



IEDA Structure

Director's Office – Debi Durham

- COO
- Legal/Legislative
- Marketing/Communications/Tourism

Administration and Finance

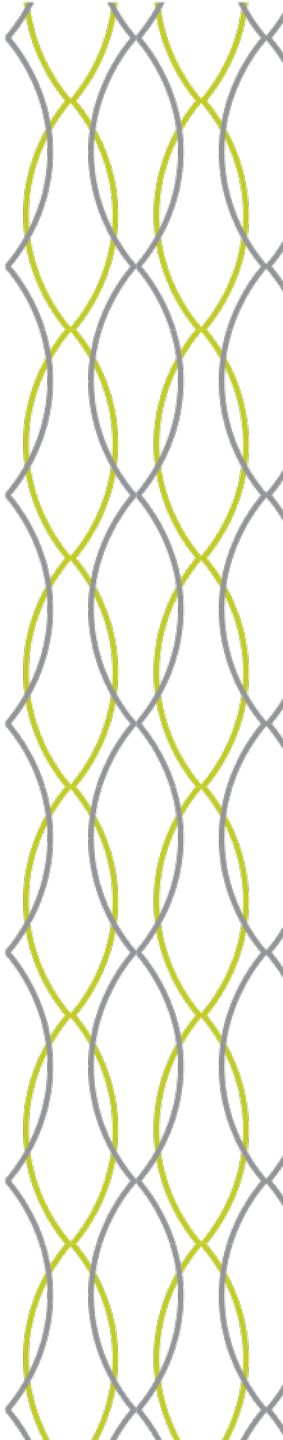
- IT/Accounting/Foundation

Community Development

- Community Investment
- Downtown Resources
- Energy
- Disaster Recovery

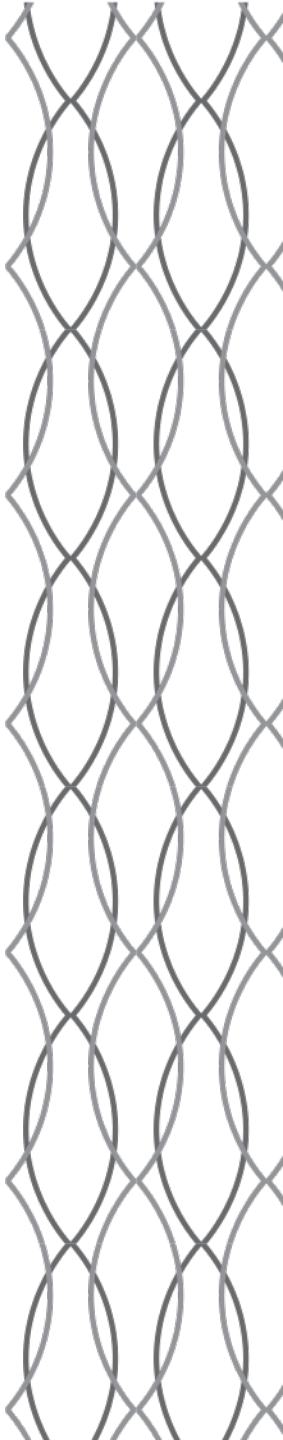
Business Development

- **Global Business**
 - **Project Management/FDI**
 - **International Trade**
 - **Partner States**
- Business Finance and Compliance
- Small Business and Innovation



Business Development

- **International Trade**
 - Provide individualized services to Iowa companies seeking to establish or expand their global business presence
 - Financial, Marketing and Training/Consulting Assistance
 - Partners located in Europe (Iowa office), Latin America, Israel, Japan and Asia (also assist with FDI)
- **Business Finance and Compliance**
- **Small Business Assistance**
- **Partner States program**
- **Project Management/FDI**

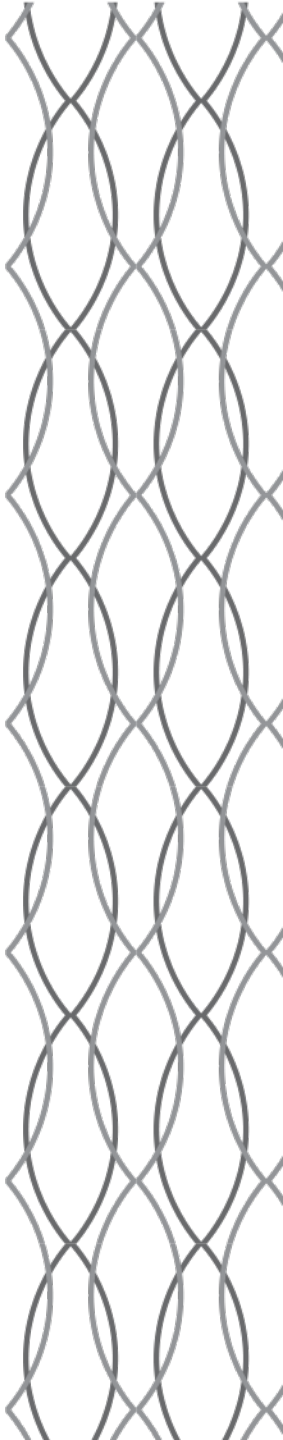


A man in a white polo shirt with a logo, holding a clipboard, standing in a warehouse with a decorative pattern on the right.

SALES/PROJECT MANAGEMENT TEAM

Business Development – Sales/Project Management Team

- **Team focuses on existing industry growth, business attraction – domestic and global**
- **Focus areas and expertise in:**
 - BioSciences / Renewable Fuels
 - Insurance / Financial Services
 - Advanced Manufacturing



Team Members



Amber Rodgers

Site Selection Consultants; Existing Industry;
International Special Projects

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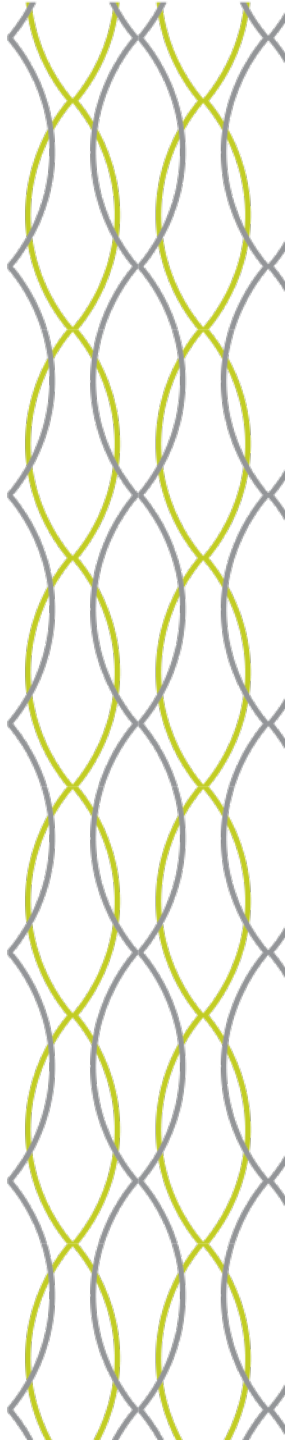


Michael Gould

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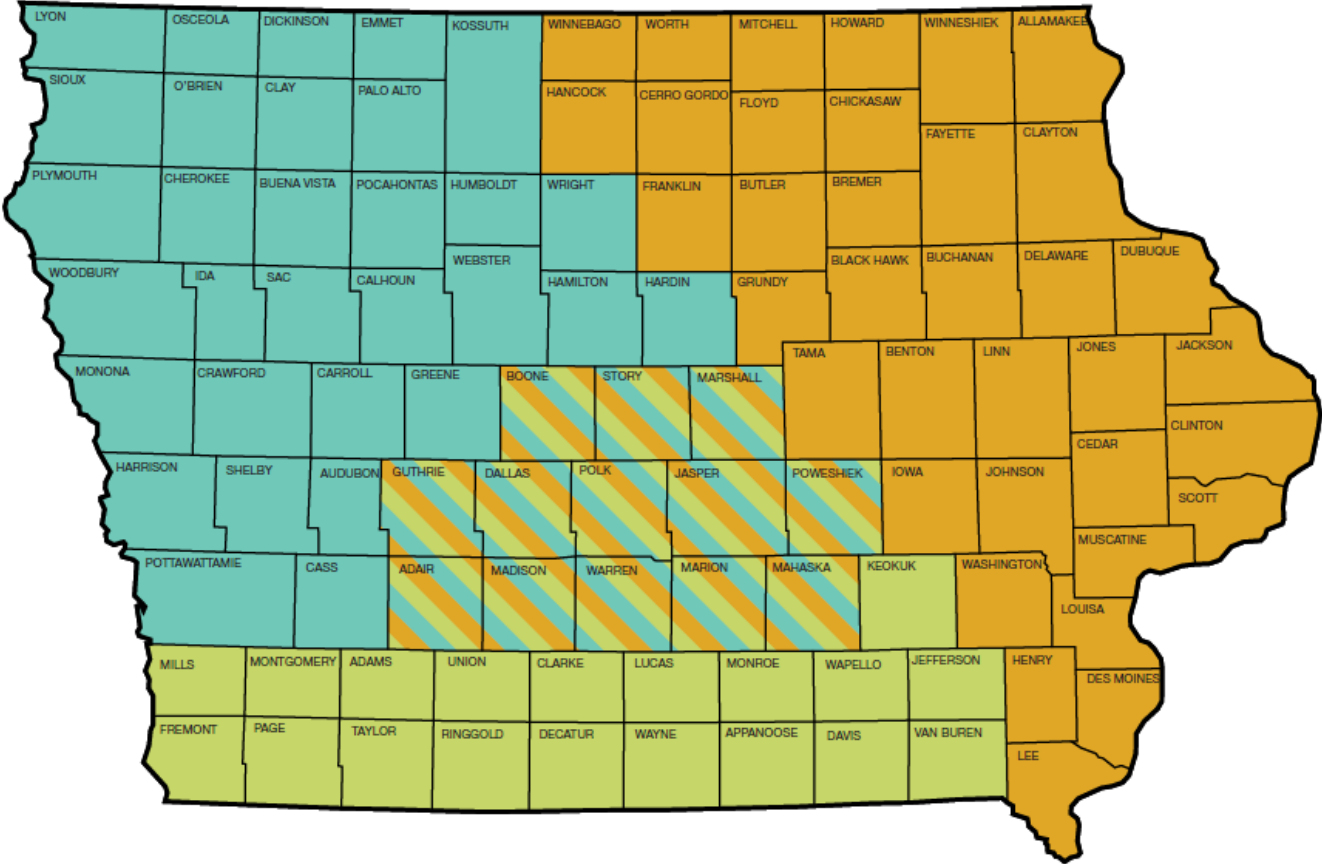
515.348.6189



ED Approaches

- Understand and nurture your existing industry (BRE – business retention and expansion)
- Create an entrepreneurial environment where people can freely exchange ideas, interact with experienced, successful entrepreneurs/businesspeople and access sources of funding
- Recruit new industry (attraction)

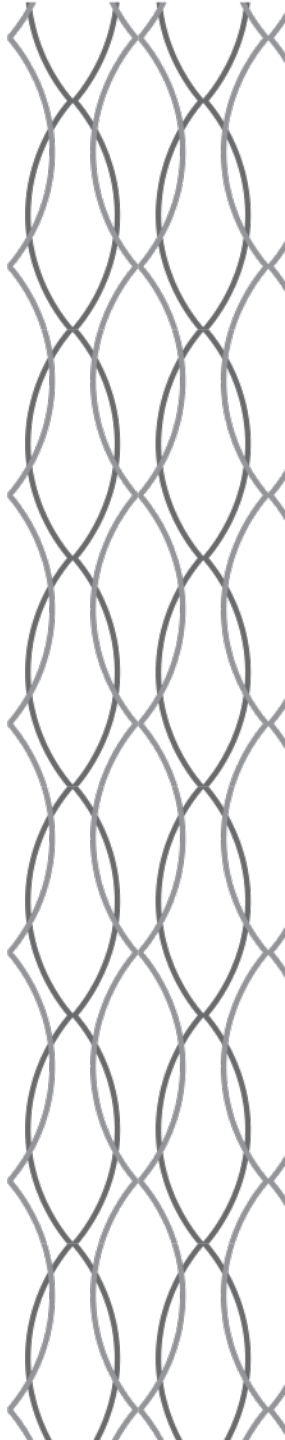
BUSINESS DEVELOPMENT EXISTING INDUSTRY TERRITORY



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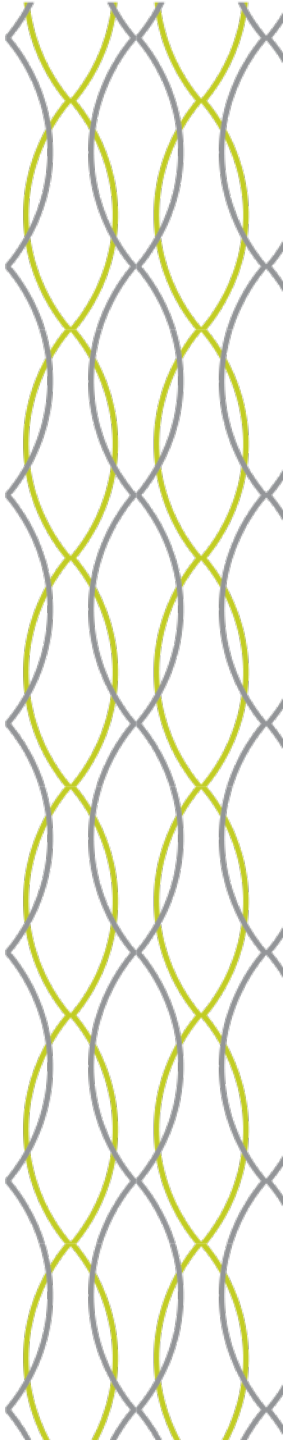


Importance of Existing Industry

- 70-80% of job creation comes from existing industry
 - Although not as glitzy as attracting a new business, creating jobs from existing Iowa companies is key to growing our state's economy.
- IEDA works closely with communities to communicate with existing industry and to understand their needs
- Out-of-state headquarter calls important
 - Governor Trips and Project Manager Territory Sales Trips

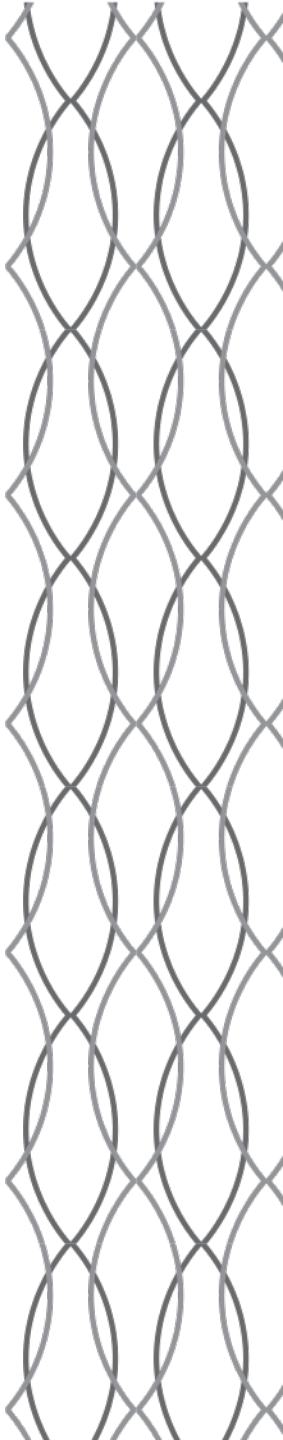
How We Market Iowa

- **ThisIowa.com**
 - Marketing campaign – Economic Development & Tourism
 - Quality of Life
 - Attractions
 - Talent Attraction pilot
 - Message Pillars: Affordability; Economic Viability, Natural Beauty, Culture & Lifestyle
- **Work closely with local economic development partners**
- **Existing industry calls; out-of-state HQ calls**
- **Attend targeted trade shows, conferences, and other networking events**
- **Conduct staff territorial sales visits**
- **Governor business calls**
- **Work with site selection consultants**
- **Advertising campaigns; social media**
- **IEDA Website**
- **LOIS (Location One Information System)**



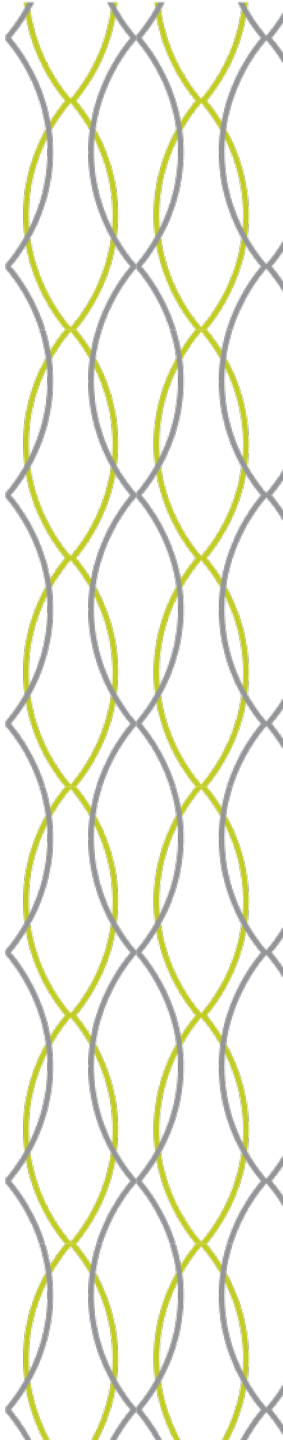
Iowa's Value Proposition

- **Central North America geographic location for effective global supply chain logistics**
- **Low cost of living and doing business**
- **Right-to-work state**
- **Refundable research and development activities tax credit**
- **Stable, educated and productive workforce**
- **Flexible job training programs that provide customized training for new and current employees**
- **Direct financial assistance and tax benefit programs for job creation and new capital investment projects**
- **National leader and key innovator in renewable energy and sustainability**



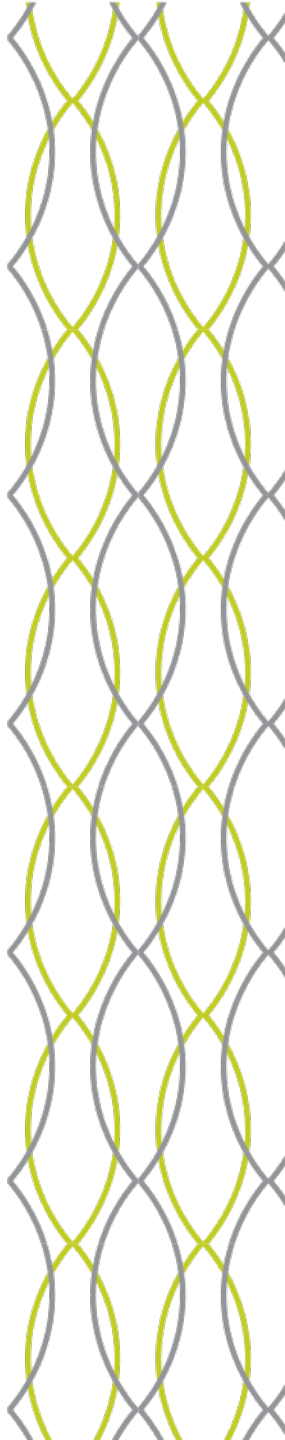
Iowa Business Advantages

- **Tax reform:**
 - Single income tax bracket for all Iowans – reached 3.8% early in 2025
 - Lowers Corporate tax gradually from 9.8% to 5.5%
- **Single-factor, non-unitary corporate income tax structure**
- **No personal property tax in Iowa**
- **No property tax on new machinery and equipment purchases**
- **No sales and use tax on industrial machinery and equipment purchases**
- **No sales tax on materials used in the manufacturing process**
- **No sales tax on purchases of electricity or natural gas used directly in the manufacturing process**



Business Recruitment Process – How We Work

- **Identify the needs of client/project**
- **Perform research**
 - **Location One Information System (LOIS)** - website that inventories Iowa available buildings, sites and community information
 - Important to have your site and building information current and complete on LOIS
- **RFI's sent to regions/communities that can meet the needs of the client – depending on project request**
- **Package response information and provide to client**
- **Client assesses the information and decides the next step – which areas to pursue**
- **Client continues to narrow the options; we continue to position Iowa as the expansion location**

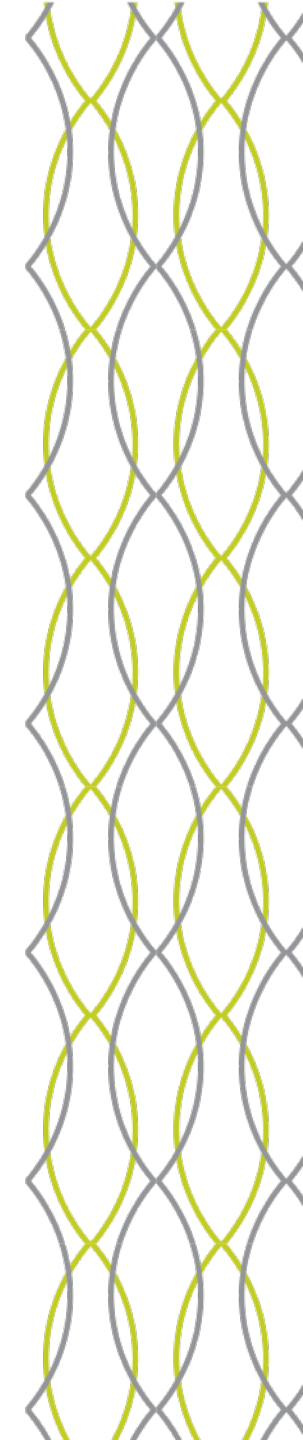


Business Location Criteria

•Site Selectors' Most Important Location Criteria

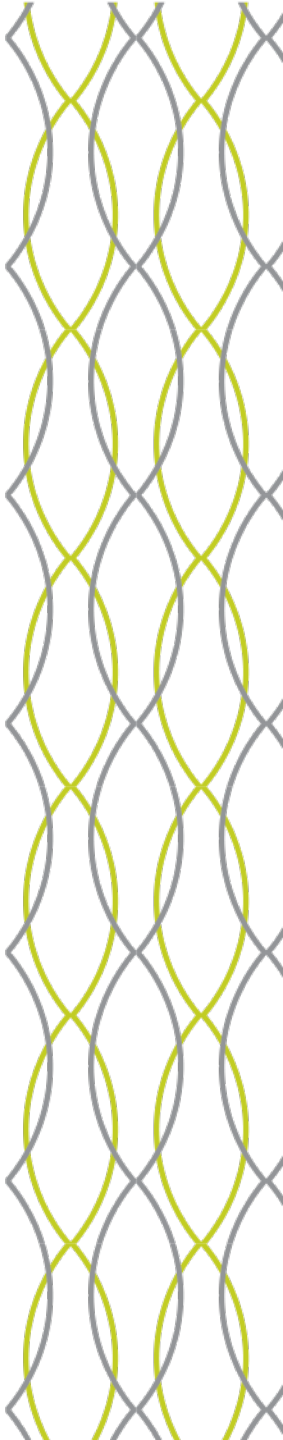
- Utilities (availability, cost, & reliability)
- Sites/Buildings – Availability & Price
- Workforce Skills / Availability
- Transportation Infrastructure
- State & Local Tax Structure
- Quality of Life
- Workforce Development
- Permits & Regulatory Ease
- Incentives

- **Process of Elimination**



Certified Sites

- **Certified sites fill the demand for project-ready industrial sites**
 - Program designed and implemented by site selection firm Quest Site Solutions
- **The key attributes that serve as the basis of the certification program:**
 - Available for sale or lease with an established price and terms
 - Fully-servable -- infrastructure to the site OR developed detailed plans to build-out infrastructure with schedules and costs
 - Developable -- environmental and other related assessments (and any mitigation) are complete
 - Quicker RFI response time
- **Certification allows for effective proactive and reactive marketing and participation in the state's robust marketing campaign**
- **Currently 24 sites are certified**
- **Site sizes start at 25 acres and park sizes 50 acres**
- **The program accepts new sites every January**
- **For more information on the program, contact Amy Kuhlers – amy.kuhlers@iowaeda.com or 515-348-6250**



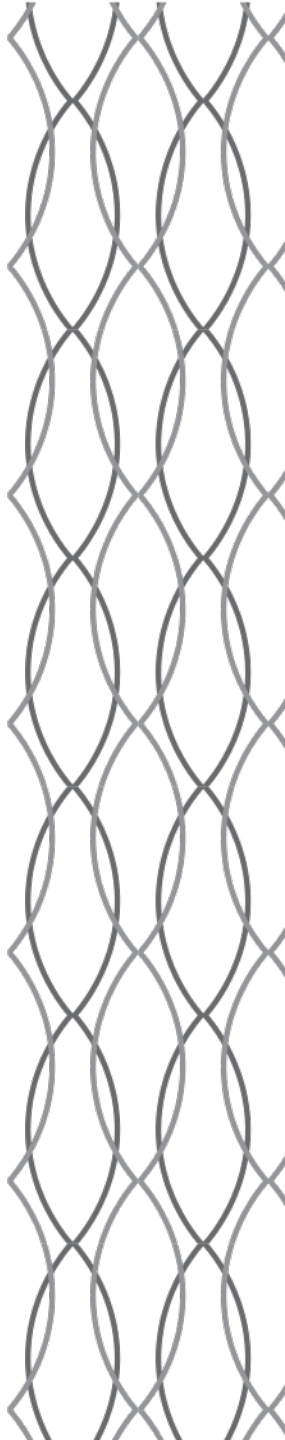
The background of the slide is a faded, olive-green image of an industrial setting. On the left, a person is seen in profile, wearing safety glasses and looking towards the right. On the right, a KUKA robotic arm is visible, with the brand name 'KUKA' clearly printed on its upper section. The overall scene suggests a manufacturing or engineering environment.

BUSINESS DEVELOPMENT TOOLS



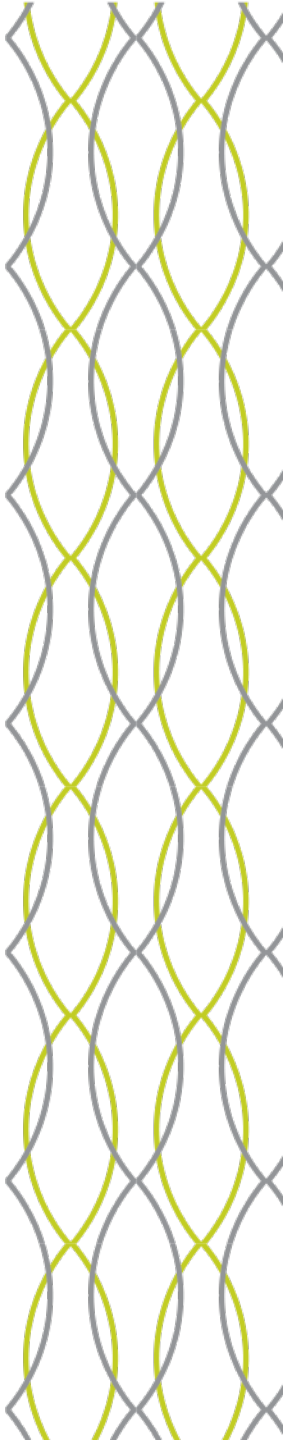
High Quality Jobs Program (HQJP)

- **Tax Benefits/Financial Assistance Program**
- **Criteria for Assistance**
 - Capital investment
 - Number of jobs created/retained
 - Wages and benefits associated with jobs
 - Wage thresholds must be met for a project to be eligible - based on laborshed area wages. Additionally, company must meet requirements for employee benefits on health insurance coverage.
 - Contract period for a project: 3 years performance plus 2 years maintenance – for a total of 5 years
 - Other factors include in-state competition, company financials, type of company, etc.



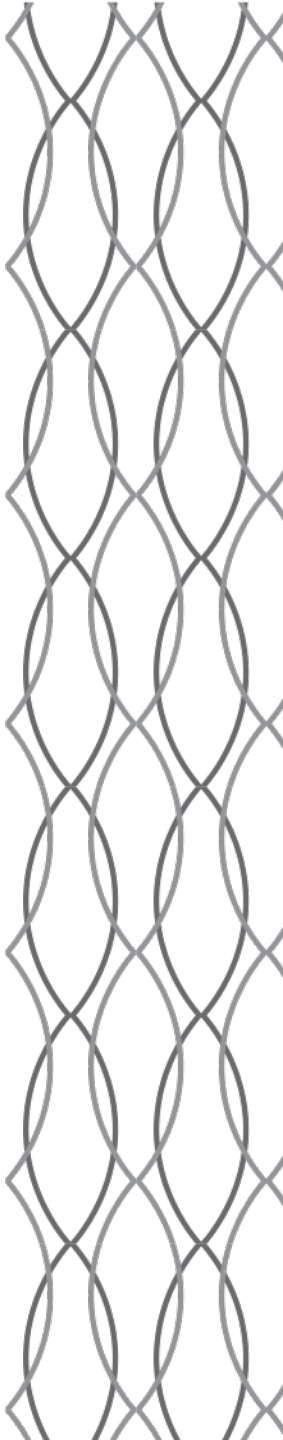
Process for Accessing HQJP Assistance

- **Company submits an Iowa Project Questionnaire (IPQ)**
 - High-level information about the project
 - Project cannot have been initiated
- **Finance team meets weekly to discuss IPQs, next steps and provide feedback**
- **If applicable, company completes application for financial assistance**
- **IEDA Board makes funding decisions at monthly meeting**
 - Meets third Friday of each month



Major Economic Growth Attraction Program (MEGA)

- **Tax Benefits/Financial Assistance Program**
 - Refundable ITC up to 5% of the qualifying investment value
 - Withholding tax credit up to 3% for eligible created jobs
 - Refund of state sales, service or use tax
 - Local property tax exemption
- **Criteria for Assistance**
 - Capital investment of \$1B or more
 - Wages and benefits associated with jobs – 140% of wage threshold
 - Must be engaging in advanced manufacturing, biosciences or research and development
 - Must locate on a certified site of 250 acres or larger



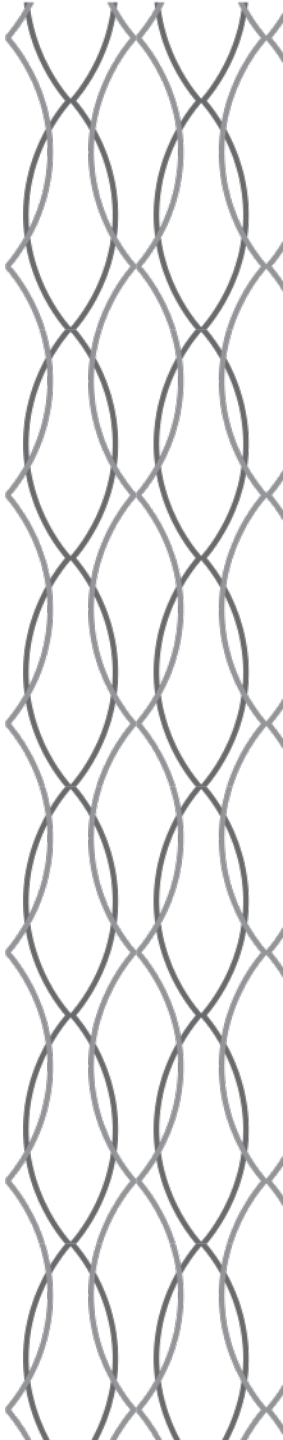
Manufacturing 4.0

Manufacturing is Iowa's largest industry sector

- Accounting for over 17% of the state's GDP

Supporting Adoption of Automation

- Iowa must help manufacturers integrate smart technology into their operations to remain globally competitive
- Grants for small to medium size manufacturers that invest in smart technologies
 - Technology Investment Grant Program -support manufacturers with 3-150 employees
 - Grants up to \$75,000
 - For more information on the program, contact Anna Lensing anna.lensing@iowaeda.com or 515-348-6199



Business Development Tools

Entrepreneurial Assistance Programs

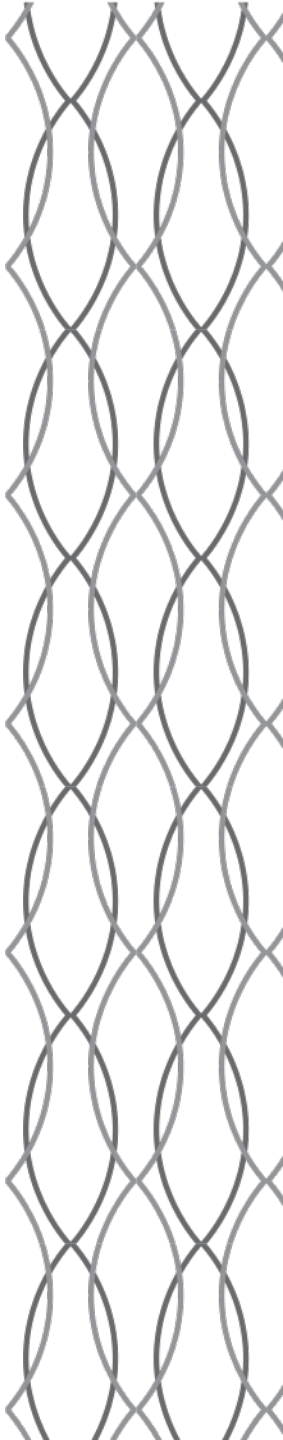
- Proof of Commercial Relevance
- Demonstration Fund
- Iowa Innovation Acceleration Fund
- Small Business Innovation Research & Small Business Technology Transfer

Small Business

- Targeted Small Business (TSB)
- IASourceLink

Workforce Programs

- Iowa New Jobs Training Program (260E)
- Iowa Jobs Training Program (260F) “Retraining”
- Internship Programs
- Home Base Iowa
- Apprenticeship Program
- Future Ready Iowa



A construction site with a large circular object, possibly a tunnel boring machine cutterhead, being lifted by a crane. The scene is overlaid with a green tint and a decorative pattern of overlapping circles on the right side. The word "QUESTIONS?" is written in white capital letters on the left side.

QUESTIONS?



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