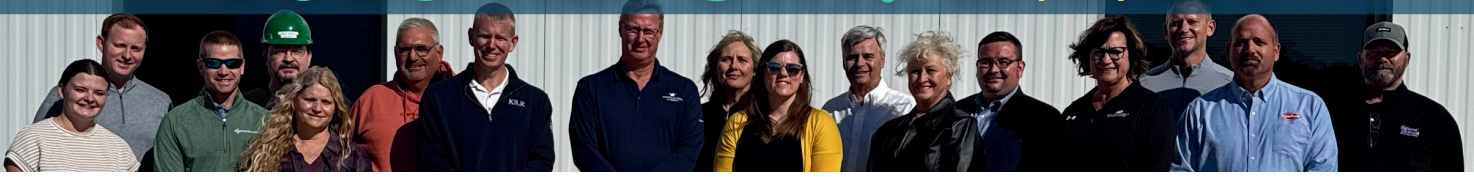


# BUSINESS RETENTION & EXPANSION 2025 REPORT: EMMET



In 2025, staff performed 18 visits in Emmet 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

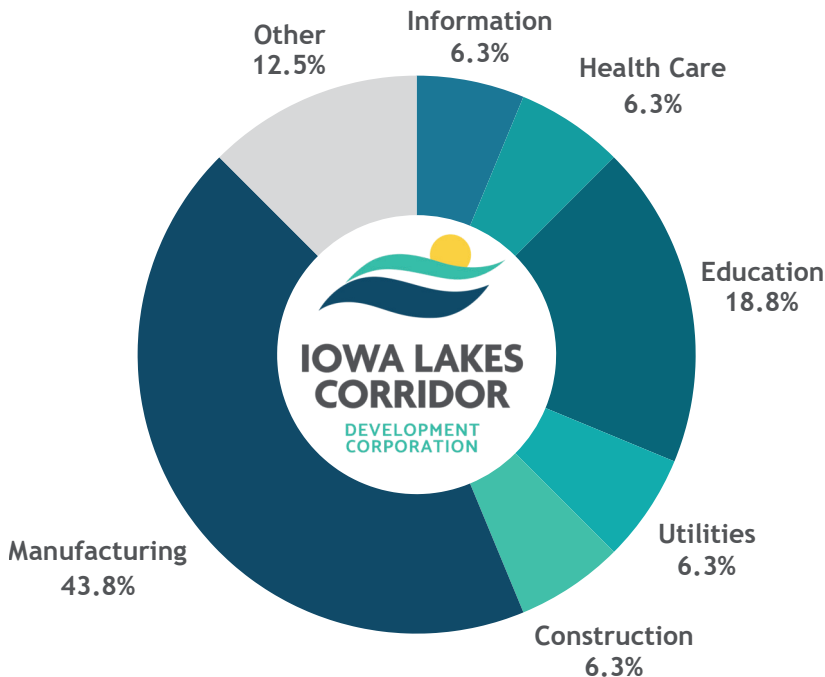
GROWTH

GATHER - RELATIONSHIPS - OPPORTUNITIES - WINS - TRENDS - HOMETOWN

## WHO WE SURVEYED

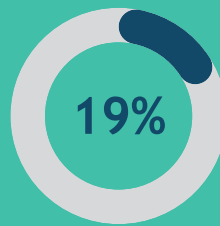
**18** BUSINESSES IN EMMET COUNTY

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



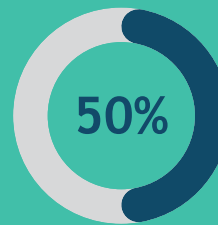
## BUSINESS TRENDS

Our GROWTH program survey reveals a strong business community actively planning for expansion while embracing innovation. We estimate \$500+ thousand in capital investment and 8+ 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

**8+**

anticipated new jobs

**\$500k**

in capital investment

**37.5%**

of companies have sustainability goals

\*Data based on 16 completed surveys

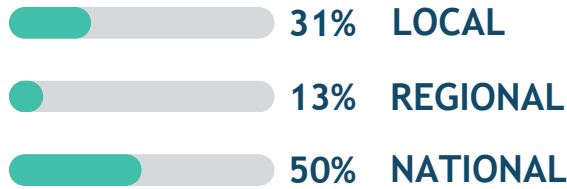
# MARKET OUTLOOK

# EMMET COUNTY

Emmet County businesses continue to demonstrate strong market reach, with over one quarter (31%) reporting international sales activity. Of those engaged in international markets, 100% 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.

**88%** of companies report stable or increasing sales

## PRIMARY MARKET



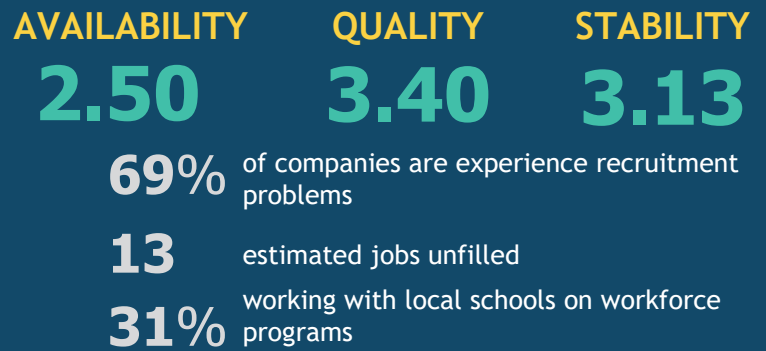
## INTERNATIONAL STATS



# 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

- | BUENA VISTA             | CLAY                 |
|-------------------------|----------------------|
| 1. Local Support        | 1. Local Support     |
| 2. Diversity            | 2. Workforce Quality |
| 3. Education            | 3. Cost of Living    |
| DICKINSON               | EMMET                |
| 1. Local Support        | 1. Local Support     |
| 2. Location & Amenities | 2. Workforce Quality |
| 3. Education            | 3. Housing           |

## TOP SUSTAINABILITY PRIORITIES FOR BUSINESS

- Housing Opportunities
- Childcare Initiatives
- Workforce Upskilling

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.