



> The mission of Grow Cedar Valley is to elevate the economic vitality of our businesses and communities.

That's why we're the leader in bringing business and community together to grow opportunities for the Cedar Valley. We reduce obstacles to business growth by collaborating with regional economic development partners to advocate for and support Cedar Valley business attraction, retention and expansion efforts, so the Cedar Valley can thrive.

Where did the name come from?

Grow is an action word. Strong, steady growth is a bellwether of any successful business and the overriding benefit of the organization.

Through research, we discovered the inclusion of a geographic identifier – the Cedar Valley – is important to your investors. Grow Cedar Valley is the only organization that focuses on economic and community development for our economic area, regardless of neighborhood or ZIP code. That's important.

Why did the organization rebrand?

As part of the organization's strategic planning processes, it engaged investors and community leaders in a thorough brand assessment. The assessment revealed that the organization did not have a strong, mission-focused brand. It was time to redefine and refocus.

What can investors expect in every interaction with Grow Cedar Valley?

Grow Cedar Valley will create business synergies and optimize resources to reduce obstacles to business growth and help you leverage the best systems, processes and skills.

Mission

>Our ultimate focus and goal

Elevate the economic vitality of our businesses and communities

Vision

>Our strategic priorities

- Be a visible and trusted partner and collaborator
- Provide a recognized value to investors
- Focus on business and talent development
- Ultimately help create a shared vision for the Cedar Valley

Purpose

>The reason we exist

To be the leader in bringing business and community together to grow opportunities for the Cedar Valley.

Brand Values

>How we live the brand

- We understand economic development
- We promote business
- We provide resources
- We maximize opportunities
- We reduce barriers to success
- We add business expertise
- We build relationships

Programming Goals

>What we aim to accomplish

- Expand business retention and expansion activities
- Strengthen business attraction efforts in collaboration with regional economic development partners
- Enhance availability of talent
- Advocate and support entrepreneurial and innovation ecosystems

Organizational Goals

>Steps to achieve our purpose

- Enhance communication and interaction with investors, partners and general public
- Solidify the brand
- Increase engagement and collaboration with regional economic development partners
- Determine long-term role with Leader Valley and TechWorks
- Update governance and organizational structure
- Develop sustainable funding model
- Enhance organizational culture
- Collaboratively develop shared vision for Cedar Valley
- Elevate advocacy efforts at local, state and federal levels