

2024 ACTION PLAN

OUR STRATEGY

Exceed 5-year workforce growth metrics of peer regions by executing our core function strategies, partnering with education to accelerate pathways to area jobs, and marketing unique assets that make this among the best places to live and work.

OUR 2024 CORE FUNCTION PRIORITIES

BUSINESS SUPPORT

Champion small businesses through educational programming, connections to peers and customers, and Buy Local promotions.

1. Measure impact of Buy Local programming and promote those benefits
2. Implement opportunities to make small businesses more competitive in hiring and retaining workforce

COMMUNITY DEVELOPMENT

Promote quality of life and placemaking to attract and retain workforce, using partnerships with SSMIDs to enhance core districts.

1. Implement one or more quick-start downtown plan initiatives
2. Partner on at least one cross-district collaborative project

ECONOMIC DEVELOPMENT

Advance economic growth by attracting new business, supporting expansion of existing business and retaining and attracting talent, including students and interns.

1. Execute new shared services agreement w/ Alliant and City of CR
2. Accelerate the most effective workforce programs debuted in recent years and start at least one additional trial program

ADVOCATING FOR OUR MEMBERS AT EVERY LEVEL

PUBLIC POLICY PRIORITIES

ORGANIZATIONAL EXCELLENCE

Sustain foundational programs, advocacy and member services that are essential to continue the organization.

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

WORKFORCE SOLUTIONS
PLAN

CORE DISTRICT PLANS

BUSINESS ATTRACTION
PLAN

OPERATIONS & STRATEGIC
COMMUNICATION PLANS

REGIONAL ECONOMIC
DEVELOPMENT PLAN

OUR MISSION

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

Learn more about all of our work at
www.cedarrapids.org