Jackson County Tomorrow – Attracting and Retaining Young Families in Small Town Iowa



About Jackson County

The county is home to two state parks — the Maquoketa Caves and Bellevue State Park — that combined attract more than 200,000 visitors and generate more than \$15,000,000 in economic activity annually.

The City of Maquoketa has been recognized by the lowa Great Places Program, and was awarded a \$400,000 grant for pedestrian improvements to its Main Street.

Jackson County is a pilot member of the Iowa Parks Foundation's Parks to People Program, which includes an estimated \$58 million in proposed park and trail expansion projects.

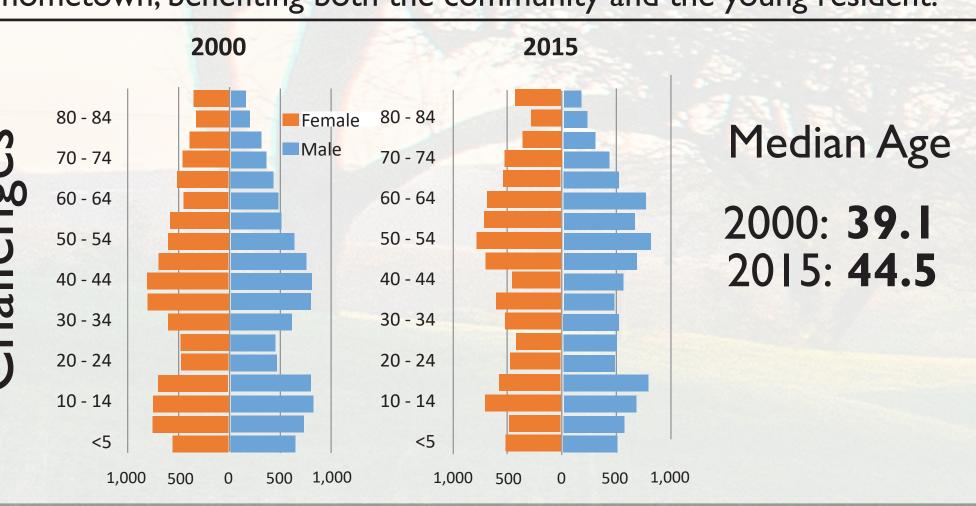
Home to the Grant Wood Loop, a scenic byway over rolling hills, bluffs, and farmland that connects the county's cultural

Abstract

lackson County Tomorrow includes a series of place-specific strategies intended to combat the causes and effects of "brain drain" in three eastern lowa communities. It includes recommendations to improve the quantity and quality of housing, increase the availability of child care in the county, and guidelines to protect its economy through youth entrepreneurship, marketing, and business succession planning.

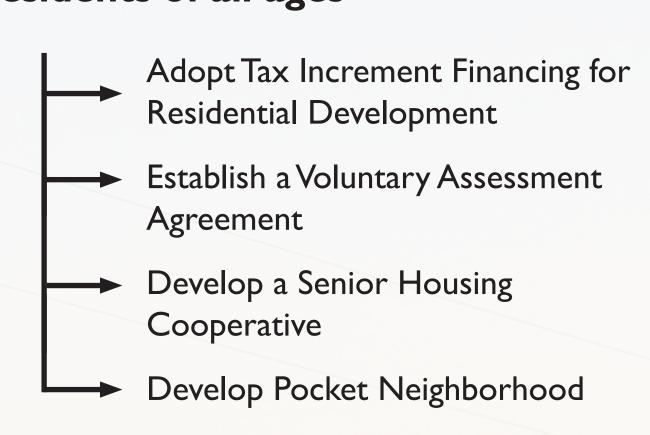
Key Points

- Young families face housing barriers because home construction is slow throughout the county, older homes require significant rehabilitation, and new homes for sale move quickly off the market.
- · Jackson County faces a shortage of child care opportunities that will soon become worse as child care providers retire.
- As business owners age, business succession and transition strategies can ensure that the county's economic institutions remain in
- Philanthropic partnerships can slow the outflow of wealth from the county and provide additional financing opportunities in the county.
- Building entrepreneurship and business acumen among the region's youth can teach them how to launch businesses in their hometown, benefiting both the community and the young resident.



Housing

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



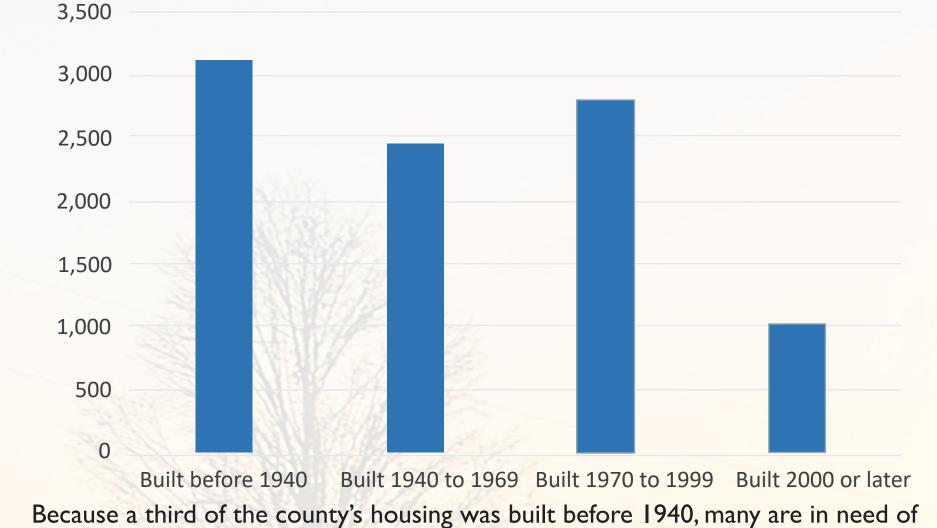


The site layout for the Pocket Neighborhood proposed in Maquoketa. The design promotes greater connectivity between neighbors and provides an affordable option for homeownership that will help anchor its residents to the community. Source: East Central Intergovernmental Association.

Objective 2 Support the rehabilitation of

existing housing stock for both

owner and renter occupied units Property Tax Abatement Program Rental Housing Rehabilitation



Objective 3

Source: Year Built. ACS 2011-2015 Estimates.

Encourage and support the transition to homeownership

significant updates and repairs. Property tax abatement and rental rehabilitation programs

encourage property owners to make improvments to owner- and renter-occupied units.

Down payment assistance through Home\$tart and Home\$tart Plus

Economic Vitality

Objective I

Source: Chris Jasper

Objective 3

Achieve successful business transitions between owners

> Cost sharing for Business Appraisals

The Potter's Mill in Bellevue is a historic mill turned restaurant and hotel.

Coordinate and involve local

opportunities

nonprofits with investment

Encourage Donations to non-

Align Community Foundation

attraction goals and initiatives

endowed foundation funds

of Jackson County with youth

Worker-owned Cooperatives

Objective 2 Create a healthier business

environment by providing opportunities for business owners to advance their skills

> Host business education courses Establish a community investment club

Mid-sized Manufacturing Firm Labor Income Value Added Output \$(4,170,000) \$(5,560,000) \$(24,820,000) \$(1,530,000) \$(3,430,000) \$(1,130,000) \$(2,140,000) \$(8,230,000) \$(30,380,000)

pe of Impact	Jobs	Labor Income	Value Added	Total Industrial Output
irect	(10)	\$(330,000)	\$(430,000)	\$(740,000)
direct	(1)	\$(40,000)	\$(70,000)	\$(160,000)
duced	(2)	\$(40,000)	\$(80,000)	\$(160,000)
otal	(13)	\$(410,000)	\$(590,000)	\$(1,060,000)

without succession planning, the planning team conducted an economic impact assessment on two local business industries with aging ownership, as identified by community partners. Sources: IMPLAN, ReferenceUSA

Marketing

Child Care

Objective I

Conclusion

Jackson County Tomorrow uses

model to revitilize the towns

of Maquoketa, Bellevue, and

Preston. The model states

community capital begets

that an increase in any

the Community Capitals

Improve access to information for current and potential residents

> Remodel county web page Reach out to area alumni

people living both inside and outside the county are unaware of its available opportunities and amenities due to neffective marketing. Residents were frustrated with their inability to learn easily about things happening in their own communities. For young people living outside of the county, the lack of effective communication has led to misconceptions about Jackson County. Participants recalled conversations with out-of-town friends who were shocked when they discovered the county's low cost of living.

Source: 2016 ACS 5-year

Objective I

Objective 2

____ Increase overall capacity for

child care in Jackson County

Expand capacity through new

Strengthen relationships with county

teachers and child care workers

Child-care cooperatives

Child Care WAGE\$

→ T.E.A.C.H.



The Planning Process Outreach Methods Conditions

Focus group Outreach Community visits Goal and Strategy Development Interviews with real estate agents

Interviews with bankers

Objective I

Youth Development Economic Vitality

What makes Jackson County

your family home?

Youth Development

Improve youth leadership and engagement in Jackson County through engaging activities and leadership development opportunities.

> Incorporate community mentorship programming within local schools Provide Avenues for Local Youth to Provide Structured Feedback in Community Contexts

Launch local young professionals club

question, "have adults in your community a better place to live for teens?" Source: Bellevue Teen Survey

Student responses to the question "... do you picture yourself living in this area to start a family?" Source: Bellevue Teen Survey.

after you graduate from high school or college, get some career experiencem or decide

Entrepreneurship

Objective 2

Encourage youth entrepreneurship with supplementary programming and curricula

> Incorporate entrepreneurial concepts within community school systems Develop Internship Development



Grade levels: 9-12

STEM

BiZInnovator

on startups, market analysis,

DVANCEIOWA

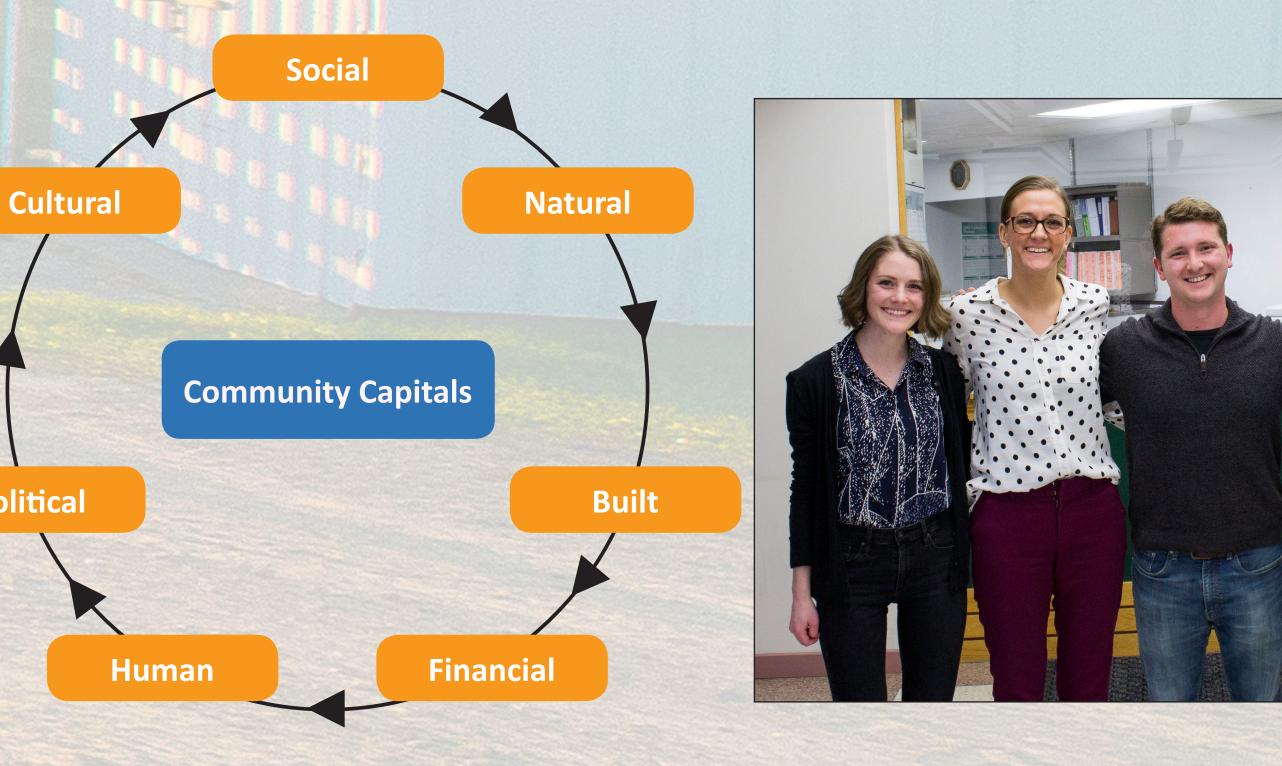


Establishing relationships between business owners and state and local business resource providers will help to support a healthy business environment in the county. Advance Iowa and the regional Small Business Development Center provide programming opportunities to help owners plan effectively for the entire life of their business as well as ultimately ensure a successful ownership transition.

\$40 M \$35 M \$30 M \$25 M \$20 M \$15 M \$10 M 2020 2021 2024 2026 2020 2021 2024 2026 2026 2026 2020 2021 2024 2026 2020 2021 2024 2026 2020 Projected cumulative grants disbursed Projected Foundation endowment

Jackson County's residents are projected to transfer more than \$900 million in probated estates through 2030, and more than \$6 billion through 2060. A mere 1% rate of capture on those transfers to the Community Foundation of Jackson County would generate more than \$35 in grant making opportunities while stemming the flow of wealth leaving the economy.

increases in other capitals, like a reinforcing feedback loop. The most important capital is social capital, which reflects interorganizational communication and cooperation toward a single objective – in this case, young family attraction and



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The Iowa Initiative for Sustainable Communities

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Iowa Association for the Education of Young Children. T.E.A.C.H. and Child Care WAGE\$, http://www.iowaaeyc.org/teach.cfm. Accessed April 10,





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