

REFOCUS
REDEFINE
REIMAGINE



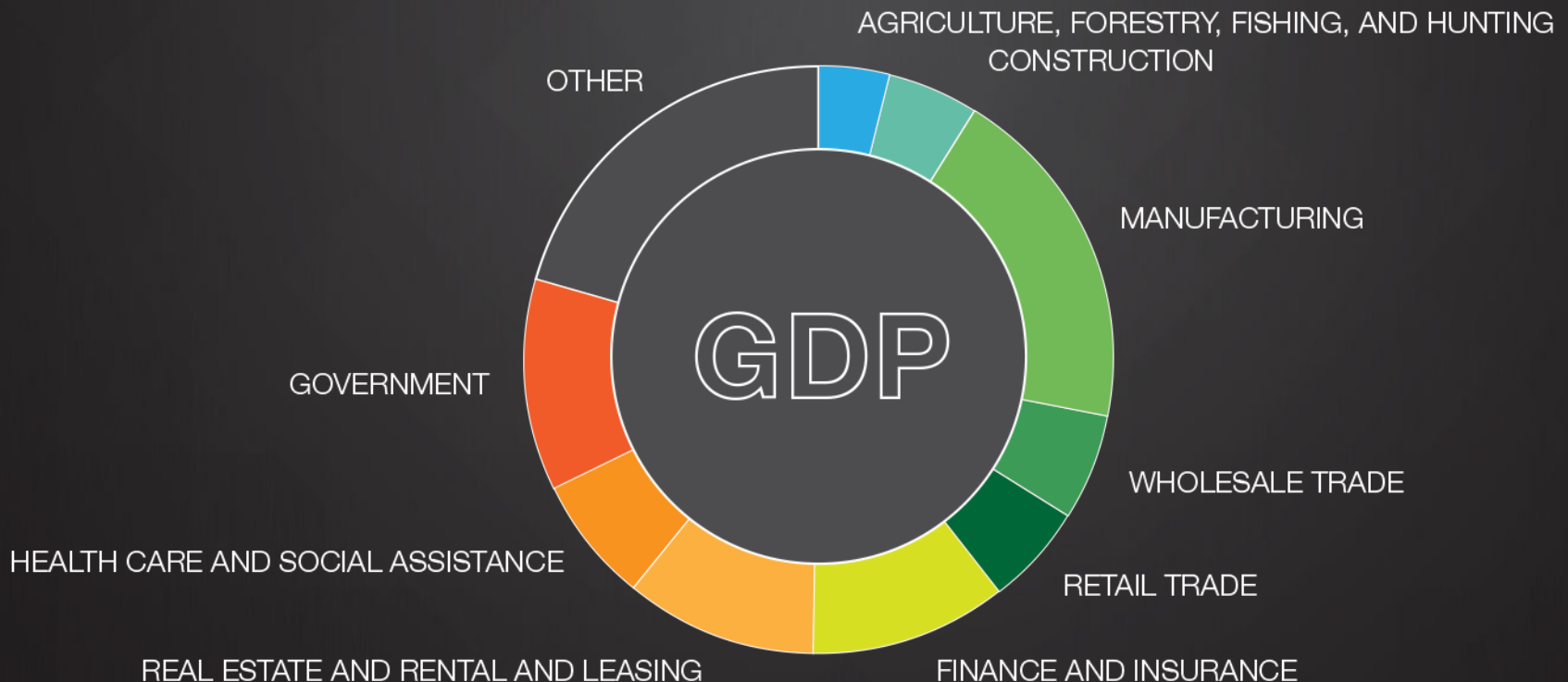
Debi Durham

Director

Iowa Economic Development Authority

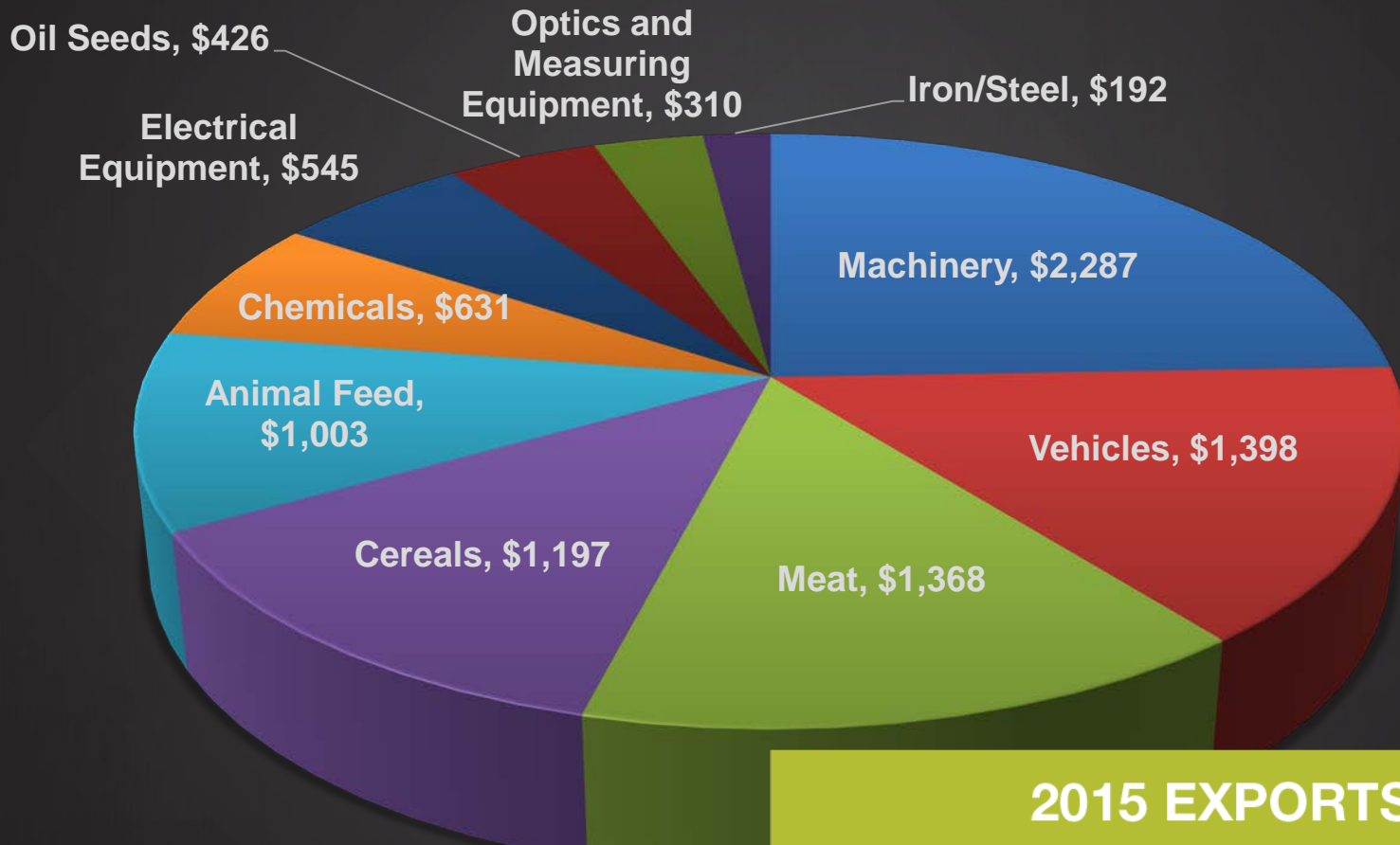
Iowa's Economy

- » Iowa's GDP in 2015 was \$171.5 billion
- » One of only a few states currently holding a AAA rating
- » Among the top 5 for "best run" states



Iowa Exports

In Millions of USD (2015)



2014 EXPORTS
\$15.1 BILLION

2015 EXPORTS
\$13.2 BILLION

Since January 2011...

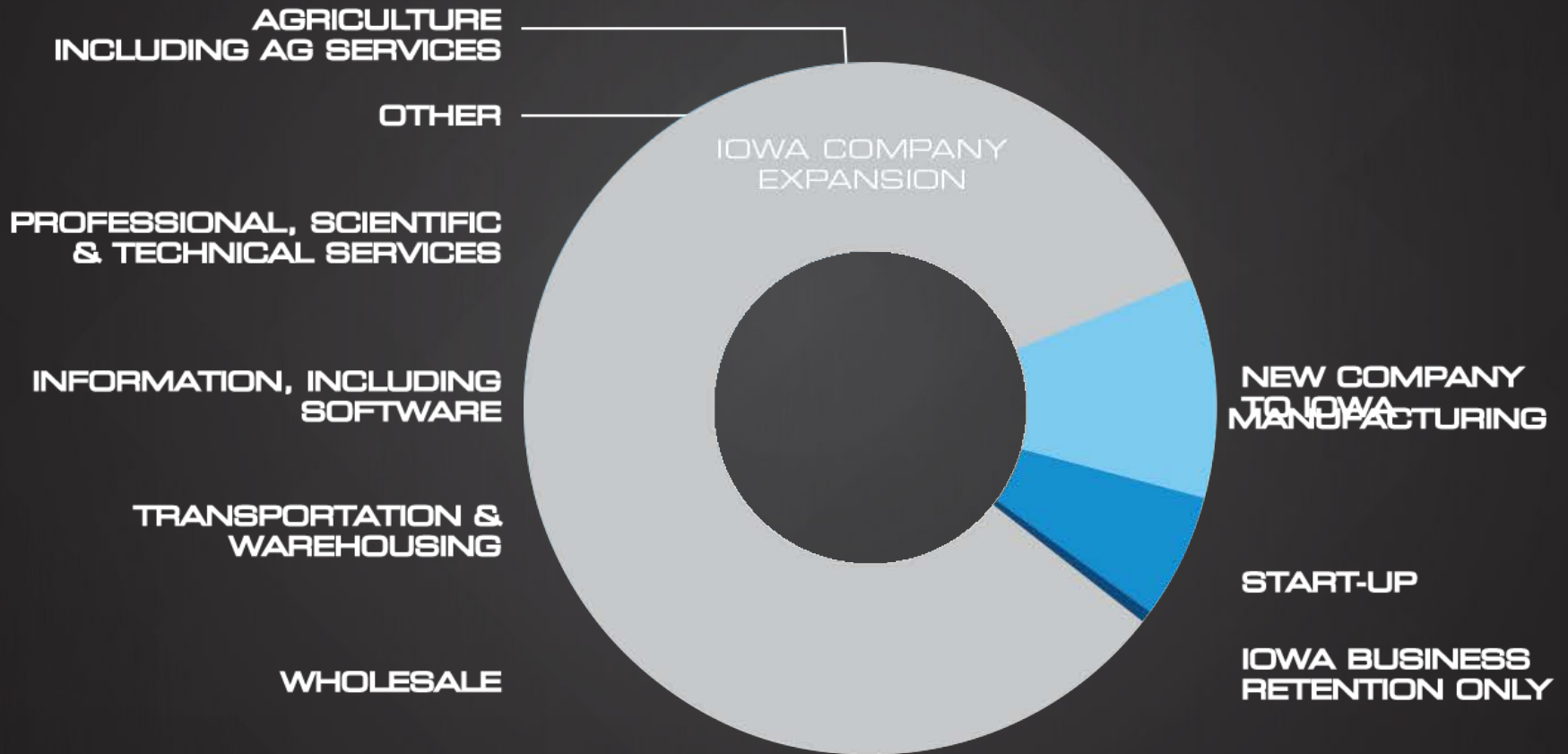
Total Capital Investment:

\$13,562,268,824



53,899
DIRECT AND INDIRECT
JOBS EXPECTED
IN IOWA ECONOMY

Project Industry Sectors and Breakdown



Projects Awarded by Community Size

66



POPULATION
1- 4,999

87



POPULATION
5,000 - 24,999

106



POPULATION
25,000 - 74,999

73



POPULATION
75,000 +

**FINANCIAL
SERVICES**

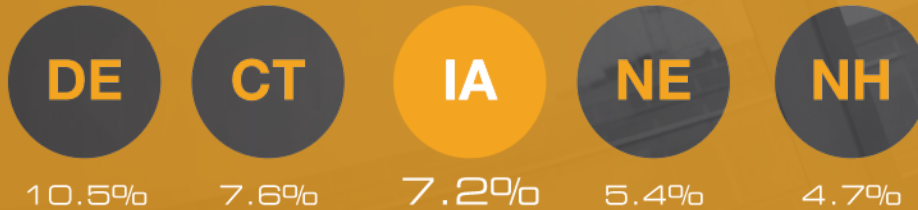
BIOSCIENCES

**ADVANCED
MANUFACTURING**

INFORMATION
TECHNOLOGY

Insurance & Financial Services

TOP 5 STATES FOR PERCENT OF GDP FROM INSURANCE



IOWA'S TECHNOLOGY INDUSTRY
EMPLOYS OVER
76,000
WORKERS

IOWA IS HOME
TO MORE THAN
140
INSURANCE COMPANY
HEADQUARTERS



Advanced Manufacturing

MANUFACTURING REPRESENTS

19.00%

OF IOWA'S GDP



\$31.9 BILLION
OF IOWA'S
GROSS STATE PRODUCT
IS GENERATED BY MANUFACTURING

MANUFACTURING EMPLOYS

14%

OF IOWA'S TOTAL WORKFORCE

Biofuels

IOWA ACCOUNTS FOR OVER
27%
OF TOTAL
U.S. ETHANOL PRODUCTION



IOWA HAS THE CAPACITY
TO PRODUCE MORE THAN
315 MILLION
GALLONS OF
BIODIESEL

IOWA'S BIOFUELS PRODUCTION
IMPACTS OVER
47,000 JOBS

Biosciences

ALMOST
1,250
BIOSCIENCE ENTITIES
OPERATE IN IOWA

IN 2014, IOWA EXPORTED
\$233.4 MILLION
OF PHARMACEUTICAL PRODUCTS
TO 68 COUNTRIES

IOWA HAS THE
2nd
LARGEST SUPPLY OF
AVAILABLE BIOMASS



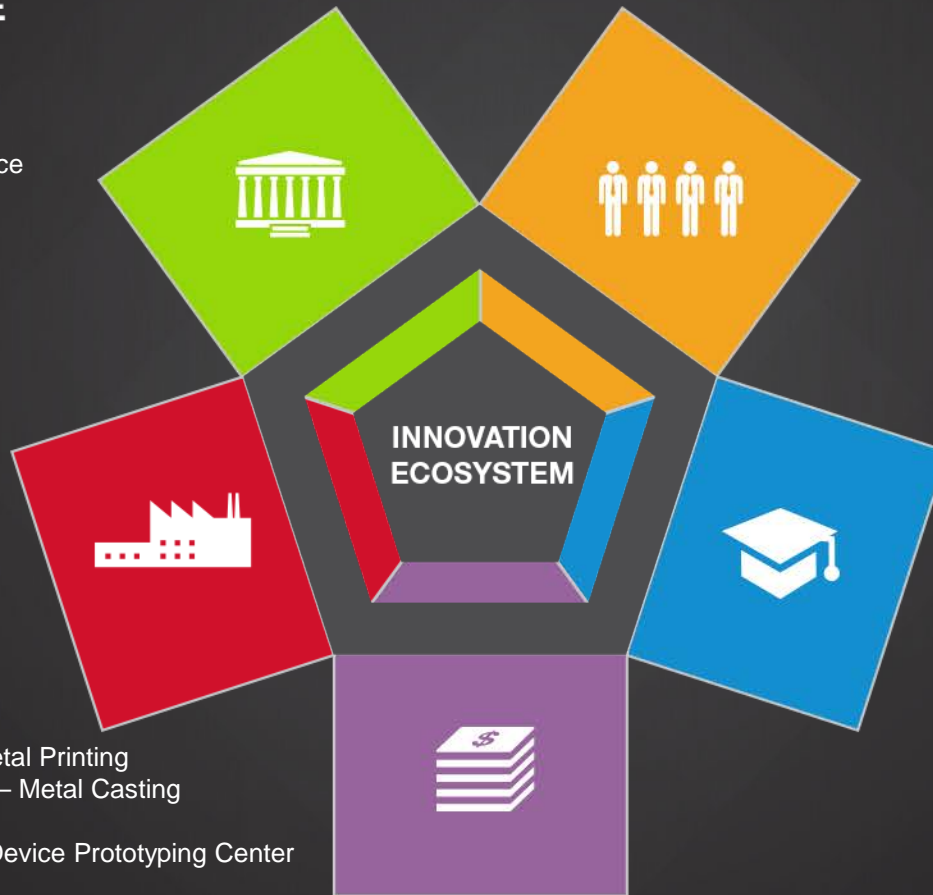
Innovation

STATE ASSISTANCE

STEM Internships
Apprenticeship Program
SBIR Technical Assistance
Proof of Commercial Relevance
Demonstration Fund
Acceleration Fund

PARTNERSHIPS

Iowa Innovation Council
Iowa Innovation Corporation
VentureNet Iowa
Accelerators
Technology Association of Iowa
Iowa Biotech Association



ADDITIVE MANUFACTURING NETWORK

Iowa State University 3D Metal Printing
University of Northern Iowa – Metal Casting Center/TechWorks
University of Iowa Medical Device Prototyping Center

UNIVERSITIES R & D

Iowa State University

- ISU Research Park
- Center for Industrial Research and Service

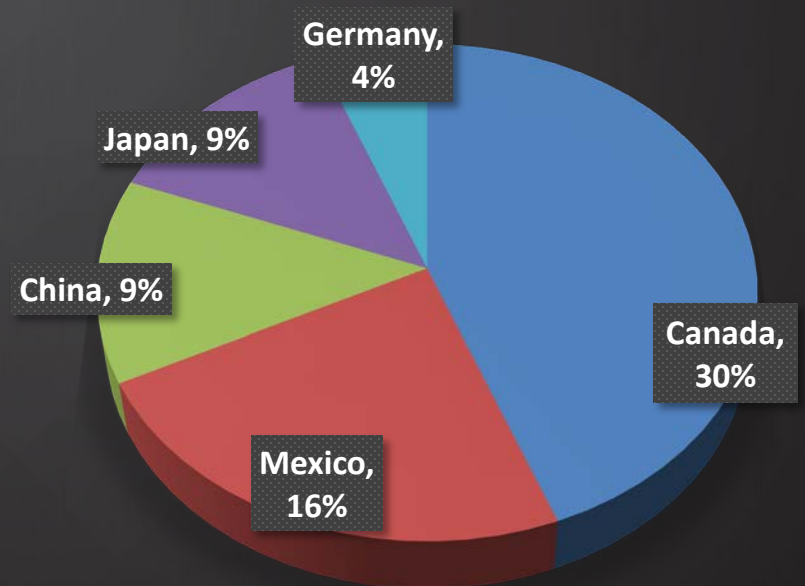
University of Iowa
BioVentures Center

INVESTMENT

R&D Tax Credits
Iowa Innovation Fund
Angel Tax Credits

International Trade

- » The International Trade Office (ITO) assists Iowa companies in developing or expanding international markets and assists Iowa companies to market their products and services worldwide.
- » Services offered include:
 - individual consultation
 - educational seminars
 - technical assistance
 - marketing assistance
 - targeted financial assistance



Main Street Iowa Impact

- » Net Gain New Business **4,514**
- » Net Gain New Jobs **13,402**
- » Building Improvement Projects **11,262**
- » Private Investment Downtown **\$1.69 Billion**
- » Documented Volunteer Hours **2,994,382**



Workforce

» Home Base Iowa

- 44 HBI communities / 21 CHAMPS
- 2700+ veterans hired

» Apprenticeships

- Expanded 260F funding to support more apprenticeships
- Continue to work with partners to build existing apprenticeship programs and encourage the creation of new programs

» Future Ready Iowa

- 70% of Iowans with some education/training beyond high school by 2025

» STEM / Internships

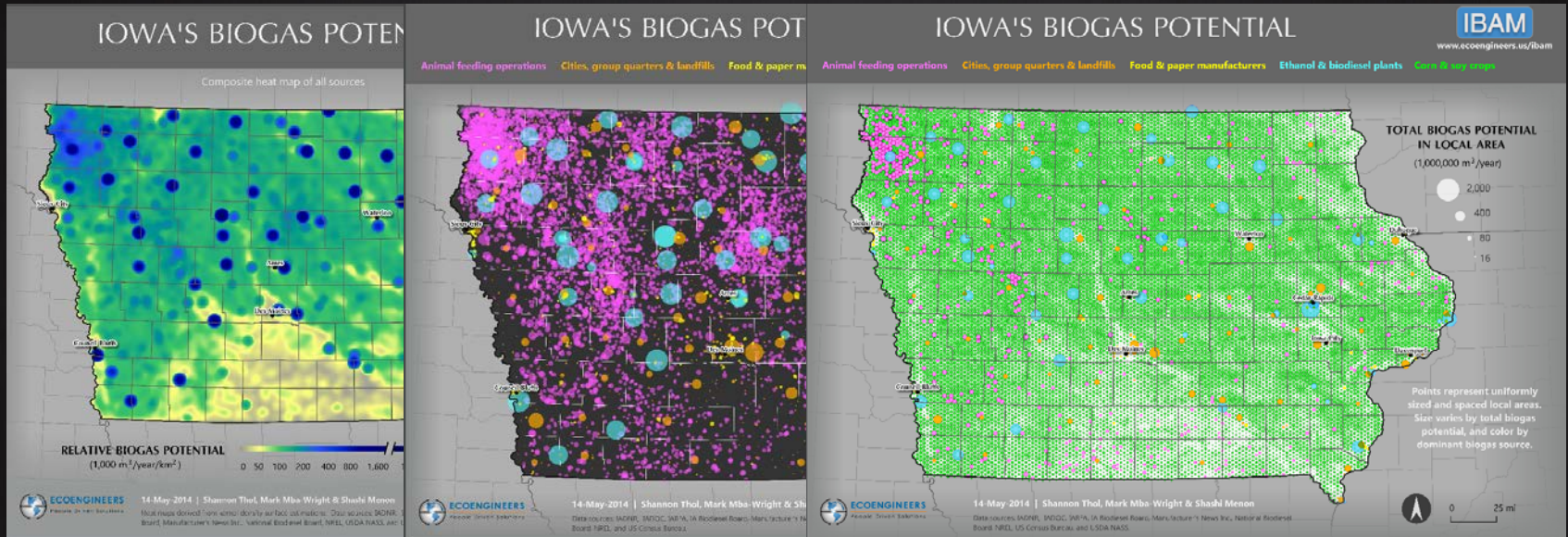
- In FY16, 98 companies were awarded funding of \$747,100 to hire 241 interns via the Iowa Student Internship program
- In FY16, 31 companies were awarded funding of \$974,836 to hire 237 interns via the STEM Internship program

IOWA ENERGY PLAN

www.IowaEnergyPlan.org

Economic Development and Energy Careers	Iowa's Energy Resources	Transportation and Infrastructure	Energy Efficiency and Conservation
<ul style="list-style-type: none">• Energy workforce development• Technology-based R&D (e.g. energy storage pilot projects)	<ul style="list-style-type: none">• Biomass conversion potential	<ul style="list-style-type: none">• Natural gas expansion• Grid modernization vision• Alternative fuel vehicles	<ul style="list-style-type: none">• Access to energy efficiency in underserved areas

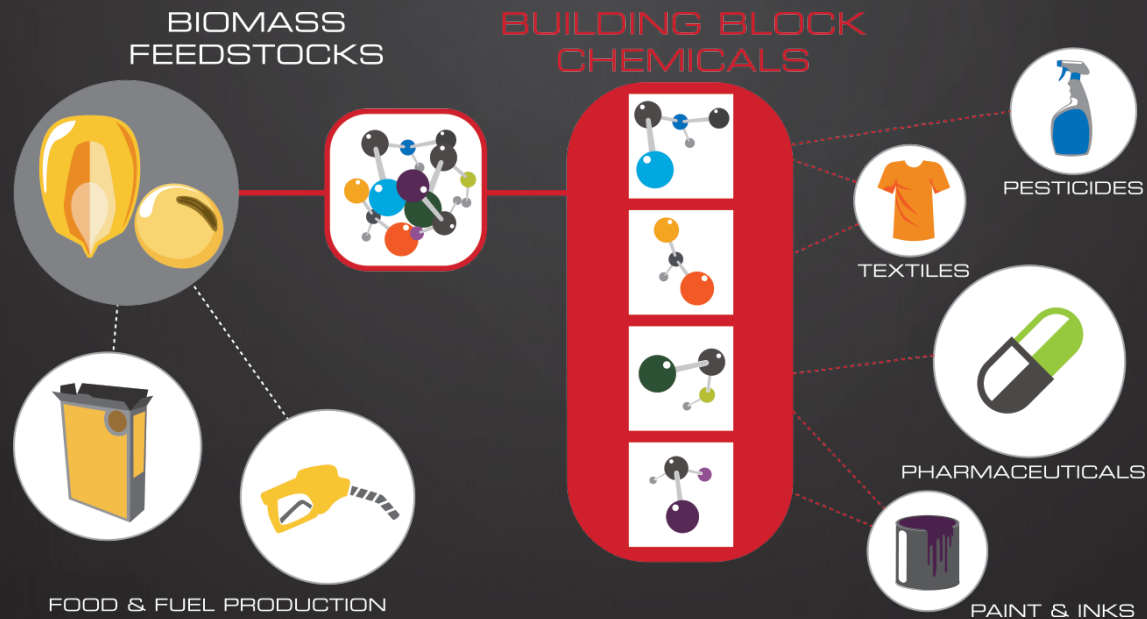
Iowa Biogas Asset Mapping (IBAM)



- » Designed to give a general analysis
- » Provides a view of raw materials and economic potential of biogas
- » Combines mapping data with an economic spreadsheet that makes it easy to identify facility location and obtain first approximation of the cost of a facility

Renewable Chemical Production

- » First-of-its-kind incentive program to encourage the production of biochemicals from biomass feedstocks
- » Biochemical production is the fastest growing segment in the biosciences industry



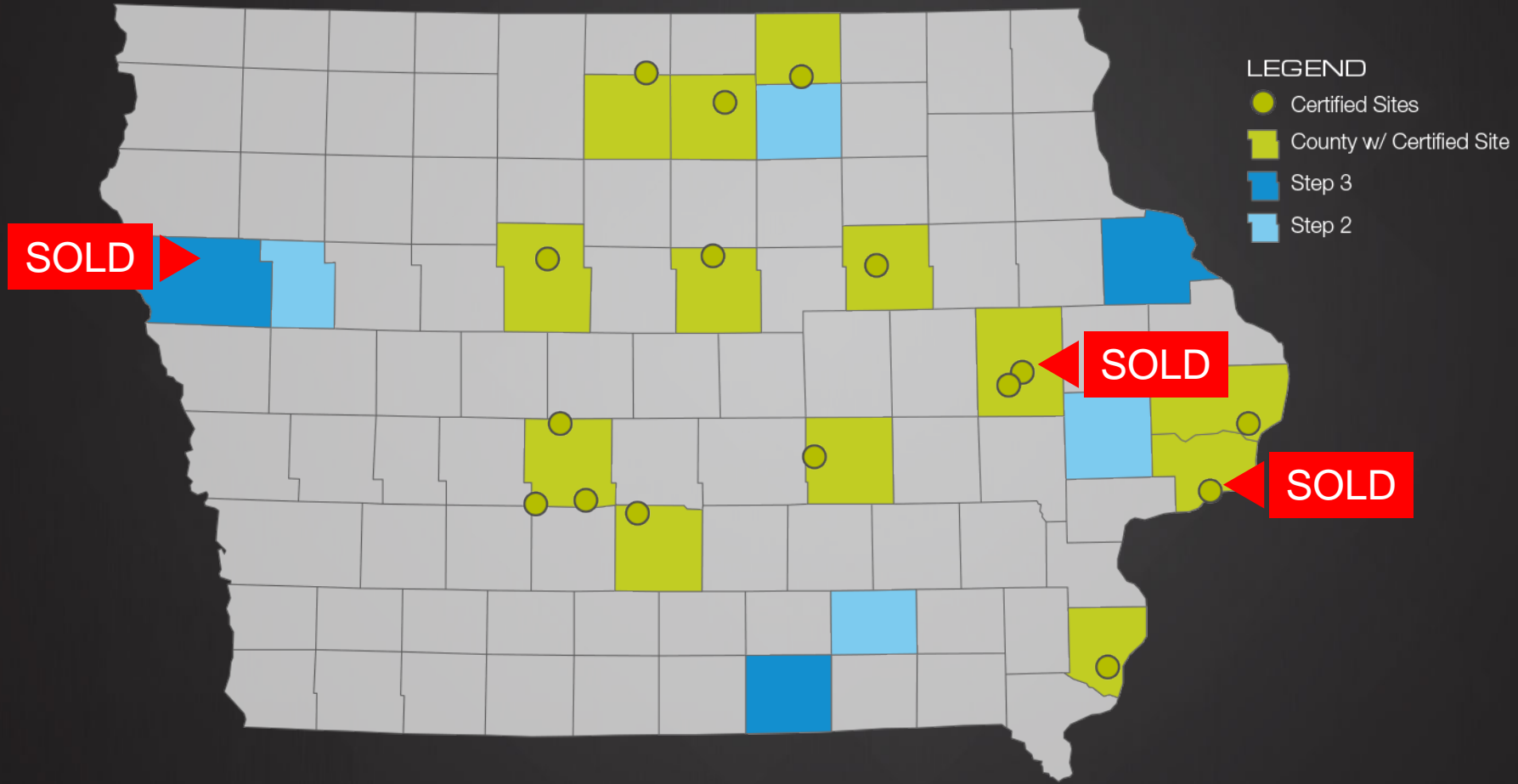
Women's Initiatives

- » FIN Capital – Women's Angel Network
- » Invest in She
- » Iowa Center for Economic Success
- » EPIC Corporate Challenge
- » Targeted Small Business Program





Certified Site Program



» Next Round – July 2017

Workforce Housing Tax Credits

- » Provides transferrable income tax credits and sales tax refunds to housing developers who develop eligible housing projects for workers
- » Eligible projects include those that are:
 - Developed on a brownfield or grayfield site
 - Repair or rehab dilapidated existing housing stock
 - Upper-story project
 - New construction in a community with demonstrated workforce housing needs
 - Unit cost cap of \$200,000, or \$250,000 for historic preservation project
- » Awarded \$20 million in FY16, FY17
- » In FY18, IEDA proposes to create a “Small Cities” set-aside for small communities.
 - Available to qualifying housing projects taking place in Iowa communities *except* those located in the 11 most populated counties in Iowa
 - Proposing to fund this initiative at \$10 million

Historic Preservation Tax Credits

- » The State Historic Preservation and Cultural and Entertainment District Tax Credit program (HPCED) provides state tax incentives for the sensitive rehabilitation of historic buildings.
- » The Iowa Economic Development Authority (IEDA) administers the program in partnership with the State Historic Preservation Office (SHPO) of Iowa.
- » Opening a new registration round April 10-24, 2017
 - Estimated \$22.5 million available
- » Application Workshop scheduled for Feb. 23, 2017 10 am – noon
 - Topics covered include discussion of the HPCED program, application process, review criteria and the new administrative rules

ABD-IEDA Review of Code Ch. 123

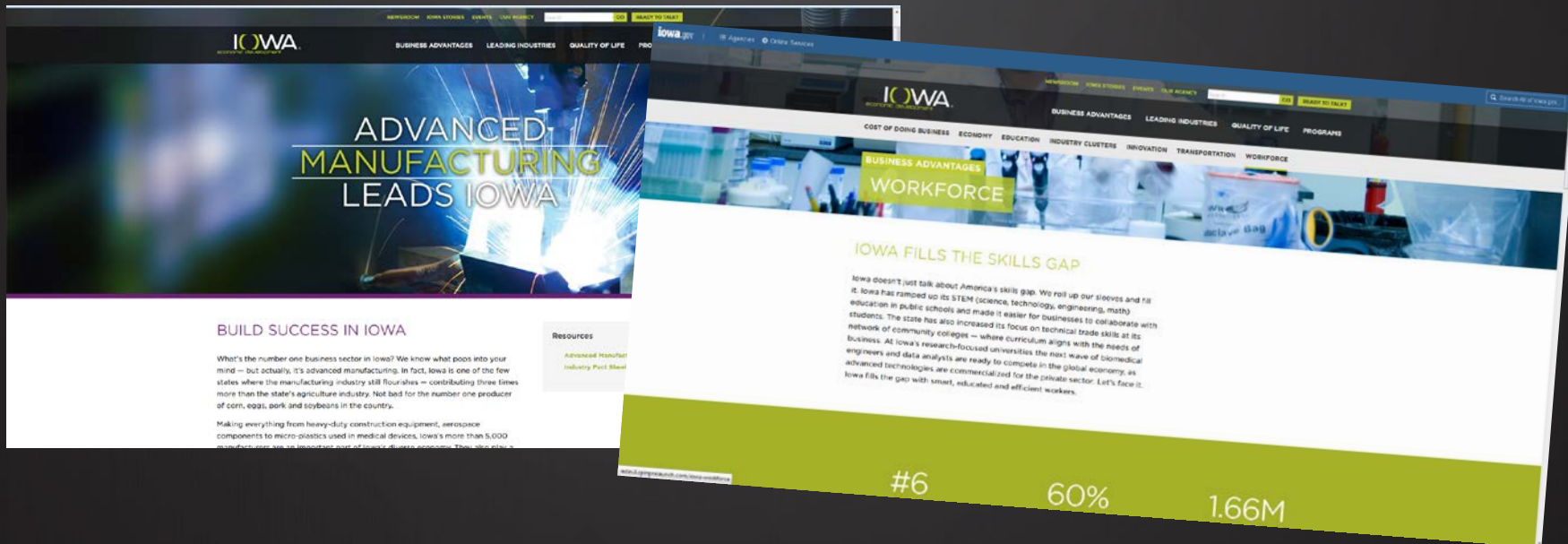
- » Review of Chapter 123 through joint ABD-IEDA working group
- » 15 members representing industry partners
- » 5 recommendations:
 - Create greater parity among Iowa beer, wine, and spirits manufacturers.
 - Streamline licensing for Iowa beer manufacturers and wholesalers.
 - Allow a limited expansion of off-premises retail privileges for retailers manufacturing beer.
 - Increase collaboration between the Iowa Alcoholic Beverages Commission and the Iowa Wine and Beer Promotion Board.
 - Endorse a further review of licensing, administrative actions, and administrative appeals for reform opportunities.

Marketing

- » **Telling Iowa's story through businesses, people, tourism and experiences**
- » **Enhanced public relations efforts connecting national media with Iowa's companies and communities**
- » **Direct prospect and site selector marketing efforts**
- » **Workforce Attraction Marketing**
 - Public-Private partnership
 - Provider selected
 - Target Audience Messaging Study in the field
 - Deploying paid media in early 2017

Website Roll-out

- » Rebuilding website with responsive design
- » New look and functionality, focusing on sales conversion points
- » Integrating “Iowa stories” into all pages, a key driver of web traffic



Tourism's Role



#THISISIOWA

» Target audience

- Social moms – Women who use social media to plan and share travel experiences and have children in their home

» Target markets

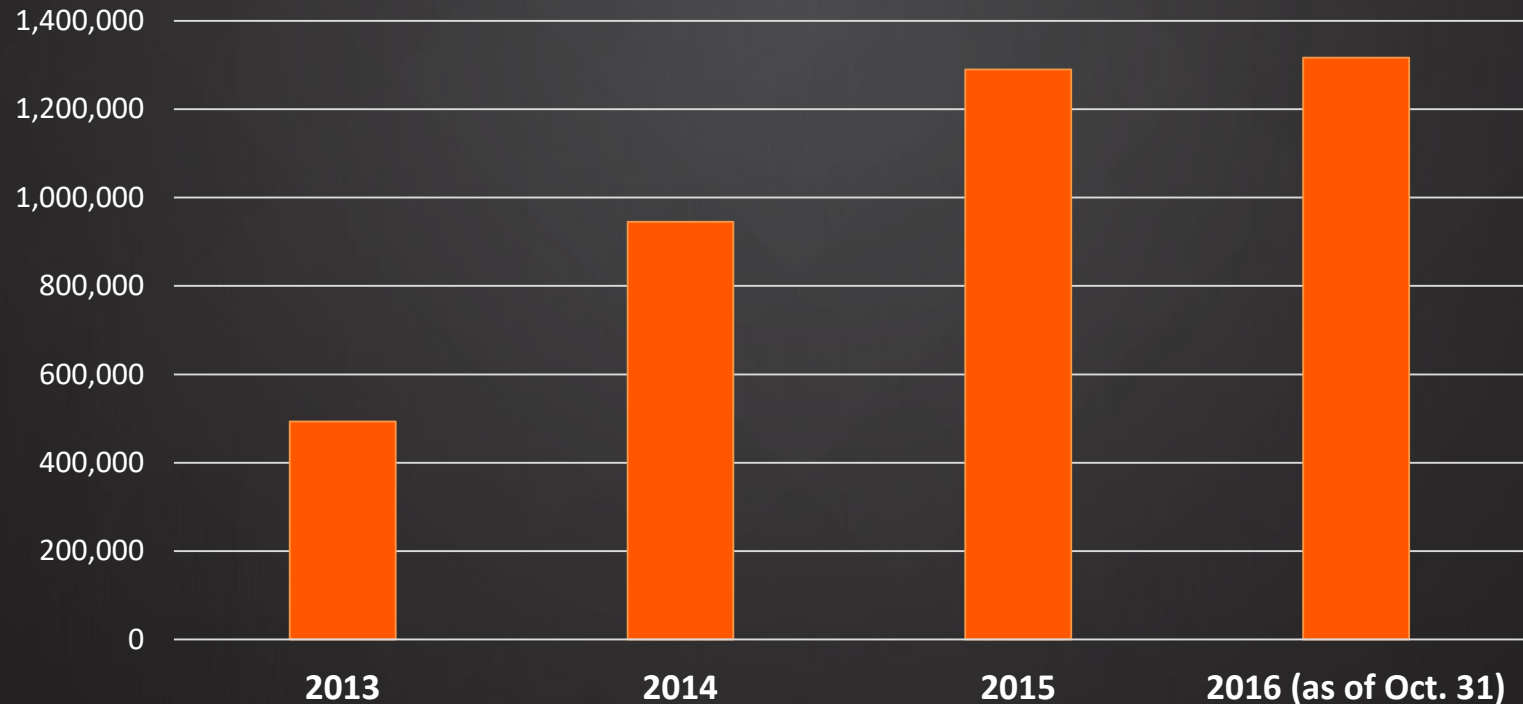
- States surrounding Iowa

» Economic Impact

- Travel-generated expenditures = \$8.06 billion
- Travel-generated employment = 67,400
- Travel-generated state tax receipts = \$446.7 million

Tourism's Role

- » Goal: Become the **trusted** resource to provide **information** and **inspiration** to potential travelers.
- » traveliowa.com user sessions



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Iowa Reimagined

Debi Durham

Director
Iowa Economic Development Authority