



The Cedar Rapids Metro Economic Alliance is a regional economic development and business support organization. The Economic Alliance comprises 1,200 member businesses concentrated in Linn County and enhanced by members across the surrounding counties of the Iowa City – Cedar Rapids (ICR Corridor) region. We collaborate with numerous public, private and non-profit sector partners to drive regional growth initiatives through our core functions of Economic Development, Workforce Solutions, Community Development, Public Policy and Small Business Support.

## Workforce Solutions

- Engage 300 area college students in stay here programs
- Develop unique regional onboarding
- Expand talent attraction strategies to additional target markets

## Public Policy

- Childcare, housing and immigration solutions to mitigate workforce shortages
- Advocate for key infrastructure development, destination attraction projects and quality of life amenities
- Model & promote civil and cooperative debate

## Economic Development

- Progress on 5-year goals of jobs, projects & capital investment
- Grow by 10% connection of business and developers to financial resources
- Communicate economic trends identified via business surveys and data collection from at least 100 interstate commerce businesses

## Community Development

- Stimulate development of unique events, cultural assets and interactive opportunities, increasing number of engagements in Downtown CR by 50%
- Significantly increase core district marketing to wider audiences and grow by at least 50% the number engaged with core district communications
- Complete study of potential commercial-to-residential conversions of core district properties

## Our Mission

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

## Organizational Excellence

- Develop targeted marketing & storytelling to attract key industry sectors
- Grow membership and sustain budget and financial excellence
- Invest in team via workplace culture and professional growth

## Business Support

- Lead continuation of community index project and other DEI initiatives
- Drive year-round “Buy Local” programming w/ focus on business-to-business opportunities
- Deliver high quality member and business support programs

## IN ADDITION, OUR WORK IS GUIDED BY THE FOLLOWING PLANS:

