

# MARION

COUNTY DEVELOPMENT

PROGRESS DRIVEN



WELCOME

2024

## MISSION:

**Marion County Development strives to accelerate economic growth throughout Marion County, Iowa**



**Connect**

**Communicate**

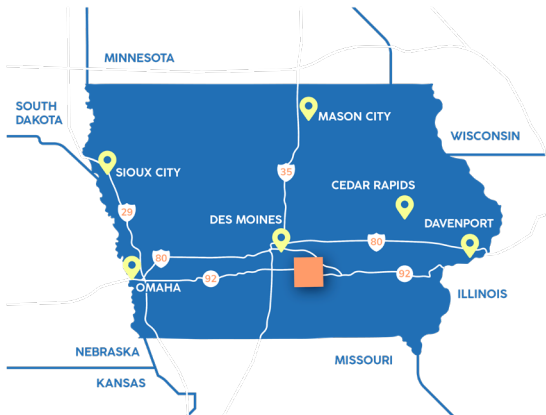
**Collaborate**



**PROGRESS DRIVEN** 

# Marion County Development Business Retention & Expansion Program

*PROGRESS DRIVEN* 

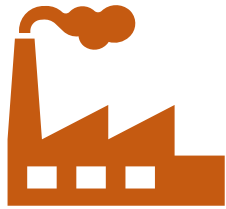


- **Visits to Prime & Emerging Businesses**
- **Quarterly Pulse Surveys**



# Getting Started

2024



**Interviews were conducted in June-September of 2024 to prime employers in Marion County, Iowa utilizing the statewide survey tool combined with local custom questions.**



**The report also utilizes public data from such sources as the US Census, US Bureau of Labor Statistics, Iowa Workforce Development, etc.**



**The purpose is to provide a snapshot of Marion County's businesses, communities and people to help guide economic development and business planning**

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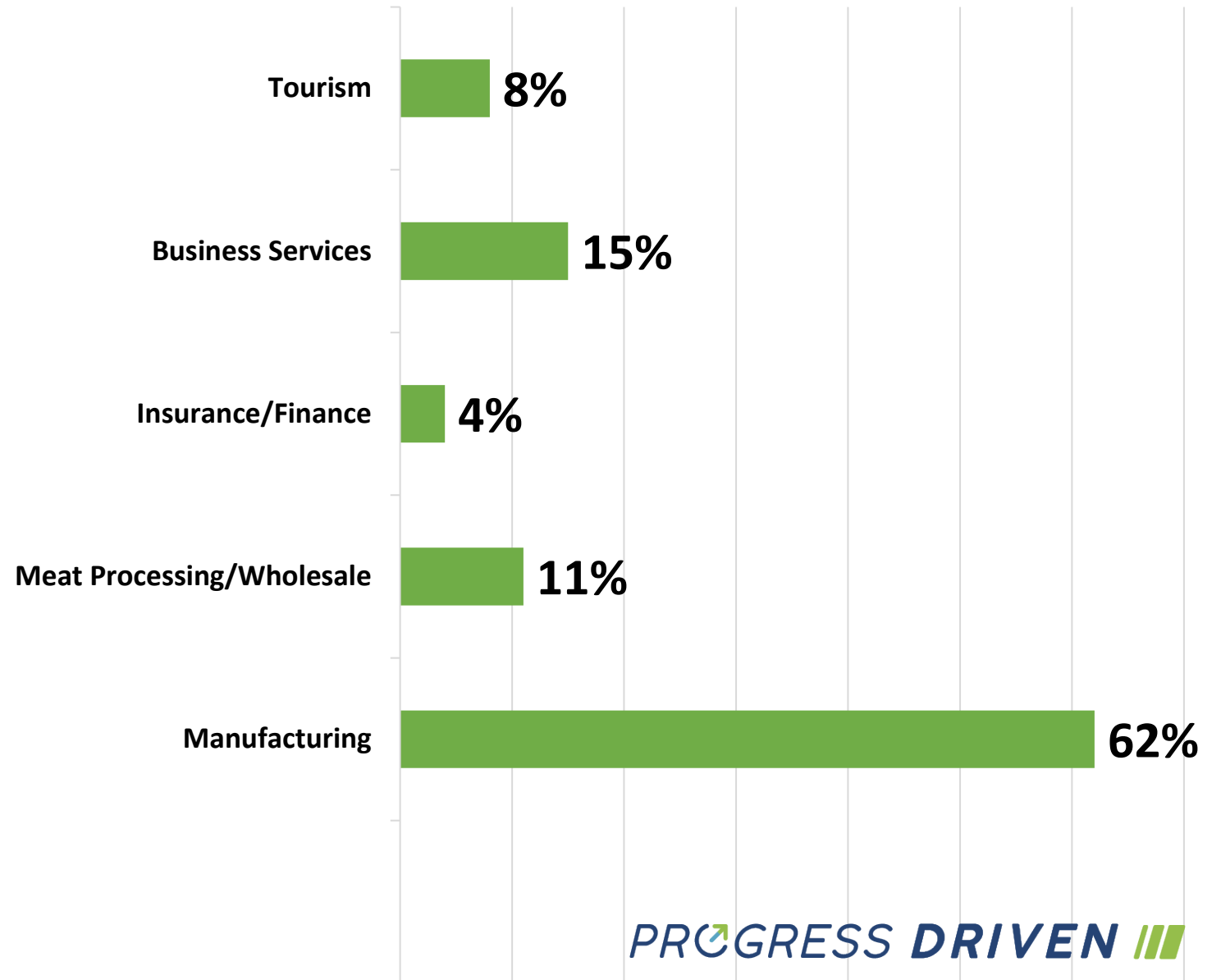
Companies Visited

11,622

Marion County  
Jobs



REPRESENTING SECTORS



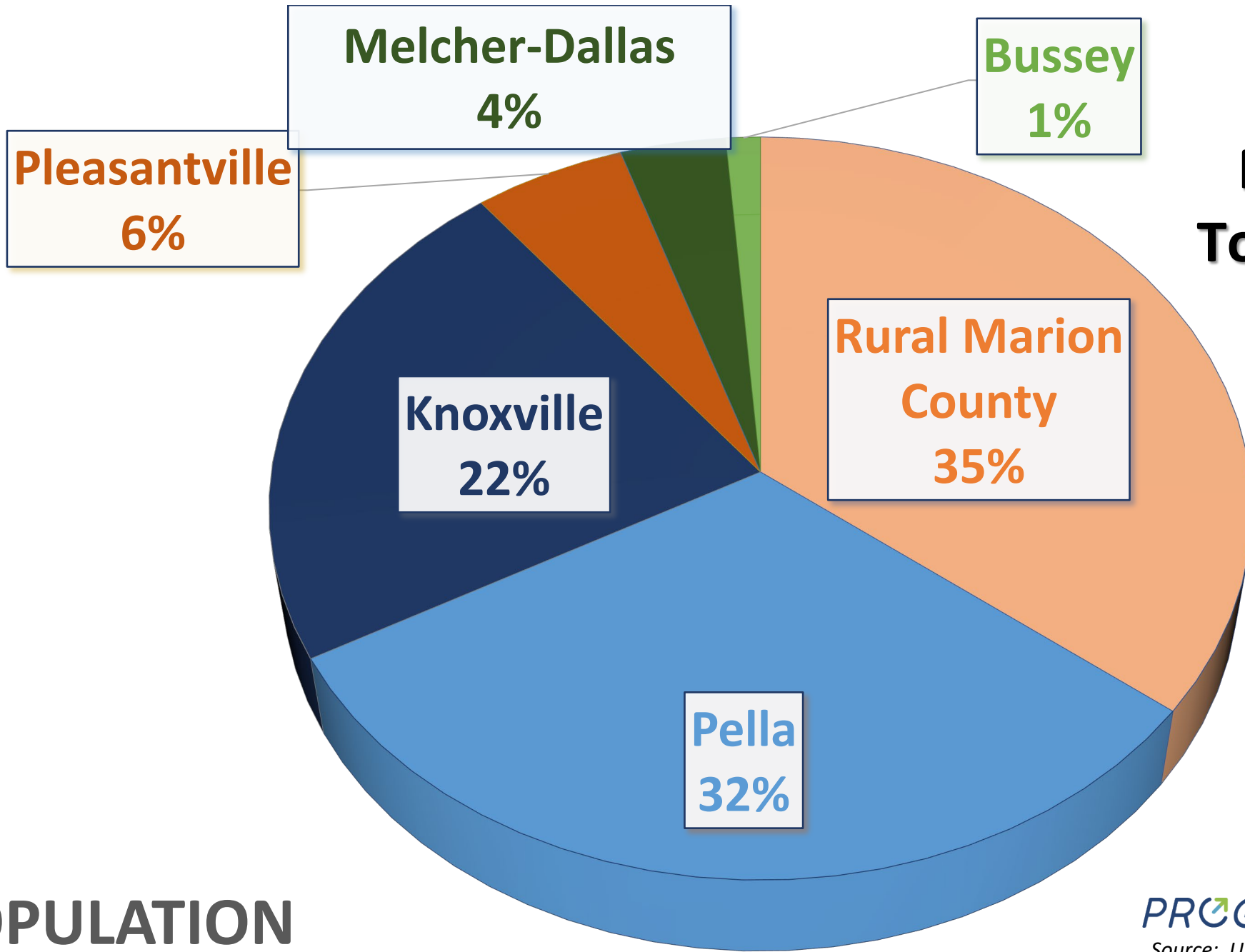
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- 1. Demographics**
  - 2. Key Trends**
  - 3. Key Findings**
  - 4. Our Businesses**
  - 5. Our People**
  - 6. Our Communities**
  - 7. Our Future**



# Demographics



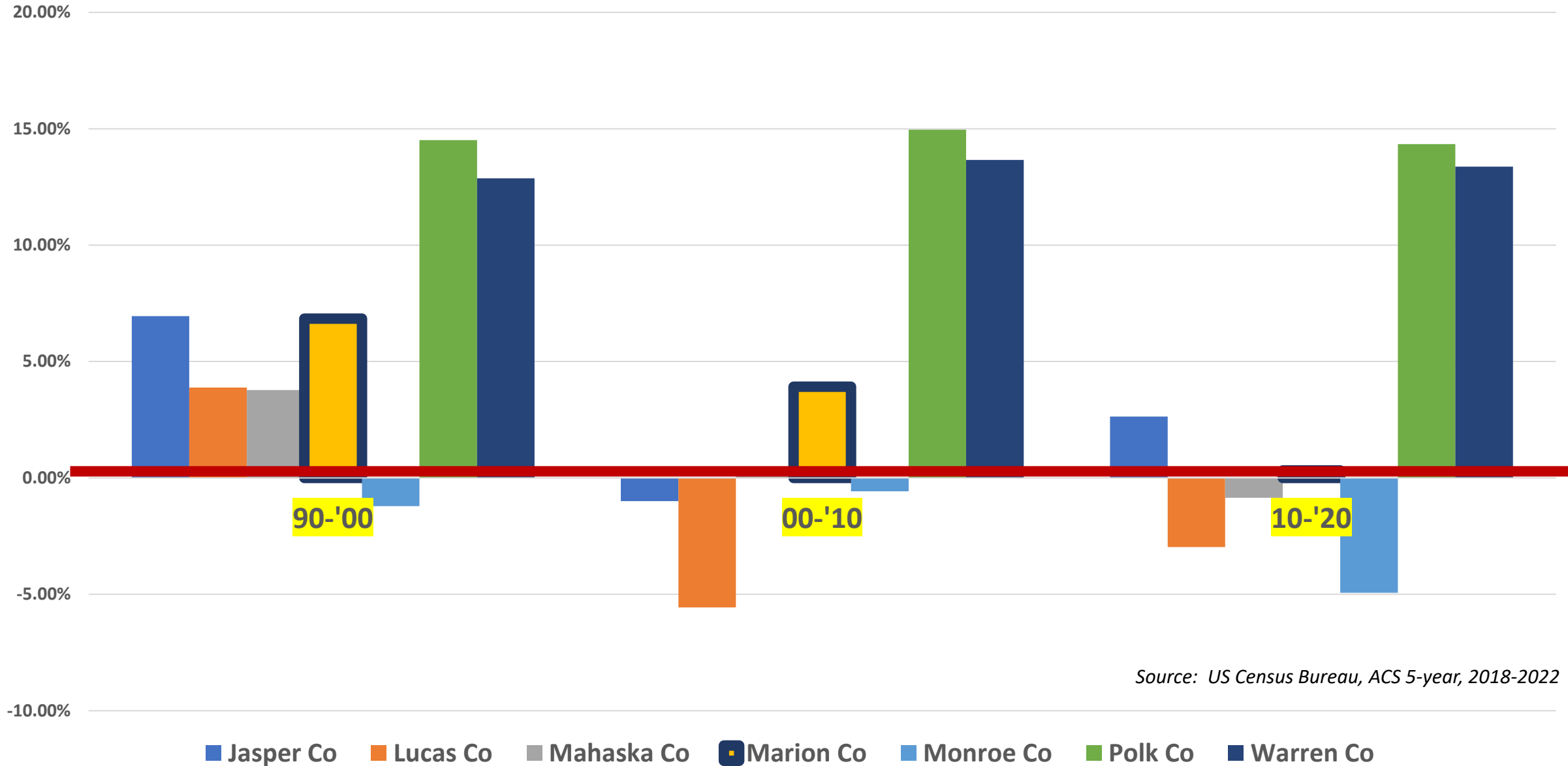
**Marion County  
Total Population  
33,487**



**POPULATION**



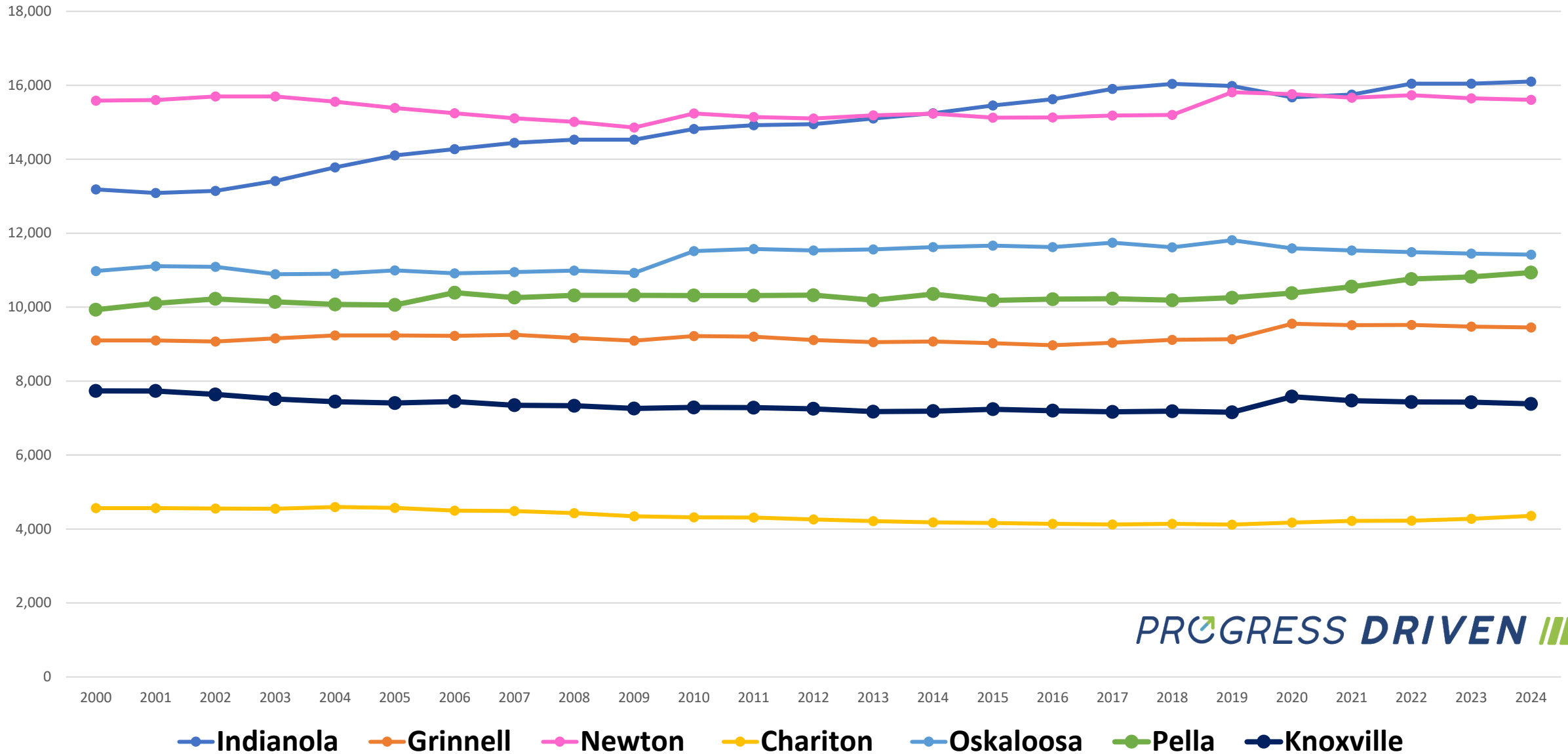
# Percent Population Change of Neighboring Counties



Source: US Census Bureau, ACS 5-year, 2018-2022



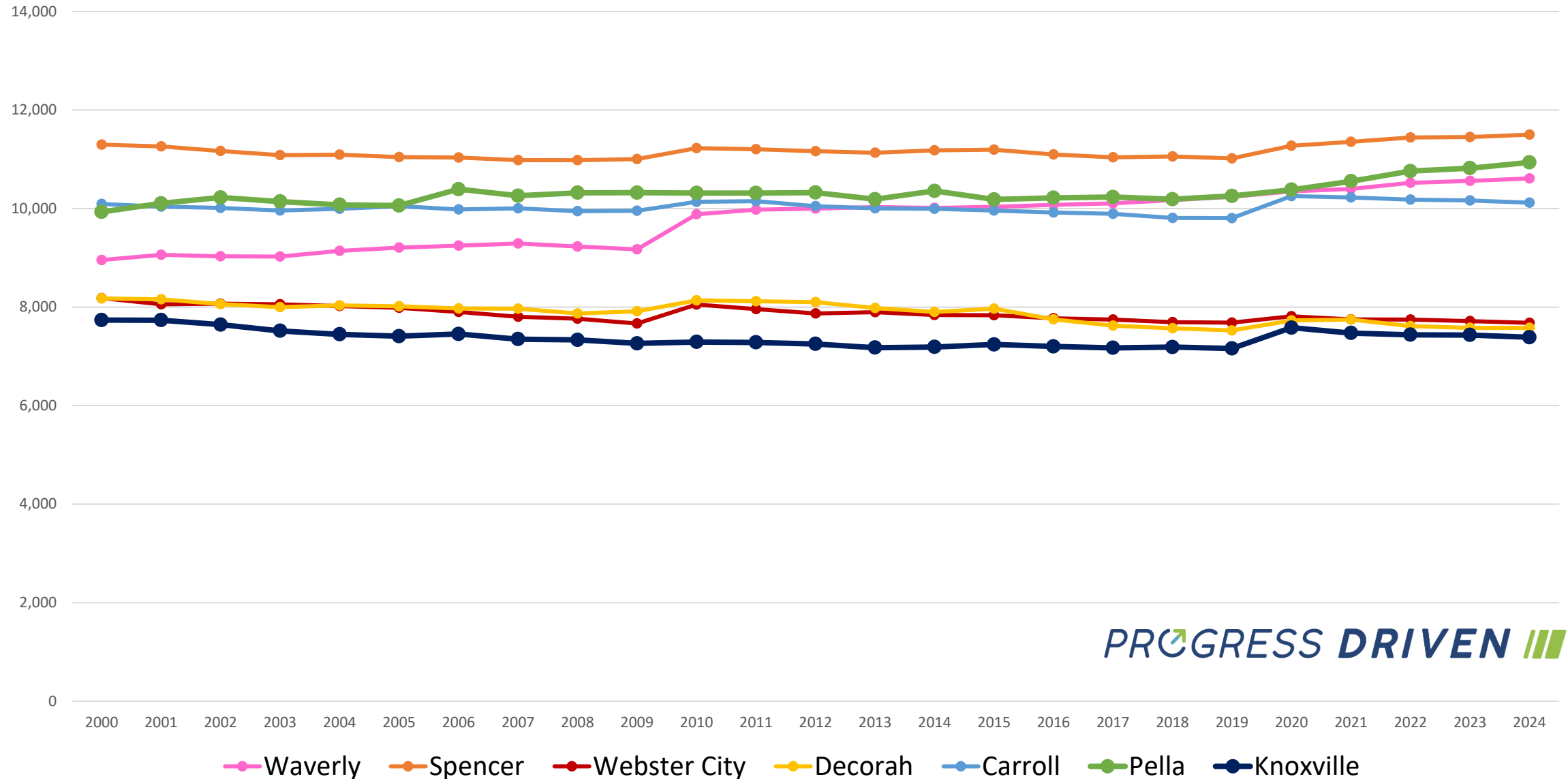
# Neighboring Town Population Trends



PROGRESS DRIVEN



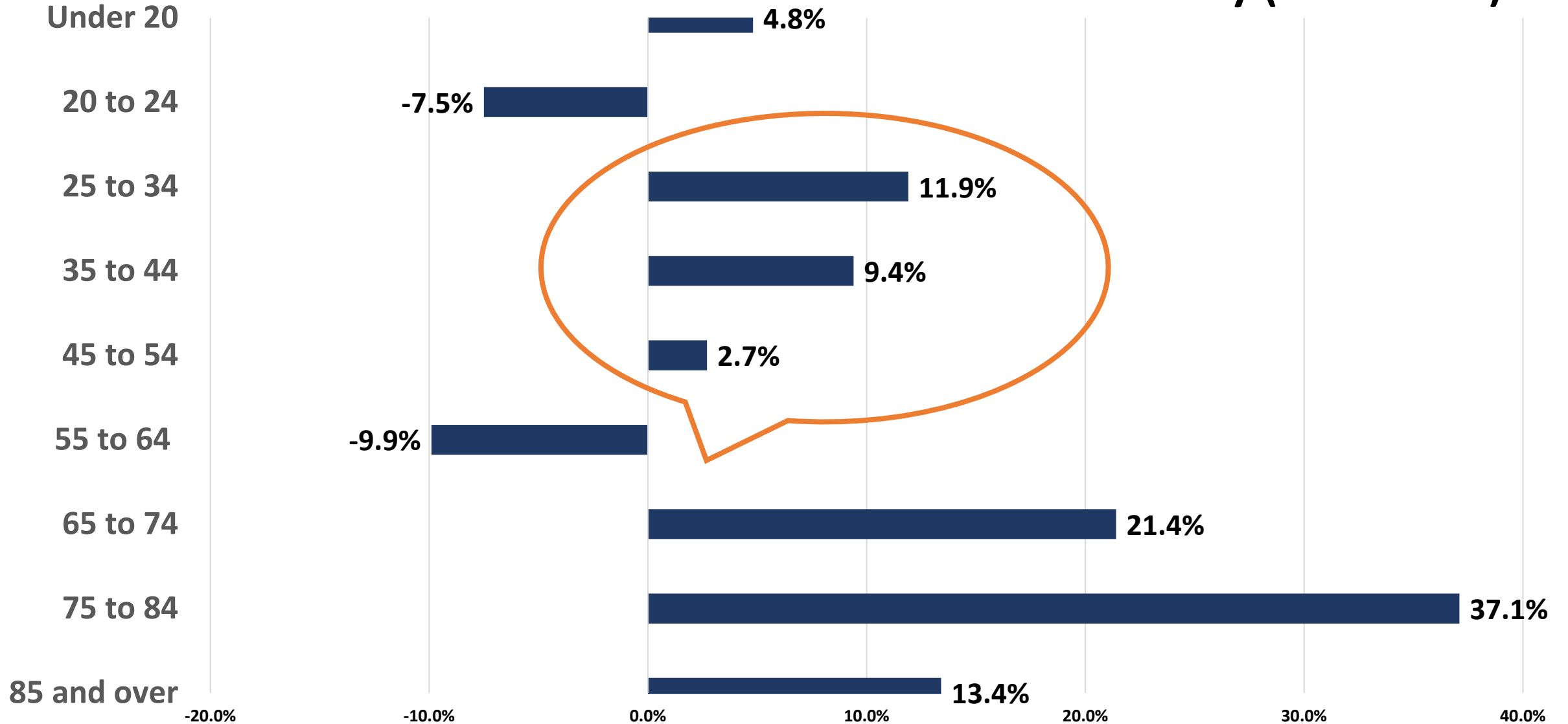
# Peer Population Trends



PROGRESS DRIVEN



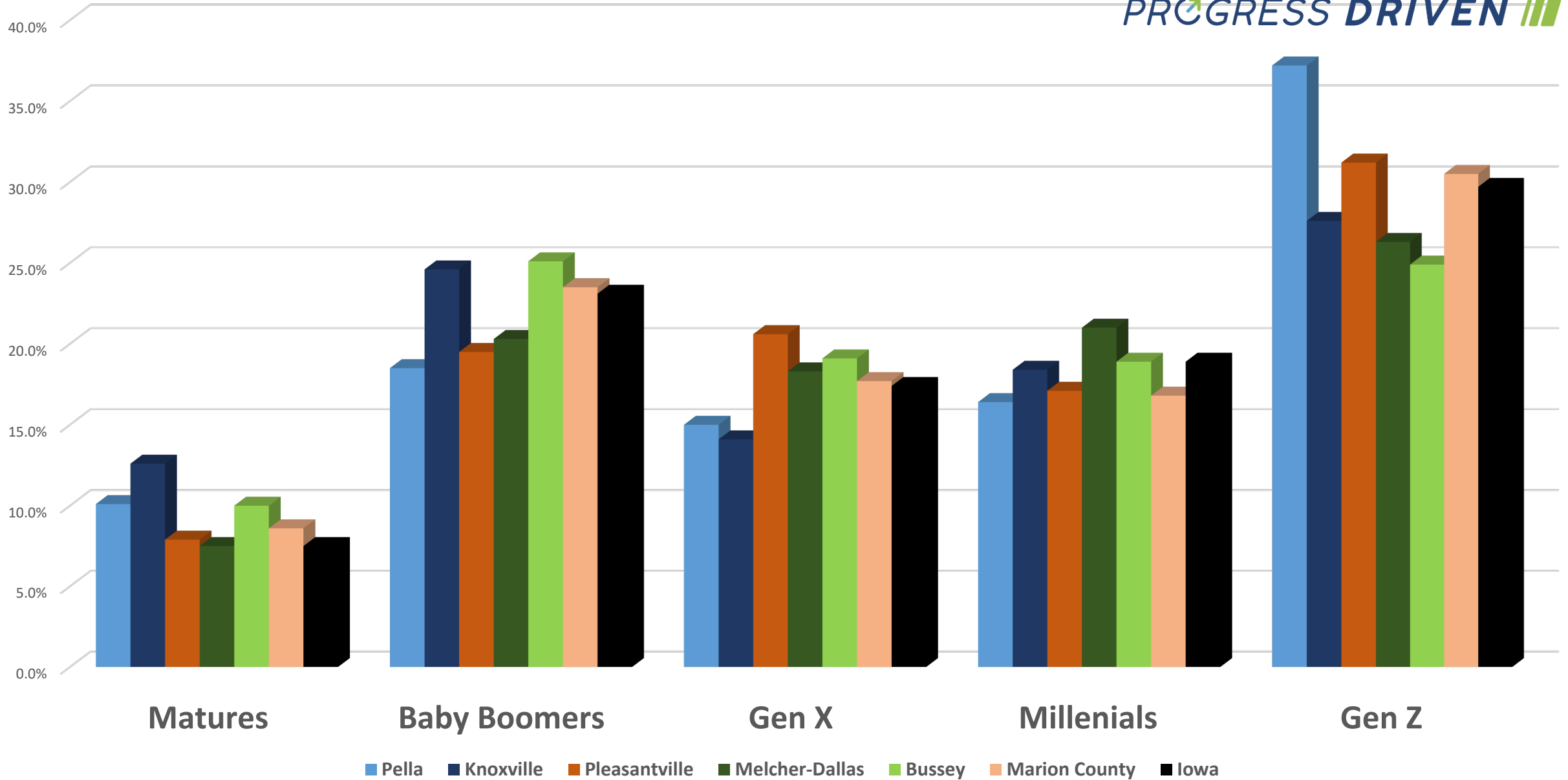
# Population Growth by Age Group Marion County (2020-2030)



Source: US Census Bureau, ACS 5-year, 2018-2022

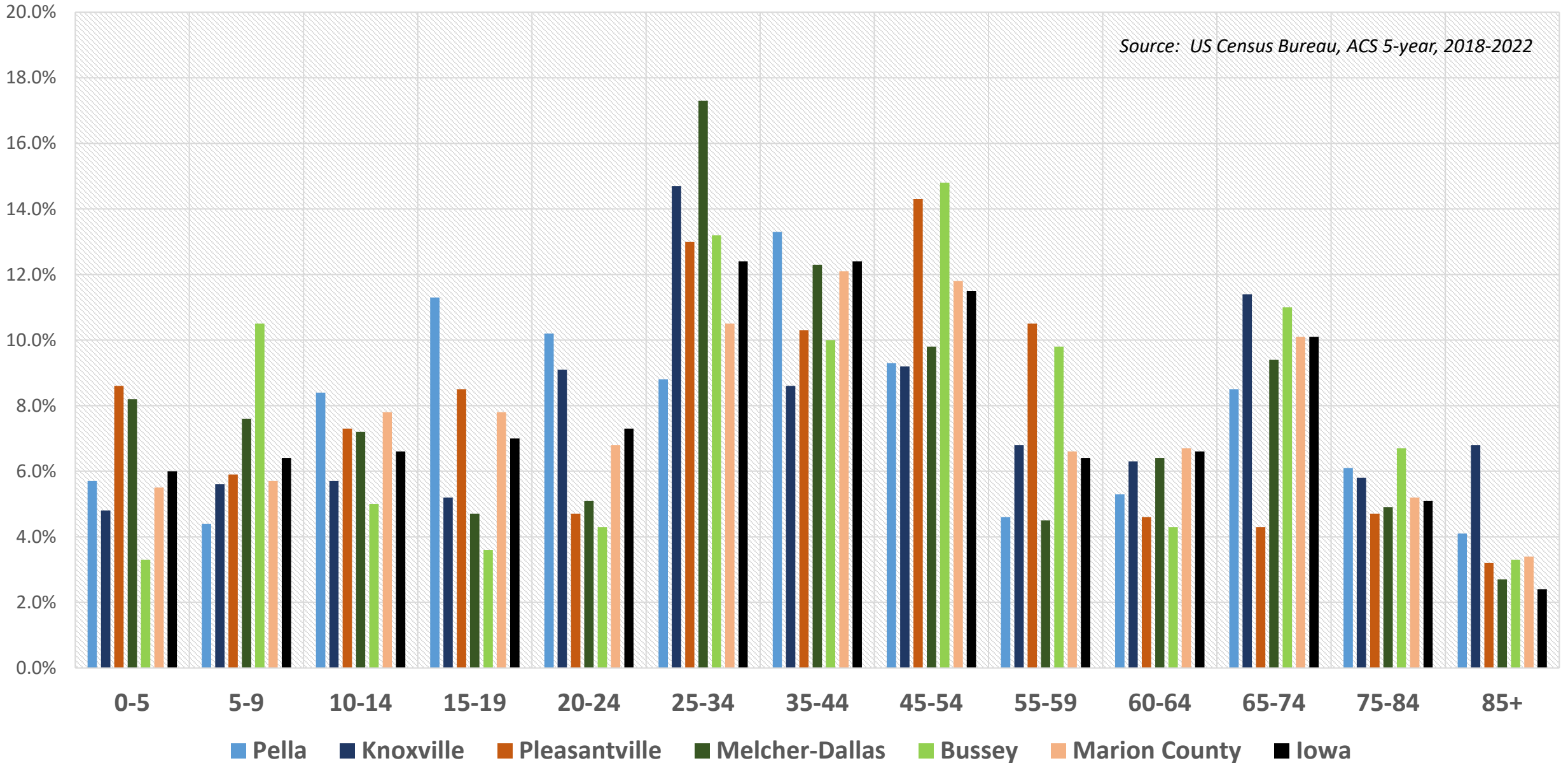
# Population by Generation

PROGRESS DRIVEN

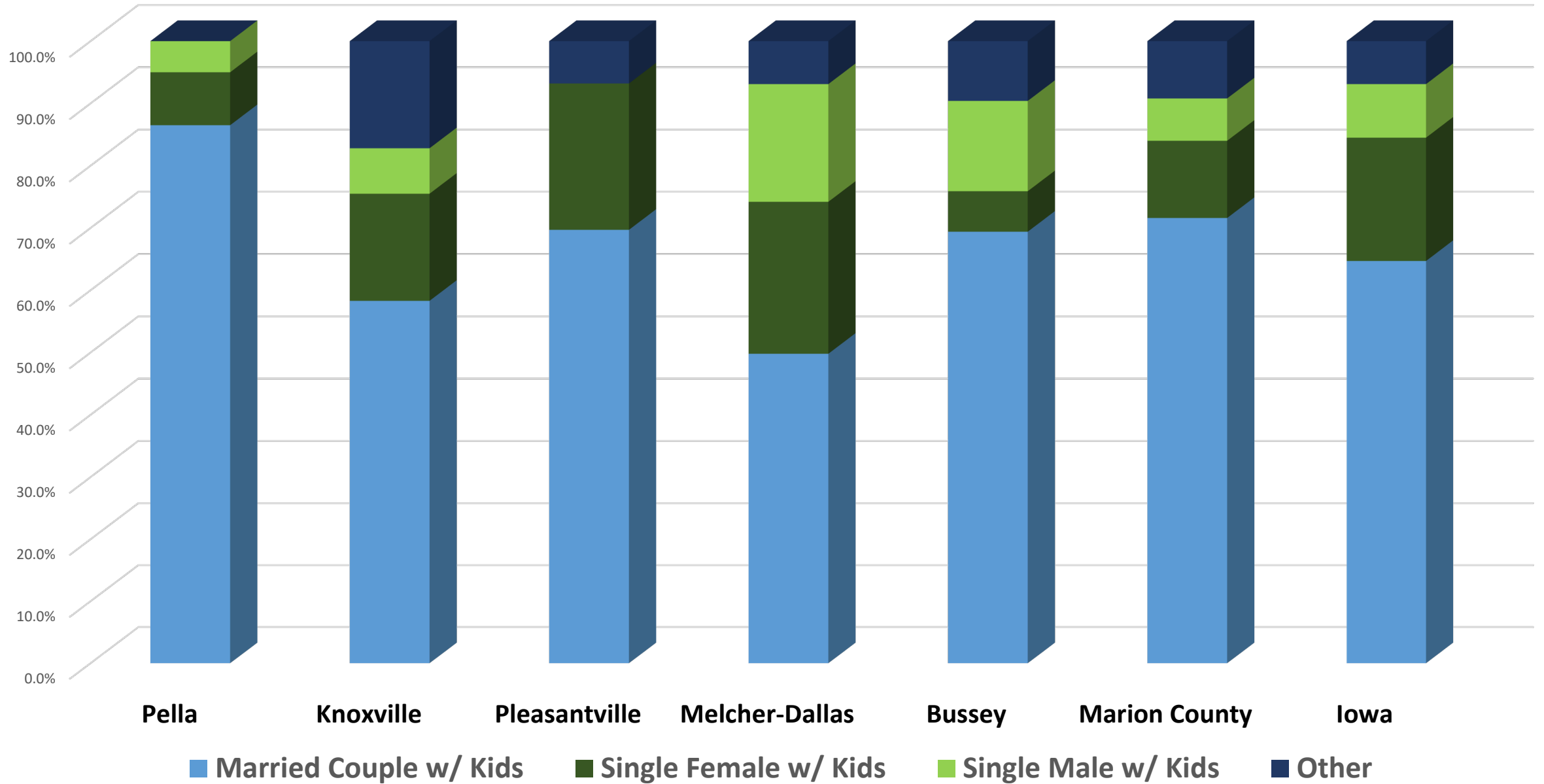


# Population By Age

Source: US Census Bureau, ACS 5-year, 2018-2022



# Family Type with Children

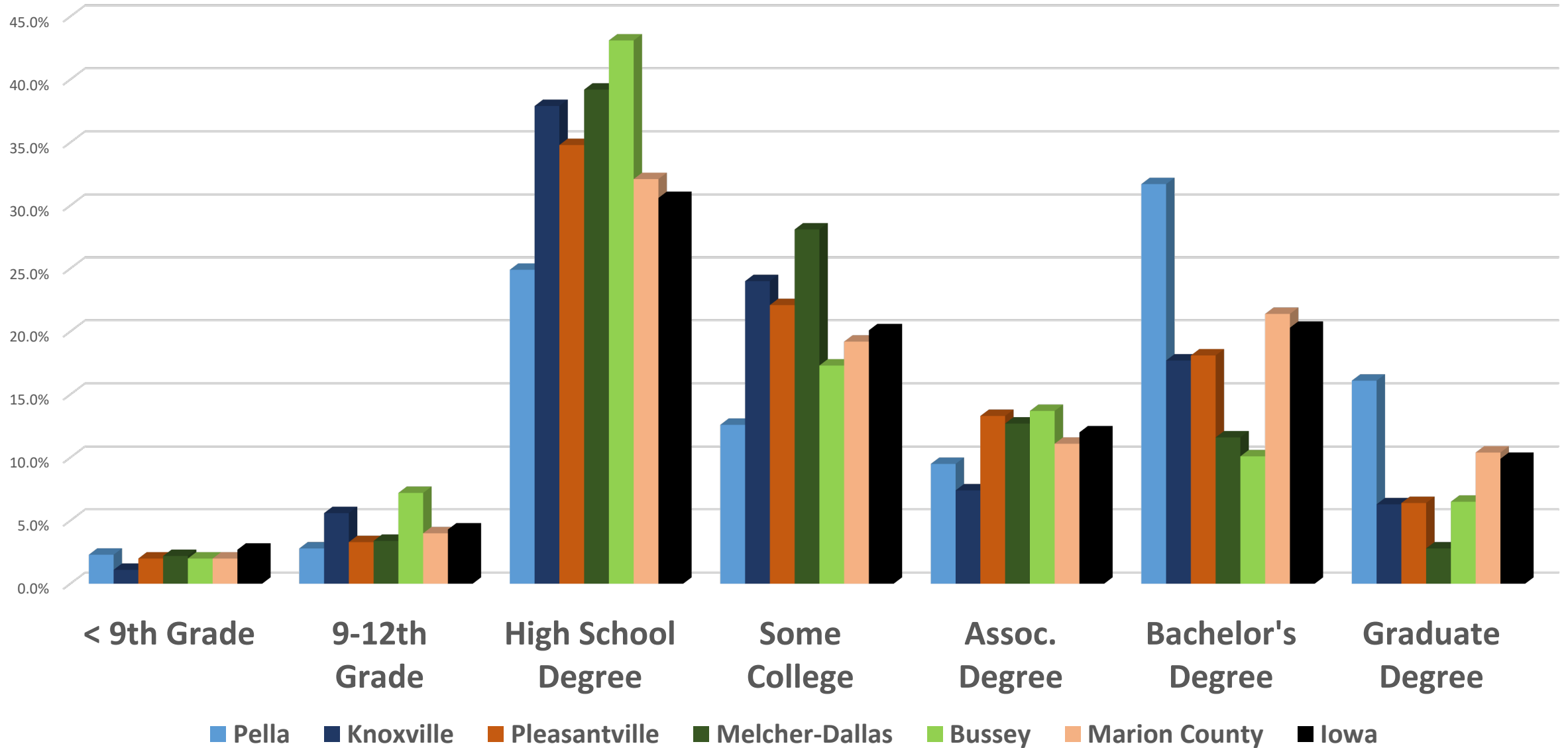


Source: US Census Bureau, ACS 5-year, 2018-2022



# Education Attainment

Source: US Census Bureau, ACS 5-year, 2018-2022





9<sup>th</sup>

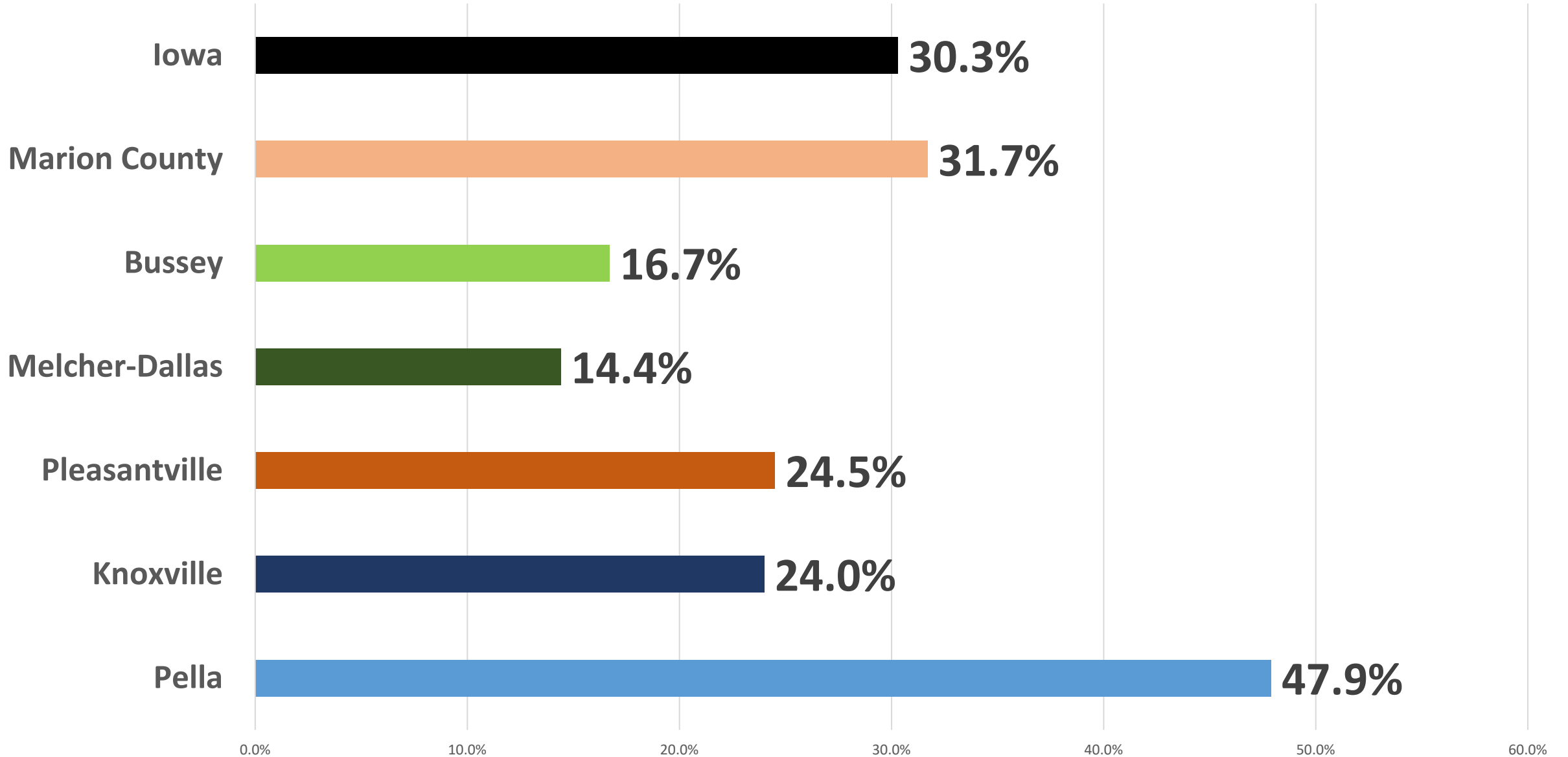
out of 99 counties  
in Iowa

**Percentage of  
Residents  
with  
Bachelor's  
Degree or  
More**

*Only Johnson, Story, Dallas, Jefferson, Polk, Scott, Bremer and Linn counties have a higher percentage.*

# Bachelors Degree or Higher

Age 25 and over



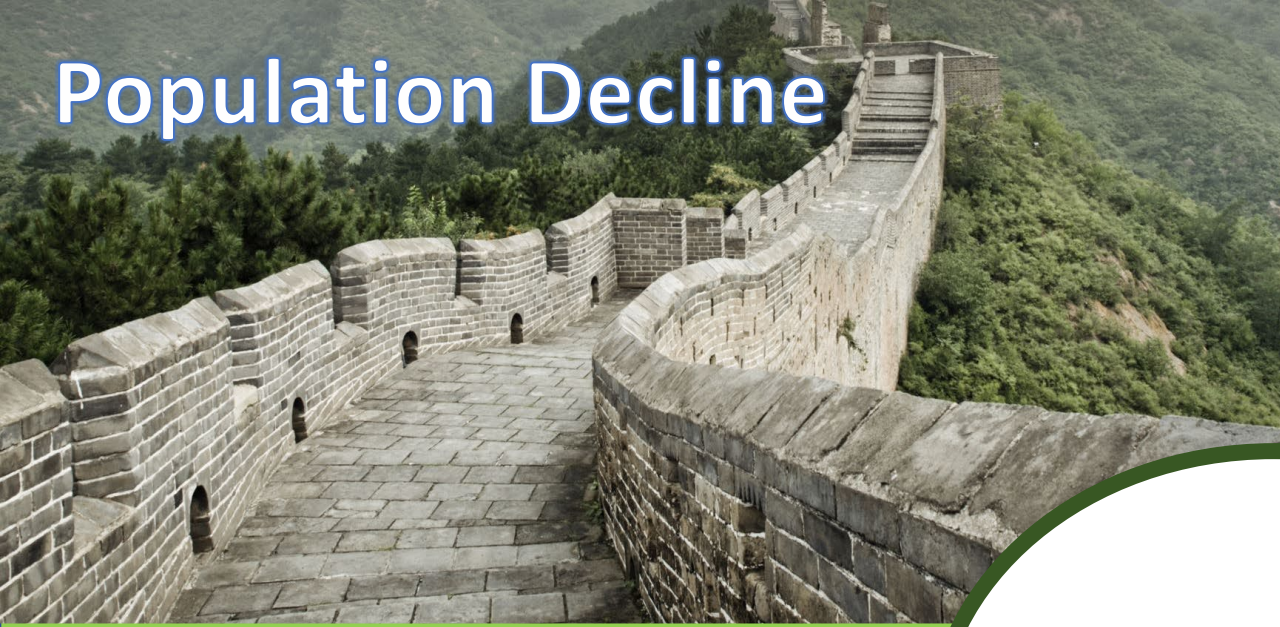
Source: US Census Bureau, ACS 5-year, 2018-2022



# Key Trends



**Population Decline**



**Mexico & Canada  
Challenge or  
Opportunity**



**Around the  
Globe...**



**Politics**



**Supply Chain**



**Work Changes**



**Population Shifts**



**Within  
the US...**

**Rural Decline**



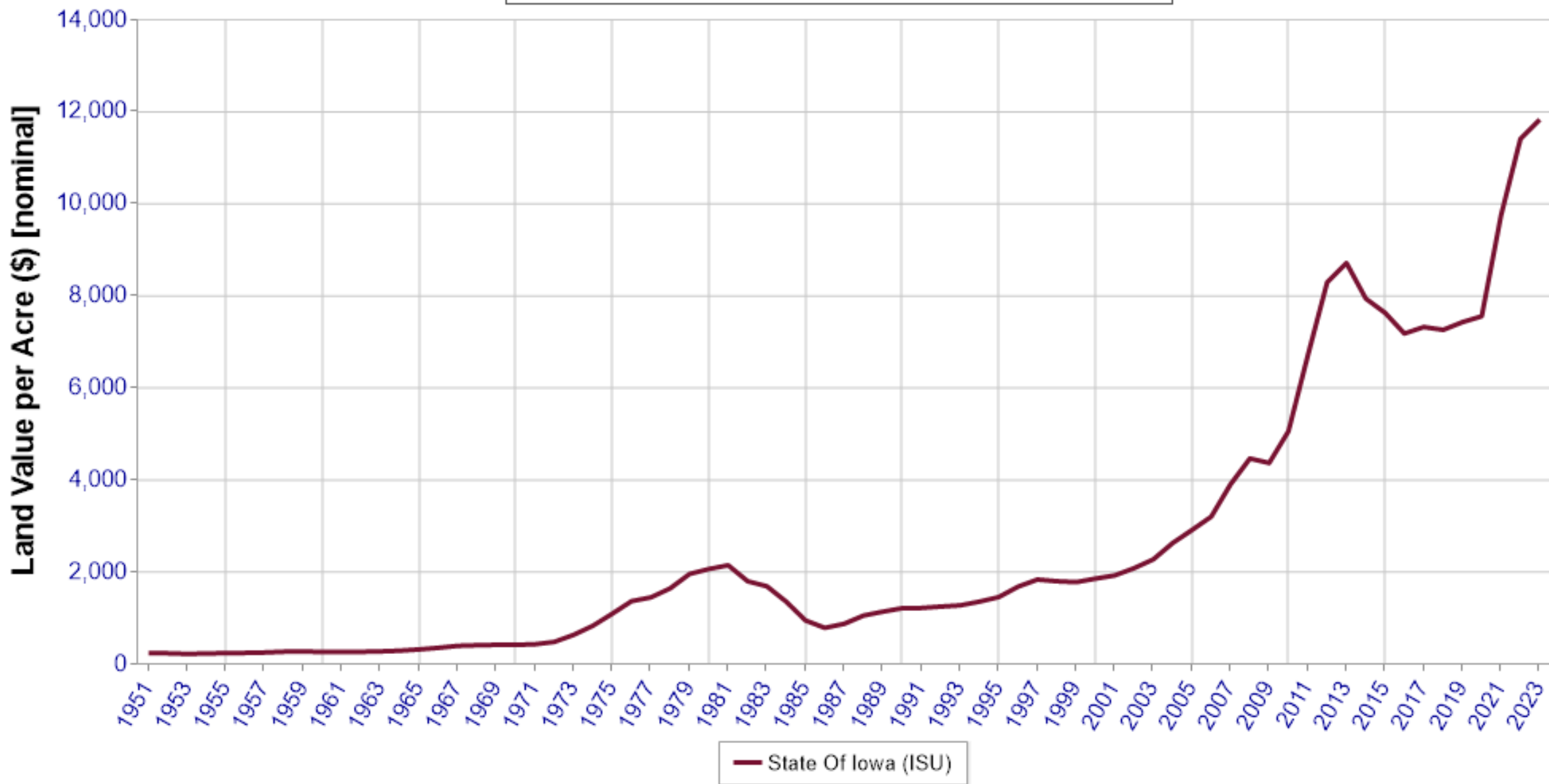
**Inflation**





IOWA STATE UNIVERSITY  
Extension and Outreach

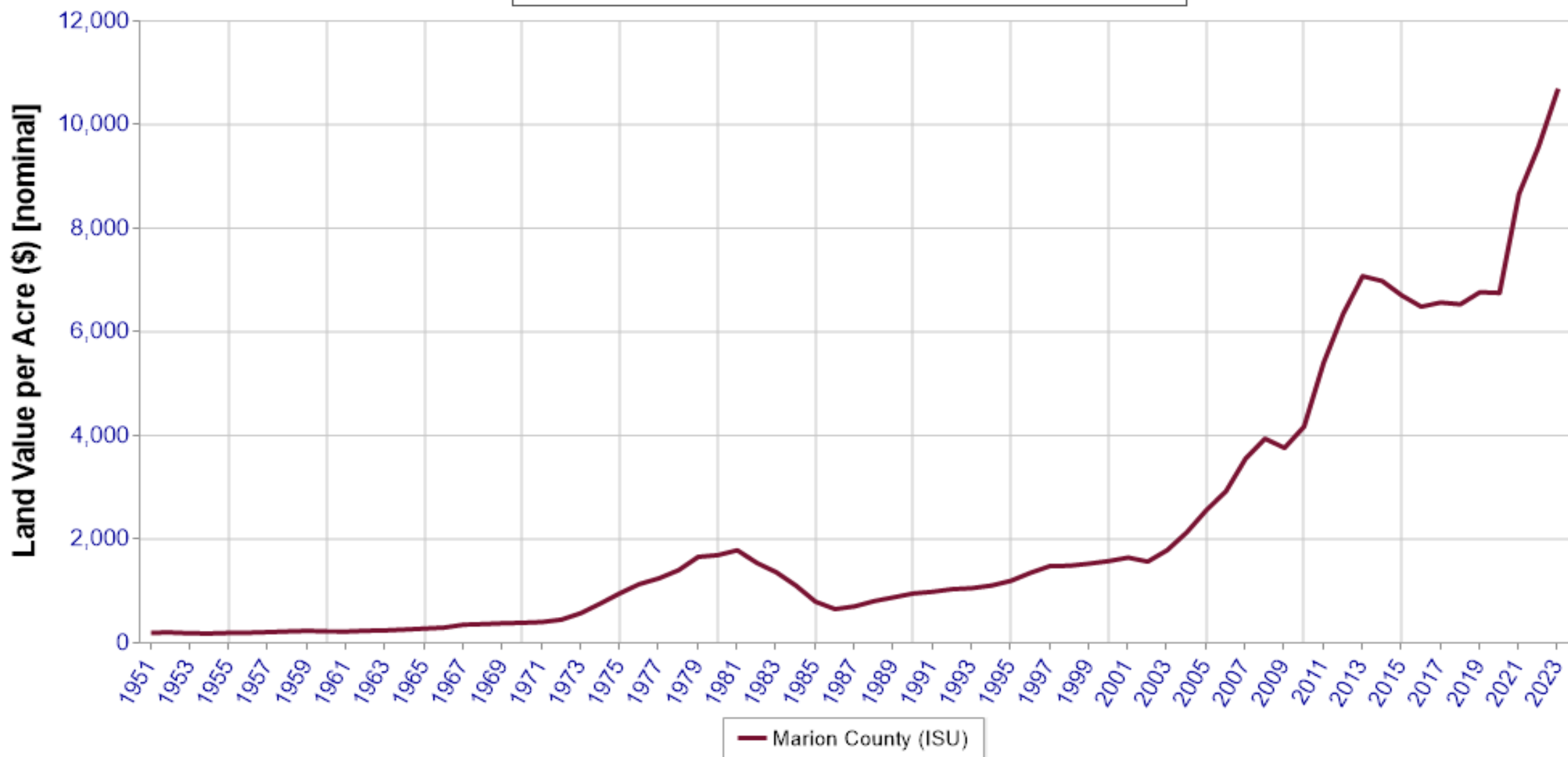
Land Value History for State Of Iowa (1951-2023)





IOWA STATE UNIVERSITY  
Extension and Outreach

Land Value History for Marion County (1951-2023)





**Companies Shifting to Remote Talent**



**Within Marion County...**



**Aging Population**



**Rural Perception**



**Manufacturing Slow Down**

# Key Economic Indicators



*Identifying strengths, weaknesses, opportunities and threats to guide future planning.*

Population Growth	Taxation Rates	Unemployment Rate	GDP	Job Growth
Wage Growth	Laborforce Growth	Innovation Rates	Startup Activity	Median Household Income
Poverty Rate	Education Levels	Housing Permits	Cost of Living	Migration Rates



# SUPPLY VS. DEMAND

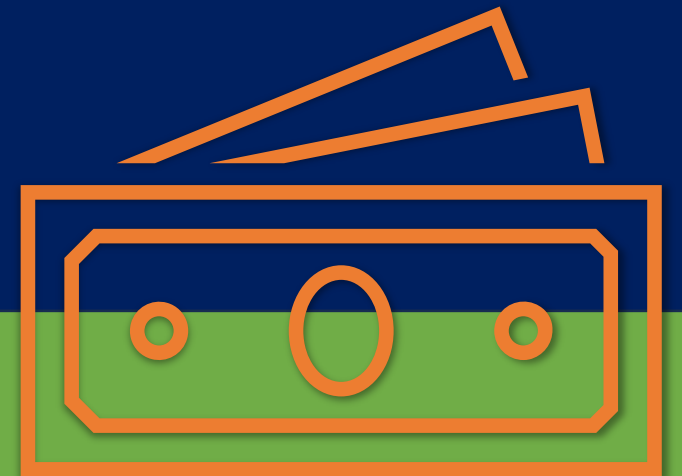




**Marion County ranks in the  
top 1% of US counties for  
percentage of jobs in  
manufacturing.**



**Marion County ranks in the  
top 10% of US counties for  
average wage per job**



# Innovation

Technology

*Connectivity*

People

Marketing

*Research*

What does  
this mean?

Leadership

Data

Place

*Adaptability*

Planning

Partnerships

Collaboration

*Nature*



*PROGRESS DRIVEN* 



# Key Findings

What do  
businesses  
need to keep  
growing in  
Marion  
County, Iowa?



**#1**

**Increased efforts in  
talent upskilling,  
attraction & retention**



What do  
businesses  
need to keep  
growing in  
Marion  
County, Iowa?



**#2**

**Improved access to I-80**

What do  
businesses  
need to keep  
growing in  
Marion  
County, Iowa?



# #3

## Enhanced recreational opportunities for workers

*Trails*

*Indoor Recreation*

*Outdoor Sports Facilities*

What do  
businesses  
need to keep  
growing in  
Marion  
County, Iowa?



**#4**

**Housing to meet  
worker needs**



What do  
businesses  
need to keep  
growing in  
Marion  
County, Iowa?



# #5

## Reduced regulatory barriers

What do  
businesses  
need to keep  
growing in  
Marion  
County, Iowa?



#6

# AI, robotics & automation implementation & resources



# Businesses are struggling to see their growth potential in rural Marion County



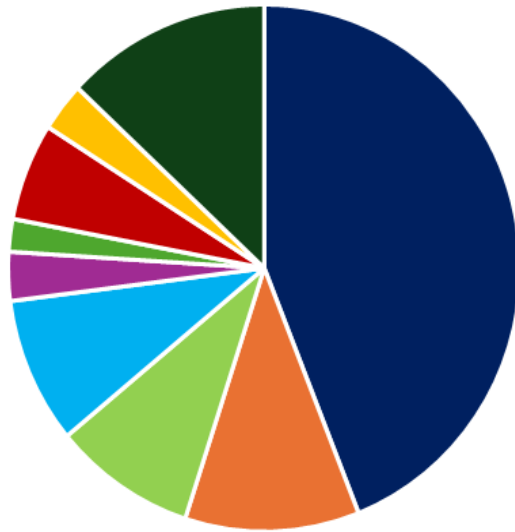




# Our Businesses

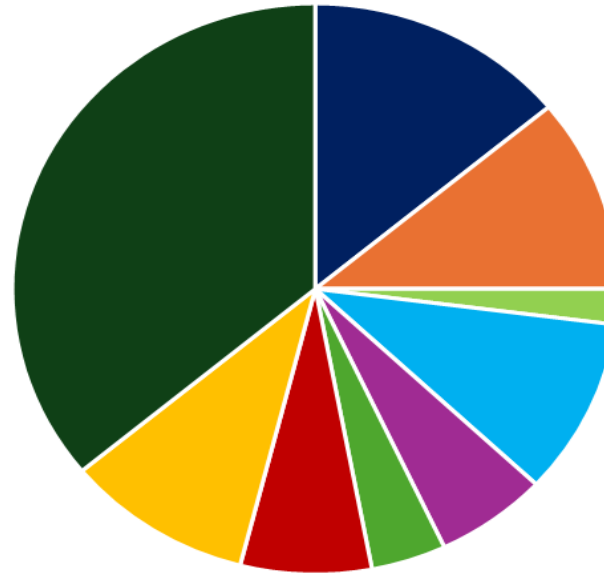
# Jobs by Sector Comparison

## Marion County



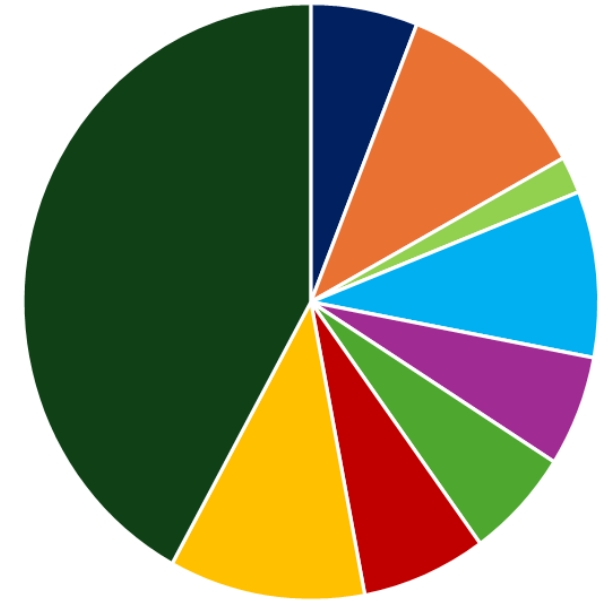
- Manufacturing
- Education
- Construction
- Accom & Food Service
- Other
- Health & Social Services
- Retail Trade
- Finance & Insurance
- Public Admin

## Iowa



- Manufacturing
- Education
- Construction
- Accom & Food Service
- Other
- Health & Social Services
- Retail Trade
- Finance & Insurance
- Public Admin

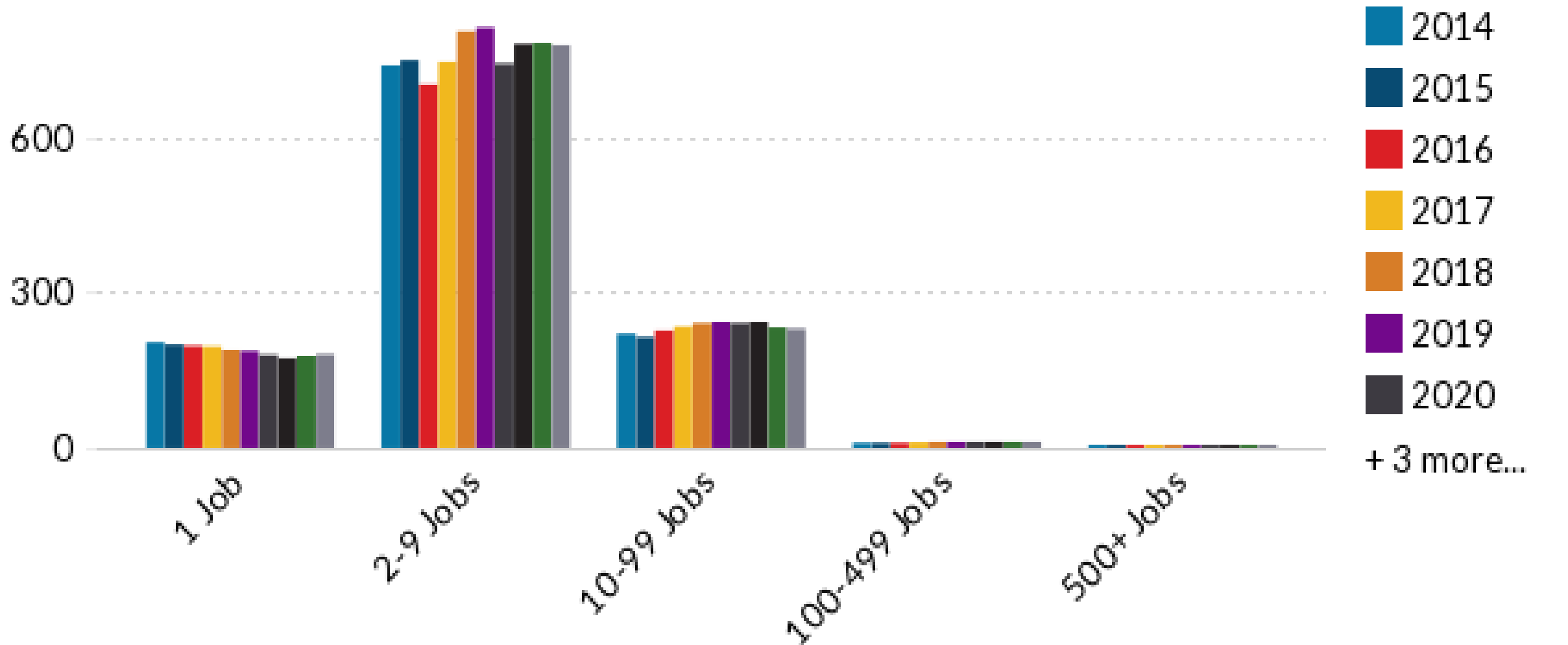
## US



- Manufacturing
- Education
- Construction
- Accom & Food Service
- Other
- Health & Social Services
- Retail Trade
- Finance & Insurance
- Public Admin

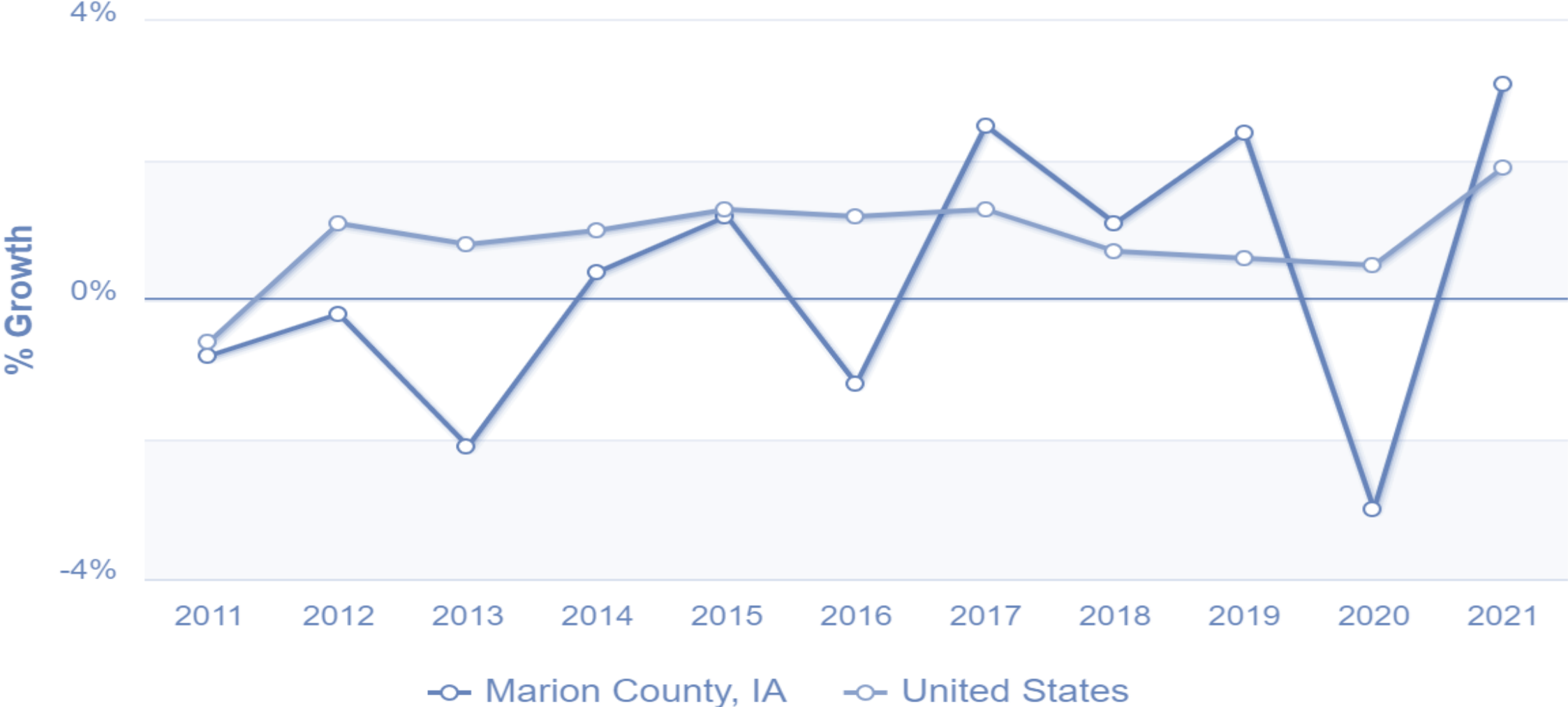
# Marion County, Iowa

## Establishments by Size



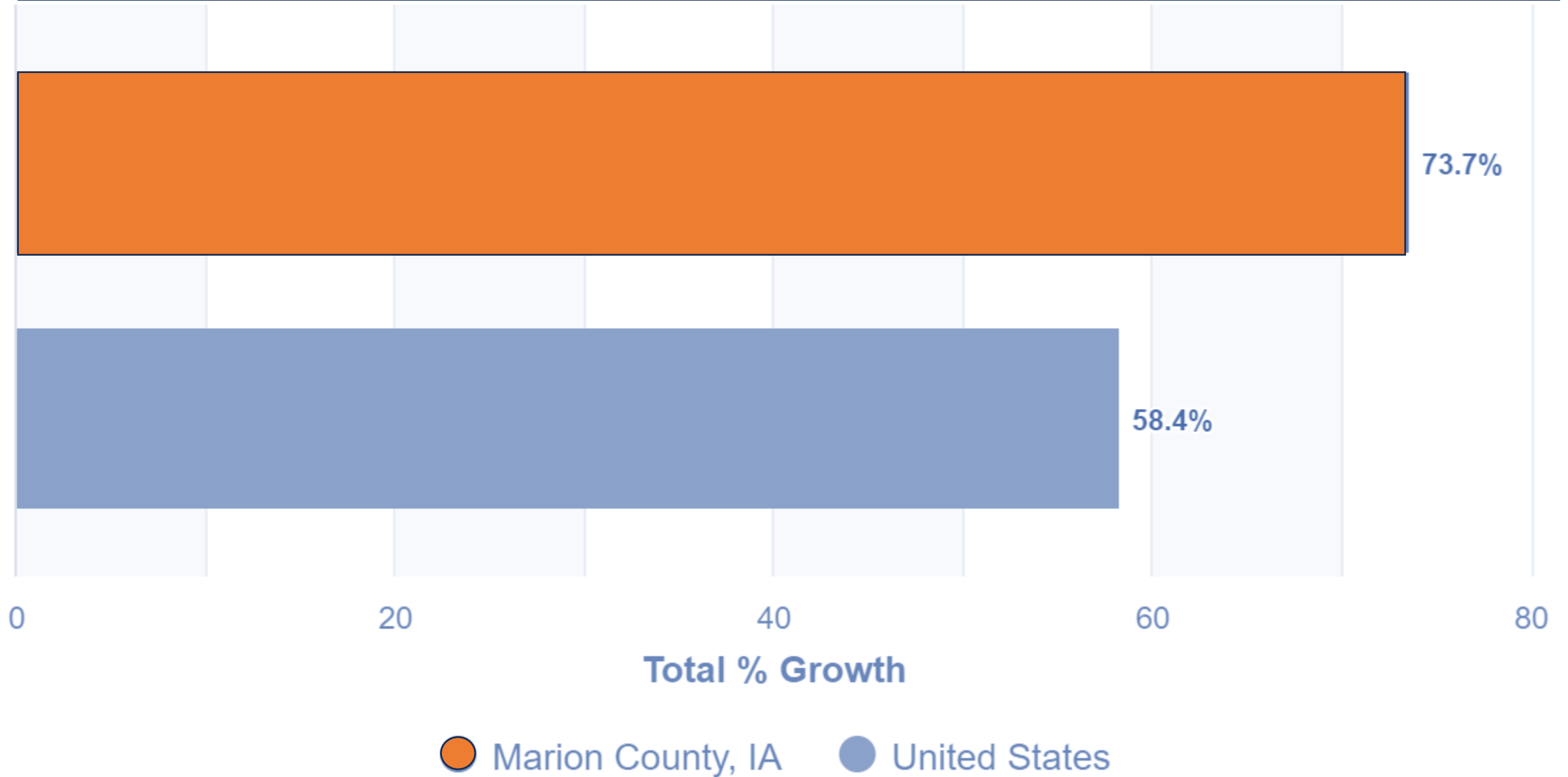


# Marion County, IA vs US, Growth in Firms-All Sizes & Industries, 2012-2022



Source: Census County Business Patterns (CBP)

# Total Growth in Gross Regional Product, 2012-2022 Marion County, IA





# Retail Sales Tax by Town FY 24

Towns	% Sales Tax Collected	Sales Tax Collected	Retail Taxable Sales
Bussey	0.3%	\$81,995	\$1,366,586
Harvey	0.6%	\$156,780	\$2,613,004
Knoxville	29.1%	\$8,089,496	\$135,112,156
Pella	65.0%	\$18,040,169	\$301,069,131
Pleasantville	2.1%	\$561,481	\$9,358,026

**\$463,282,215**

**Total Marion County Retail Taxable Sales**

**\$27,755,688**

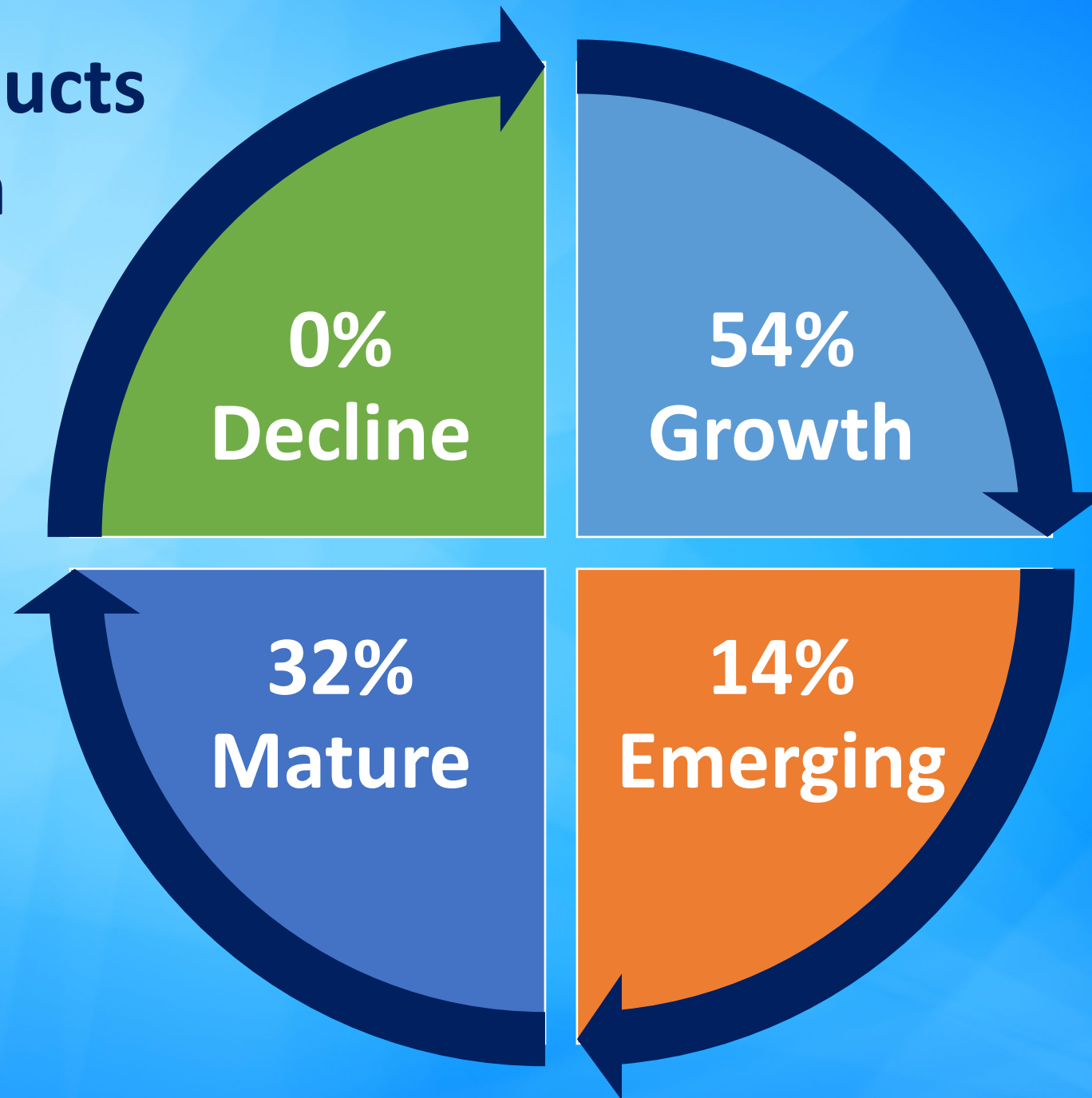
**Total Sales Tax Collected in Marion County**

	Tax	Year	Iowa Rank
<b>2025</b>	Overall Tax	2017	40 <sup>th</sup>
	Overall Tax	2025	20 <sup>th</sup>
<b>Tax Foundation</b>	Corporate Tax	2017	47 <sup>th</sup>
	Corporate Tax	2025	23 <sup>rd</sup>
	Individual Income Tax	2017	33 <sup>rd</sup>
	Individual Income Tax	2025	19 <sup>th</sup>
	Sales Tax	2017	21 <sup>st</sup>
	Sales Tax	2025	11 <sup>th</sup>
	Property Tax	2017	40 <sup>th</sup>
	Property Tax	2025	32 <sup>nd</sup>
	Unemployment Insurance Tax	2017	34 <sup>th</sup>
	Unemployment Insurance Tax	2025	33 <sup>rd</sup>

**State  
Competitiveness  
Rankings**

**BRE**

# Primary Products or Services in Life Cycle



# Company Forecast



**12%**

**Companies  
Visited**



**23%**

**Companies  
Visited**



**65%**

**Companies  
Visited**

# Operations: Expansion

**141,000**

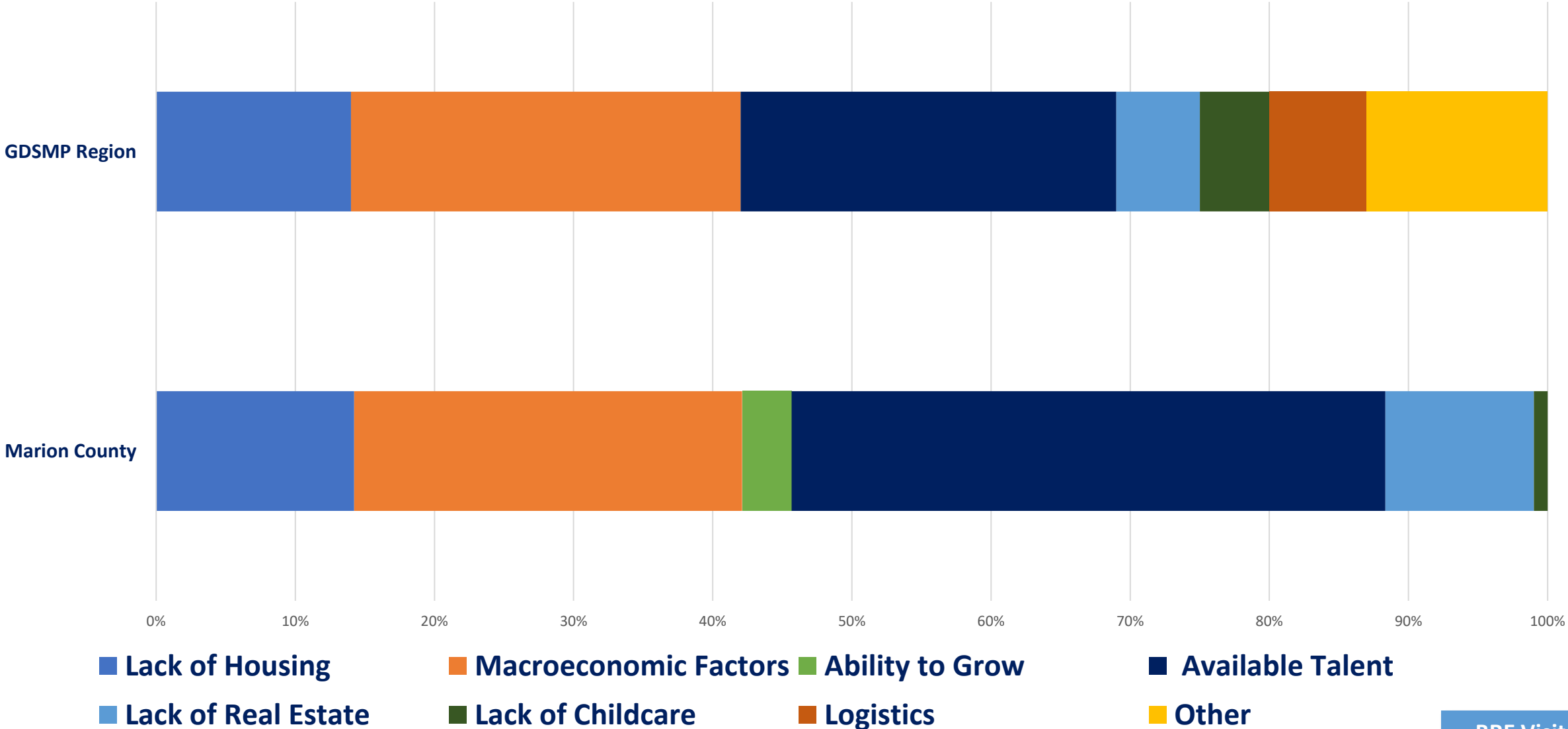
**Estimated sq. ft.  
expansion**

**50%**  
**Of Companies  
plan to expand**

**325**  
**new jobs  
added**

*In 2018-69% had expansion plans*

# Why Companies will not expand in location?



# Total Company Sales

*In 2018-74% had increasing sales*



**3%**

**Decreasing**



**38%**

**Stable**



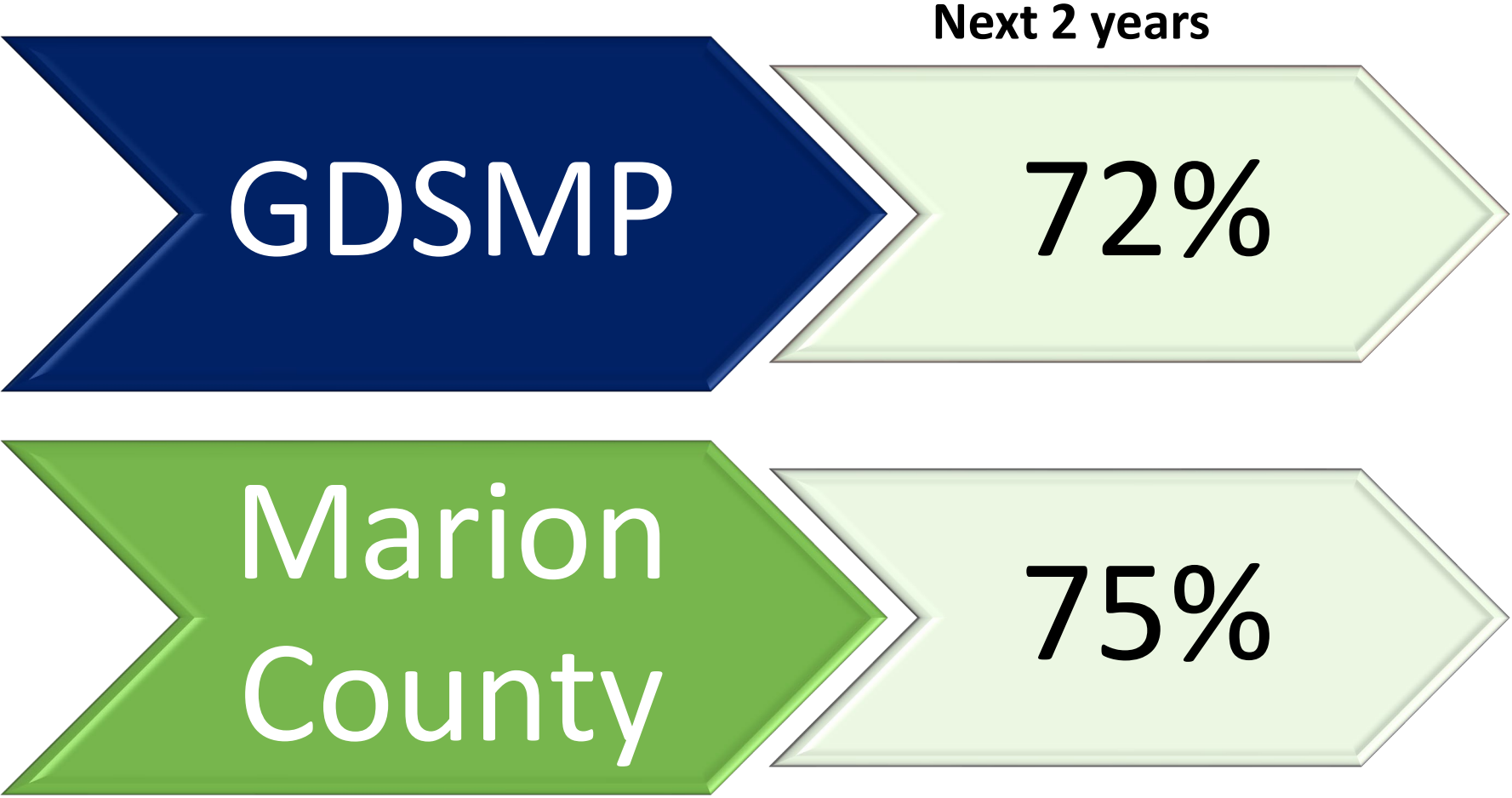
**59%**

**Increasing**





# New product or services



**<5%**

**Ownership  
Change  
Last 12 months**

**Compares to 20%  
statewide**

**39%**

**No Succession  
Plan in Place**

**75%**

**Company has  
sustainability  
goals in place**

**Compares to 53%  
statewide**

**86%**

**Currently using  
AI, robotics or  
automation**

**GDSMP Region 52%**

**90%**

**Plan to increase  
usage of AI, robotics  
or automation**

**GDSMP Region 47%**



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# Our People

# JOBS



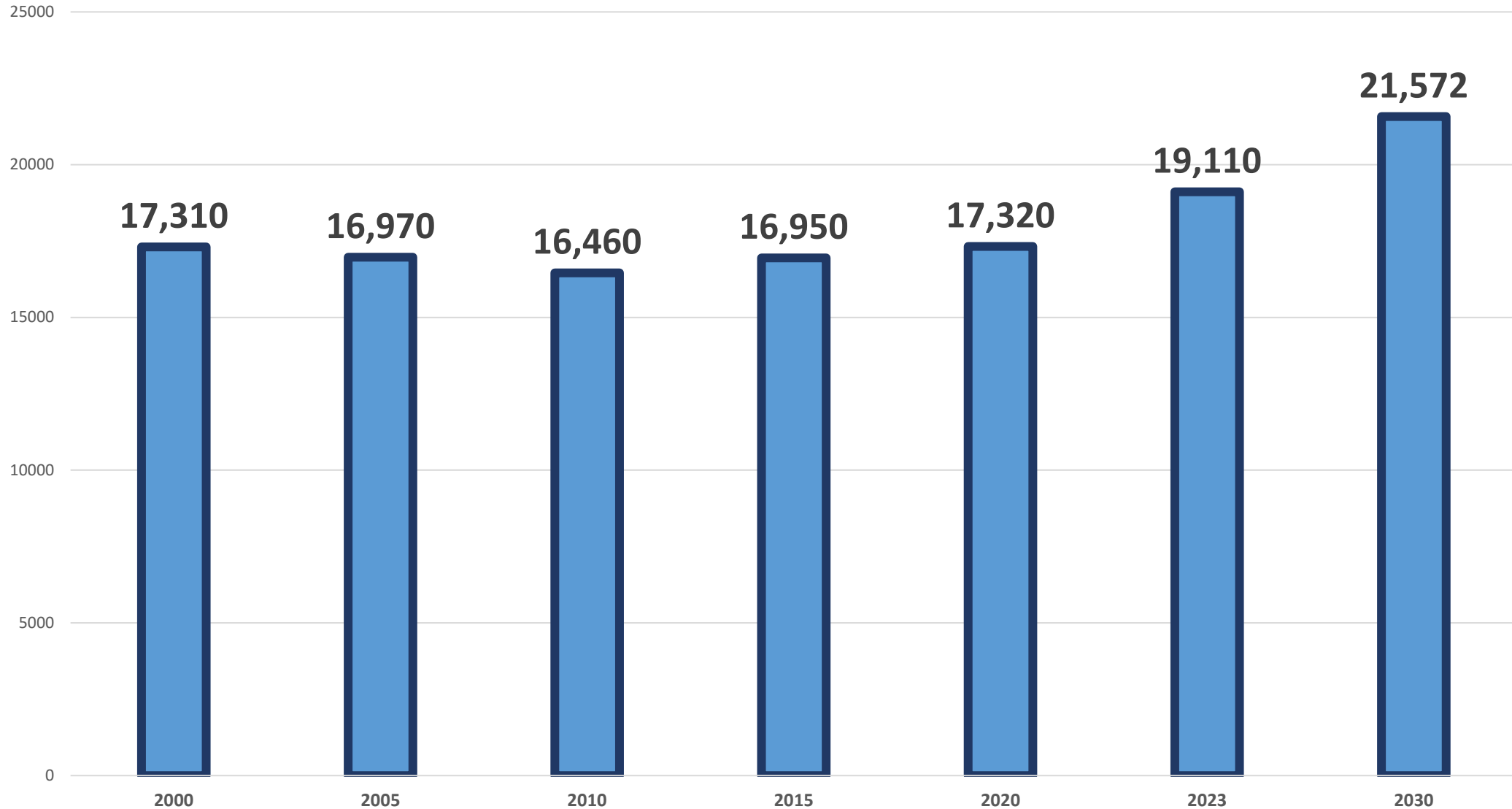
**17%**

Increase in  
number of jobs  
over the past  
10 years

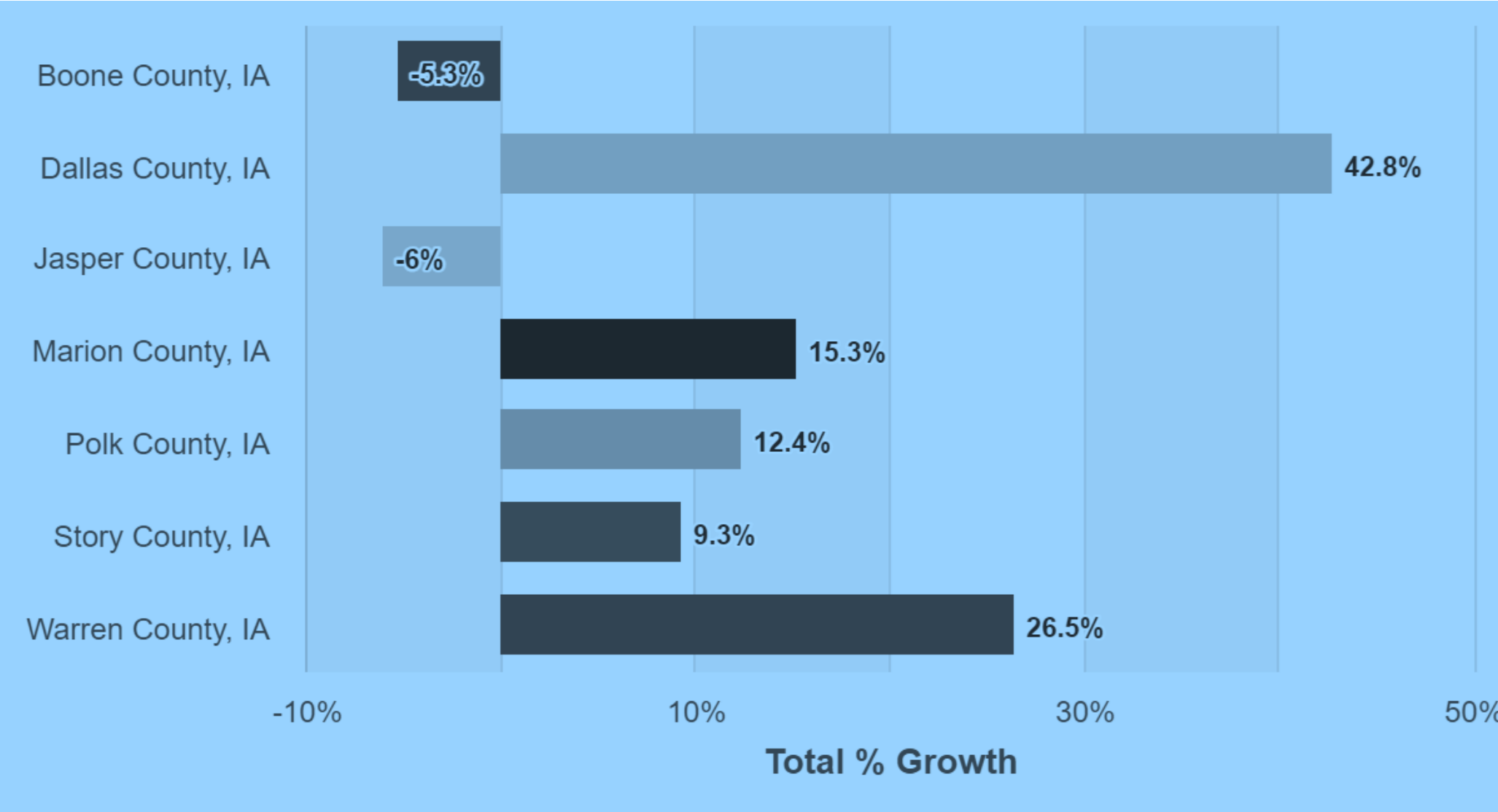




# Employment Growth and Projections

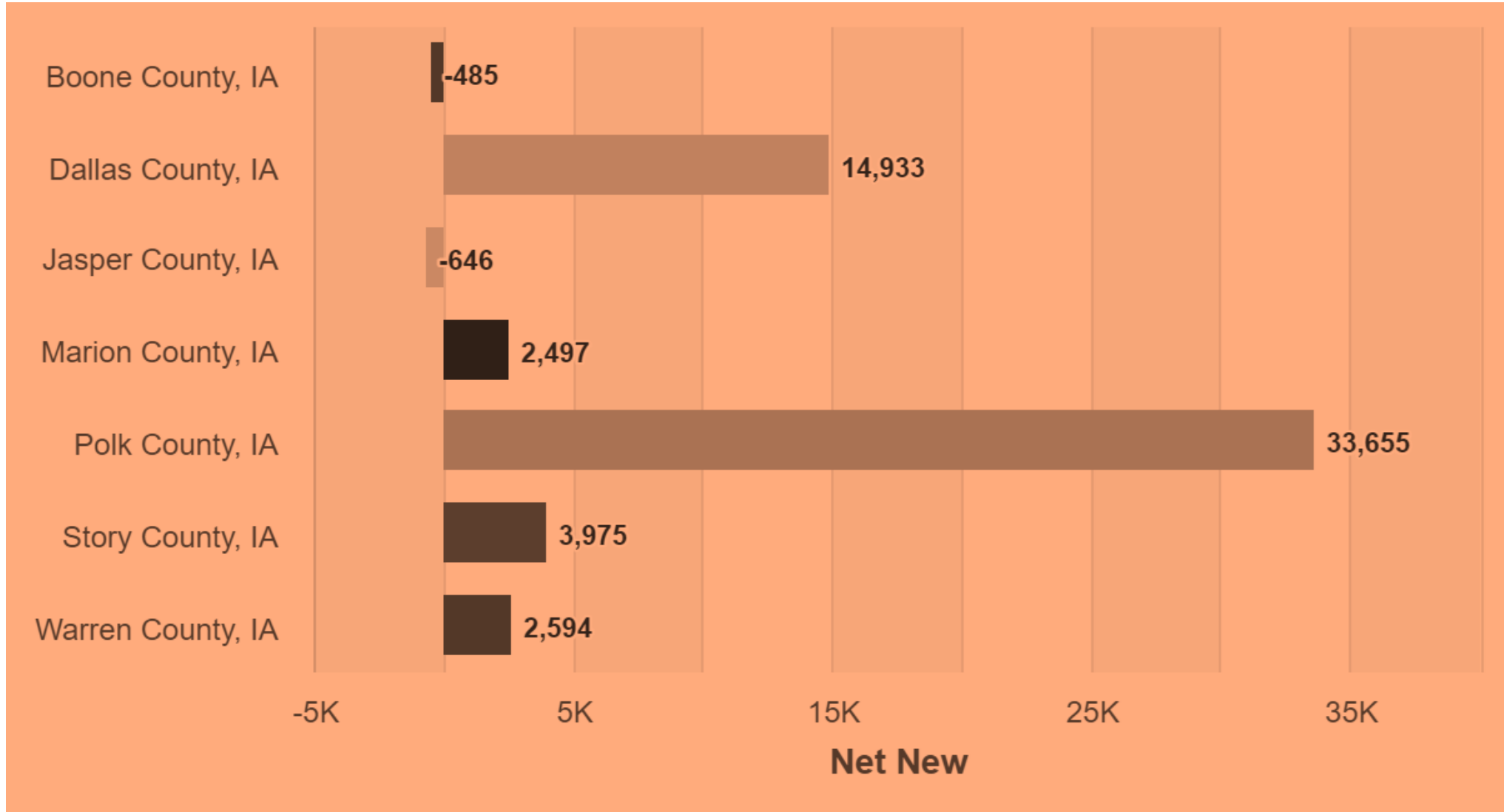


# Mid-Iowa Planning Alliance, Employment by County, Total % Growth, 2012-2022



Source: BLS Quarterly Census of Employment and Wages (QCEW)

# Mid-Iowa Planning Alliance, Employment by County, Net New Jobs, 2012-2022

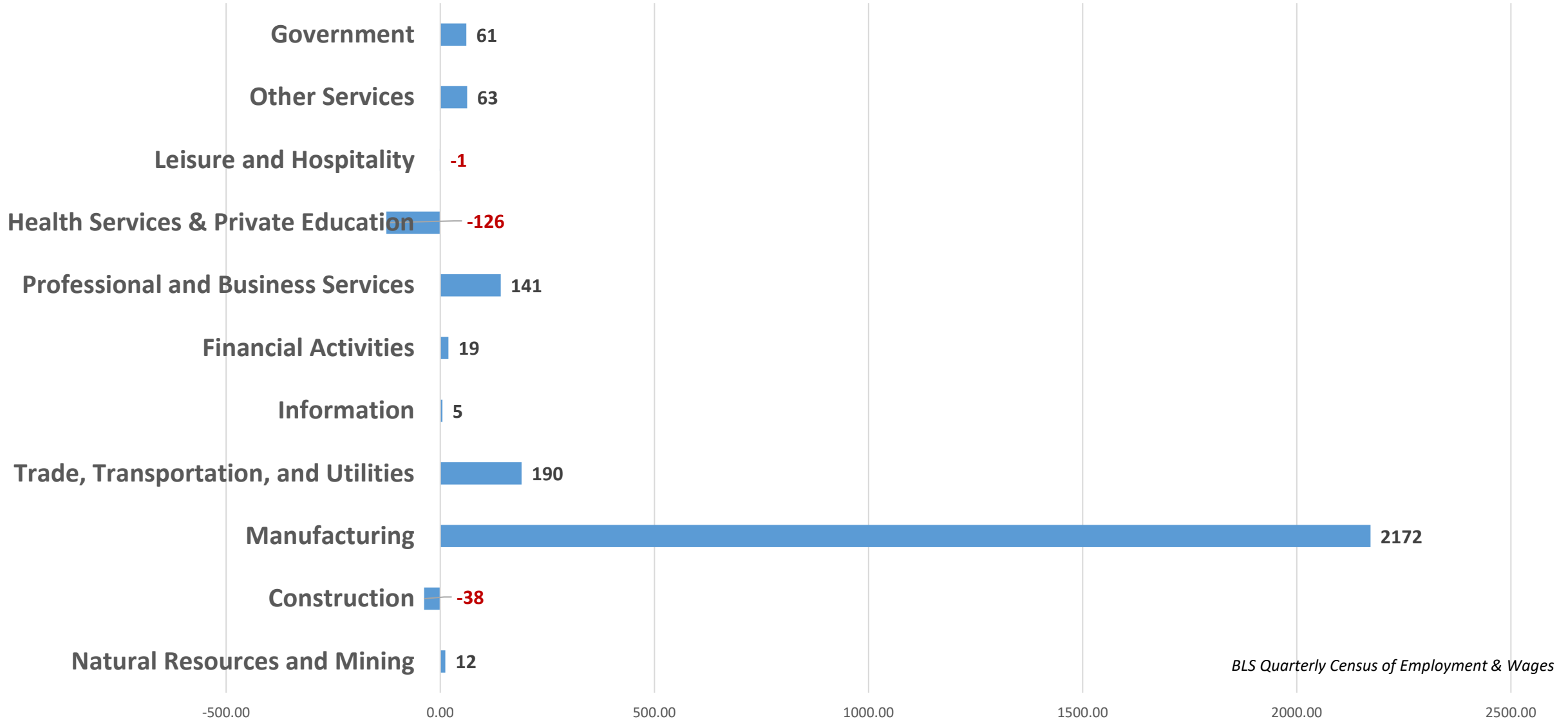


Source: BLS Quarterly Census of Employment and Wages (QCEW)



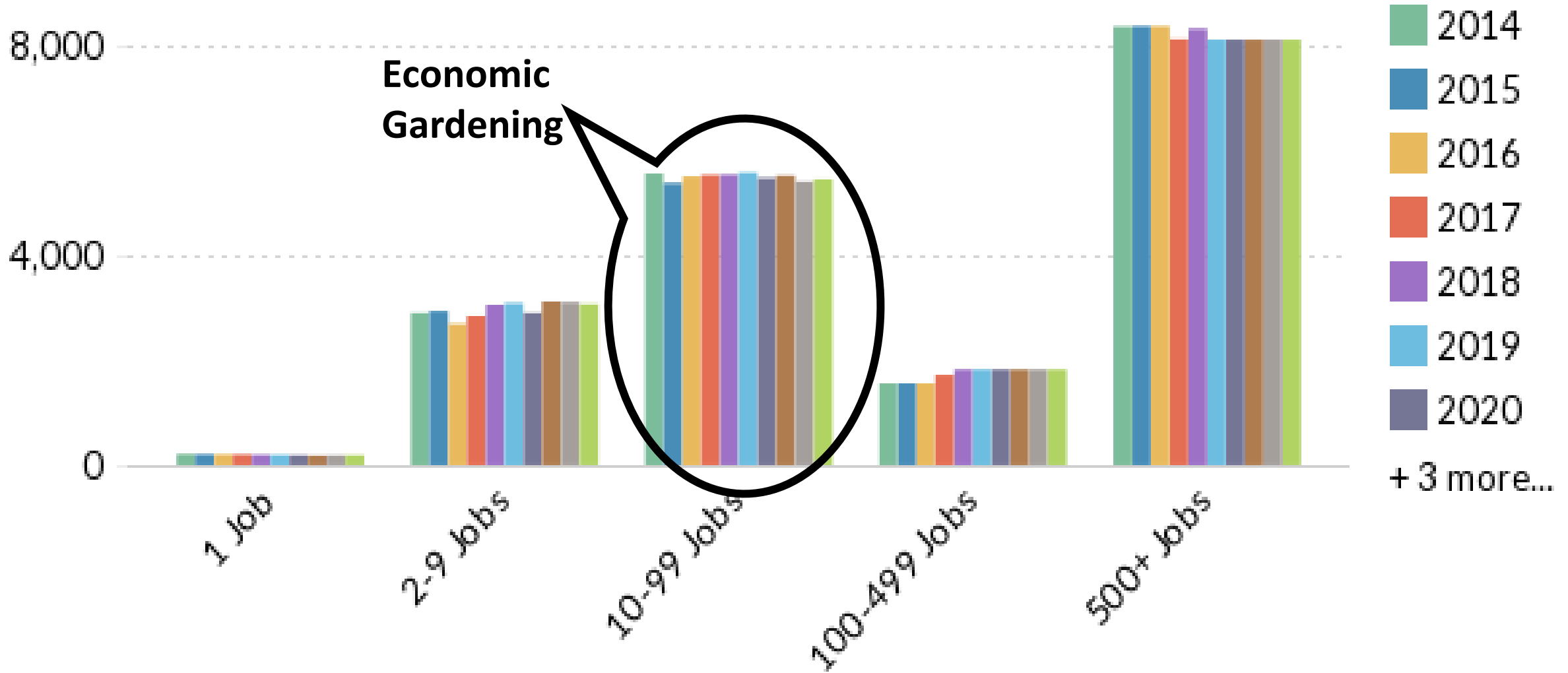


# New Jobs, 2012-2022 Marion County, IA



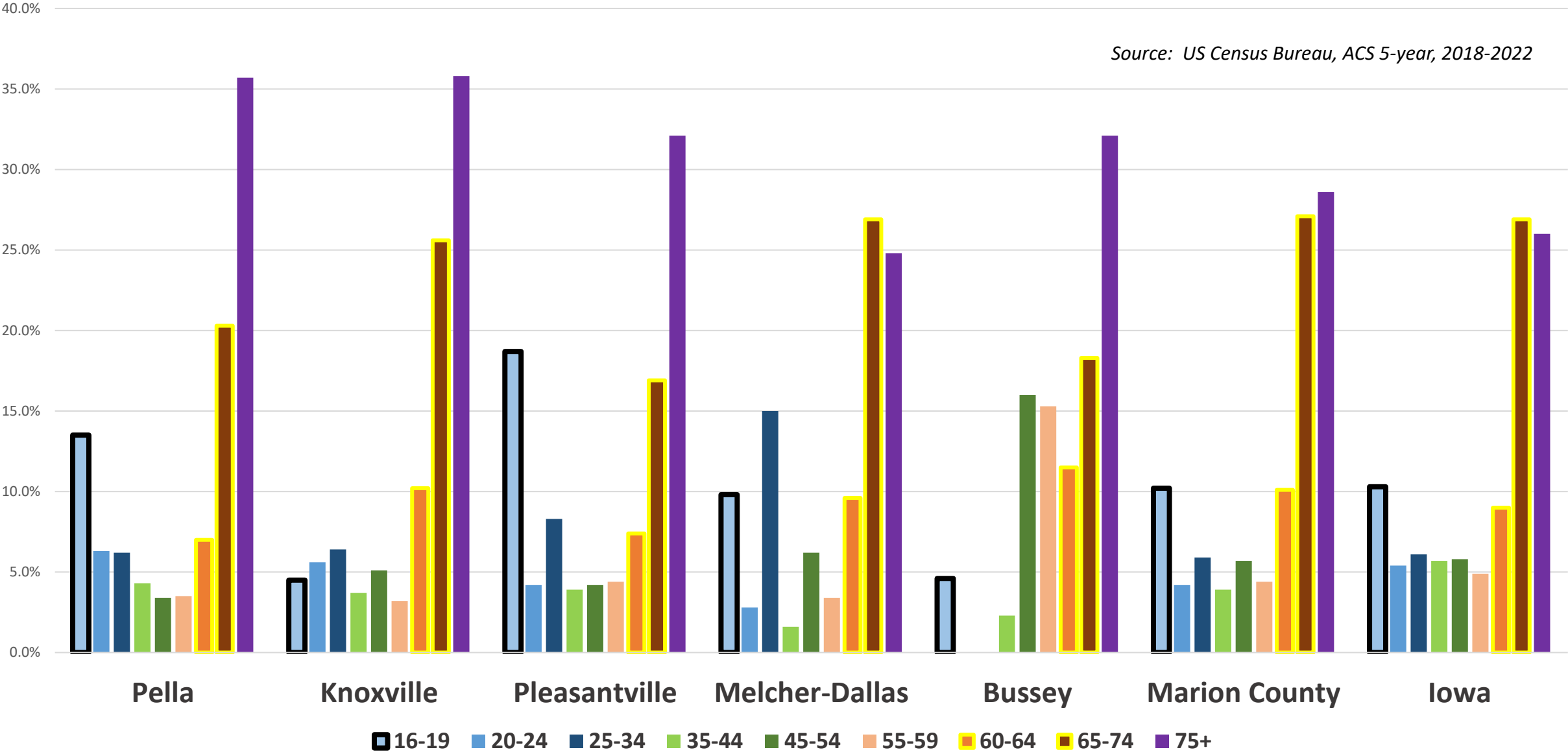
# Marion County, Iowa

## Jobs by Establishment Size



# Residents Not in the Labor Force by Age

Source: US Census Bureau, ACS 5-year, 2018-2022



# WAGES

**77.1%**

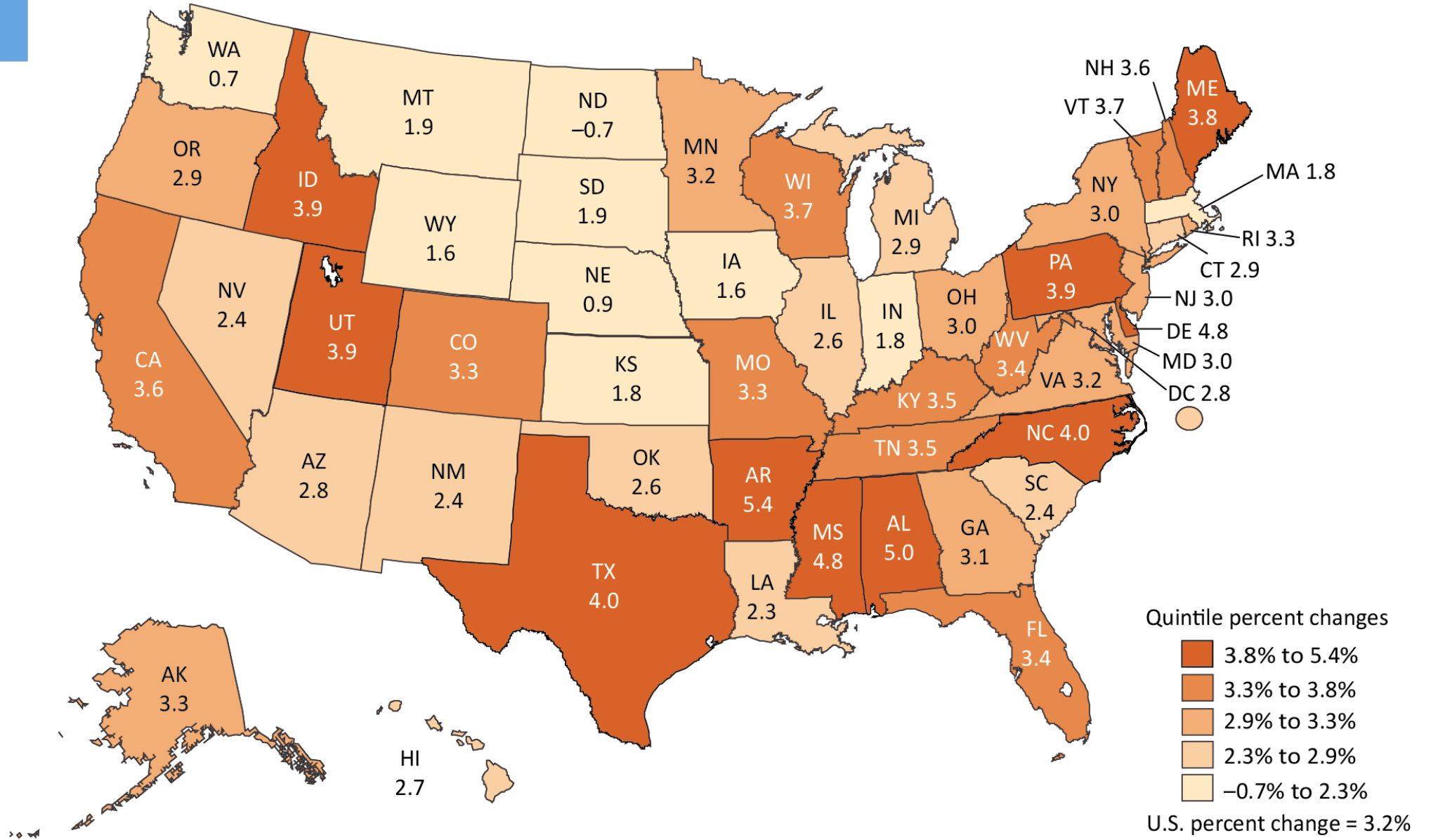
**Increase in  
Median  
Household  
Income from  
2000 to 2023**





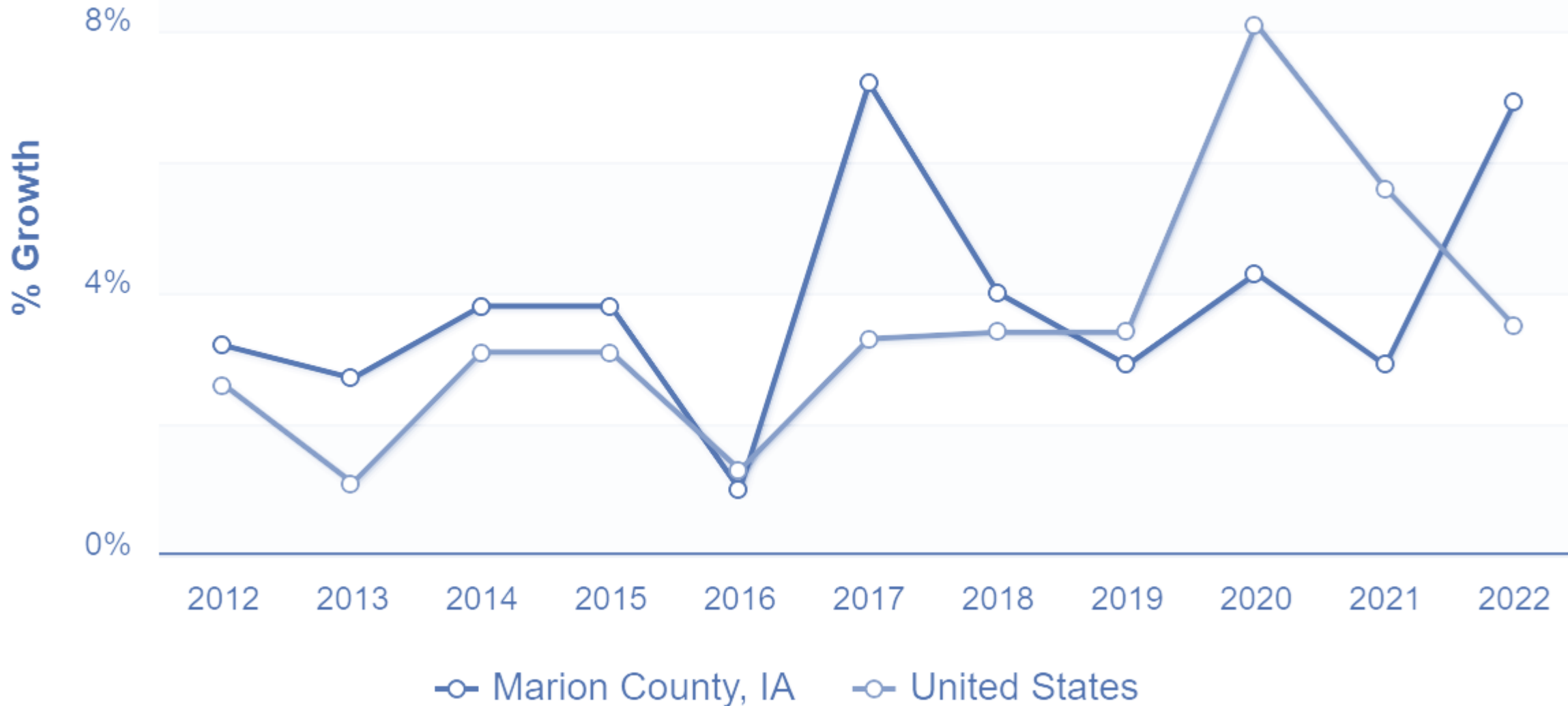
# Wage Growth

## Personal Income: Percent Change at Annual Rate, 2024:Q2–2024:Q3

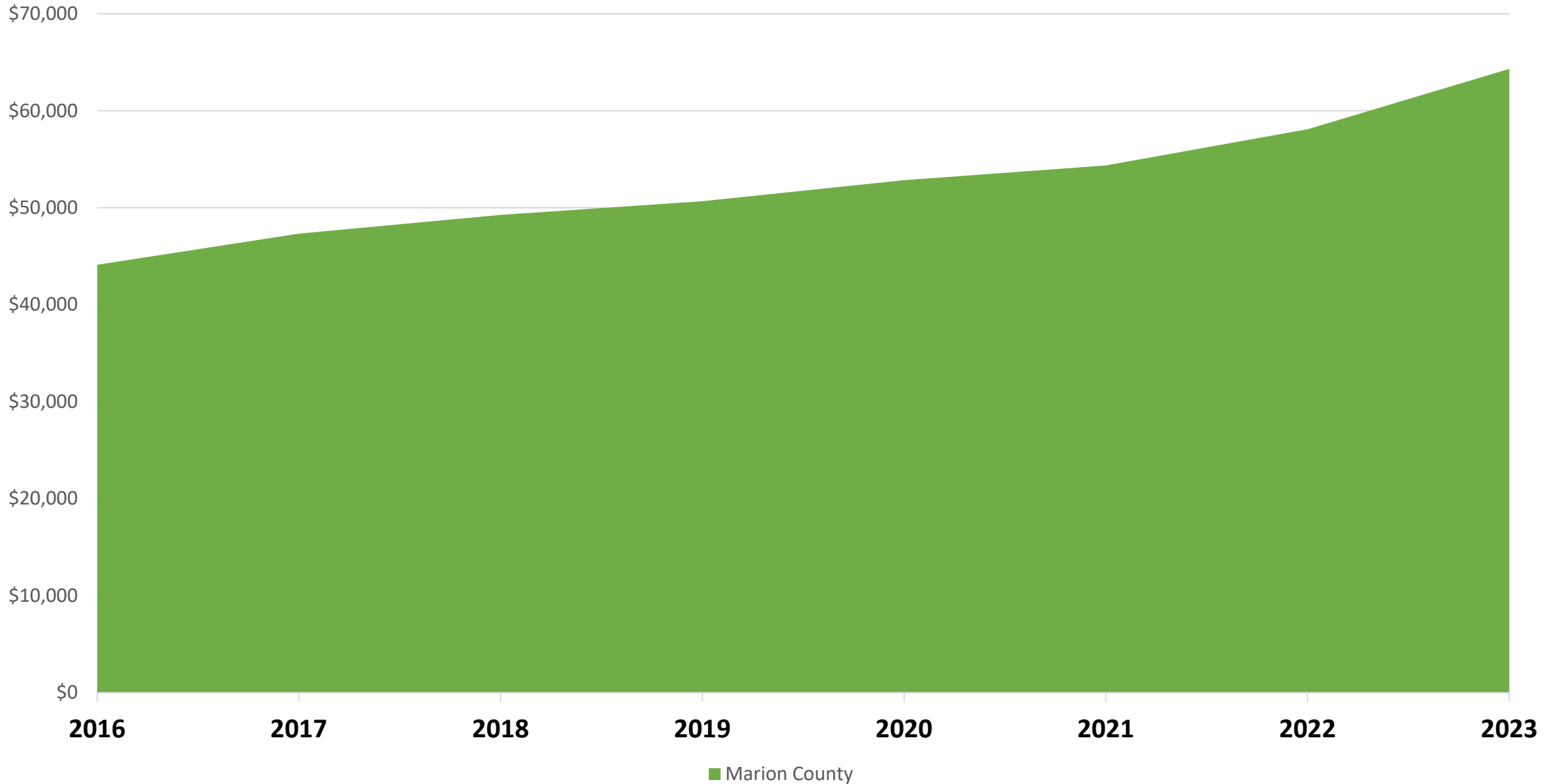


# Marion County, IA vs US, Annual Salary Growth-All Industries, 2012-2022

Source: BLS Current Employment Statistics (CES)

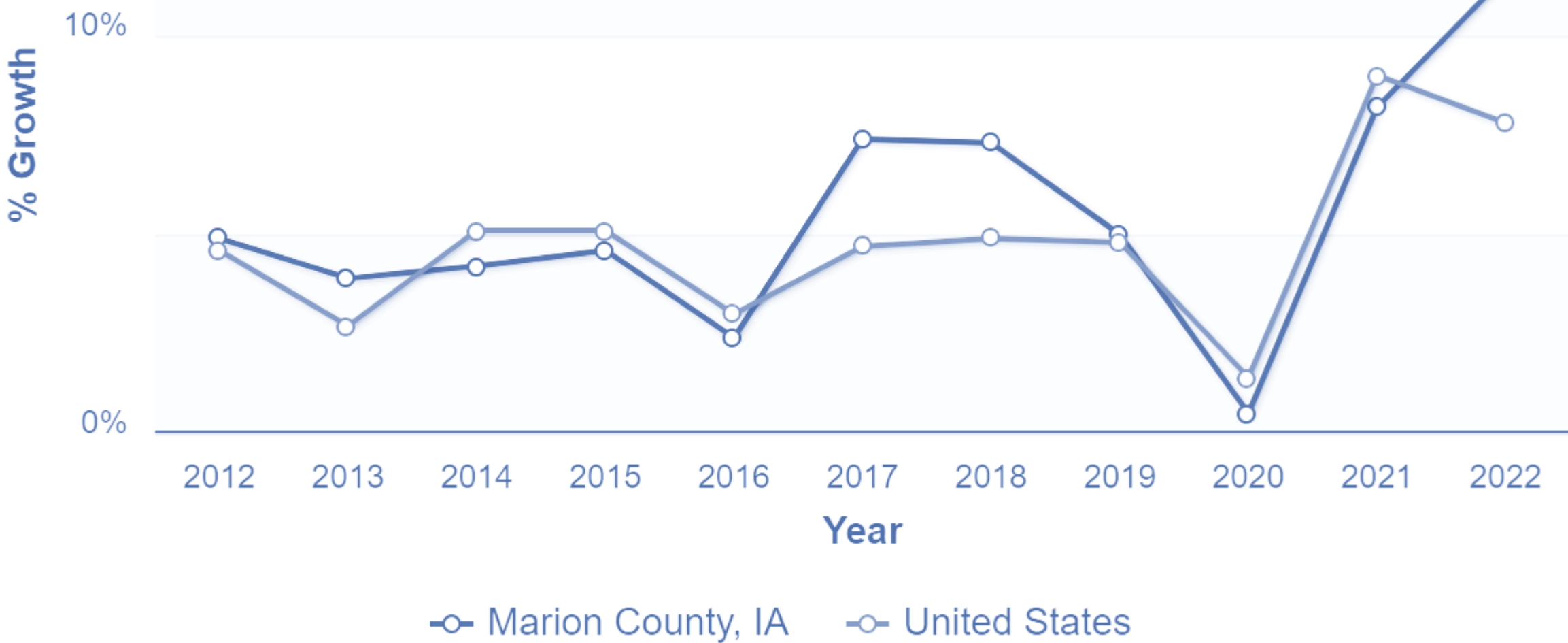


# Marion County Average Wage Per Job



# Marion County, IA vs US, Annual Growth in Wages & Salary, 2012-2022

Source: BLS Current Employment Statistics (CES)



# 2023 MEDIAN HOUSEHOLD INCOME...



**\$79,709**

**Marion County**

**\$73,147**

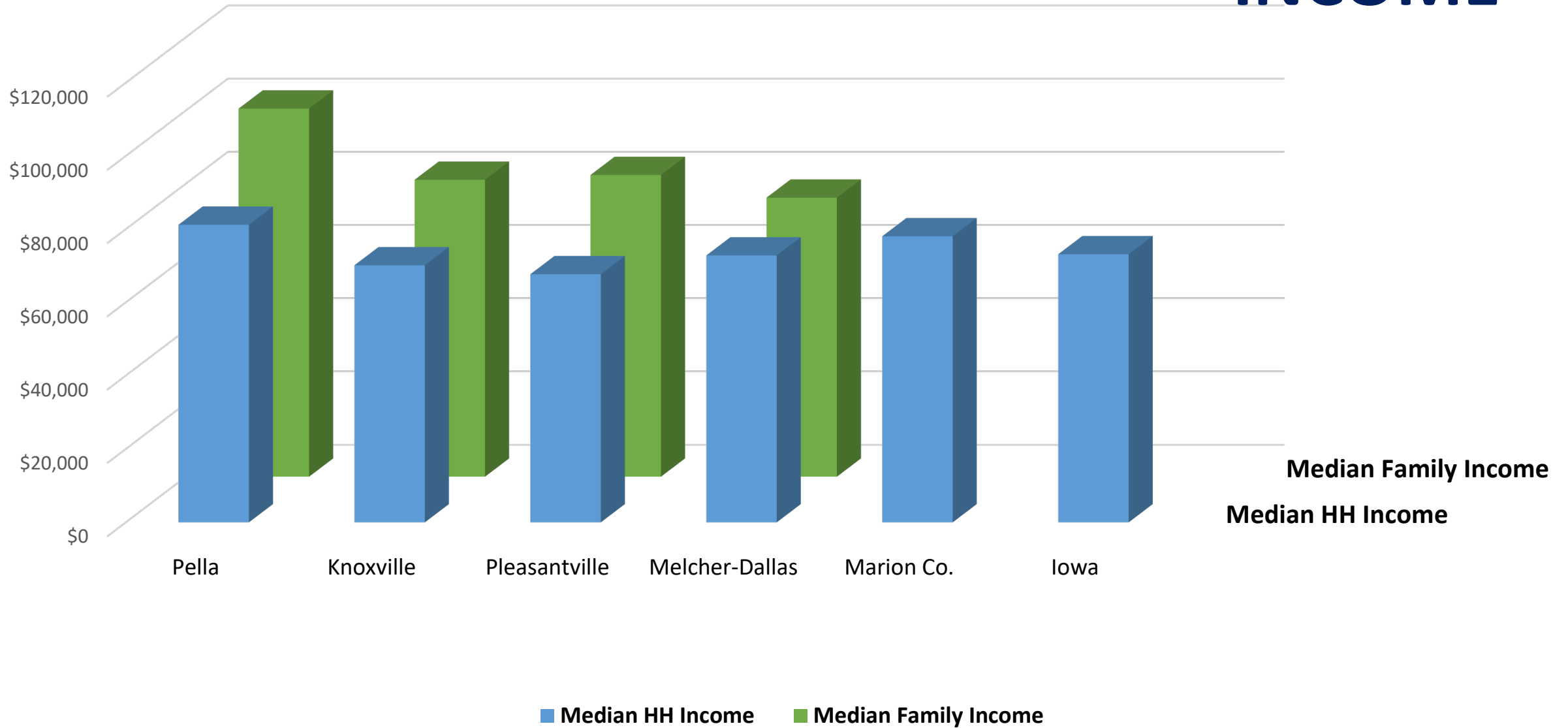
**Iowa**

**\$80,610**

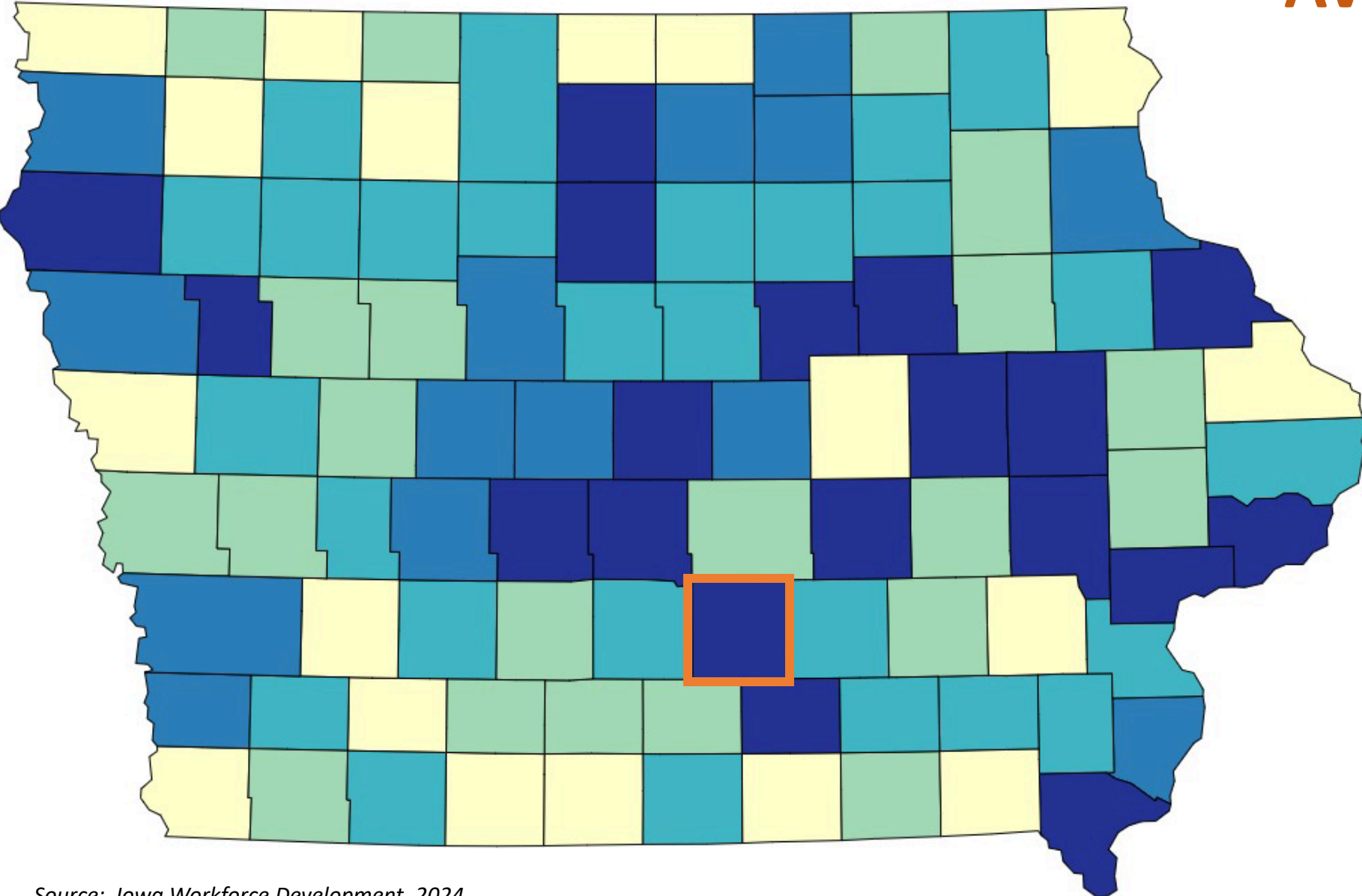
**US**



# INCOME



# AVERAGE WEEKLY WAGES



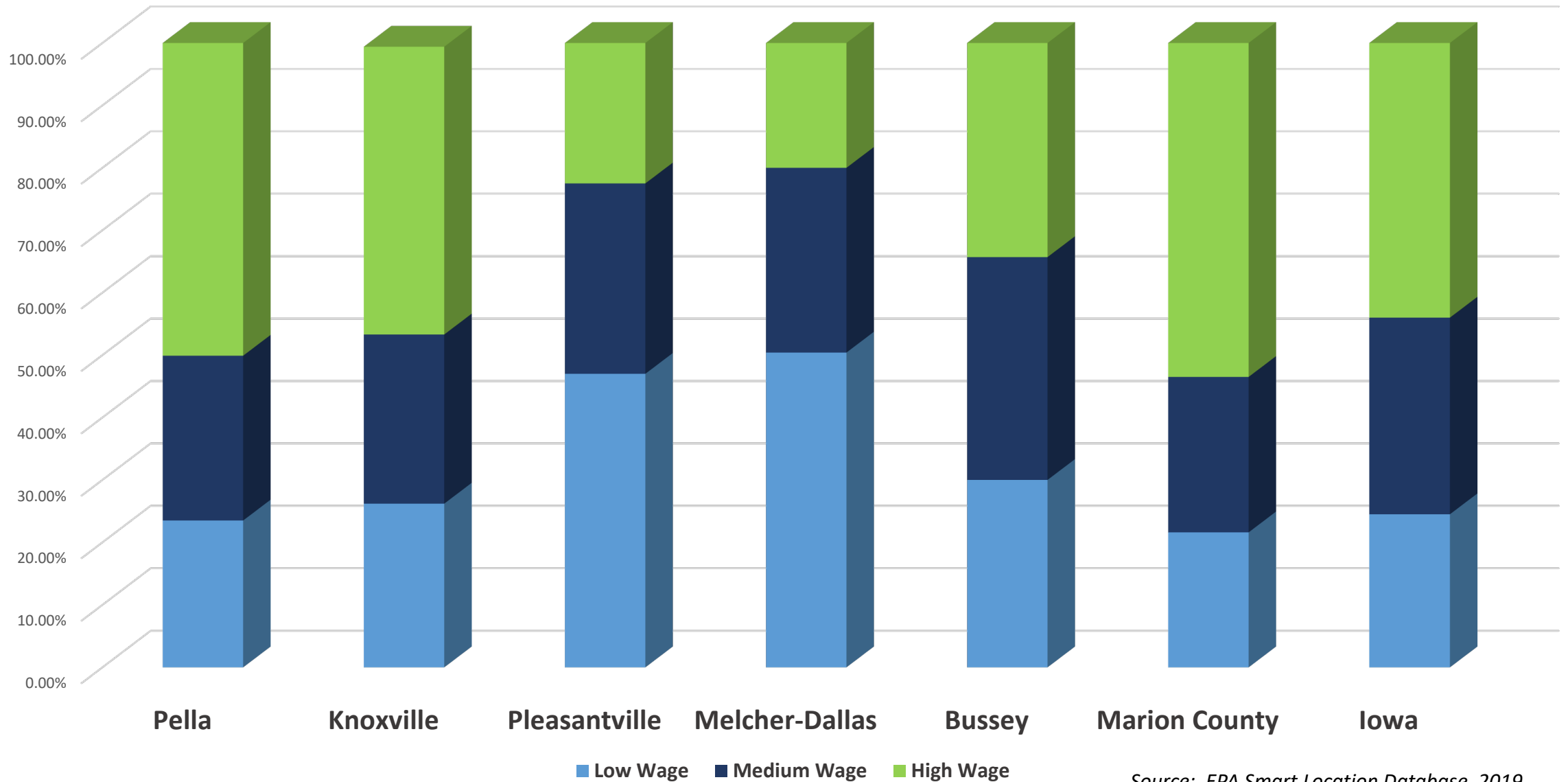
Average weekly wages

- \$1,050 and higher
- \$1,000 to \$1,049
- \$950 to \$999
- \$900 to \$949
- \$899 and lower

Source: Iowa Workforce Development, 2024

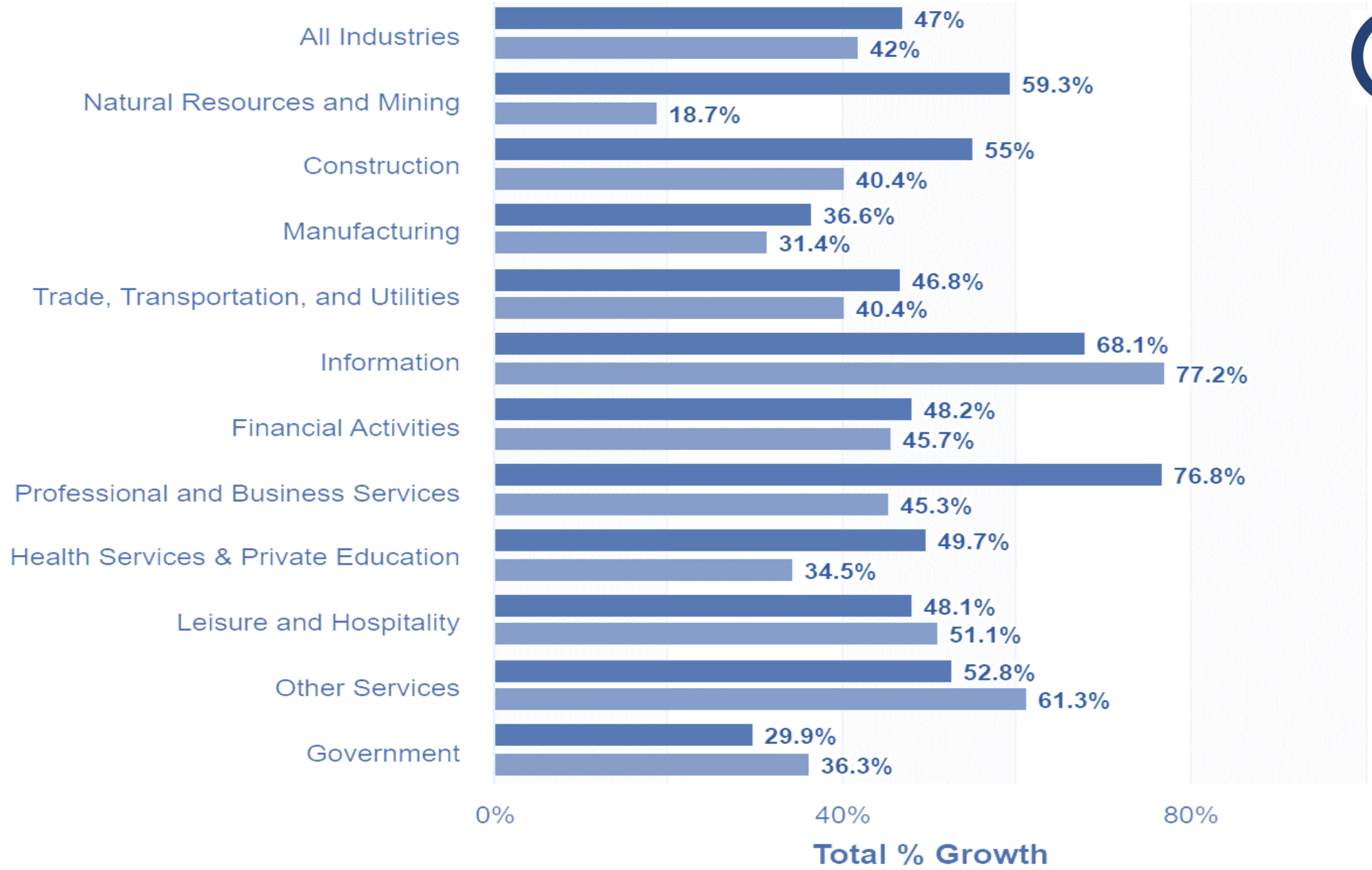
# Wage of Resident Workers

Low <\$1,250 per mo.  
High >\$3,333 per mo.



Source: EPA Smart Location Database, 2019

# Marion County, IA vs US, Salary Growth by Industry, 2012-2022



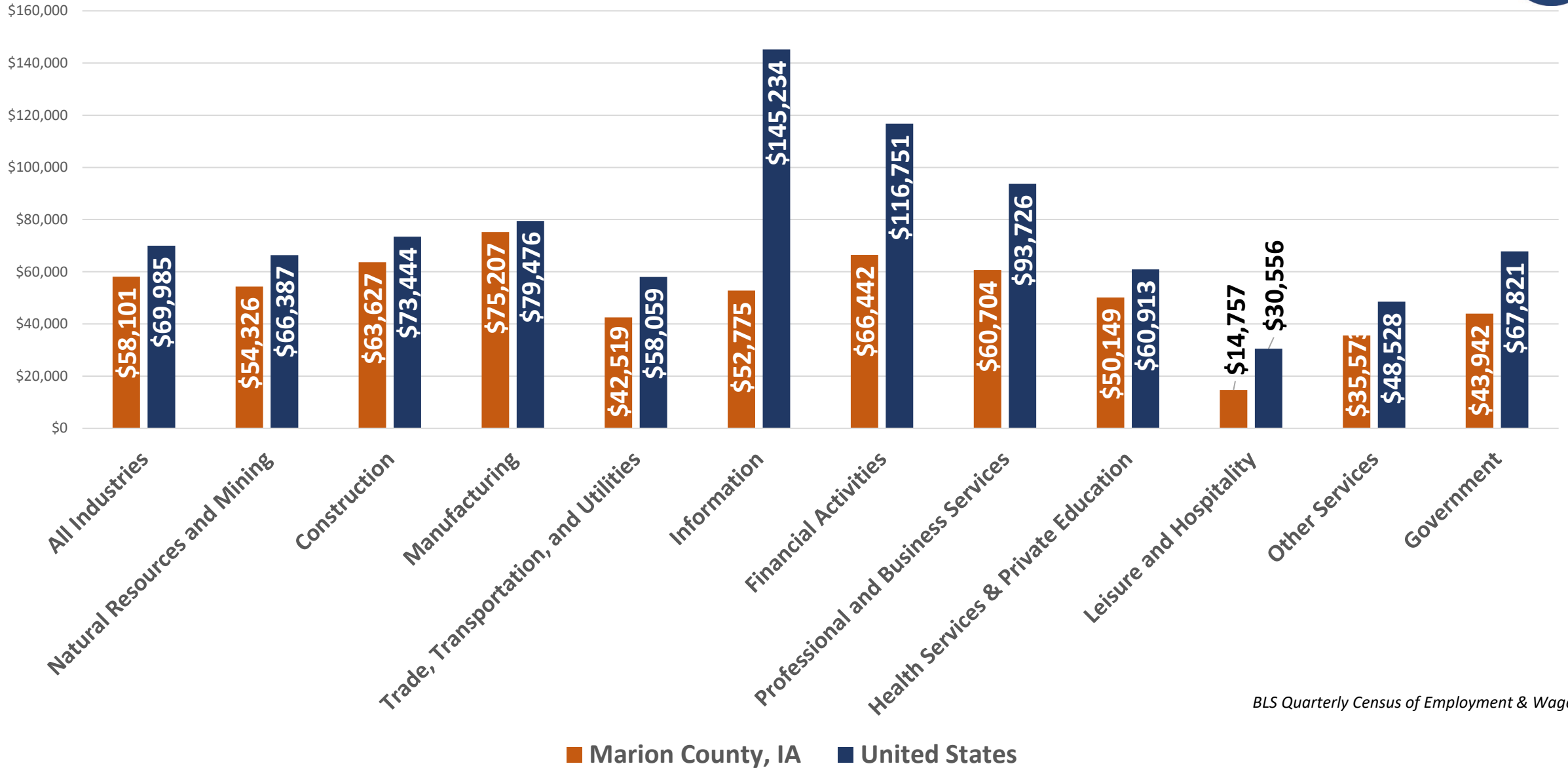
Source: BLS Current Employment Statistics (CES)

● Marion County, IA    ● United States





# Average Salary by Industry, 2022-Marion County, IA



BLS Quarterly Census of Employment & Wages



# WAGES

## Marion County Wage per Job

**US Median Hourly Wage: \$23.11**

**US Mean Hourly Wage: \$31.48**

**US Annual Mean Wage: \$65,450**

**Iowa Median Hourly Wage: \$22.34**

**Iowa Mean Hourly Wage: \$27.12**

**Iowa Annual Mean Wage: \$56,400**

**Marion County Annual Wage per Job: \$64,322**

**Manufacturing: \$87,986**

**Construction: \$66,212**

**Professional Services: \$60,420**

**Health Care: \$53,483**

**Education: \$41,445**

*Only Dallas, Polk, Linn and Monroe counties in Iowa have a higher wage per job.*

# Marion County Talent

## 2.2%

**Unemployment  
Rate, December  
2024**

Town	Unemployment Rate
Pella	1.1%
Knoxville	1.9%
Pleasantville	2.4%
Melcher-Dallas	5.6%



**BRE**



*Compares to 91.18% in 2017*

**37%**

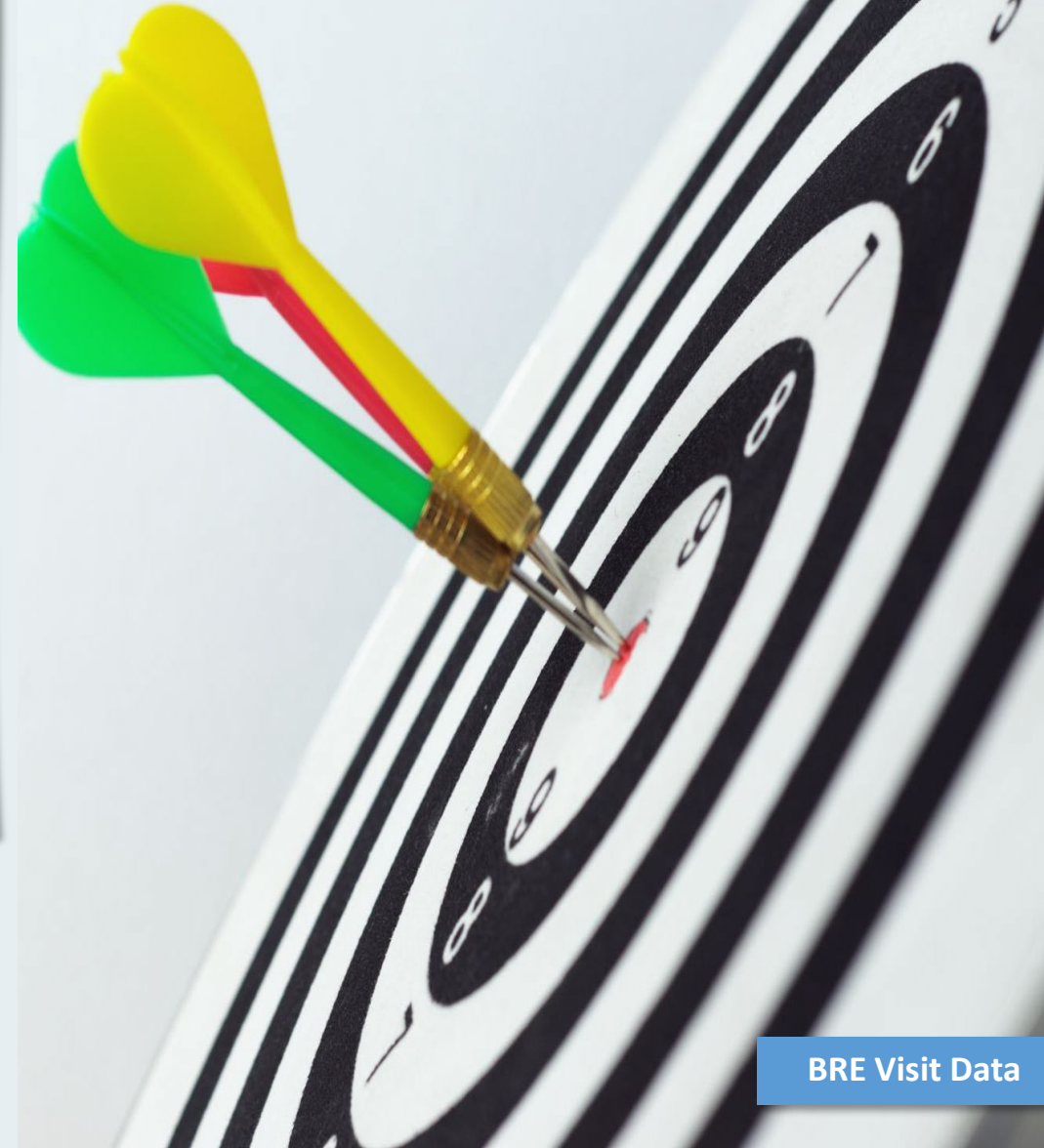
BRE Visit Data

**Difficulty Recruiting & Retaining Talent**

# Workforce

## Most difficult skills or positions to find...

- Engineering
- Welding
- Maintenance
- Skilled Nurses
- Production Assembly
- Machine Operators
- Custodial







**57%**

**Anticipate adding new positions in the next year**



# Talent Attraction & Retention Strategies

32% Internships

47% K-12 Work-based Learning

54% Tuition Reimbursement

25% Apprenticeships



## Talent Attraction & Retention Strategies

**32% Increase Pay/Benefits**

**50% Increased Flexibility**

**36% Elevated Company Culture**

**18% Onsite Amenities**



# Our Communities

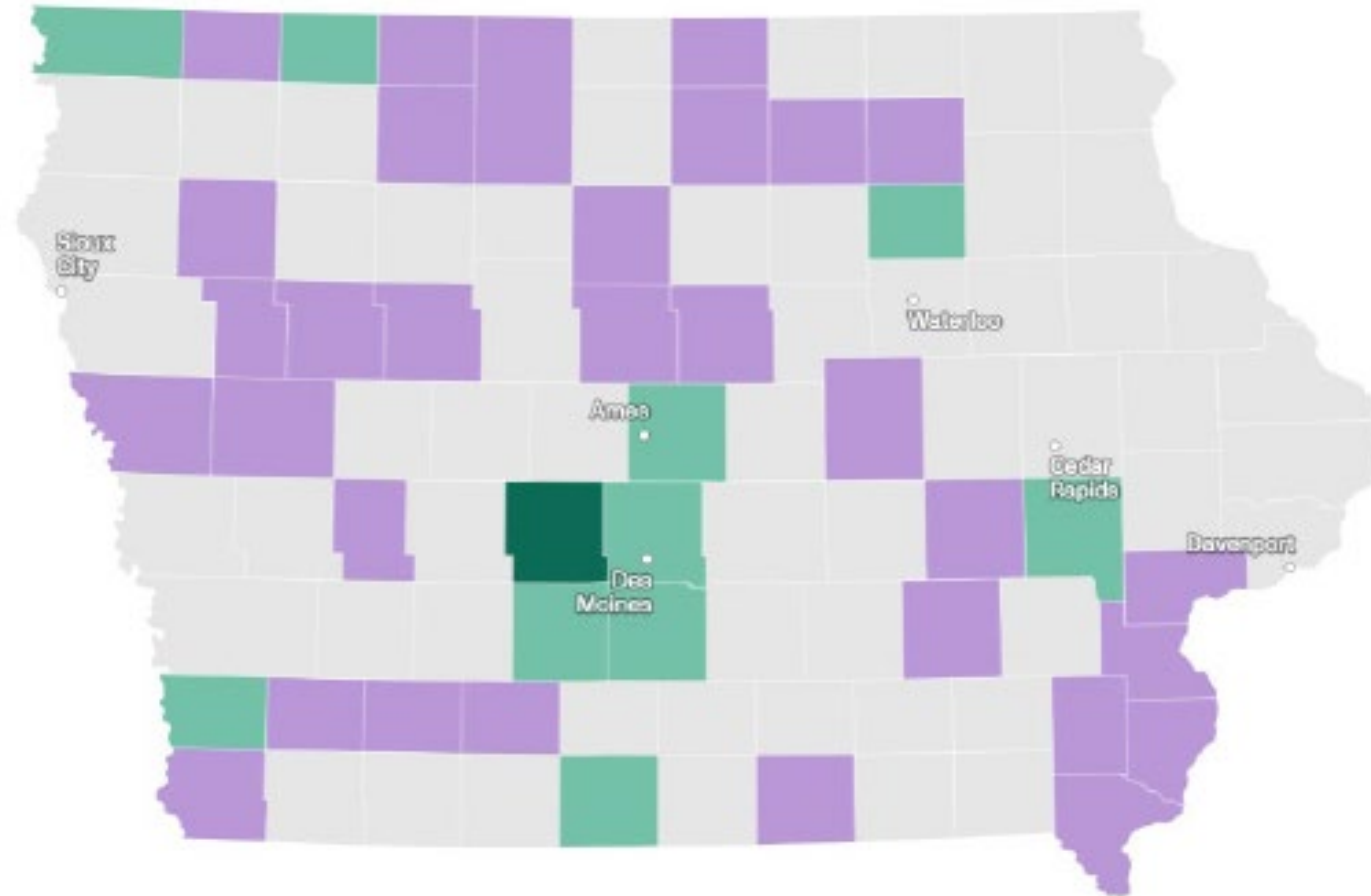
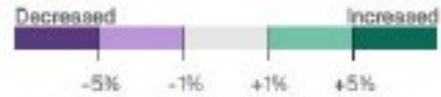


**TOWNS**



## Change in Iowa population, 2020 to 2022

By county; Estimate as of July of each year



# Iowa #27 in US for Population growth (2020-2023)

-63% of Iowa's population in urban areas

-Fastest growing:

Dallas County

Johnson County

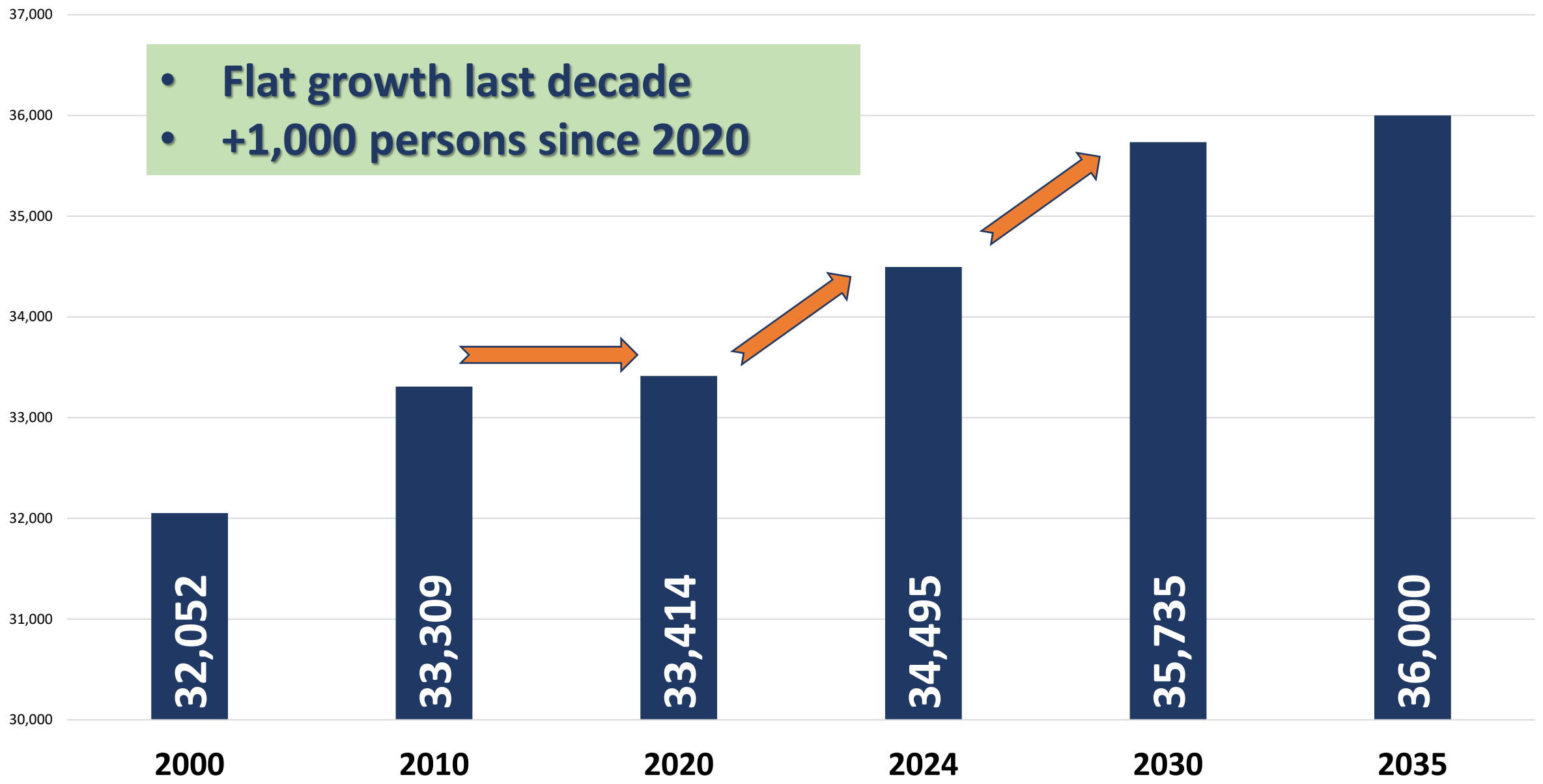
Polk County

Linn County

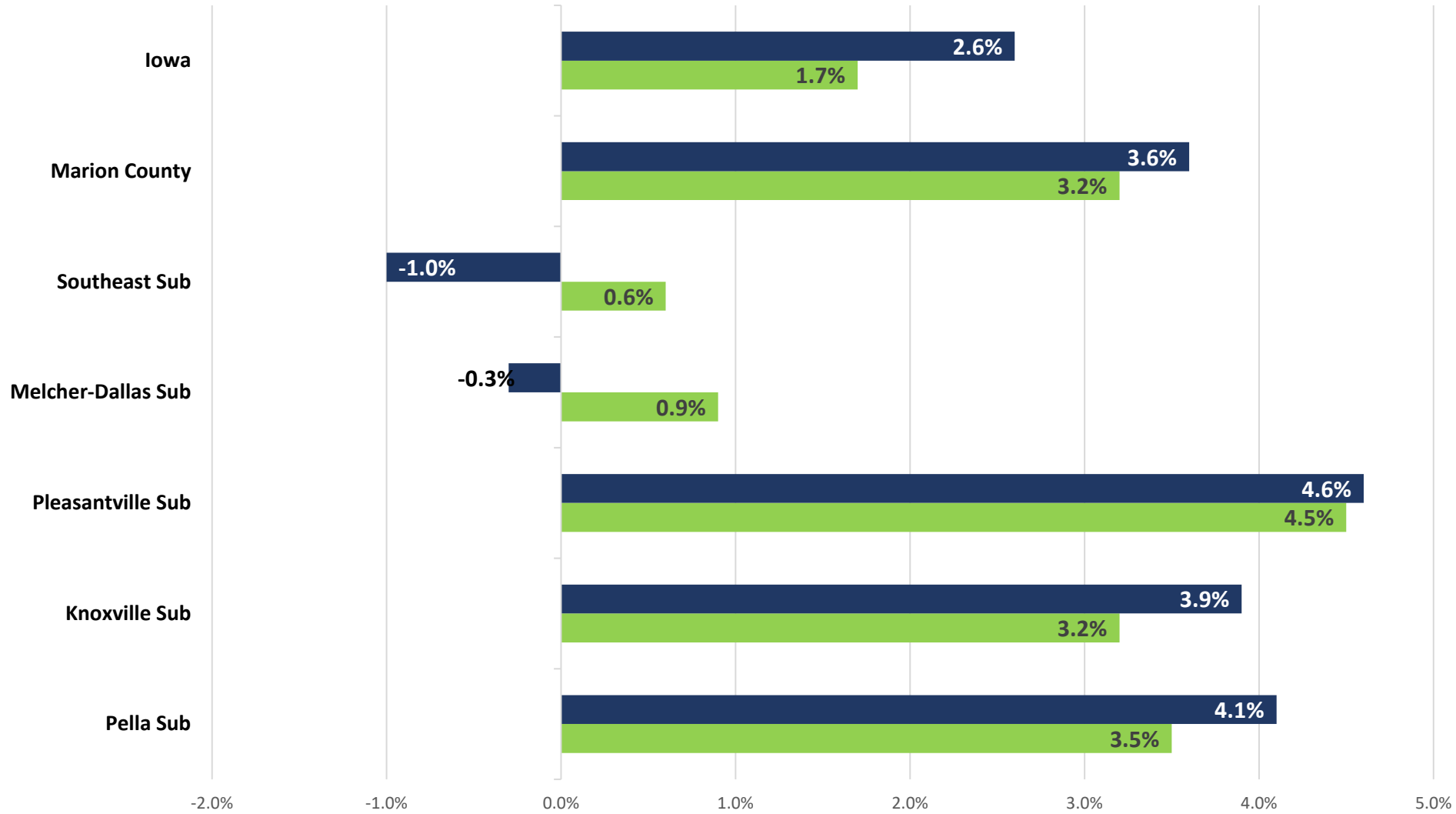


# Marion County Population Trends

- Flat growth last decade
- +1,000 persons since 2020



# Population Percentage Growth Projections



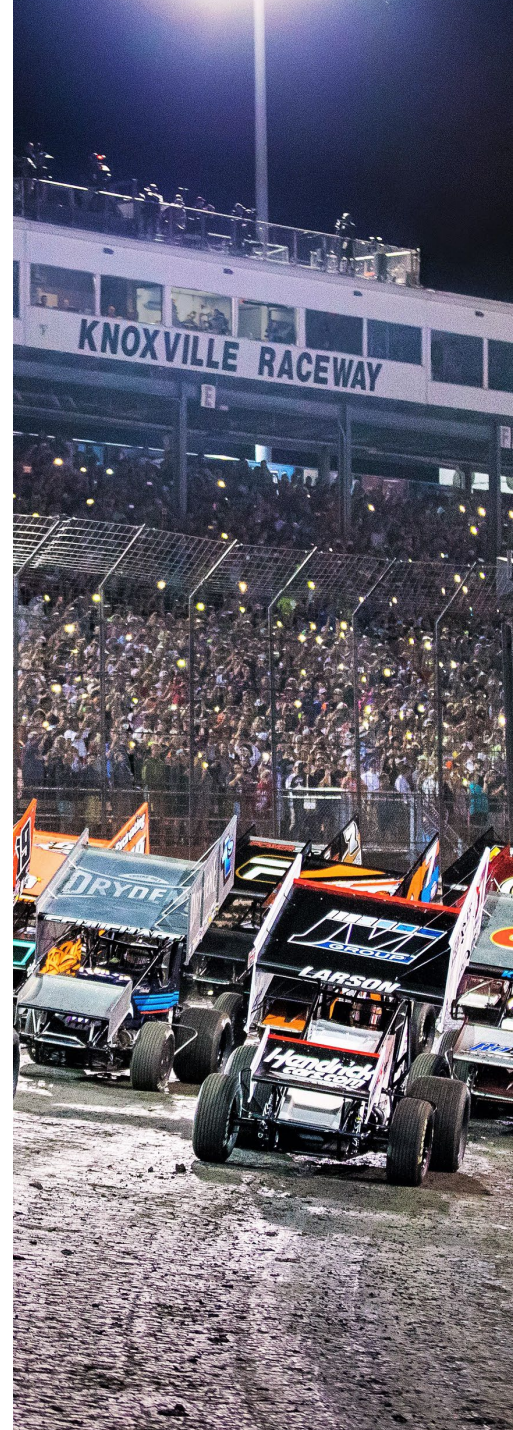
**84% of  
Population  
Growth in  
Pella and  
Knoxville  
Submarkets**

■ Pop. Change 2024-2035    ■ Pop. Change 2020-2024



# Knoxville

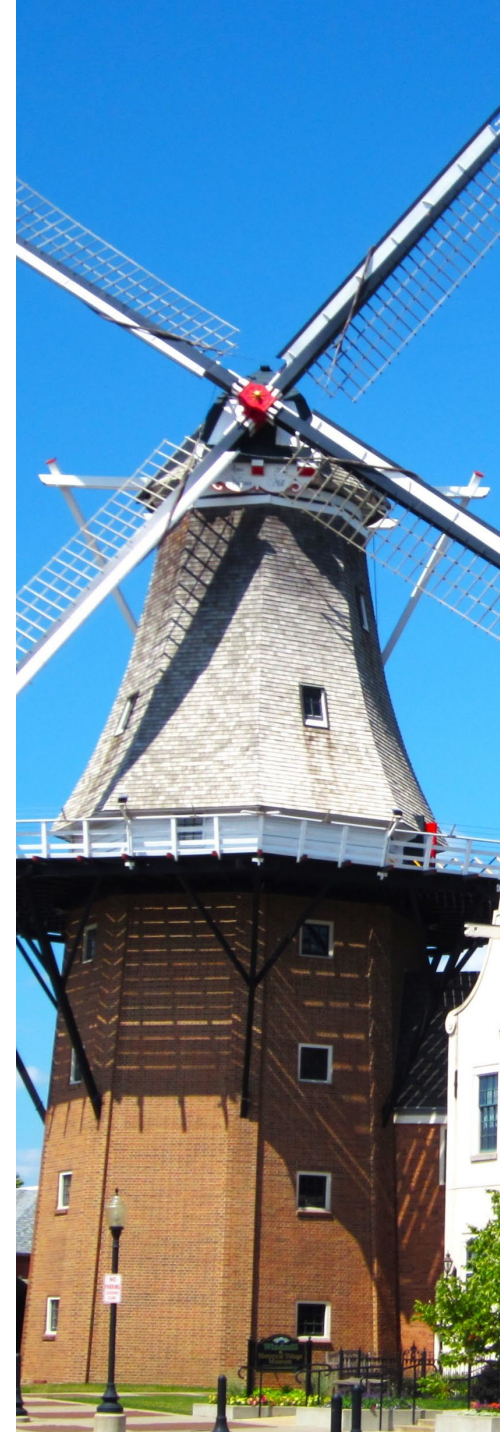
- **7,493 Population**
- **31.3% Bachelors Degree or Higher**
- **10.2% Households Below Poverty Level**
- **60.8% Laborforce Participation Rate**
- **1.8% Walk, Bike or use Public Transit to Work**
- **15.2% Households utilizing SNAP Benefits**
- **12.1% Households without a Computer**
- **\$810 Median Rent**
- **\$179,360 Median Residential**





# Pella

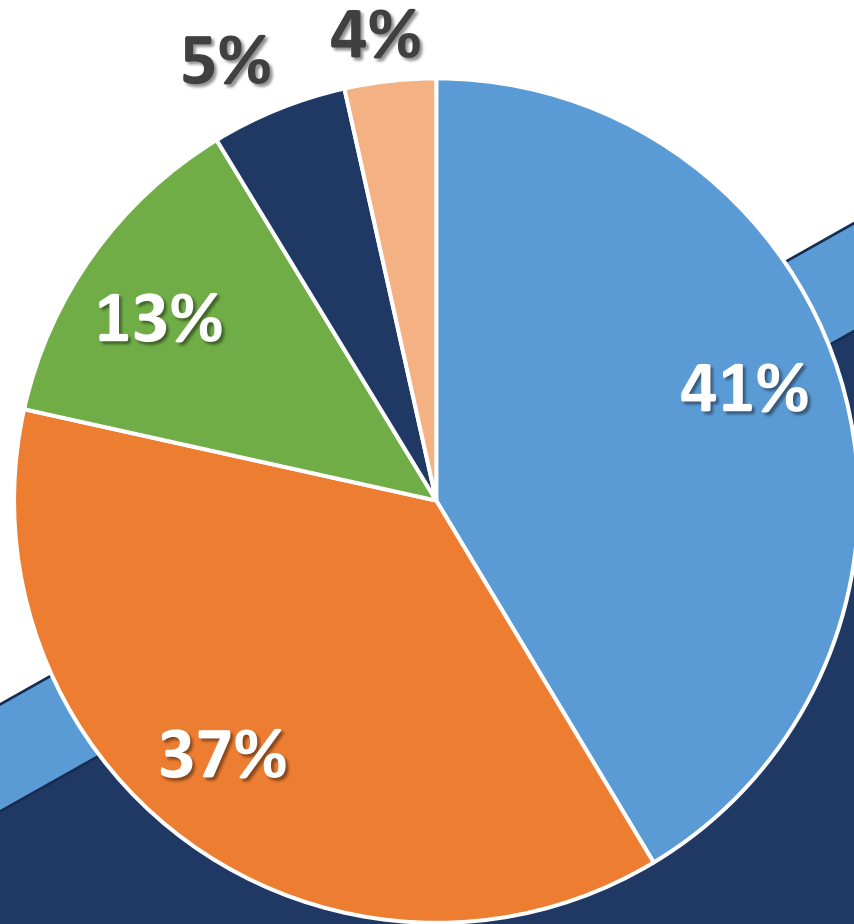
- **10,624 Population**
- **47.8% Bachelors Degree or Higher**
- **6.7% Households Below Poverty Level**
- **65.4% Laborforce Participation Rate**
- **10.4% Walk, Bike or use Public Transit to Work**
- **5.6% Households utilizing SNAP Benefits**
- **4.6% Households without a Computer**
- **\$1,041 Median Rent**
- **\$347,782 Median Residential**





**HOUSING**

# Marion County Total Demand by Submarket, 2024-2035



**3,000 +**  
new housing units  
needed in  
Marion County, Iowa  
by 2035

□ Pella Sub   □ Knoxville Sub   □ Pleasantville Sub   □ Melcher-Dallas Sub   □ Southeast Sub



# Households Cost Burdened by Housing

**21.8% Pella**

**19.4% Knoxville**

**17.9% Pleasantville**

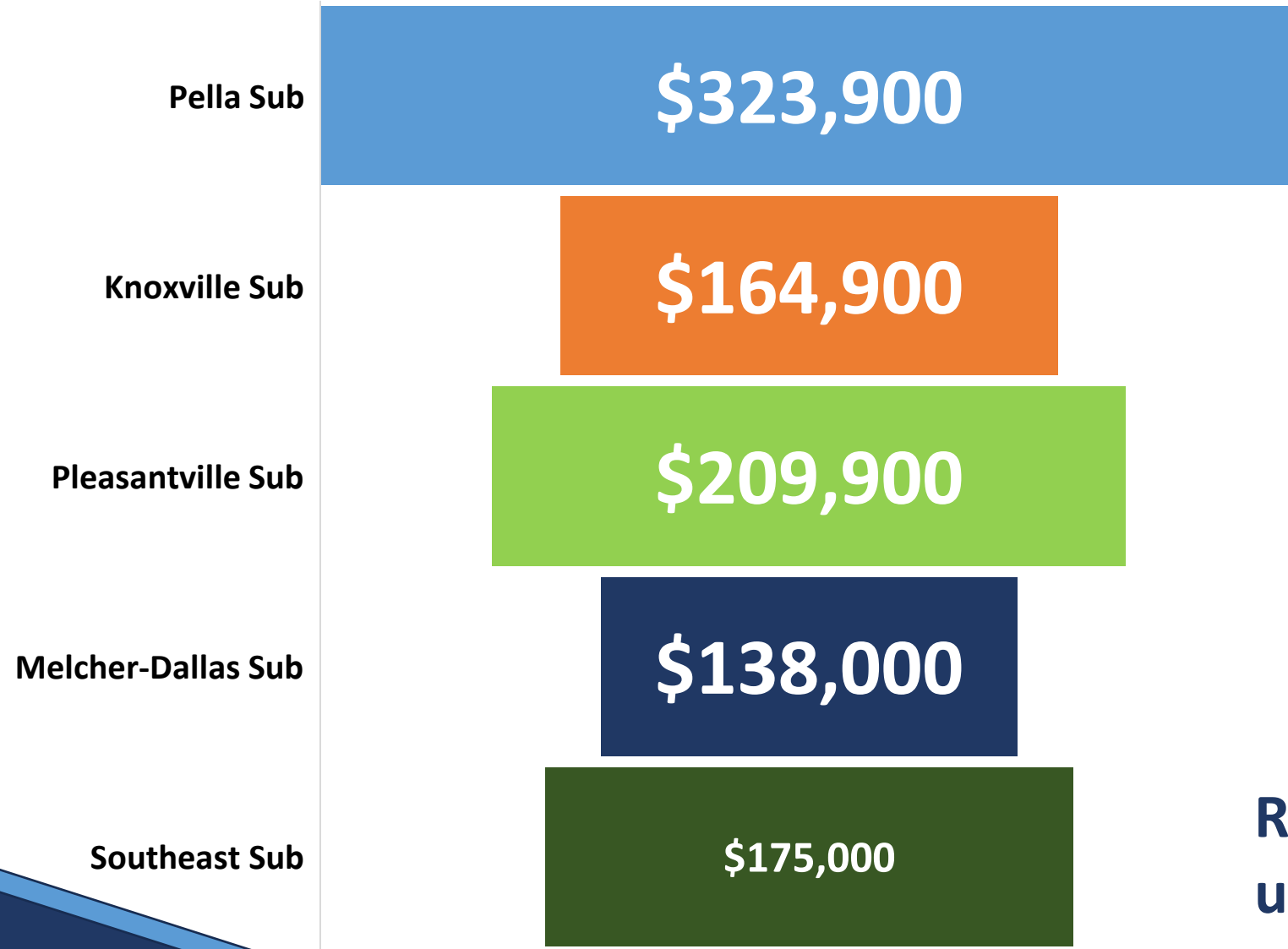
**19.4% Marion County**

**23.4% Iowa**

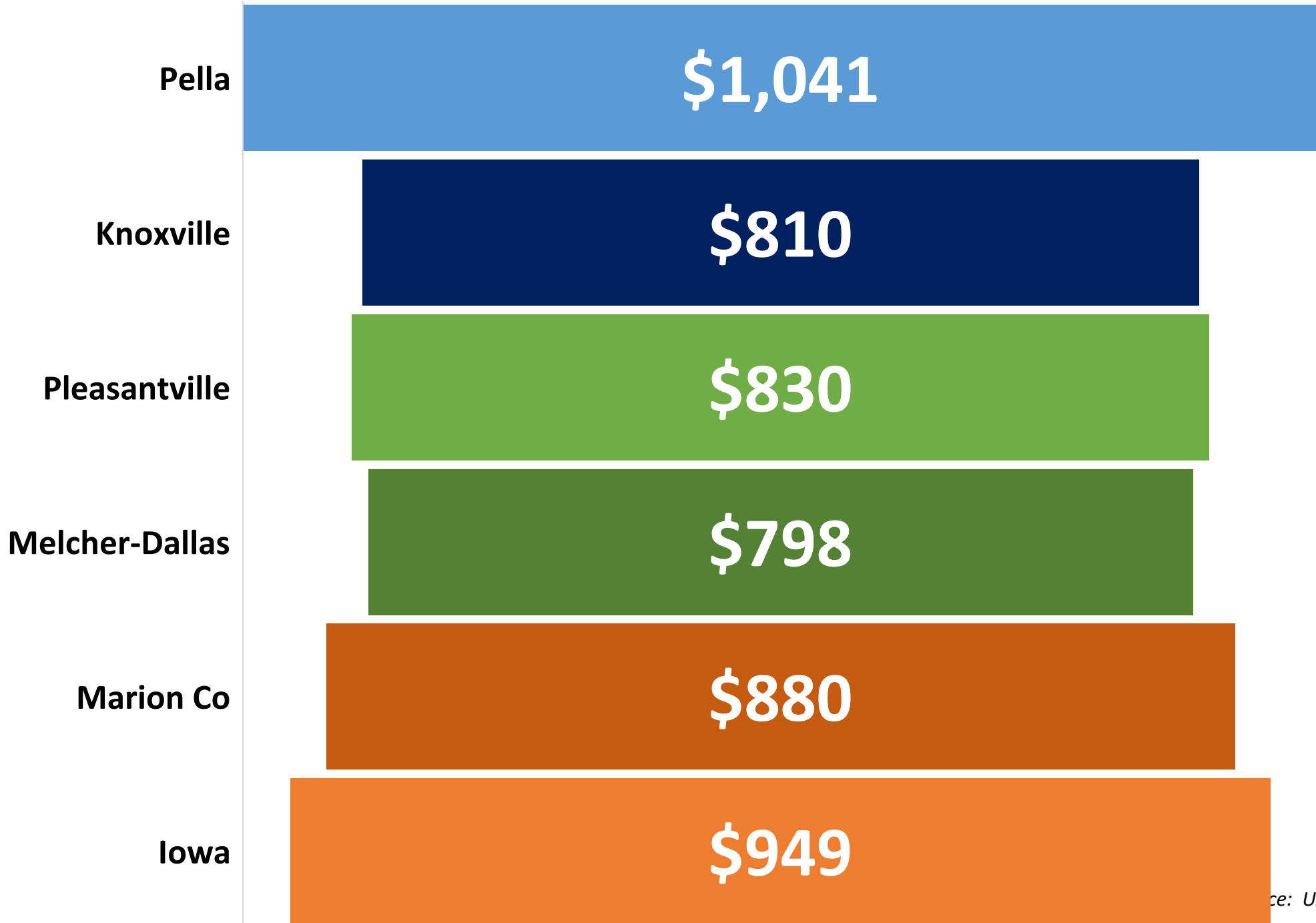




# Median Resale Price by Submarket, 2023



**Resale Prices**  
up 55% since 2018  
up 23% since 2020

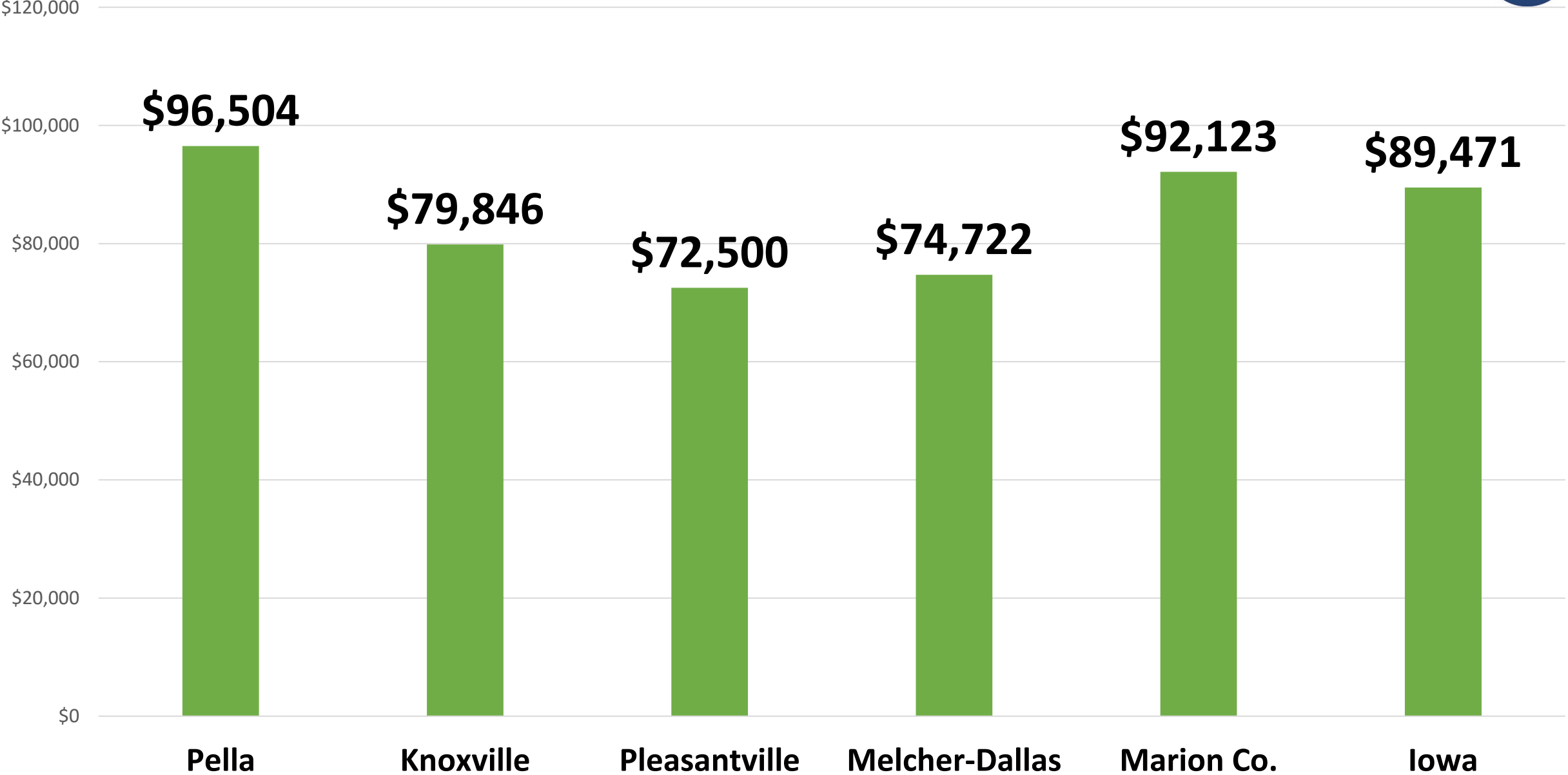


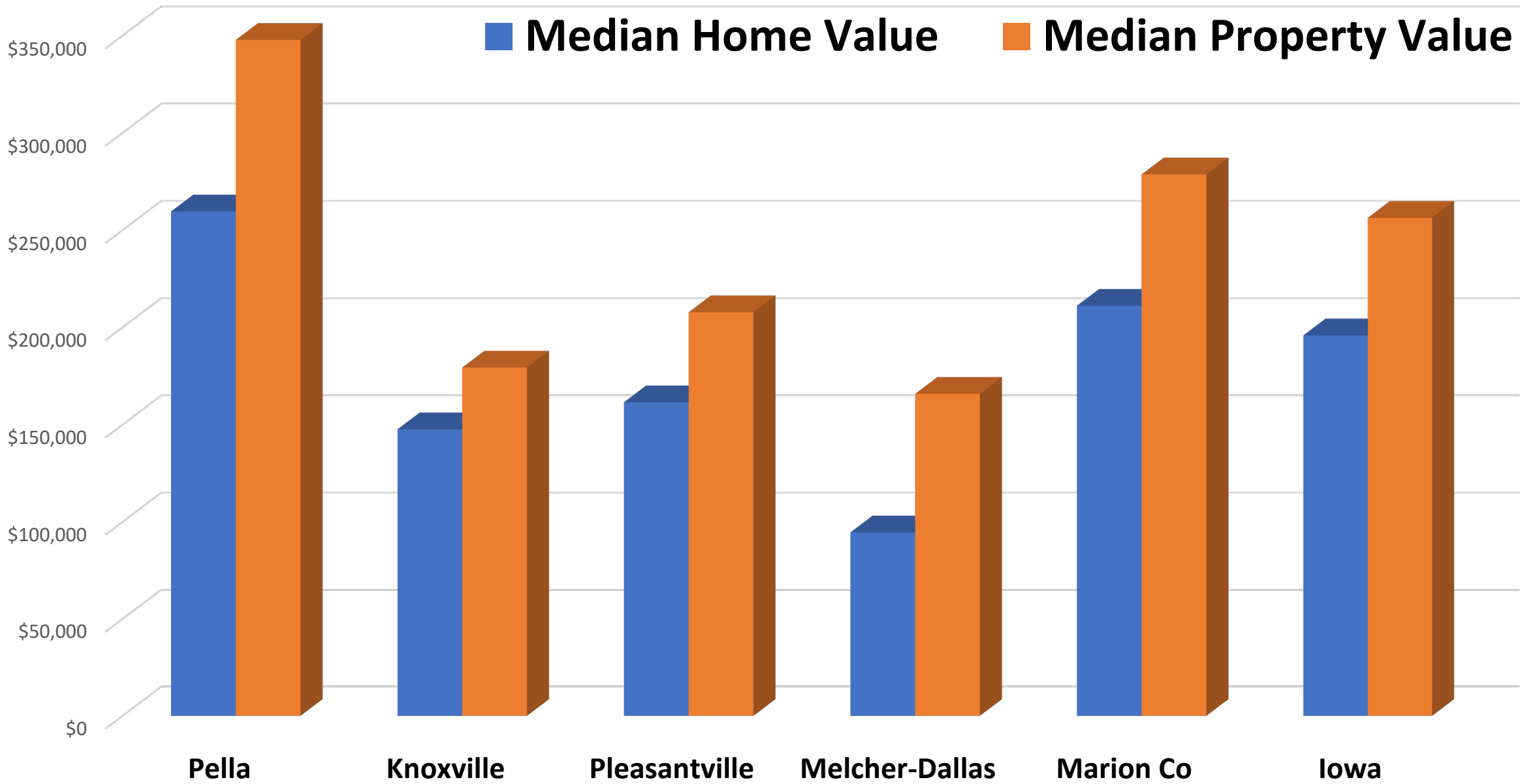
**Median  
Home  
Rent**





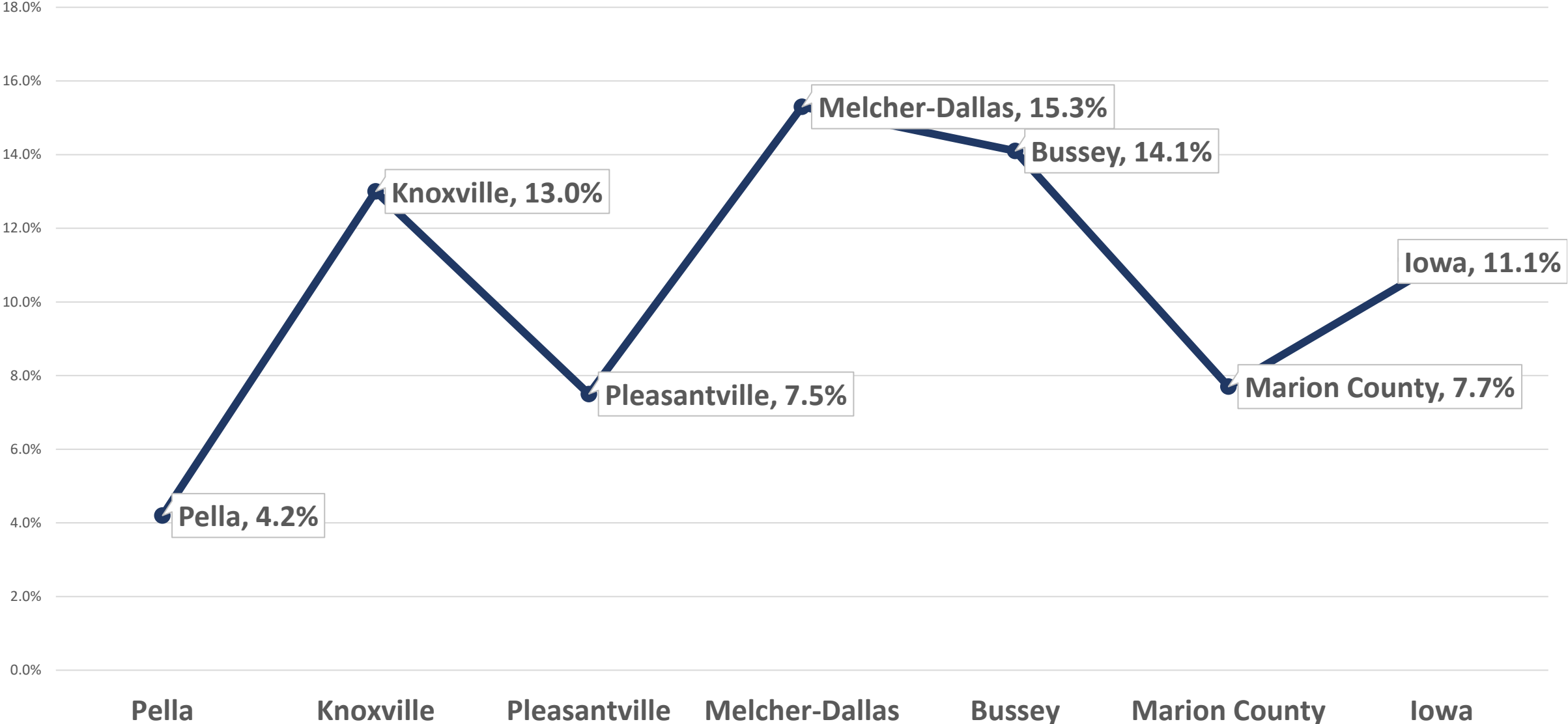
# Median Home Owner HH Income





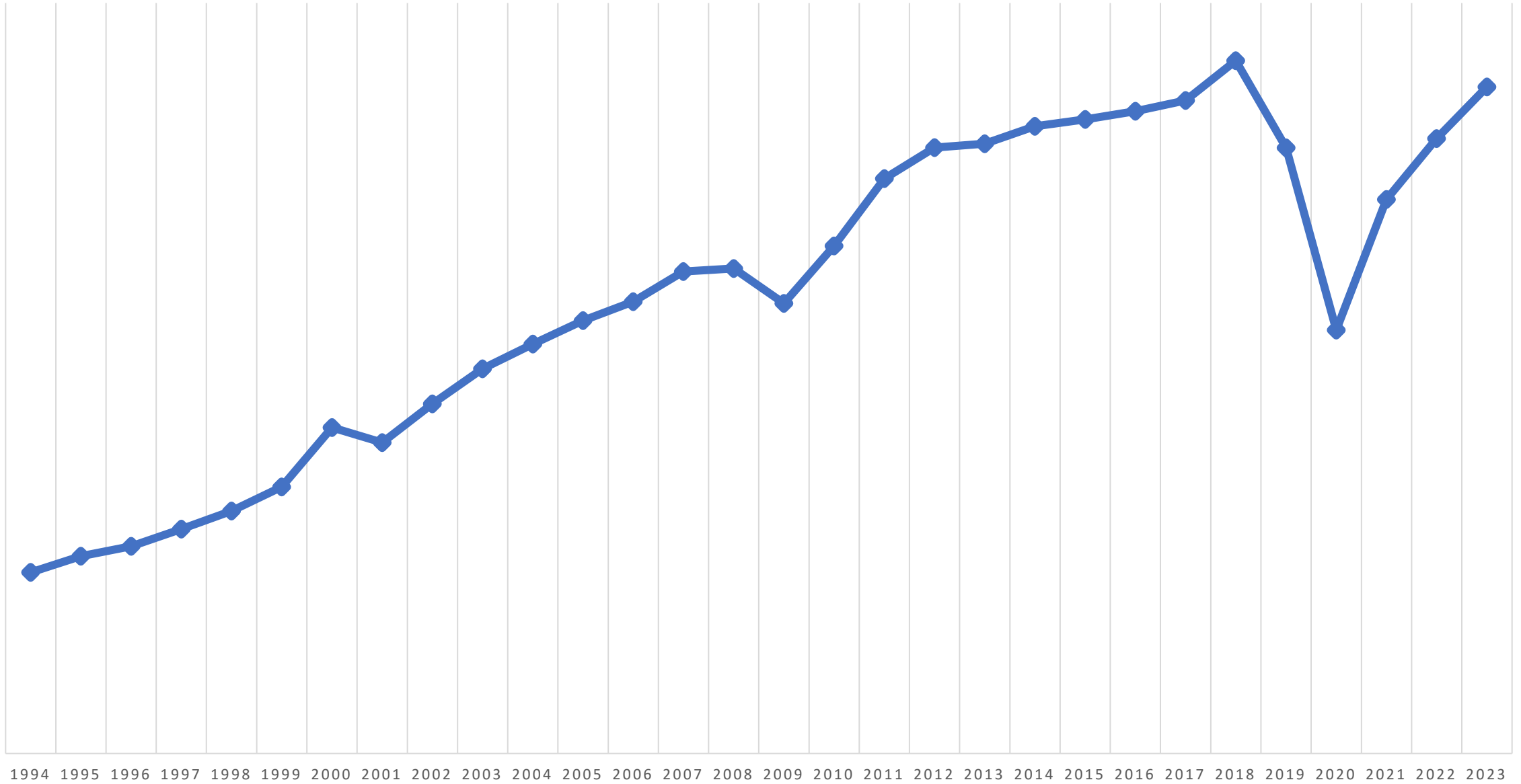
# Quality of Life

# Percentage of Population Below Poverty Level



Source: US Census Bureau, ACS 5-year, 2018-2022

# MARION COUNTY TRAVELER EXPENDITURES





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## Local Hotel and Motel Tax Summary-2024

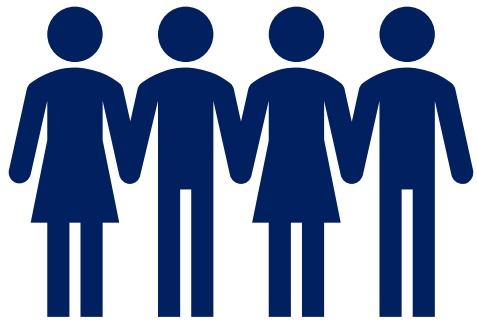
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- \$129,794 Knoxville
- \$599,149 Pella



**BRE**

# Why is this a great place to do business?



**11%**

**Proximity to  
Customers**



**4%**

**Local  
Amenities**



**14%**

**Location  
Access**



**71%**

**Business  
Climate**



5% Shopping

57% Housing

What amenities are missing that would make the area more competitive to attract workforce?

BRE Visit Data

29% Restaurants

10% High Speed Internet





10% Family Restaurant



10% Outdoor Sports Facilities



5% Fast Food Restaurant



43% Indoor Recreation

What community amenity is most needed?



10% Bars with Live Music



14% Trails



10% Child Care

BRE Visit Data





# Things to do at night



## ADDITIONAL MISSING AMENITIES



# Indoor recreation for kids during bad weather

BRE Visit Data







# Ways for Young Professionals to Connect

**ADDITIONAL MISSING AMENITIES**

BRE Visit Data



## Upscale Dining



**Our Future**

# Long Term Priority to Increase Competitiveness

- ✓ **69% Increase Housing Options**
- ✓ **15% Improve Tax Climate**
- ✓ **12% Enhance Infrastructure**
- ✓ **4% Reduce Waste**



# 29% of Residents leave Marion County for employment



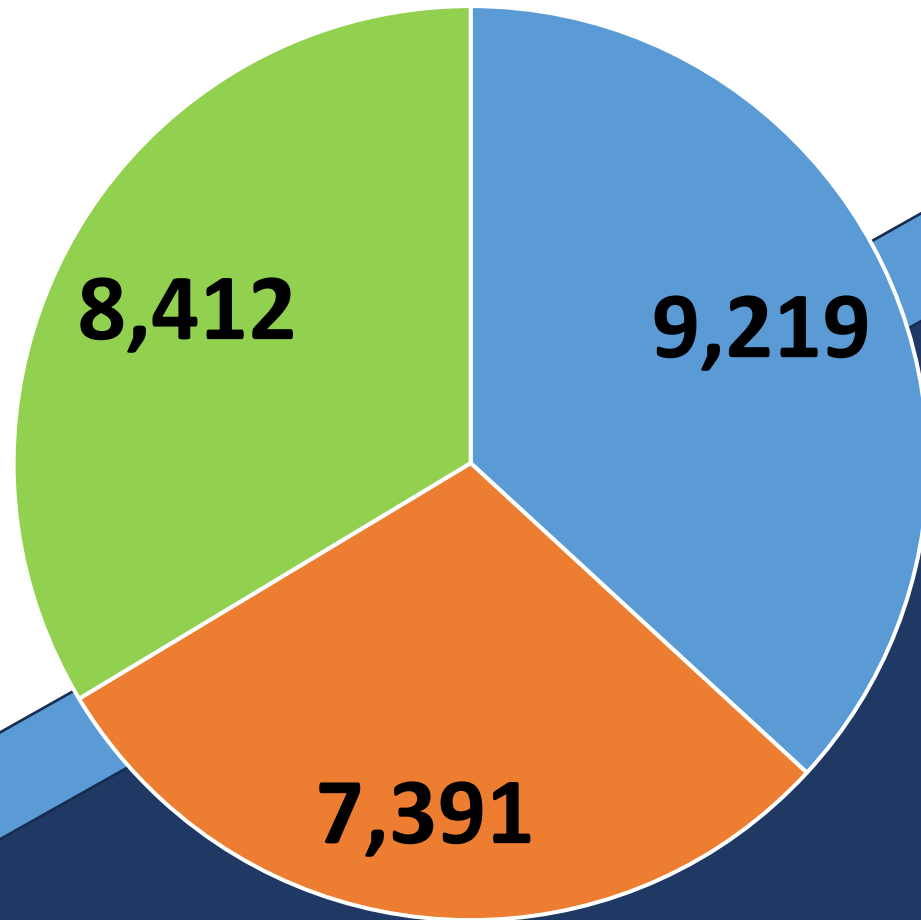
**37%** of those employed in Marion County commute from outside the county.  
(Predominately from Oskaloosa, Ottumwa and Des Moines)





# Marion County Commuting

■ Inflow ■ Outflow ■ Resident Workers



What do  
businesses  
need to keep  
growing in  
Marion  
County, Iowa?



- **Increased efforts in talent upskilling, attraction & retention**
- **Improved access to I-80**
- **Enhanced recreational opportunities for workers**
- **Reduced regulatory barriers**
- **Housing to meet worker needs**
- **AI, robotics & automation implementation will increase**

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