

BUSINESS RETENTION & EXPANSION 2025 REPORT: DICKINSON



In 2025, staff performed 26 visits in Dickinson County as a part of the Corridor’s GROWTH program, the Business Retention & Expansion (BRE) strategy for the region. This report highlights both the current strengths and future opportunities for growth for our business community as we work together to foster economic development.

The Place for

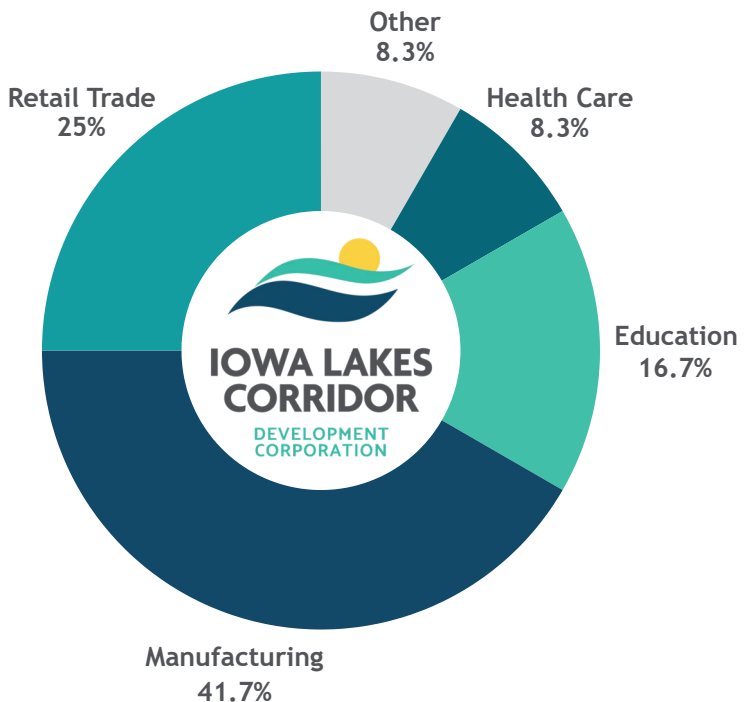
GROWTH

GATHER - RELATIONSHIPS - OPPORTUNITIES - WINS - TRENDS - HOMETOWN

WHO WE SURVEYED

26 BUSINESSES IN
DICKINSON COUNTY

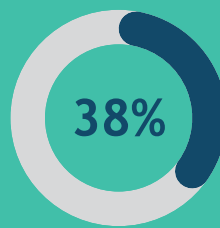
The Iowa Lakes Corridor accounted for 13% of all BRE visits reported in the state of Iowa.



*Data based on 24 completed surveys

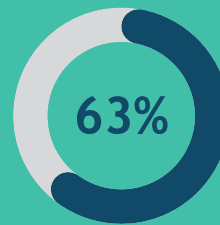
BUSINESS TRENDS

Our GROWTH program survey reveals a strong business community actively planning for expansion while embracing innovation. We estimate \$61.9+ million in capital investment and 94+ new jobs in the next 3-5 years.



EXPANSION

of companies plan to expand in the next 3 years.



INNOVATION

of companies introduced new product or services in the last 5 years

94+

anticipated new jobs

\$61.9
MILLION

in capital investment

46%

of companies have sustainability goals

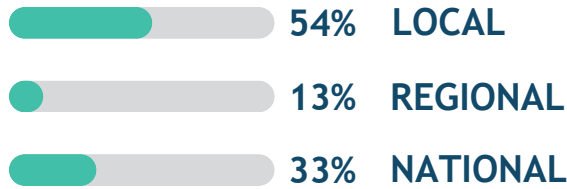
MARKET OUTLOOK

DICKINSON COUNTY

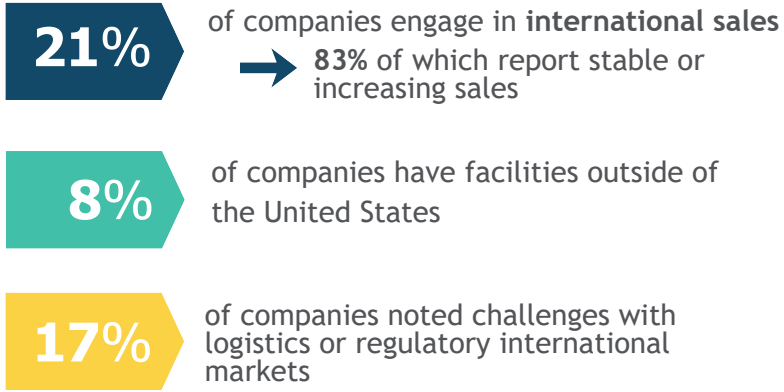
Dickinson County businesses continue to demonstrate strong market reach, with nearly one quarter (21%) reporting international sales activity. Of those engaged in international markets, 83% indicated stable or increasing sales, underscoring both competitiveness and resilience. While a small number noted challenges related to logistics and evolving international regulations, these impacts remained limited. Many businesses were able to mitigate disruption by proactively adapting operations and remaining flexible amid regulatory changes, helping sustain momentum in global markets.

77% of companies report stable or increasing sales

PRIMARY MARKET



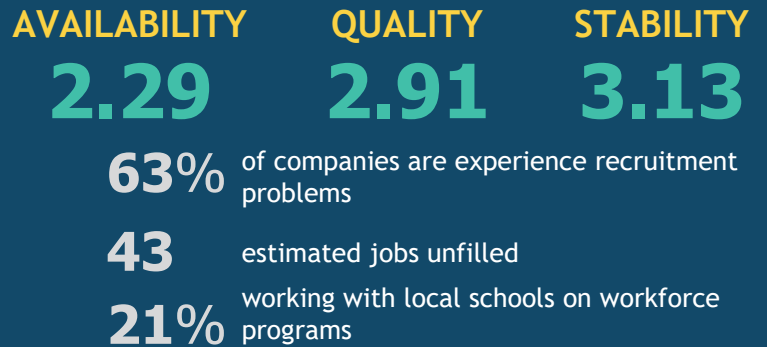
INTERNATIONAL STATS



WORKFORCE

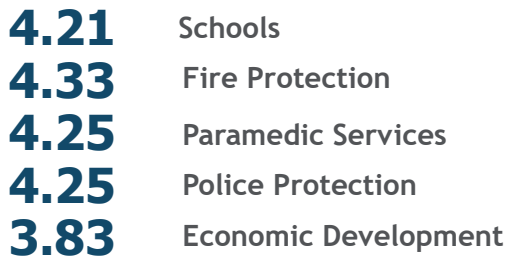
The Corridor’s business community continues to navigate workforce challenges amid growth opportunities, with recruitment impacting companies of all sizes. In response, many are strengthening educational partnerships to build a stronger talent pipeline. In 2025, the Corridor expanded its BRE program to include regional schools, further supporting collaboration and addressing workforce availability, quality, and long-term stability across the region.

*Scored on a scale from 1 to 5



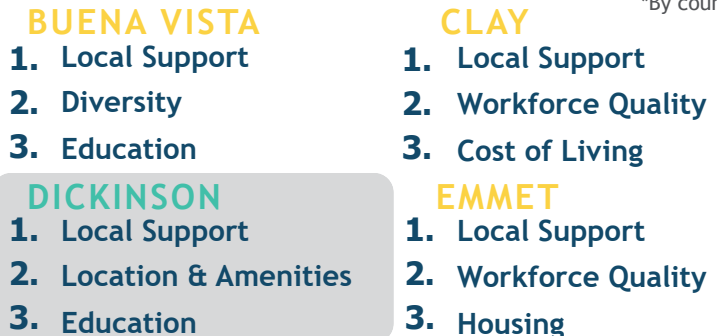
HIGHEST RATED COMMUNITY SERVICES

*Scored on a scale from 1 to 5



TOP COMMUNITY STRENGTHS

*By county



TOP SUSTAINABILITY PRIORITIES FOR BUSINESS



The Iowa Lakes Corridor region is comprised of four unique counties, each offering distinct strengths and opportunities. Together, our communities, businesses, and residents create a diverse and resilient region where businesses can grow and thrive.