

2024

Quarter 4

October-November-December

MarionCountyIowa.com



COMPETITION FOR TALENT:



+49

Jobs added
Oct-Dec
2024

-12

Jobs eliminated
Oct-Dec
2024

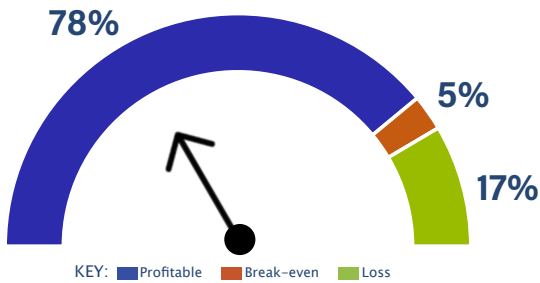
49

Current Open
Positions

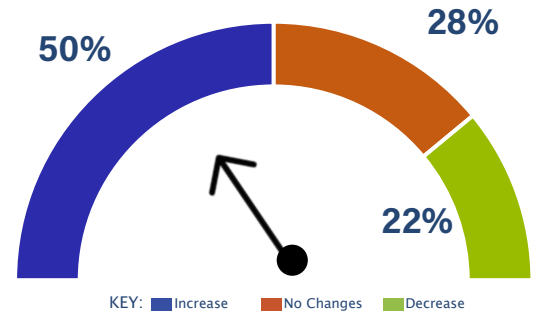
PROFITABILITY:

QUARTER 4

Operations Profitability



PROJECTED QUARTER 1-2025 Operations Profitability

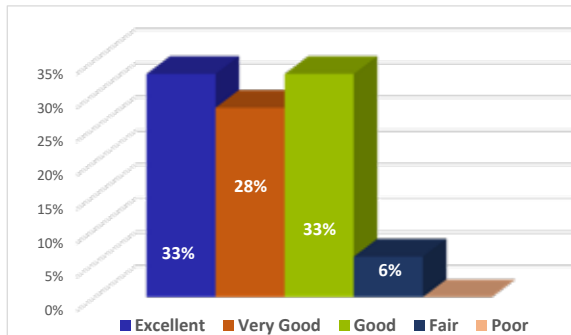


ABOUT THIS SURVEY:

Each quarter Marion County Development (MCD) invites businesses located in Marion County to participate in the Business Pulse Survey to identify trends in workforce, business sales and operations. The survey results will assist in guiding the efforts not only of MCD, but also key regional and state partners working to advance business in Marion County.

Information each quarter will be shared at marioncountyIowa.com, MCD's social media channels and directly to participating businesses. Businesses located in Marion County, Iowa are invited to participate. This is our second quarter completing the survey and we hope to grow the number of participating businesses to enhance the quality of the data. Please contact cwatkins@marioncountyIowa.gov to have your business added to the survey list.

CURRENT FINANCIAL CONDITION OF BUSINESS



PARTICIPATING THIS QUARTER:

18

Businesses

Representing

2,572

jobs

EXPANSION:

50%

Companies Have Expansion Plans Within the Next Year

TOP OPERATIONAL CHALLENGE:



1. Hiring & Retaining Qualified Staff (50%)
2. Challenging Government Regulations (25%)
3. Reaching Customers & Growing Sales (25%)

AREAS BUSINESSES WANT LOCAL GOVERNMENT TO FOCUS ON:

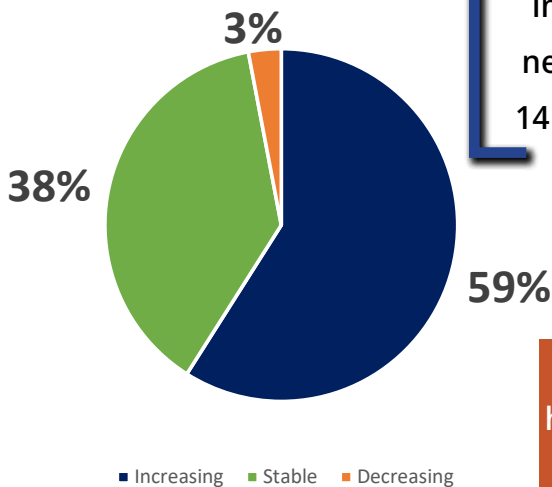
1. Housing
2. Roads & Highways
3. Tourism
4. Trails & Recreation



Subscribe to the new Marion County Development Progress Drvien YouTube Channel to get the latest videos from MCD find us at #redrockareaiowa

ANNUAL BRE VISIT FINDINGS:

BRE-Company Sales Anticipated To...



Half of the companies visited plan to expand in the next year. These expansion plans include the addition of 325 new jobs and and estimated 141,000 square feet of space.



Marion County's population has grown by 1.1% since 2020. Jobs in Marion County have grown by 17% over the past 10-years according to BLS.

KEY FINDINGS

Businesses cite the following needs to keep them growing in Marion County:

- Increased efforts are needed to upskill, attract and retain talent
- Improved access to I-80
- Enhanced recreational opportunities
- Housing
- Reduced regulatory barriers
- AI, robotics and automation implementation & resources

