103.5%, in Iowa by 48.2%, and in the United States by 33.5%.

Average Wage Change in the Engineering and Automation Sector, 2010 - 2020

	East Central Iowa*	Iowa	USA
Industry Groups	2020 Average Pay	Percentage Change (2010 - 2020)	
Engineering services	82,234	20.6%	22.5%
Custom computer programming services	97,742	39.8%	43.6%
Computer systems design services	86,718	34.9%	24.9%
Computer facilities management services	53,576	-	35.9%
Other computer related services	91,640	-	42.8%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of either one or six of the counties



DataInsight

DATA INSIGHT:

- The industry groups with the highest average wages in the East Central Iowa region were the *Custom computer programming services* (\$97,742), followed by *Other computer related services* (\$91,640), and *Computer systems design services* (\$86,718).
- The industry group with the highest growth rate for average wages in the *Engineering and automation* sector in the East Central Iowa region from 2010 to 2020 was the *Custom computer programming services* industry group (39.8%).
- The *Computer facilities management services* and *Other computer related services* industry groups have comparable average annual pay and are one of the rising sectors in computer technology after 2010.



5.3.4 EDUCATION TECHNOLOGY AND SERVICES

The ecosystem of education technology is comprised of content and learning resources, educational software and its developers, learning management platforms, educational infrastructure and equipment, including research. The final users of these technologies are also included in the ecosystem - schools, universities, tertiary training centers, students, and teachers.

Employment Change in the Education Technology Sector, 2010 – 2020

	East Central Iowa* (000)	Iowa	USA	
Industry Groups	2020 Employment	Percentage Change (2010 - 2020)		
Elementary and secondary schools	10,985	11.8%	1.3%	-2.2%
Colleges and universities	1,087	10.6%	-0.3%	5.5%
Business, computer, and management training	114	-32.5%	-51.8%	-16.0%
Technical and trade schools	107	32.1%	32.0%	-18.7%
Other schools and instruction	546	24.4%	39.3%	18.2%
Educational support services	1,779	-	-3.7%	41.4%
Professional organizations	30	328.6%	-9.4%	15.3%
Administration of education programs	1	0.0%	0.0%	3.3%
Research and development in the physical, engineering, and life sciences	161	53.3%	17.2%	23.7%
Motion picture and video production	8	-	-27.1%	-5.3%
Software publishers	339	61.4%	87.2%	94.0%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of either one or six of the counties



DataInsight

DATA INSIGHT:

- In 2020, the *Elementary and secondary schools* cluster was the largest industry group, employing 10,985 people in the East Central Iowa region, and accounting for 72.5% of the total employment in the education technology sector.
- The *Professional organizations* industry group had the highest and most significant employment boost from 2010 to 2020.

AVERAGE WAGE CHANGE BY EDUCATION TECHNOLOGY AND SERVICES INDUSTRY SECTOR

In the East Central Iowa region, average wages grew in all the *Education technology and services* industry groups between 2010 and 2020 except for *Technical and trade schools* (-23%). Total average wages grew in the region by 21%, in Iowa by 46.3%, and in the United States by 26%.

Average Wage Change in the Education Technology Sector, 2010 - 2020

	East Central Iowa*	Iowa	USA
Industry Groups	2020 Average Pay	Percentage Change (2010 - 2020)	
Elementary and secondary schools	39,132	21.0%	46.4%
Colleges and universities	43,270	19.6%	30.7%
Business, computer, and management training	112,195	119.6%	43.5%
Technical and trade schools	45,103	-23.0%	29.7%
Other schools and instruction	14,105	23.0%	40.6%
Educational support services	80,792	-	43.1%
Professional organizations	104,791	16.5%	14.6%
Administration of education programs	132,358	17.0%	17.0%
Research and development in the physical, engineering, and life sciences	97,787	17.6%	57.9%
Motion picture and video production	76,648	-	22.9%
Software publishers	97,375	51.8%	52.2%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of either one or six of the counties



DataInsight

DATA INSIGHT:

- The industry groups with the highest average wages in the East Central Iowa region were the *Administration of education programs* (\$132,358), followed by *Business, computer, and management training* (\$112,195), and *Insurance professional organizations* (\$104,791). The industry group with the highest employment (*Elementary and secondary schools*) has had a 21% increase in wages since 2010.
- The industry group with the highest growth rate for average wages in the East Central Iowa region over the 10-Year period was the *Business, computer, and management training* group (179.6%). This increase might be from the rise in the online transmission of work-related trainings.



5.3.5 MANUFACTURING

The manufacturing industry includes any activity that uses manual labor or machinery to produce products from raw materials, and it generally involves a division of labor. Generally, manufacturing refers to the industrial assembly or fabrication of components into finished products.

Employment Change in the Manufacturing Sector, 2010 - 2020

	East Central Iowa*	Iowa	USA	
Industry Groups	2020 Employment	Percentage Change (2010 - 2020)		
Food manufacturing	3,888	-10%	17%	11%
Beverage and tobacco product manufacturing	187	-29%	63%	49%
Textile product mills	7	0%	-93%	-95%
Wood product manufacturing	236	-1%	8%	16%
Paper manufacturing	551	-	-6%	-10%
Printing and related support activities	697	-39%	-22%	-23%
Chemical manufacturing	677	-61%	15%	7%
Plastics and rubber products manufacturing	495	-43%	19%	11%
Nonmetallic mineral product manufacturing	345	-4%	17%	8%
Fabricated metal product manufacturing	1,439	11%	18%	7%
Machinery manufacturing	1,352	-31%	11%	5%
Furniture and related product manufacturing	136	-6%	1%	1%
Miscellaneous manufacturing	1,052	85%	-5%	2%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of either one or six of the counties



DATA INSIGHT:

- In 2020, the *Food manufacturing* industry was the largest industry group, employing 3,888 people in the East Central Iowa region, and accounting for 35.1% of the total employment in the manufacturing sector.
- The *Miscellaneous manufacturing* industry group had the highest and most significant employment boost between 2010 to 2020.

DataInsight

AVERAGE WAGE CHANGE BY MANUFACTURING SECTOR

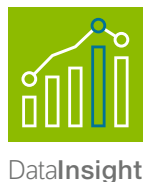
Average wages in the East Central Iowa grew in all the manufacturing industry groups between 2010 and 2020 except for *Furniture and related product manufacturing* (-64.6%). Total average wages grew in the region by 30.1%, in Iowa by 30.2%, and in the United States by 30.6%.

Average Wage Change in the Manufacturing Sector, 2010 - 2020

	East Central Iowa*		Iowa	USA
Industry Groups	2020 Average Pay	Percentage Change (2010 - 2020)		
Food manufacturing	48,884	25.5%	36.6%	37.8%
Beverage and tobacco product manufacturing	54,138	74.4%	8.2%	4.3%
Textile product mills	28,941	0.6%	59.8%	34.5%
Wood product manufacturing	40,190	42.9%	36.3%	28.9%
Paper manufacturing	90,069	-	31.4%	22.0%
Printing and related support activities	45,669	3.0%	18.2%	40.1%
Chemical manufacturing	69,273	16.0%	21.0%	25.7%
Plastics and rubber products manufacturing	57,250	40.7%	20.6%	26.0%
Nonmetallic mineral product manufacturing	81,082	66.7%	41.8%	31.2%
Fabricated metal product manufacturing	44,958	17.0%	25.1%	14.4%
Machinery manufacturing	69,316	44.5%	17.9%	22.5%
Furniture and related product manufacturing	34,061	-64.6%	20.0%	31.1%
Miscellaneous manufacturing	58,748	11.5%	31.4%	24.4%

Source: BLS, *Local Area Unemployment Statistics (1991-2020)*, *Quarterly Census of Employment and Wages (1991-2020)*

*Totals for East Iowa can consist of either one or six of the counties



DATA INSIGHT:

- The industry groups with the highest average wages in the East Central Iowa region were the *Paper manufacturing* industry (\$90,069), followed by *Nonmetallic mineral product manufacturing* (\$81,082), and *Machinery manufacturing* (\$69,316). The industry group with the highest employment (*Food manufacturing*) has had a 25.5% increase in wages since 2010.
- The industry group with the highest growth rate for average wages in the East Central Iowa region over the 10-Year period was the *Beverage and tobacco product manufacturing* industry (74.4%).

5.3.6 LOGISTICS AND TRANSPORTATION

The transportation sector is part of the logistics sector and involves the movement of goods. Transport service is devoted solely to the deployment of all modes of transport: road, rail, sea, and air. It is the logistics industry's responsibility to produce, get and distribute goods and products at the right time and place. In the logistics sector, procedures are developed and controlled for the effective and efficient transportation of goods.

Employment Change in the Logistics and Transportation Sector, 2010 - 2020

	East Central Iowa*		Iowa	USA
Industry Groups	2020 Employment	Percentage Change (2010 - 2020)		
Air transportation	38	-	-43%	-74%
Rail Transportation	-	-	-	-30%
Truck transportation	8,015	-11%	3%	18%
Transit and ground passenger transportation	234	24%	-1%	-7%
Pipeline transportation	48	-	20%	20%
Support activities for transportation	587	24%	51%	23%
Postal service	919	1%	-8%	-8%
Couriers and messengers	1,072	117%	47%	86%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of either one or six of the counties

N: Not present in county or state



DataInsight

DATA INSIGHT:

- In 2020, the *Truck transportation* industry was the largest industry group, employing 8,015 people in the East Central Iowa region and accounting for 73.4% of the total employment in the *Logistics and transportation* sector.
- The *Couriers and messengers* industry group had the highest and most significant employment boost in East Central Iowa between 2010 to 2020.



AVERAGE WAGE CHANGE BY LOGISTICS AND TRANSPORTATION SECTOR

Average wages in the East Central Iowa grew in all *Logistics and transportation* industry groups between 2010 and 2020 except for *Transit and ground passenger transportation* (-40%). Total average wages grew in the region by 68.8%, in Iowa by 16.6%, and in the United States by 6.9%.

Average Wage Change in the Manufacturing Sector, 2010 - 2020

	East Central Iowa*	Iowa	USA	
Industry Groups	2020 Average Pay	Percentage Change (2010 - 2020)		
Air transportation	3,682	-	34%	28%
Truck transportation	46,325	30%	-33%	39%
Transit and ground passenger transportation	22,990	-40%	24%	22%
Pipeline transportation	104,012	-	27%	31%
Support activities for transportation	55,447	43%	37%	26%
Postal service	53,828	13%	9%	20%
Couriers and messengers	39,577	22%	15%	9%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of either one or six of the counties



DATA INSIGHT:

- The industry groups with the highest average wages in East Central Iowa were the *Pipeline transportation* industry (\$104,012), followed by *Support activities for transportation* (\$55,447), and the *Postal service* (\$53,828). The industry group with the lowest wage (*Air transportation*) faced extreme restrictions in movement due to the COVID-19 pandemic in 2020.
- The industry group with the highest growth rate for average wages in the East Central Iowa region over the 10-Year period was the *Support activities for transportation* (43%). The lowest growth rate was in the *Transit and ground passenger transportation* (-40%), which was also impacted by extreme restrictions in movement due to the COVID-19 pandemic in 2020.



5.3.7 HUMAN SERVICES

As a subset of service industries, *Human services* industries are largely engaged in the provision of services to consumers to bring about beneficial changes in their lives. The *Human services* career cluster contains jobs that deal with families and human needs. Employees in *Human services* help people meet their many mental, emotional, and practical needs, such as finding homes, childcare, and careers.

Employment Change in the Human Services Sector, 2010 - 2020

	East Central Iowa*		Iowa	USA
Industry Groups	2020 Employment	Percentage Change (2010 - 2020)		
Human rights organizations	20	-	-17%	3%
Repair and maintenance	2,180	2%	8%	11%
Social assistance	2,836	10%	24%	50%
Personal and laundry services	1,516	-2%	-2%	-3%
Consumer goods rental	37	-95%	-55%	-39%
Health and personal care stores	1,574	1%	-11%	-1%
Offices of physicians, mental health specialists	109	88%	3%	27%
Offices of mental health practitioners (except Physicians)	149	140%	112%	102%
Outpatient mental health care centers	231	47%	22%	39%
Residential mental health facilities	1,830	9%	-6%	6%
Continuing care, assisted living facilities	1,438	71%	47%	133%
Security guards and patrol services	648	-7%	6%	17%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of either one or six of the counties

N: Not present in county or state



DATA INSIGHT:

- In 2020, the *Social assistance* industry was the largest industry group, employing 2,836 people in the East Central Iowa region, and accounting for 22.6% of the total employment in the *Human services* sector.
- The *Offices of mental health practitioners* (except Physicians) industry group had the highest and most significant employment boost between 2010 to 2020.

DataInsight

AVERAGE WAGE CHANGE BY HUMAN SERVICES SECTOR

In the East Central Iowa region, average wages grew in the Human services industry groups between 2010 and 2020 except for *Social assistance* (-1%), *Consumer goods rental* (-5%), and the *Offices of mental health practitioners* (except Physicians) (-3%). Total average wages grew in the region by 25.4%, in Iowa by 34.3%, and in the United States by 25.5%.

Average Wage Change in the Human Services Sector, 2010 – 2020

	East Central Iowa*	Iowa	USA	
Industry Groups	2020 Annual Pay	Percentage Change (2010 - 2020)		
Human rights organizations	18,697	-	57%	40%
Repair and maintenance	44,386	44%	39%	36%
Social assistance	17,381	-1%	79%	30%
Personal and laundry services	26,042	24%	19%	12%
Consumer goods rental	30,566	-5%	28%	18%
Health and personal care stores	40,191	48%	26%	10%
Offices of physicians, mental health specialists	76,050	14%	24%	28%
Offices of mental health practitioners (except Physicians)	45,371	-3%	20%	20%
Outpatient mental health care centers	36,334	11%	22%	22%
Residential mental health facilities	34,122	70%	51%	34%
Continuing care, assisted living facilities	31,295	28%	45%	32%
Security guards and patrol services	23,189	26%	55%	34%

Source: BLS, Local Area Unemployment Statistics (1991-2020), Quarterly Census of Employment and Wages (1991-2020)

*Totals for East Iowa can consist of either one or six of the counties



DataInsight

DATA INSIGHT:

- The industry groups with the highest average wages in the East Central Iowa region were the *Offices of physicians, mental health specialists* (\$76,050), followed by *Offices of mental health practitioners* (except physicians) (\$45,371), and the *Repair and maintenance* industry (\$44,386).
- The industry group with the highest growth rate for average wages in the East Central Iowa region over the 10-Year period was the *Residential mental health facilities* (70%). The lowest growth rate was in the *Consumer goods rental* (-5%).



6.0 ACKNOWLEDGMENTS

The ECICOG staff, Strategy Committee Members and regional stakeholders engaged in this project's activities with great enthusiasm. Their passion and interest ensured the discussions were thoughtful, and the outcomes reflective of the myriad of perspectives that exist within East Central Iowa. This dedication is reflective of the deep commitment participants have to the future of East Central Iowa. Future iQ would like to acknowledge the substantial support from the ECICOG staff, Board, Strategy Committee Members, and regional stakeholders. Their outstanding support, time and effort were greatly appreciated.

Strategy Committee Members

- Jasmine Almoayyed, *VP Continuing Education*, Kirkwood Community College
- Mary Audia, *Executive Director*, Washington Economic Development Group
- Kim Becicka, *VP Continuing Education (retired)*, Kirkwood Community College
- Adam Bentley, *Senior Planner/Economic Development Specialist*, ECICOG
- Jon Darsee, *Chief Innovation Officer*, University of Iowa
- Eric Engelmann, *Partner*, ISA Ventures
- Les Garner, *President & CEO*, Greater Cedar Rapids Community Foundation
- Nick Glew, *President*, MEDCO
- Katie Knight, *President & CEO*, United Way Johnson and Washington Counties
- Karen Kurt, *Executive Director*, ECICOG
- Derek Lumsden, *Executive Director*, Jones County Economic Development
- Kate Moreland, *President*, ICAD
- Doug Neumann, *Executive Director*, Cedar Rapids Economic Alliance
- Brent Oleson, *Deputy Director*, Policy & Community Relations, Linn County
- Jennifer Pratt, *Community Development Director*, City of Cedar Rapids
- Kristin Roberts, *President & CEO*, United Way of East Central Iowa
- Kate Robertson, *Executive Director*, Benton Development Group
- Tracy Seeman, *County Supervisor*, Benton County
- Rod Sullivan, *County Supervisor*, Johnson County
- Janice Weiner, *Aldersperson*, City of Iowa City
- Bob Yoder, *County Supervisor*, Washington County
- Jon Zirkelbach, *County Supervisor*, Jones County
- Karey Chase, *Director of Community Impact*, United Way of East Central Iowa



ECIGOG Board Members (2021 & 2022)

- Mary Audia, *Executive Director*, Washington Economic Development Group
- Laura Bergus, Iowa City Council
- Donna Brooks, Johnson County Citizen
- David Connolly, Linn County Citizen
- Dave Fish, *Mayor*, Belle Plaine
- Louise From, *Mayor*, City of University Heights
- Darrin Gage, Linn County Policy & Administration
- Adam Griggs, *Mayor*, Central City
- Kevin Heitshusen, *Supervisor*, Iowa County Supervisor
- Tony Hocamp, Iowa County Citizen
- Derek Lumsden, *Executive Director*, Jones County Economic Development
- Deanna McCusker, *City Administrator*, City of Washington
- Vicki Pope, *Supervisor*, Iowa County
- Ben Rogers, *Supervisor*, Linn County
- Bethany Sarazin, *Mayor*, City of Alburnett
- Tracy Seeman, *County Supervisor*, Benton County
- Rod Smith, *Mayor*, Anamosa
- Rod Sullivan, *County Supervisor*, Johnson County
- Eric Van Kerckhove, *Mayor*, Palo
- Kathleen VanSteenhuyse, Benton County Citizen
- Dave Wageman, Lone Tree City Council
- Lauren Whitehead, *Mayor ProTem*, City of Solon
- Bob Yoder, *County Supervisor*, Washington County
- Jon Zirkelbach, *County Supervisor*, Jones County





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7.0 FOR MORE INFORMATION

This project has been guided by a local 'Envision East Central Iowa Strategy Committee', established by East Central Iowa Council of Governments. This committee was made up of numerous partner organization, many of which have committed to participate in the implementation stages. The next steps will allow interested local and regional stakeholders to join implementation teams, that are being assembled for each Strategic Pillar.

For additional information, please contact:

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THANK YOU TO OUR STRATEGY COMMITTEE MEMBER ORGANIZATIONS!





»»»»» 8.0 CONSULTING TEAM - ABOUT FUTURE IQ

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David Beurle
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Envision East Central Iowa
Think-Tank Report
October 2021



Envision East Central Iowa
Benchmark Report
April 2022



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May 2022

