

2019 *Best of Iowa* Report

Overview & Key Findings

28
Mahaska County
Companies

848
State of Iowa
Interviews

The BEST of Iowa is focused on strengthening policies and programs that provide valuable support for our businesses and communities. Understanding existing businesses is fundamental to all successful economic development strategies. BEST of Iowa is a unique collaboration with local developers, utilities and the Iowa Economic Development Authority to provide the tools and resources to support an effective statewide program. The data and information collected is analyzed to identify opportunities, challenges, and key trends.

Top reasons to live here:

- 1) Cost of Living
- 2) Quality of Life
- 3) Location
- 4) Community Services
- 5) Business Climate

Top challenges to live here:

- 1) Workforce
- 2) Housing
- 3) Community Leadership
- 4) Infrastructure
- 5) Community Services

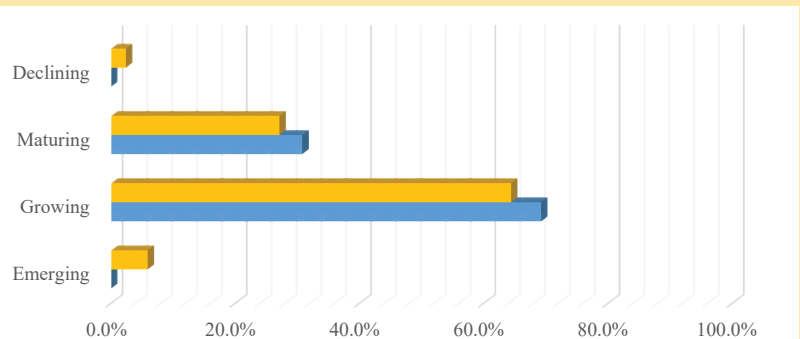
Expansion Plans

50% of local companies plan to expand in the next 3 years.



Companies Sales Trend: Local
57.7 % Increasing
34.6 % Stable
7.7 % Decreasing

Primary Product/Service Life Cycle



Companies that plan to introduce a new product or service in the next 2 years

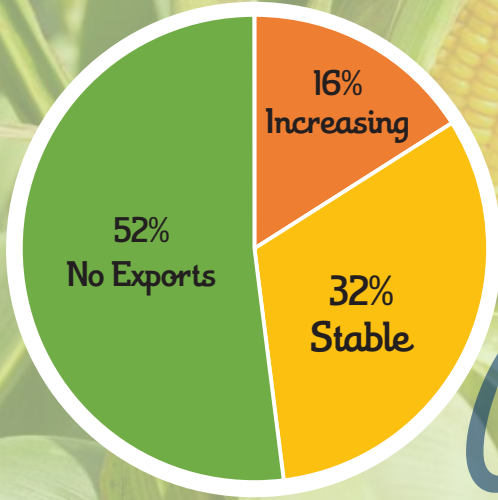
Local
88.5%

State
66.3%

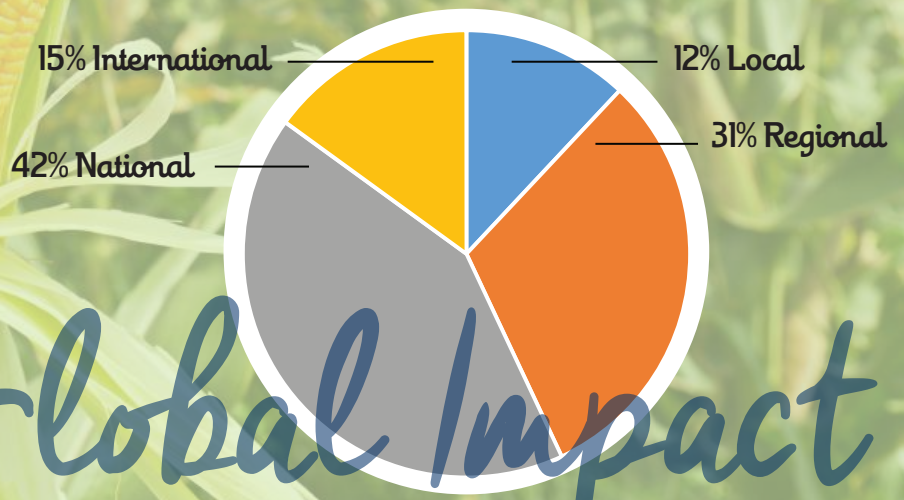
Did you know:

Mahaska County exports to more than 80 countries globally.

Exports as a % of total sales

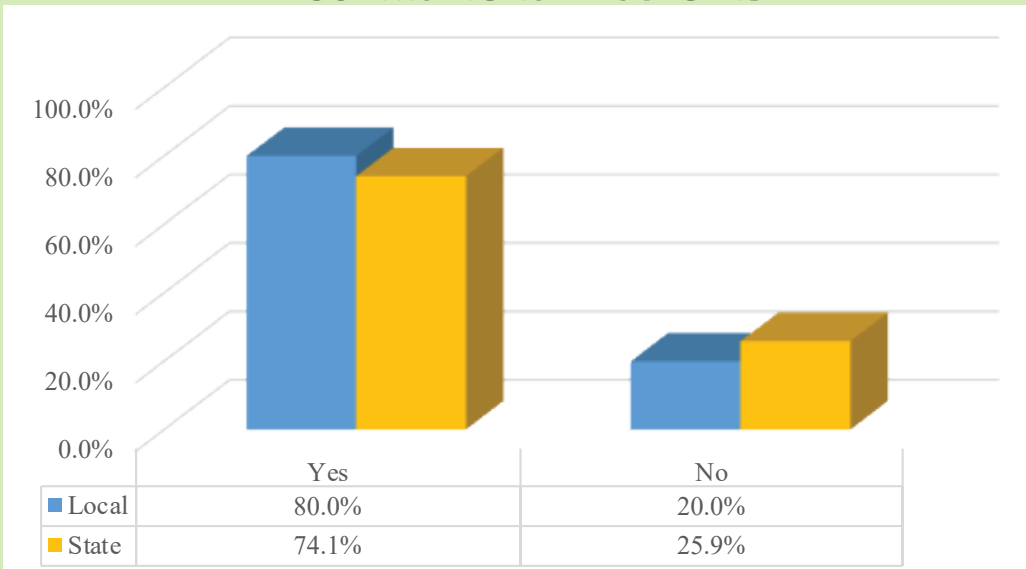


Mahaska County Primary Market



Global Impact

Workforce related issues were the most frequently identified barriers to growth .
Recruitment Problems



Are there recruiting problems related to employee position or skills

YES **NO**
80% **20%**

Ownership changes in last 18 months:

Changed: 23.1%
 Change Pending: 3.8%
 No Change: 73.1%

Management changes in last 18 months:

Changed: 23.1%
 Change Pending: 7.7%
 No Change: 69.2%

