

# BUSINESS RETENTION & EXPANSION 2025 SUMMARY REPORT



**IOWA LAKES CORRIDOR**  
DEVELOPMENT CORPORATION

In 2025, staff performed 117 visits 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

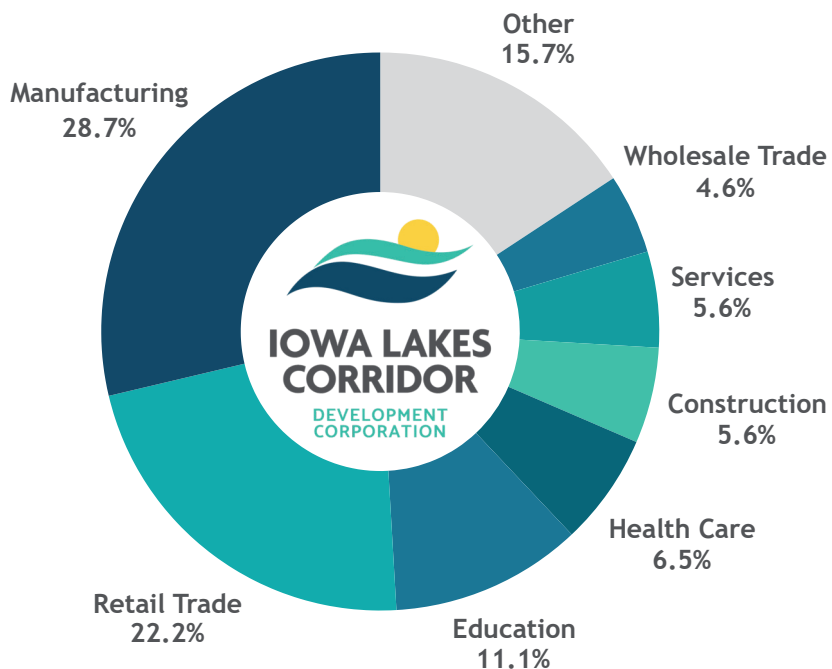
## WHO WE SURVEYED

117

BUSINESSES IN THE IOWA LAKES CORRIDOR REGION

35 IN BUENA VISTA | 38 IN CLAY | 26 IN DICKINSON | 18 IN EMMET

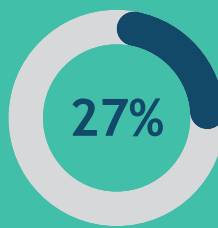
The Iowa Lakes Corridor accounted for 13% of all BRE visits reported in the state of Iowa.



\*Data based on 110 completed surveys

## BUSINESS TRENDS

Our GROWTH program survey reveals a strong business community actively planning for expansion while embracing innovation. We estimate \$110+ million in capital investment and 218+ 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

218+

anticipated new jobs

\$110  
MILLION

in capital investment

45%

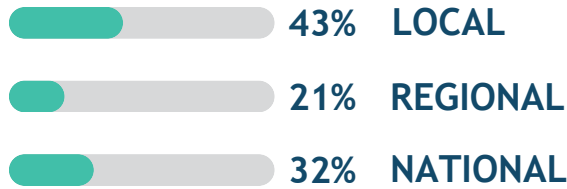
of companies have sustainability goals

# MARKET OUTLOOK

Corridor businesses continue to demonstrate strong market reach, with nearly one quarter (23%) reporting international sales activity. Of those engaged in international markets, 96% 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.

**86%** 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



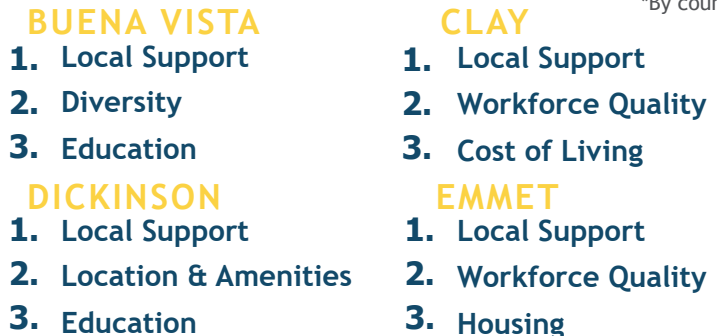
## HIGHEST RATED COMMUNITY SERVICES

\*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.