

Jackson County Tomorrow

By: Brooke Axness, Chris Jasper, Maggie Richardson, and Matt Morlan



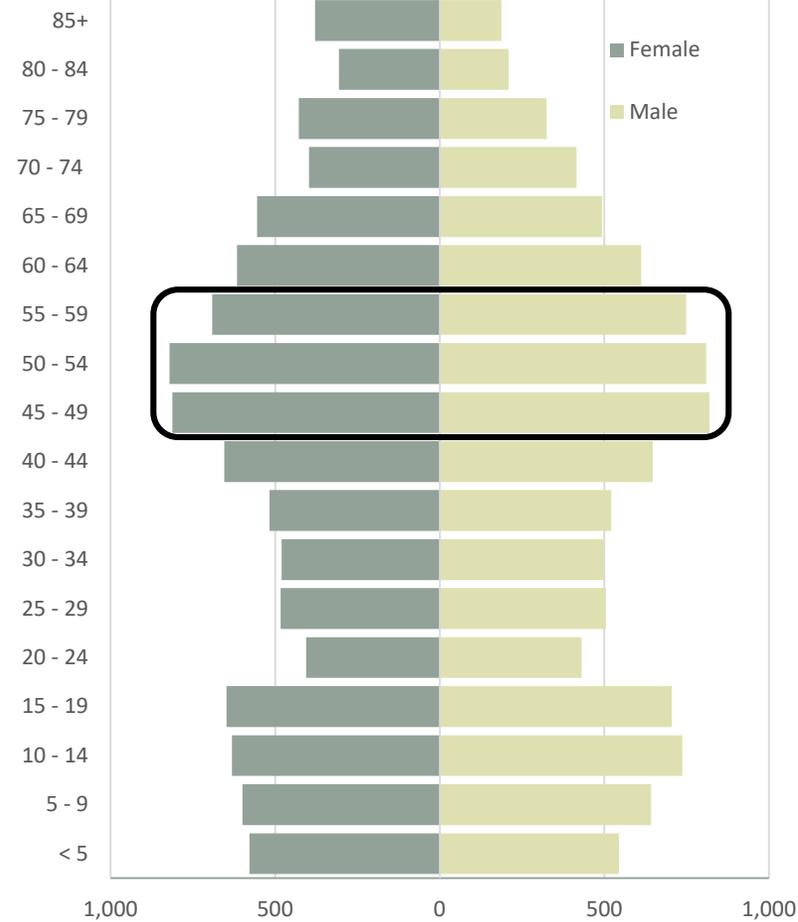
School of
**Urban &
Regional
Planning**

Challenges

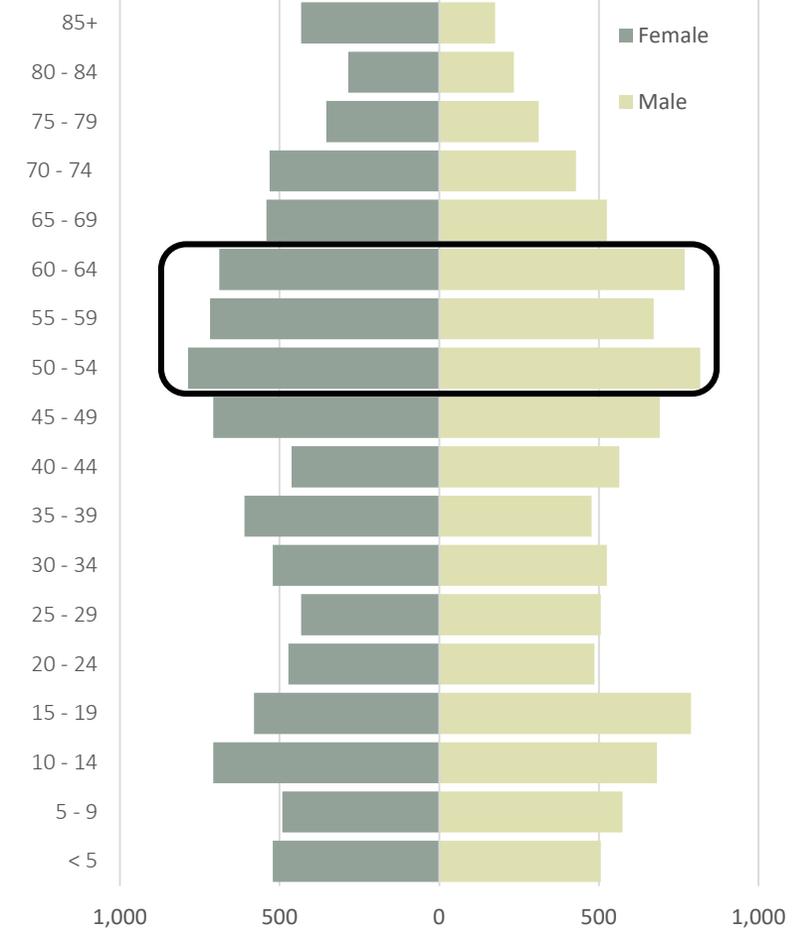
2000 Jackson County Age Distribution by Sex



2010 Jackson County Age Groups by Sex

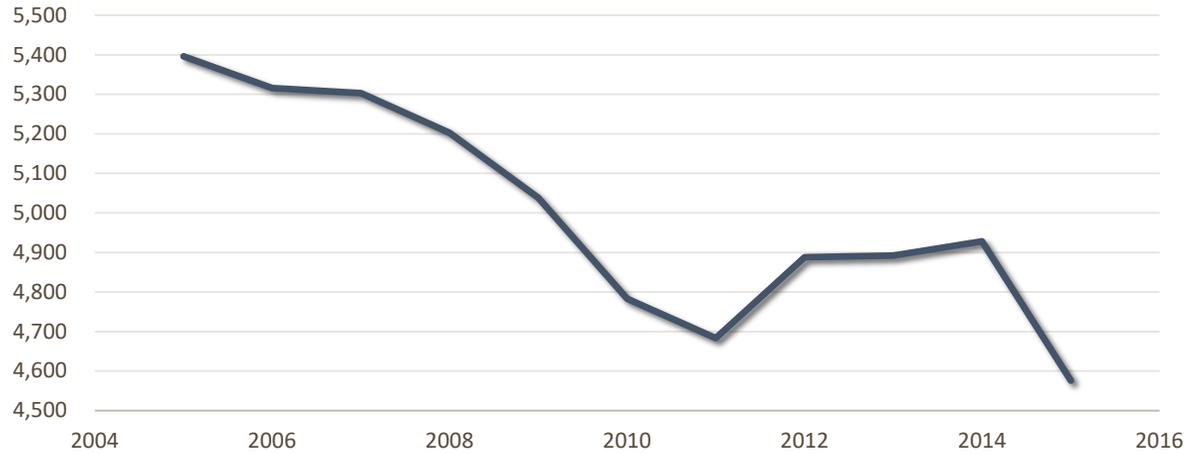


2015 Jackson County Age Distribution by Sex

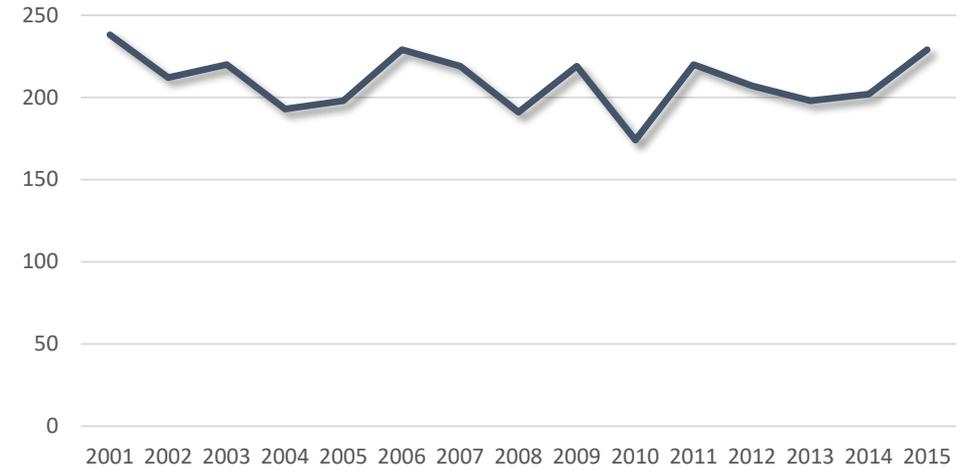


Challenges

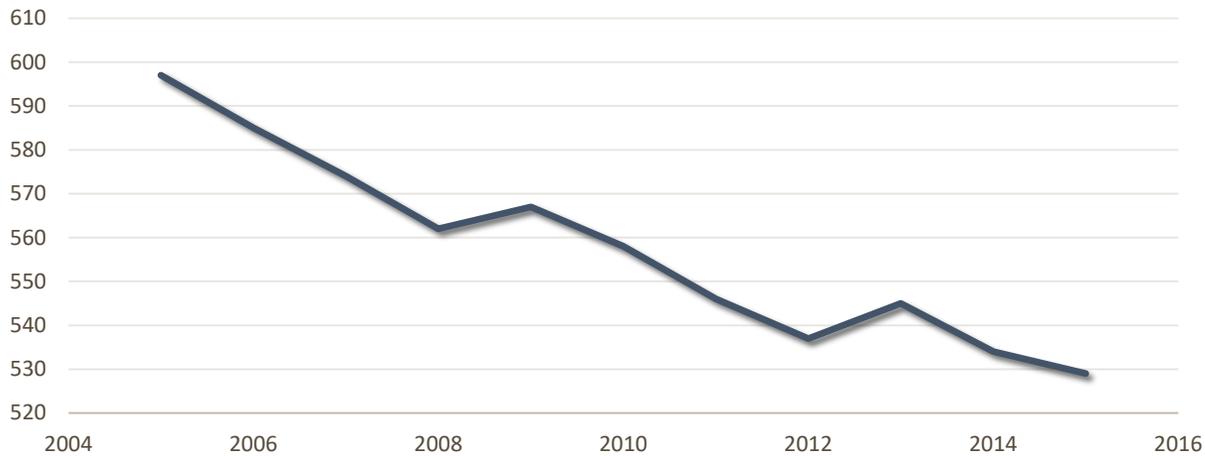
Workers in Jackson County



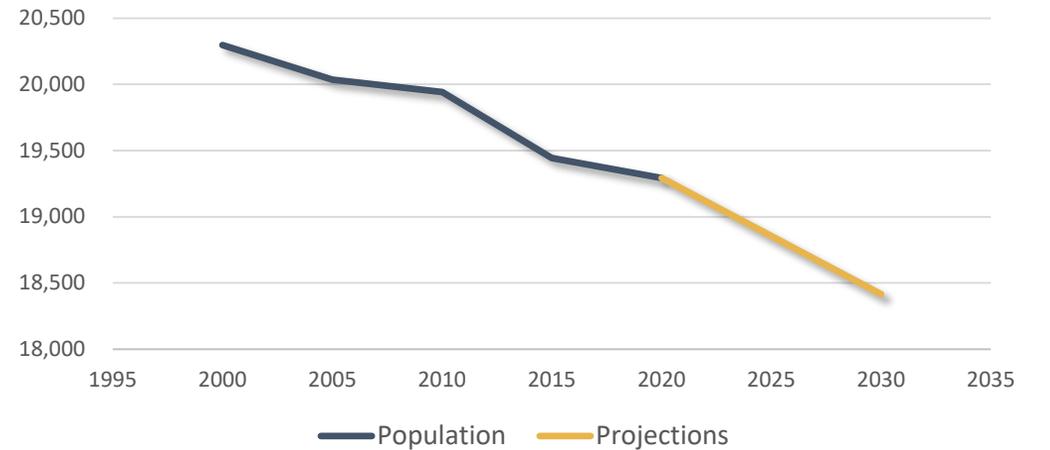
Births



Business Establishments



Population and Projections



Vision Statement

Jackson County Tomorrow aims to build capacity within the county to meet the needs of all young families, promote economic vitality, and improve quality of life to ensure a sustainable population.

Project Goals



Median Age ↓



Total population ↑

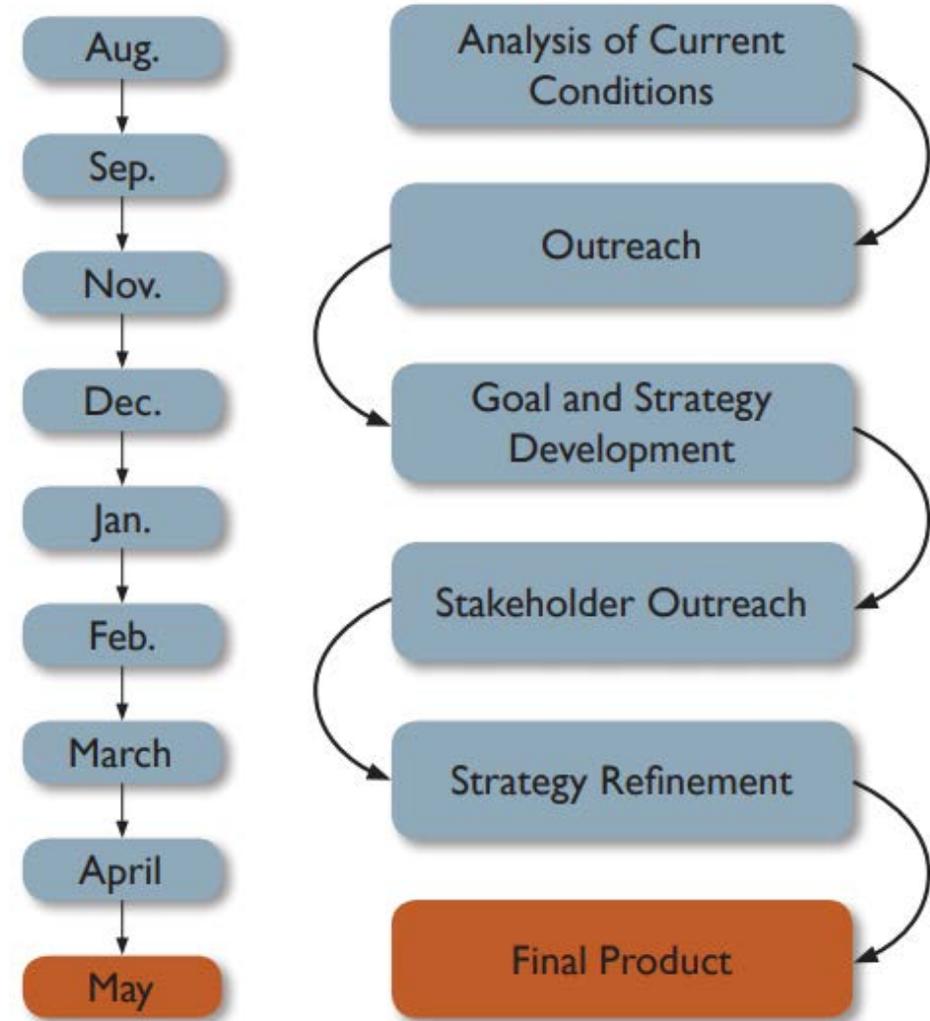


School enrollment ↑



Number of businesses ↑

The Process



Outreach

16	Focus group participants	
10	Community visits	
5	Interviews with real estate agents	
4	Interviews with bankers	
3	Presentations to City Councils	



What makes Jackson County your family home?

Graduate students at the University of Iowa are working with local leaders to make Jackson County a more attractive destination for younger families. To get to know the area and its community better, we want to hear from young families themselves. We invite anybody interested to one of a series of focus groups we're hosting around the county. Food and refreshments will be provided, and each group will meet from 5:30 – 7:00 p.m. The dates and locations are:

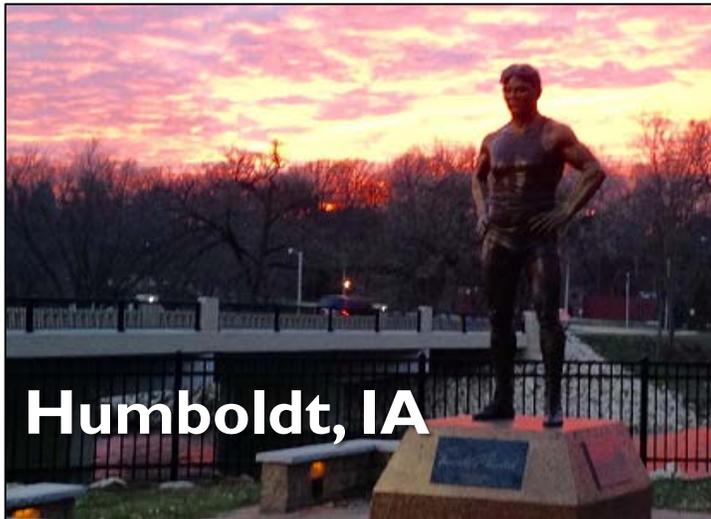
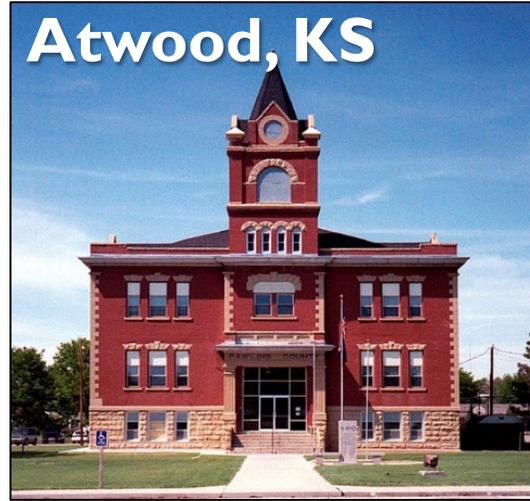
- **October 24** — Great River Gallery, 116 N. Riverview, Bellevue
- **October 26** — The Maquoketa Art Experience, 124 S. Main St., Maquoketa

If you can't make it to your local meeting, feel free to stop by any of the others. A few items we hope to learn from this process include:

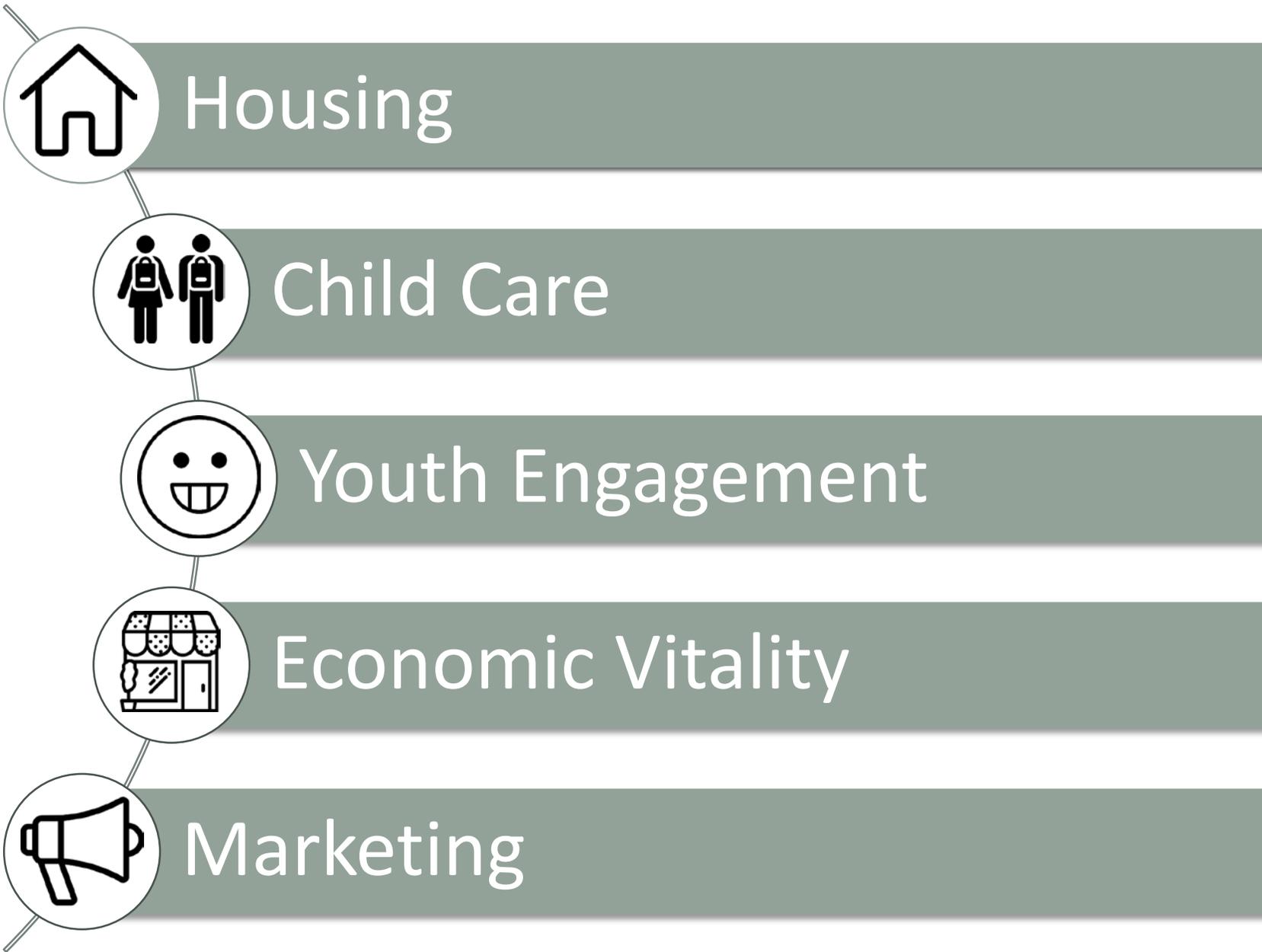
- What drew you to Jackson County?
- What has been the best part of raising a family in Jackson County?
- How can Jackson County's communities better support young families?

If you're interested in attending, please let us know via email at JCYoungFamPlan@gmail.com If you have any questions or comments – or if you want to follow the project throughout the year – feel free to email us or find us on Facebook at [@JCYoungFamPlan](https://www.facebook.com/JCYoungFamPlan).

Case Studies



Themes



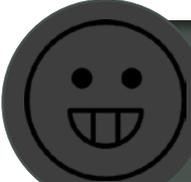
Themes



Housing



Child Care



Youth Engagement



Economic Vitality

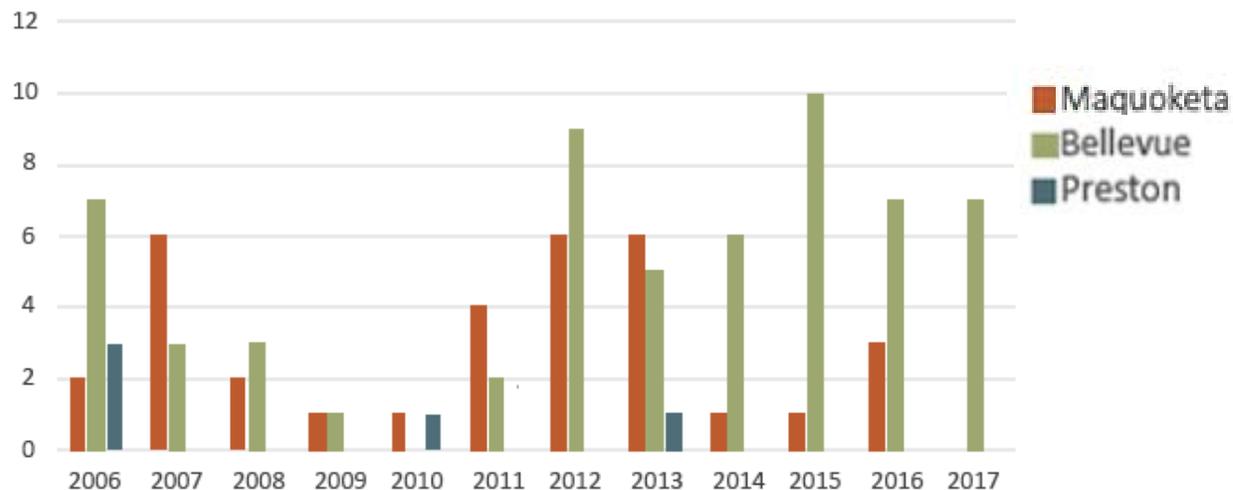


Marketing





Encourage the development of new and diverse housing types to provide high quality options for residents of all ages.



Distribution of new homes built between 2006-2017.

	Jackson County	Iowa
< 3 years	1.2%	1.5%
3 - 7 years	21.0%	28.9%
8 - 17 years	33.6%	35.1%
18 - 27 years	17.3%	15.7%
28 - 37 years	10.6%	7.8%
38+ years	15.5%	11.1%

Length of stay at current residence

Adopt TIF for residential development

Establish Voluntary Assessment Agreement for subdivision development

Support Pocket Neighborhood Development

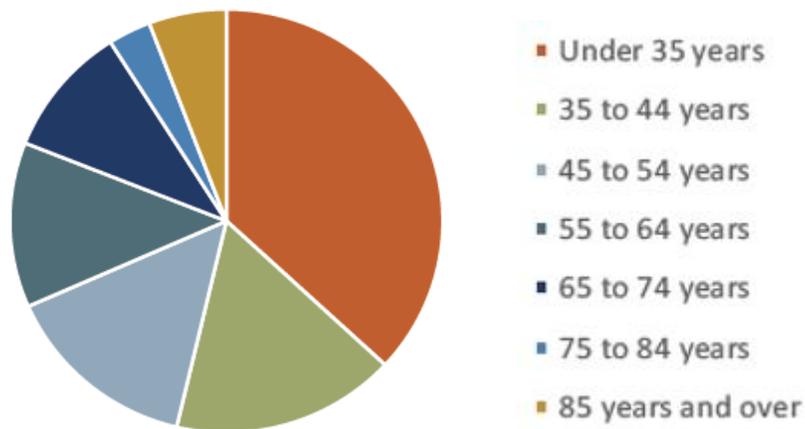
Develop senior housing to free up other occupied homes



Support the rehabilitation of existing housing stock for both owner and renter occupied units

Jackson County		
	Homes	Percent
Built 2000 or later	1,029	10.8%
Built 1970 – 1999	2,807	29.8%
Built 1940 – 1969	2,456	26.1%
Built before 1940	3,137	33.3%

Year homes built



Age distribution of renters

Implement property tax abatement program

Establish rental housing rehabilitation program



Encourage and support the transition to homeownership

	Owner-occupied units	Renter-occupied units
Less than \$5,000	1.6%	11.9%
\$5,000 to \$9,999	2.6%	10.5%
\$10,000 to \$14,000	3.5%	11.3%
\$15,000 to \$19,999	4.6%	7.4%
\$20,000 to \$24,999	3.7%	8.1%
\$25,000 to \$34,999	10.8%	12.2%
\$35,000 to \$49,999	16.1%	13.5%
\$50,000 to \$74,999	23.9%	13.1%
\$75,000 to \$99,999	15.6%	6.1%
\$100,000 to \$149,999	12.4%	4.5%
\$150,000 or more	5.1%	1.3%

38.5% of renters at or above 80% AMI eligibility threshold for down payment assistance program.

Support down payment assistance programs through local banks

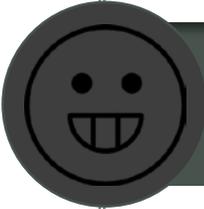
Themes



Housing



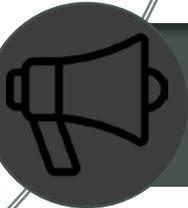
Child Care



Youth Engagement



Economic Vitality



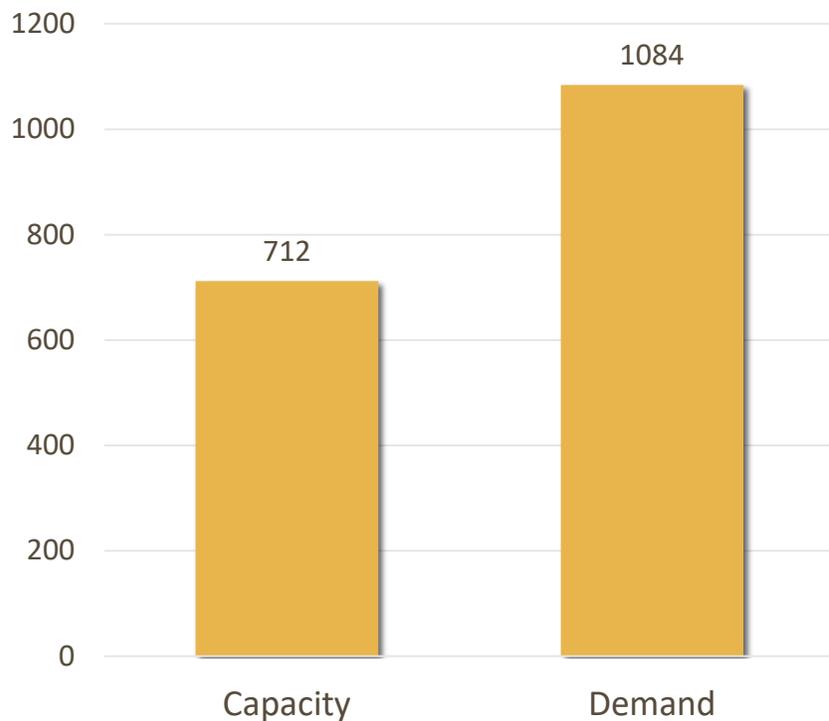
Marketing





Increase overall capacity for child care

Child Care Availability in Jackson County



Use existing facilities to expand and increase child care services

Use online services to connect parents and businesses to care providers

Source: Department of Human Services.



Strengthen relationships with county teachers and childcare workers

Community	Provider Type	Provider Name	QRS Rating
La Motte	Registered Child Development Home C	Charleen Kilburg	4
Maquoketa	Licensed Center	Child Development Inc DBA Sunshine Learning Center	3
Maquoketa	Registered Child Development Home B	Donna Evans	2
Maquoketa	Registered Child Development Home B	Korene Shady	1
Maquoketa	Licensed Center	Little Shepherd Christian Preschool	3
Maquoketa	Licensed Center	Sacred Heart Preschool and Childcare	4
Preston	Licensed Center	Wee Care For Young People	3

Support WAGE\$ programming

Implement T.E.A.C.H. Scholarship program

Establish childcare cooperatives



Themes



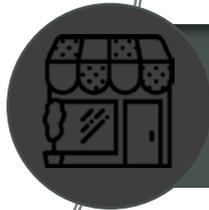
Housing



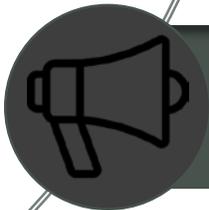
Child Care



Youth Development



Economic Vitality



Marketing





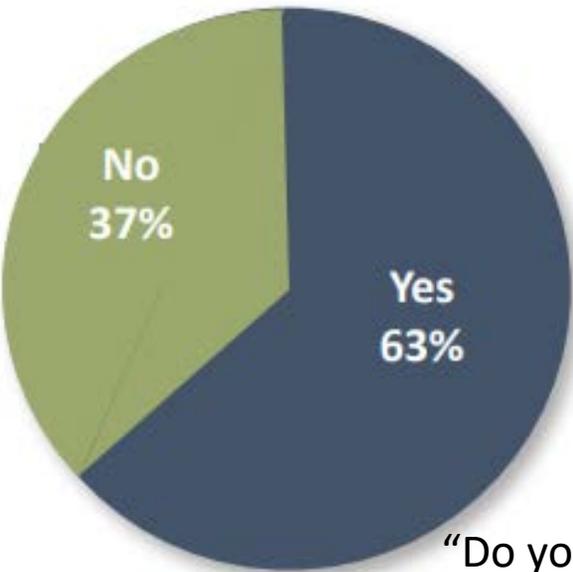
Improve youth leadership and engagement



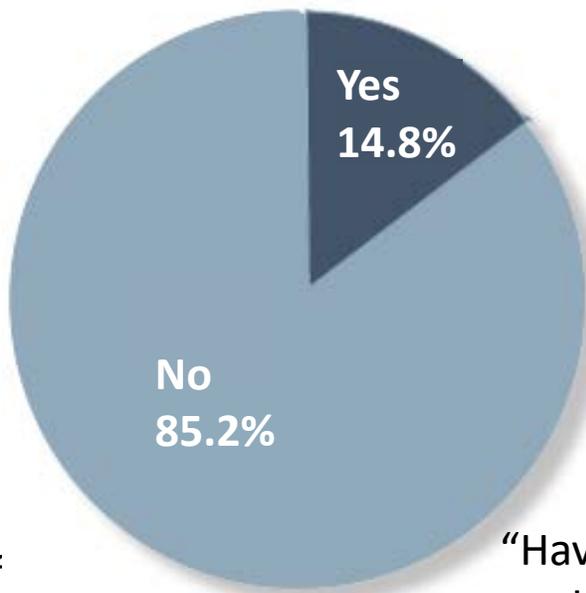
Incorporate mentorship programming within local schools

Provide avenues for local youth to provide structured feedback in community contexts

Create young professionals club



“Do you see yourself living in this area in the future?”



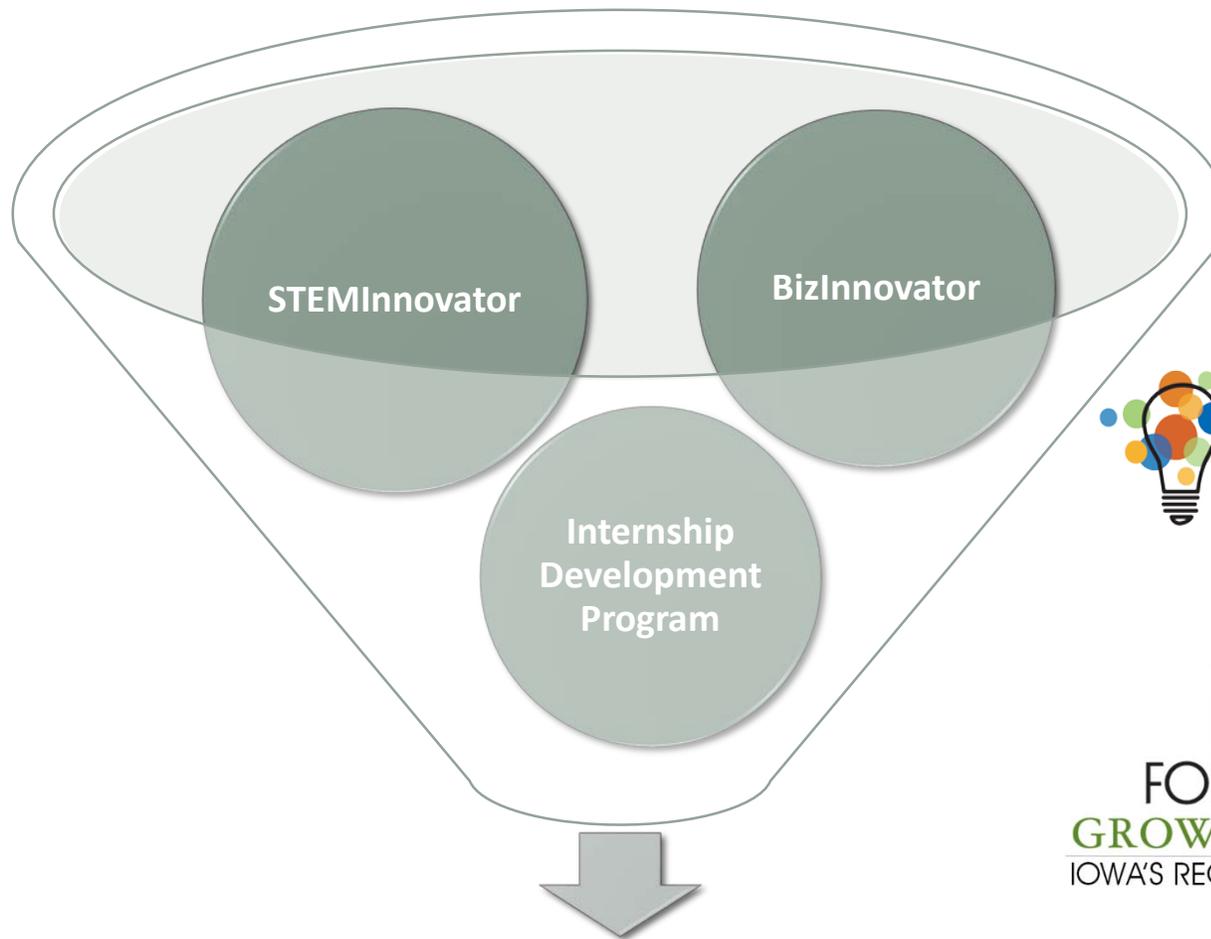
“Have adults asked you how to improve the community?”



Invest in youth entrepreneurship and skills

Incorporate entrepreneurial concepts within school system

Create internship development program



Themes



Housing



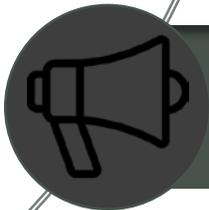
Child Care



Youth Development



Economic Vitality



Marketing





Facilitate successful business transitions between owners

Retail, Health and Personal Care Store				
Type of Impact	Jobs	Labor Income	Value Added	Total Industrial Output
Direct	(10)	\$(330,000)	\$(430,000)	\$(740,000)
Indirect	(1)	\$(40,000)	\$(70,000)	\$(160,000)
Induced	(2)	\$(40,000)	\$(80,000)	\$(160,000)
Total	(13)	\$(410,000)	\$(590,000)	\$(1,060,000)

Coordinate cost sharing for business appraisals

Establish worker-owned cooperatives





Provide opportunities for business owners to develop skills

Host business
education
classes



CENTER FOR
**BUSINESS GROWTH
AND INNOVATION**
UNIVERSITY OF NORTHERN IOWA

Establish
community
investment clubs


SLOWMONEY
IOWA

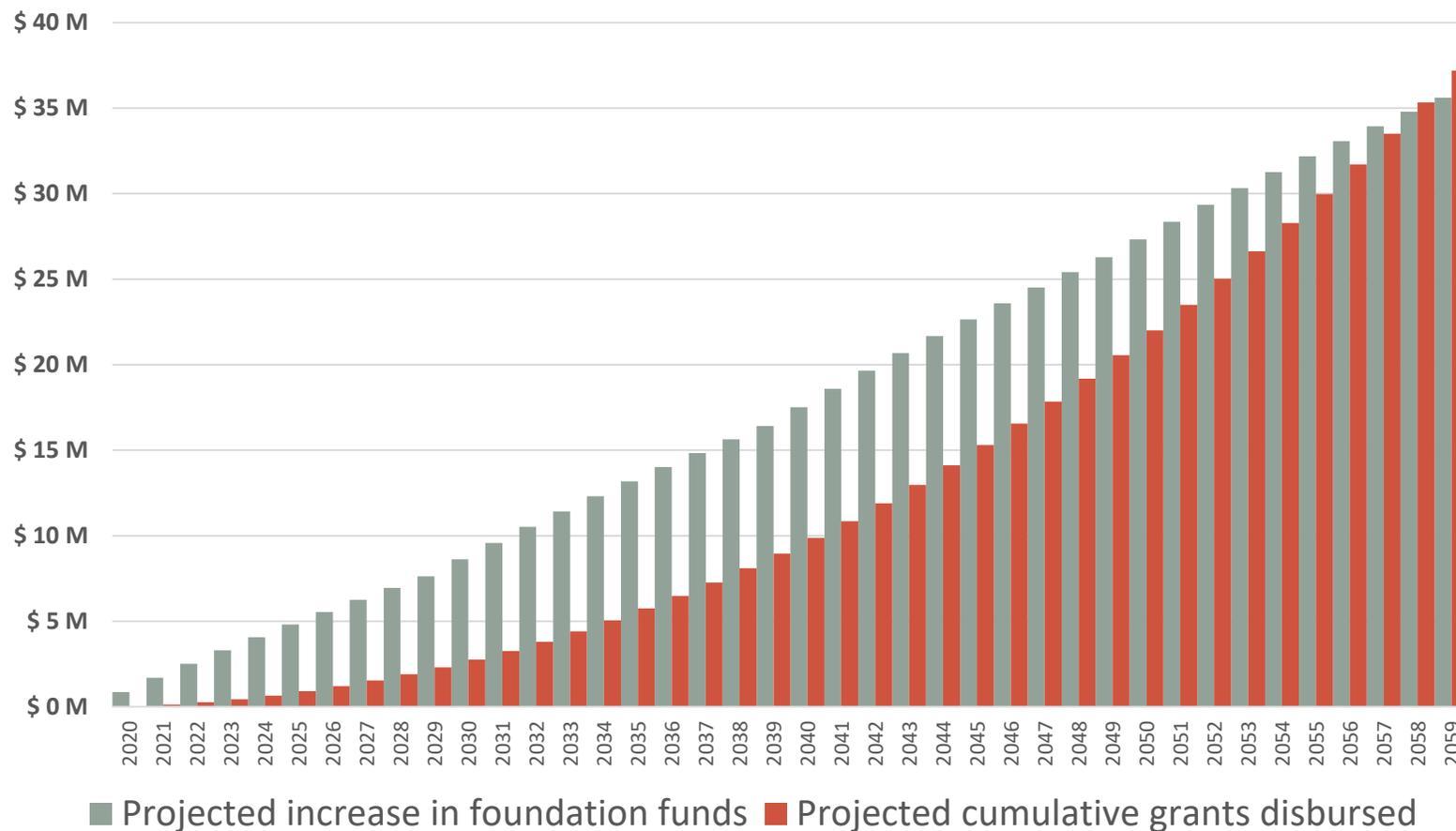


Involve local philanthropies

Encourage unrestricted donations to local nonprofits

Align local nonprofits with youth attraction goals and initiatives

Grant making opportunities with a 1% intergenerational wealth capture



Themes



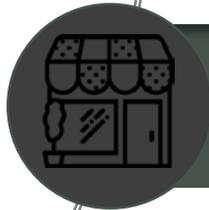
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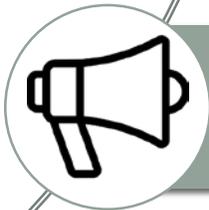
Child Care



Youth Engagement



Economic Vitality



Marketing





Improve ease of access to information for current and potential residents

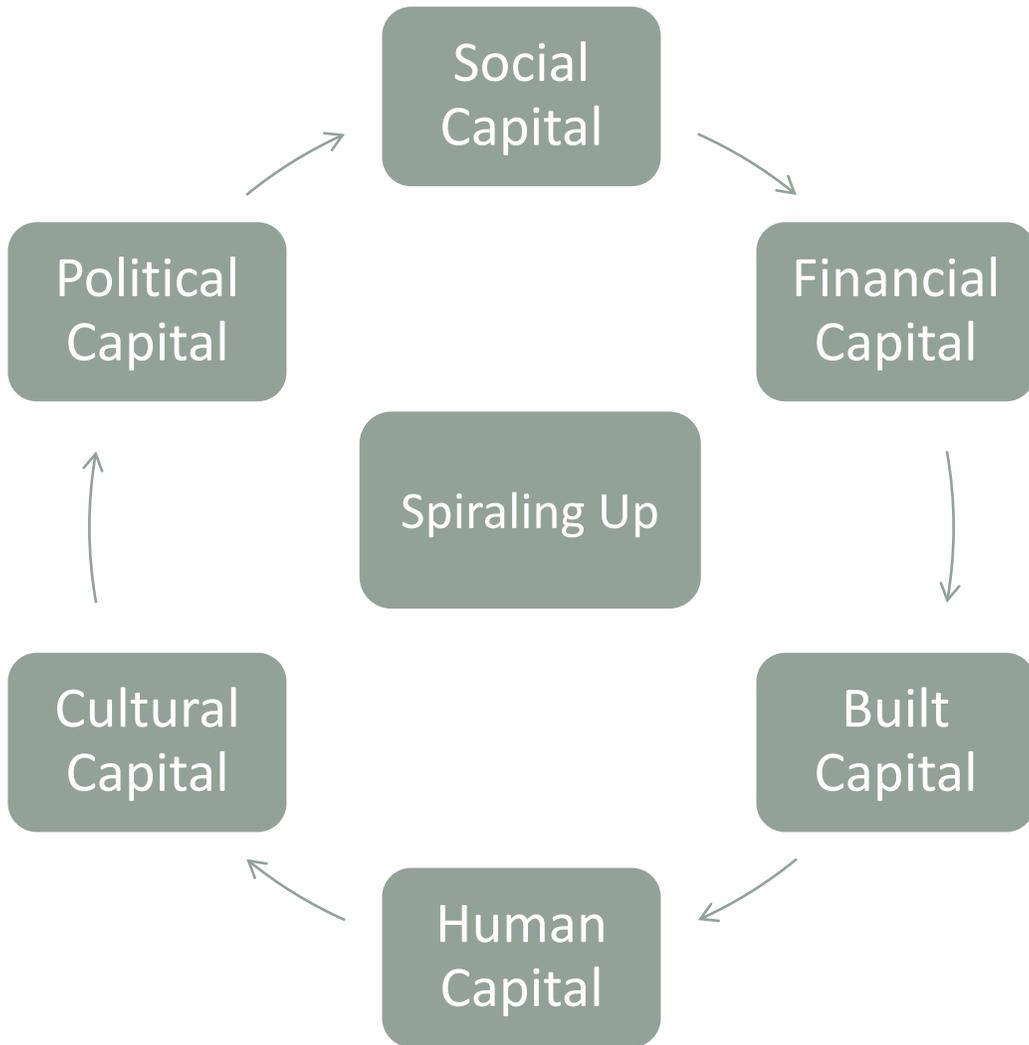
Page Name	Resident Likes	Total Likes
Sheriff's Department	1,200	5,000
Nightowl News Group	1,000	3,500
KWQC TV-6 News	990	128,800
Around Iowa	825	102,400
Dubuque in Pursuit	733	30,800
61 Drive In Theatre	705	25,900
Jackson County Fairgrounds	626	4,200
Bluff Lake Catfish Farm	626	11,400
KCRG-TV9	605	138,300
Keepsake Portrait Studio	470	2,700
Make a Splash Home Decor & Gifts	454	2,600
Codfish Hollow Barnstormers	420	19,600
Jackson County Humane Society	393	4,500
DTS Photography	385	2,900
Sweet Things Bakery	384	1,400
Poopy's Pub n' Grub	326	48,400

Facebook engagement by Jackson County users.

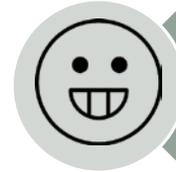
Buy Local
Child Care
Cost of Living
Education
Getting Around – Where Are We?
Government
Health Care
Housing
New Neighborhoods
Ord Housing Authority
Parks and Recreation
Relocation Information
ShopOrd.com
SynoVation Valley Leadership Academy
Worship

Remodel community webpages

Formalize alumni connections



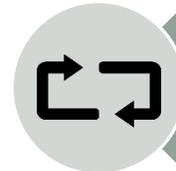
Marketing



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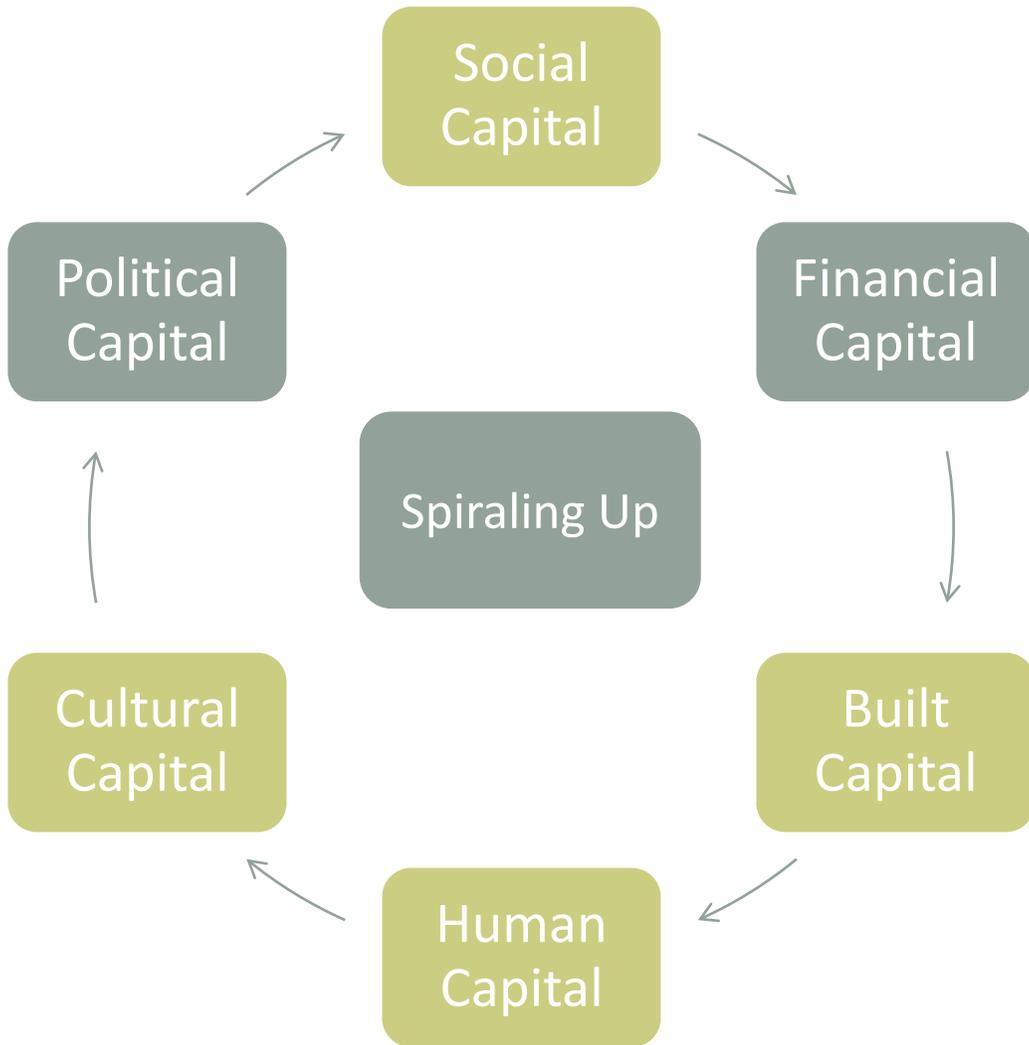
Housing Solutions



Succession Planning



Entrepreneurial Capacity



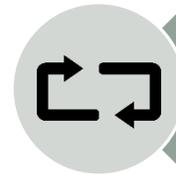
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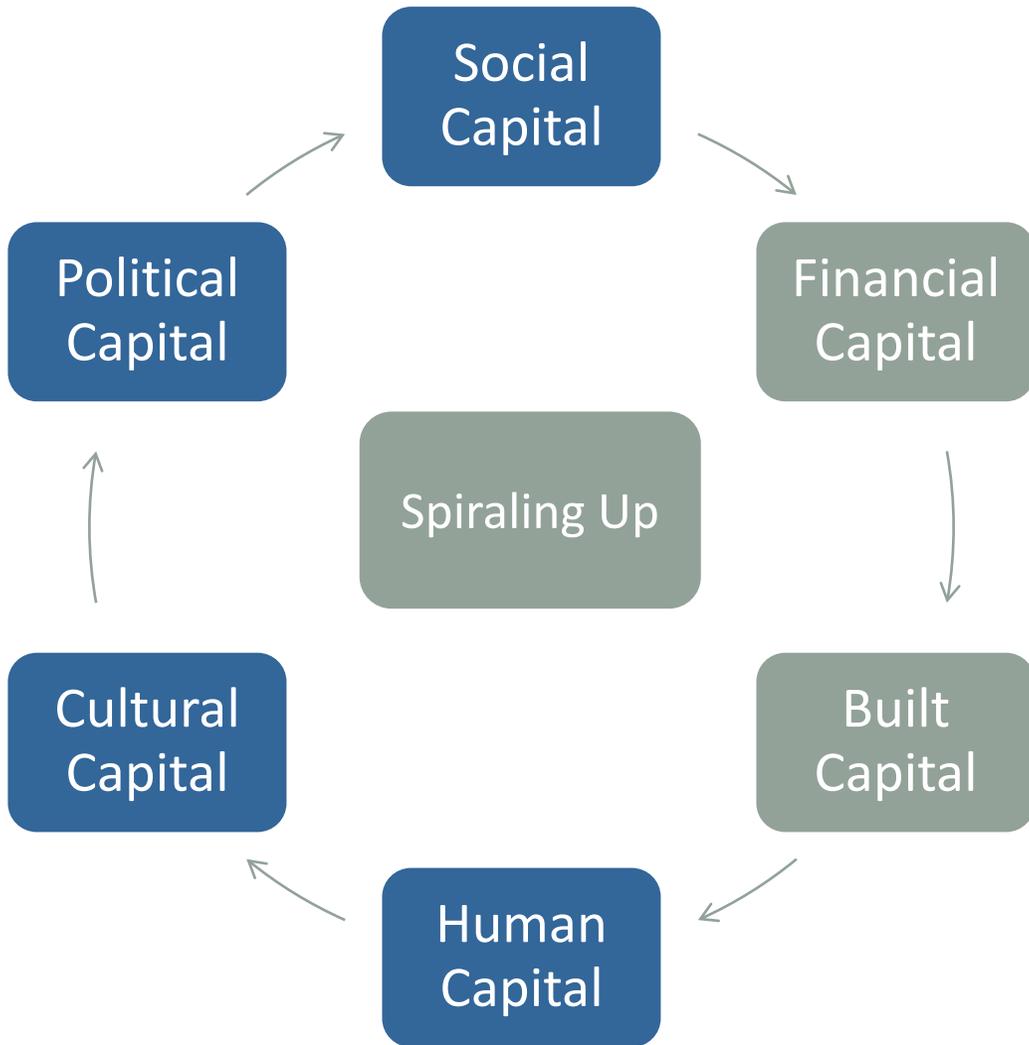
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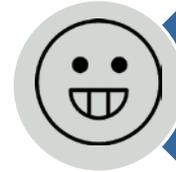
Succession Planning



Entrepreneurial Capacity



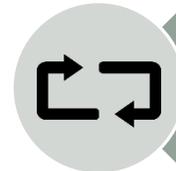
Marketing



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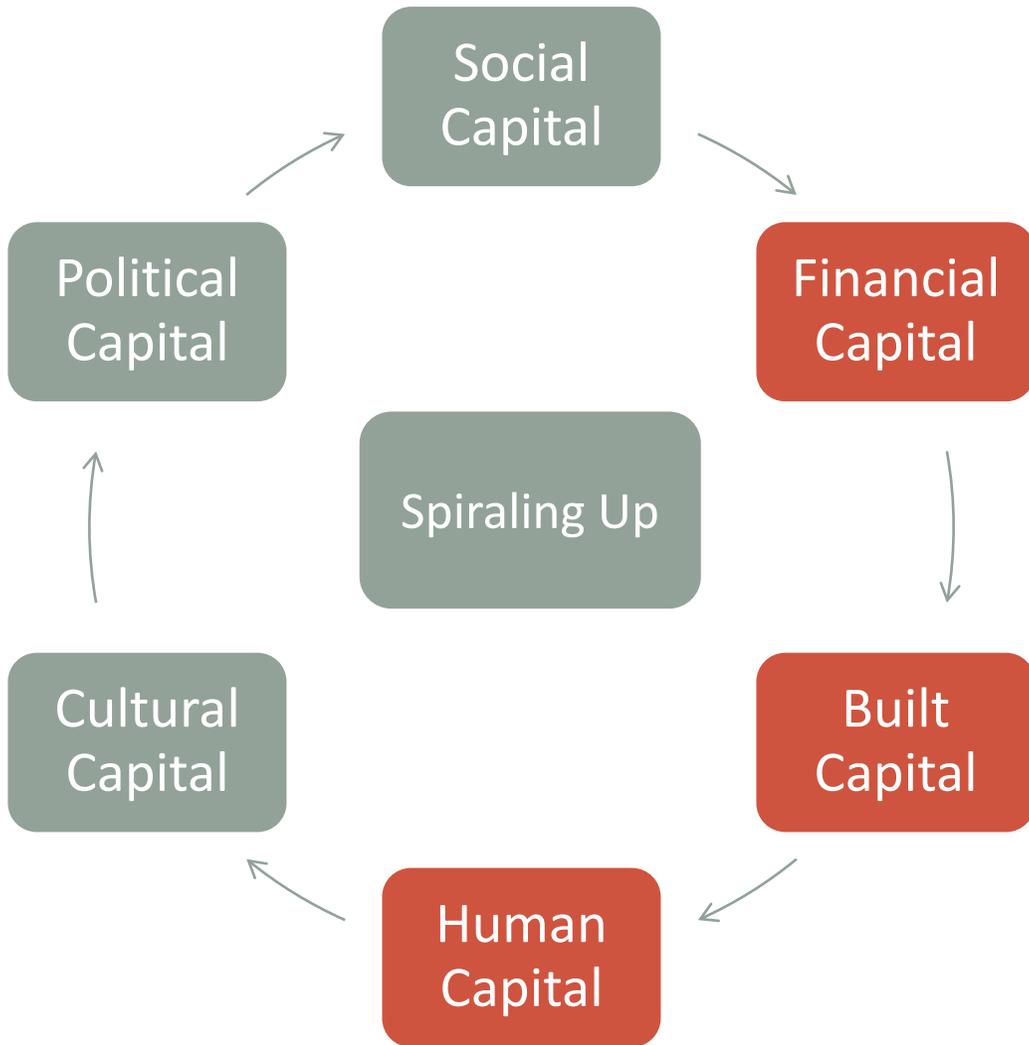
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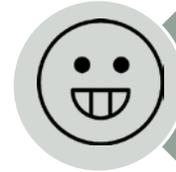
Succession Planning



Entrepreneurial Capacity



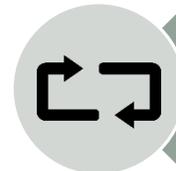
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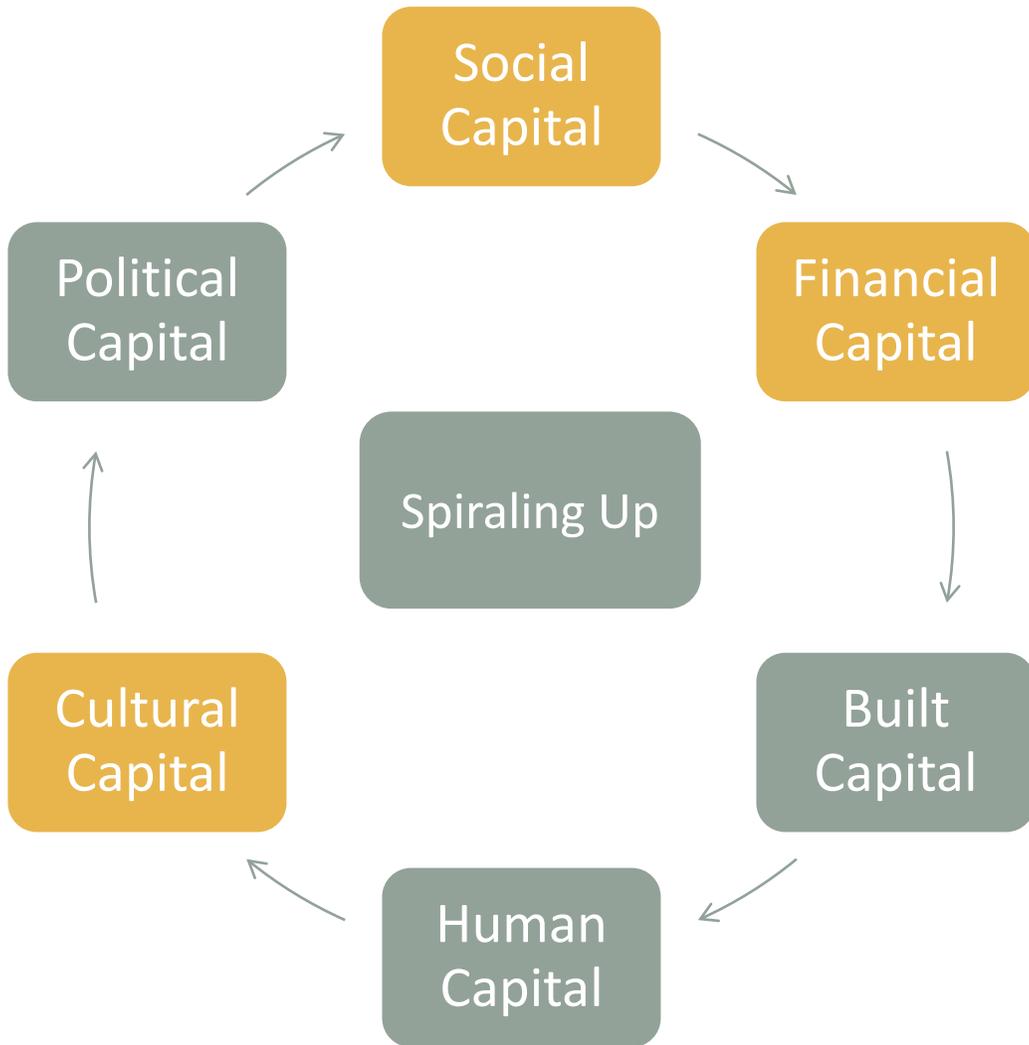
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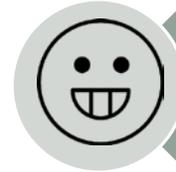
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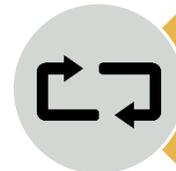
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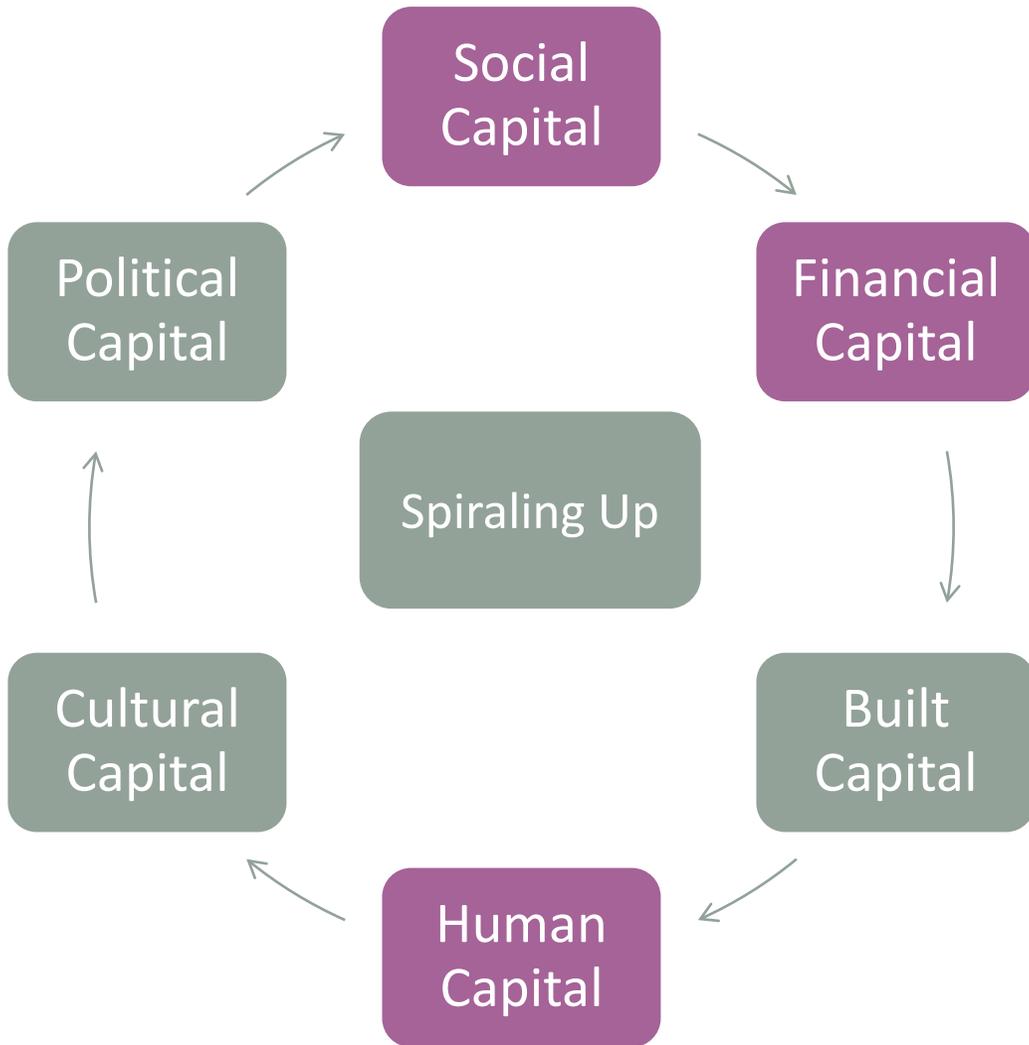
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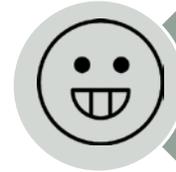
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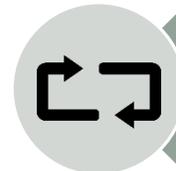
Marketing



Youth Development



Housing Solutions



Succession Planning



Entrepreneurial Capacity

Jackson County Tomorrow tomorrow

- Final report delivered to JCEA on May 9
- Inter-organizational cooperation

Housing		
Strategy	Impacts	Responsible Entities
Short-term (1-3 Years)		
Develop the Pocket Neighborhood	<ul style="list-style-type: none"> • Meets demand for affordable new construction • Provides a high quality, affordable housing option for young professionals and families • Facilitates social interactions and a sense of ownership that will help anchor new and young residents to the community • New development increases tax base 	<ul style="list-style-type: none"> • ECIA/ECDC • City of Maquoketa • County Board of Supervisors • Local realtors
Support Down Payment Assistance Program	<ul style="list-style-type: none"> • Support residents transitioning to homeownership • Homeowners build wealth through equity and achieve greater sense of stability • Ownership gives residents greater stake in the community, promotes increases civic engagement • Ownership helps anchor new and young residents to the community • Frees up rental units for those in need 	<ul style="list-style-type: none"> • Maquoketa State Bank and Bellevue State Bank (currently members of the Federal Home Loan Bank of Des Moines)

Strategy matrix example

Thank you!

Questions?

