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FOR IMMEDIATE RELEASE

February 6, 2017

VISION NORTH IOWA INITIATIVE RETAINS TIP STRATEGIES

Vision North Iowa is a newly formed initiative to create a multi-jurisdictional strategy for regional economic growth and prosperity. Austin and Seattle-based TIP Strategies has been engaged to guide the project. The North Iowa Corridor Economic Development Corporation (EDC), Mason City Chamber of Commerce, Clear Lake Area Chamber of Commerce, and several community partners are collaborating in the effort.

“Our goal is to work together toward a Strategic Vision of our economic future built by engaging stakeholders and the public so we are aligned around a common set of guiding principles, values, and goals,” said Chad Schreck, President and CEO of the North Iowa Corridor EDC. “TIP Strategies has a long track record of developing successful strategies for regions like ours. Their experience will help our local governments, development, and community organizations work more effectively and efficiently by providing a clear set of objectives identified by constituents.”

“TIP is honored to have been selected to assist in this important work,” said TIP Strategies Senior Partner Jeff Marcell. “We are excited to work closely with the North Iowa partners to design a blueprint that will ensure the North Iowa region is positioned for a bright economic future.”

The first phase of the project will kick off in mid-February. The TIP consulting team will conduct multiple stakeholder interviews and roundtables, as well as online surveys, to understand the community’s economic priorities and successes. Public input will be combined with the latest data available to inform the proposed strategies.

The resulting plan will identify a diverse set of recommendations to strategically bolster entrepreneurship and innovation in the area, position North Iowa among target industry decision-makers, support future growth sectors through effective workforce development initiatives, and enhance quality of place. The initiatives will balance the need to expand and diversify the region’s industrial and employment base with the needs and interests of existing businesses and the local workforce.

The strategies will be formulated with the goal of developing successful people, businesses, and cultural initiatives by creating new jobs and opportunities, while building upon the North Iowa region's existing priorities, unique asset base and past successes. The plan will be supported by an implementation strategy that will outline the tools needed to effectively execute on the recommendations.

"Our first order of business is to get out in the communities and meet with stakeholders to help TIP glean as much about our area as possible," Schreck said. "We look forward to working with our community members to create a shared vision for North Iowa's future."

For more information about Vision North Iowa, and to take part in the initial community survey, visit www.VisionNorthIowa.com.

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The North Iowa Corridor Economic Development Corporation serves as the economic development organization for the Cities of Mason City and Clear Lake, and Cerro County, Iowa. The Corridor is the primary contact for business retention and expansion in the region and provides location services for businesses looking to locate in the region. Funding is provided for these efforts by the cities and county as well as over 100 local business partners. Visit northiowacorridor.com or call 641-423-0315 for more information.

The mission of the Mason City Area Chamber of Commerce is to promote progressive community and economic development to benefit Chamber members and the North Iowa region.

The mission of the Clear Lake Area Chamber is to serve our membership and provide value through opportunities in networking, advocacy, and business resources.

TIP Strategies, Inc. (TIP) is a privately held economic development consulting firm, with offices in Austin and Seattle. Established in 1995, TIP is committed to providing quality solutions for public and private sector clients. TIP has completed more than 300 engagements across 38 states and 4 countries. To learn more about TIP Strategies, go to www.tipstrategies.com