



**Our Mission**

To drive economic, workforce and population growth strategies, and to help businesses succeed.



**Our Vision**

To be the top economic growth region in the country.

**Key Indicators: GDP Growth - Workforce Growth - Member Satisfaction**



**Community Development**

The Economic Alliance works to strengthen core districts, and to promote their growth and success.

- Support ongoing core district plans for beautification, events, programs and services
- Complete core district projects and initiatives
- Champion large-scale quality of life projects
- Support continuation of core district housing – supply and demand side tactics
- Create and promote districts-specific “buy local” strategies and small business commerce as economy reopens



**Economic Development & Workforce**

The Economic Alliance partners and supports efforts to retain and expand interstate commerce and growth-oriented businesses and the regional workforce.

- Multiply one-to-one outreach and engagement
- Work with development community to keep existing business and already-announced projects on track
- Work with site selectors and continue other marketing strategies to attract new business to the region
- Promote ICR Iowa progress on workforce development, particularly pushing connections to the Career Collective
- Connect area college students to economic opportunity and quality of life experiences that improve chances they will take or keep jobs in the region



**Public Policy**

The Economic Alliance advocates for economic growth policies on the local, state and federal levels.

- Align and partner with like-minded regional and statewide organizations to advocate as one voice
- Pivot workforce strategies – Future Ready Iowa program flexibility and partnership with Kirkwood Community College
- Seek opportunities for progress on child care, immigration and hemp industry policies
- Leverage Iowa Chamber Alliance leadership for access to reopening strategies, etc.
- Garner appointments of business leaders to boards, commissions and task forces



**Business Support**

The Economic Alliance engages with small and locally-owned businesses to help them succeed.

- Seek financial assistance for any eligible business and provide related support to small businesses
- Grow ‘Shop Where I Live’ e-commerce platform
- Execute on Buy Here, Give Here, Grow Here initiative
- Meet new member mentor goals with goal of first-year retention in 2021
- Execute on Rally C.A.P. campaign to Champion And Protect local businesses impacted by COVID-19 pandemic



**Organizational Sustainability**

The Economic Alliance works to create a strong and sustainable organization.

- Manage facility and workplace public health issues
- Salvage membership & other revenue streams
- Shift staffing and organizational goals to balance mission and financial sustainability
- Sustain strong programs when possible
- Modify programs or create new ones as needed