



Lee County
ECONOMIC
DEVELOPMENT
GROUP

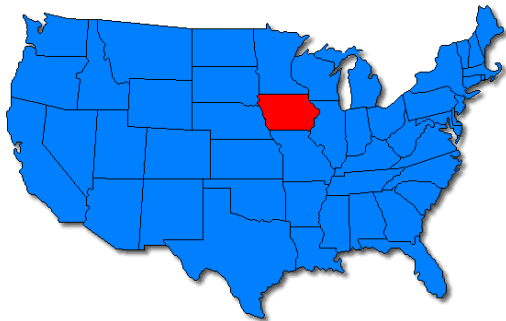
Dennis Fraise – Chief Operating Officer

Iowa Population - 3,135,000

Number of pigs in Iowa – 20 million

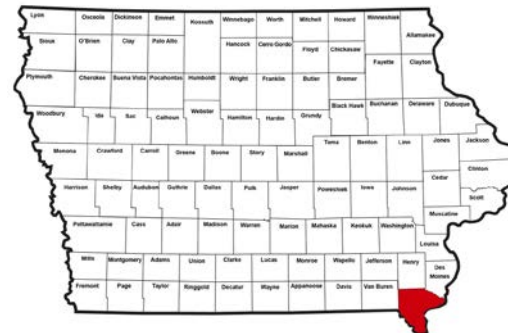
Number of chickens in Iowa – 53 million

Lee County Iowa Population - 35,089



Iowa has 99 counties.....

But has 100 county seats



Our Challenges

- ▶ **4,000 manufacturing jobs – One in four jobs in Lee County**
- ▶ **Decreasing population - Aging workforce**
- ▶ **Under skilled/unmotivated new workforce**
- ▶ **Increased industry demand for workforce**
- ▶ **Cuts to career and technical education programs at our high schools**

“You guys should just disband”

**Quote from the plant manager of
our largest employer**





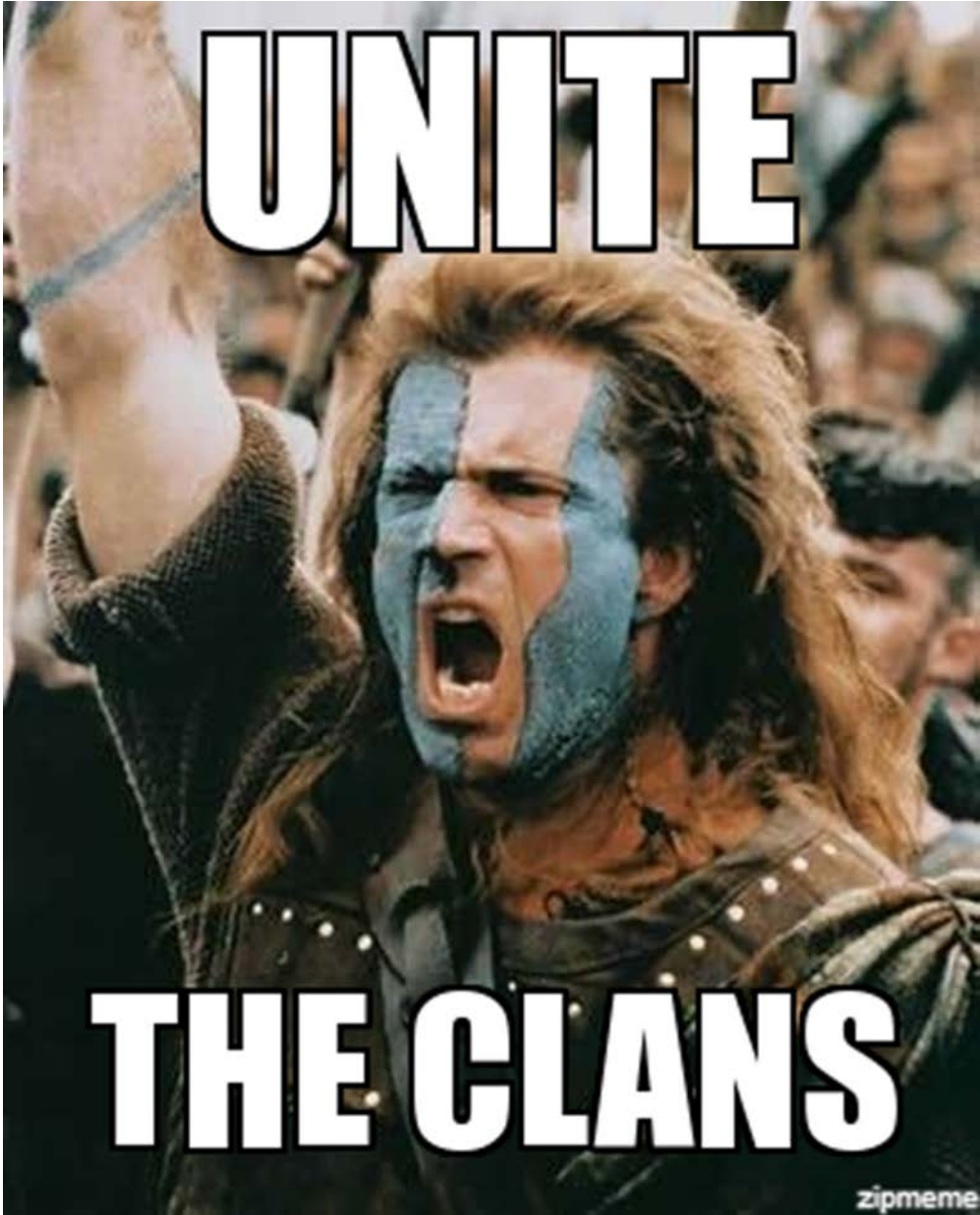
WINTER IS ~~COMING~~

Here

Lee County Process

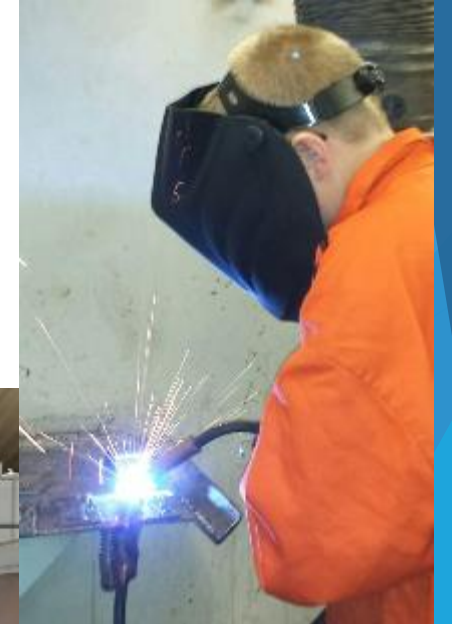
- ▶ #1 Growth Restriction - Workforce
- ▶ Talent for Today & Tomorrow Breakfast Series
- ▶ **ACTION** – Move beyond the Post-It notes





GRW Lee

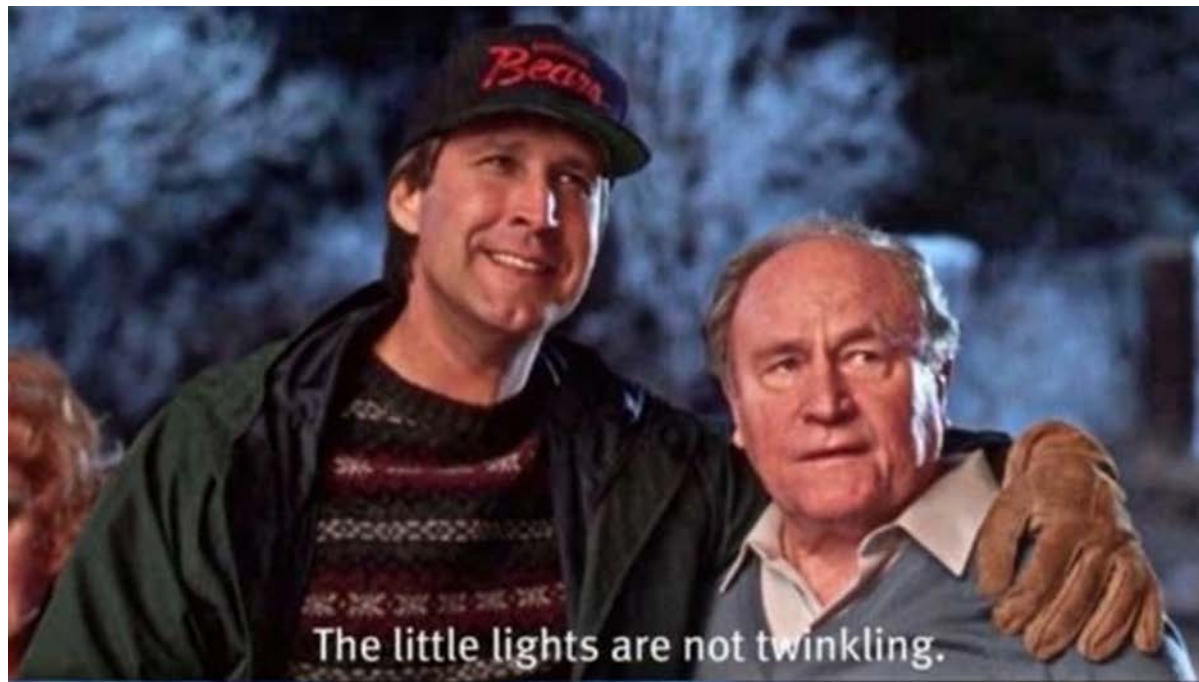
10 Workforce Initiatives



GR^{OW} Lee 2.0

- **Workforce**
 - Quality of available workforce
- **Future Lee**
 - Available workforce housing
 - Ease of doing business in Lee County
- **Image**
 - Bringing together a divided county





The little lights are not twinkling.



I know, Art. Thanks for noticing.

How can **you** apply this to your area?

- ▶ **Data Driven**
- ▶ **Actively listening – Not afraid to pivot**
- ▶ **Build Collaboration**
- ▶ **Realistic long and short term goals**

How can you apply this to your area?

- ▶ Build a brand **GR****W Lee**
- ▶ The year of **ACTION**
- ▶ 58 minute meetings
- ▶ Results oriented



When the Boomers Bail – Mark Lautman

Re Defining the Goal – Kevin Fleming

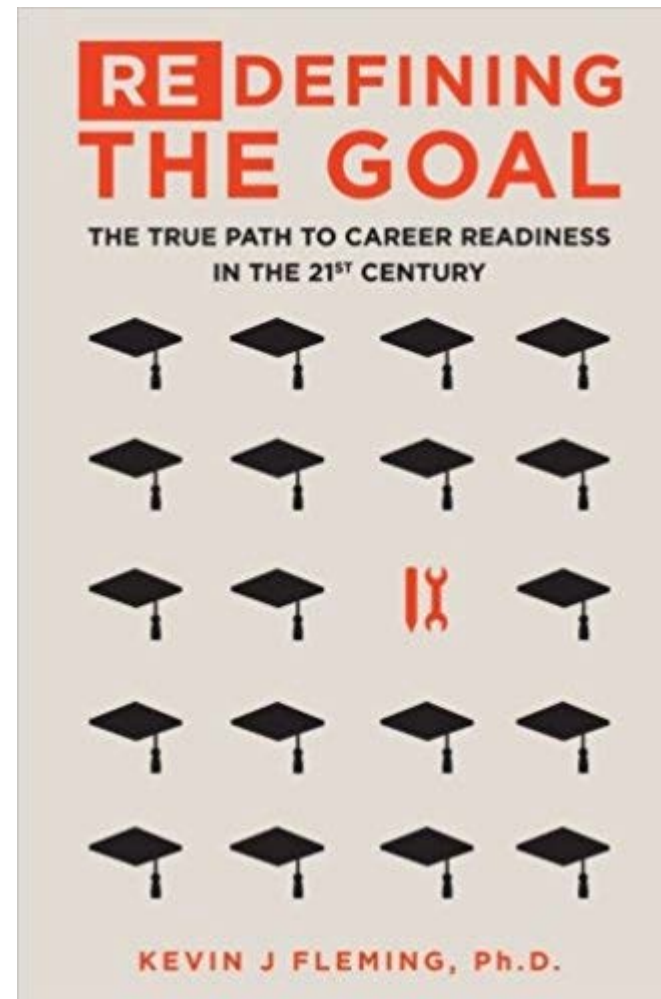
A Community Economic Survival Guide

When the Boomers Bail

How Demographics will Sort
Communities into Winners and Losers



Mark Lautman







Lee County
ECONOMIC
DEVELOPMENT
GROUP

djfraise@gmail.com

319-753-0690