

# 3-YEAR ACTION PLAN



The Iowa Lakes Corridor reviewed potential NEW projects, programs, policies, and initiatives for consideration and selected the following as priorities through 2026.

## Workforce Development

Consider new programming  
Increase school partnerships

*Proceeds from the Homegrown Talent Initiative Golf Tournament will fund the Homegrown Talent Awards. The inaugural tournament is August 5, 2024.*

**The Homegrown Talent Initiative is a new program from the Corridor to encourage recent college graduates that grew up within the region to consider coming back,** making the Corridor region their home, and filling the high-quality jobs available at local businesses. Beginning in the Spring of 2025, the Iowa Lakes Corridor will

award multiple grants to individuals who graduated from a high school in Buena Vista, Clay, Dickinson, or Emmet Counties and have decided to return to the Corridor's four-county region to live and work in our local communities. Grant money can be used for student loan, mortgage or childcare reimbursement.



### Increase school partnerships

- No Boundaries
- Host students for career exploration
- High school sign-on day event for school-to-work program
- Connect Businesses with these School Programs through BRE visits (ongoing)



**Business Retention + Expansion | BRE**  
 Increase reach  
 Rebrand program

### Increase Reach

- Increase emphasis and reach on BRE efforts through local Economic Development Partnerships

### Rebrand BRE Program

- Rebrand BRE program to GROWTH (Gathering, Relationships, Opportunities, Wins, Trends, Hometown)



**Investor Relations**  
 Connect public + private sectors  
 Increase focus

### Connect Public + Private Sectors

- Connecting public and private partners through lunch and learns, community tours and manufacturing month tours

### Increase Focus

- Focus on investor engagement, retention and recruitment




**Entrepreneurship**  
 Provide opportunities  
 Business Succession

### Provide Opportunities

- IDEA Competition - Supporting Innovative Development, Empowering entrepreneurs and Accelerating small business growth.
- OEI Alumni Engagement
- Lunch & Learn Opportunities

### Business Succession

- Create a pipeline of business buyers and sellers and provide resources for business transitions

**Telling Our Story**  
 My Town video series  
 Become a 1-stop shop  
 Give back to communities

### My Town Video Series

- Released Fall 2024 with a spin-off series on socials highlighting local businesses (The Place for *You!*)

### Become a 1-Stop Shop

- Be a resource for new and existing businesses and developers

### Give Back

- Participate in community service activities throughout the region.



## Ongoing Priorities

Housing | Childcare | Legislative Advocacy | Business Recruitment | Community Development | Quality of Life