



The Cedar Rapids Metro Economic Alliance is an economic development and business support organization composed of 1,200 member businesses.

Our work is guided by additional plans including the Collaborative Growth Initiative, Public Policy Priorities, Workforce Solutions Plan, Downtown Vision Plan and Regional Economic Development Plan.

Workforce

- Launch Collaborative Growth Initiative talent attraction plan
- Create Workforce Innovation Council to provide strategic direction on workforce initiatives
- Support K-12 and higher education career pathways and provide businesses a framework for connecting to and strengthening the talent pipelines

Public Policy

- Advocate for talent development initiatives that prepare our workforce of tomorrow
- Grow the influence and visibility of Common Sense Institute locally
- Model and promote civil and cooperative debate

Economic Development

- Expand development-ready land inventory and marketing strategies to include existing buildings, especially high-visibility spaces in Downtown
- Connect businesses and developers to financial resources
- Track and communicate economic trends identified through surveys and research

Our Mission

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

Organizational Excellence

- Implement board, council and ambassador referral programs with a goal of obtaining 15 new members
- Execute on communications and marketing plans with focuses on membership, workforce, community milestones and growth trends
- Ensure successful transition to new CEO

Business Support

- Continue "Support Local" campaigns with 10% participation growth
- Grow the awareness and number of small businesses benefiting from 401k multi-employer plan
- Conduct programs for businesses on emerging issues

Community Development

- Execute annual priorities of Downtown Vision Plan
- Produce successful Race for the Space pitch competition that provides incentives and mentoring for a new or expanding business to fill vacant downtown space
- Create new and notable event experiences to celebrate the 20th season of the Downtown Farmers Market and the 10th season of Market After Dark