



**a vibrant community**



## make it here in orange city

The perfect place for entrepreneurs exploring new business ventures, Orange City has a great deal to offer. Our economic climate has meant success for a wide range of endeavors, from an 80-year old manufacturing firm founded by a Dutch immigrant and now averaging annual revenues over \$100 million, to a medical technology company with sales success in over 100 countries.



## demographics

Growing Population - in 2010 - 6004 which is an increase of 7.6% from 2000-2010. The State of Iowa had a 4.1% increase over the same period.

Young Median Age - 29.1 years Orange City. 38.1 years State of Iowa. 37.2 years United States.

Higher Median Income - \$55,073 - Orange City. \$50,957 - Iowa

Housing Growth - in 2010 -2004 housing units. 2000 - 1805 housing units. This represents an 11% increase while the state of Iowa had an 8.4% increase during the same period.

7.6%  
increase in  
population

*Sioux County was one of seven rural Iowa counties to record population growth in the 2010 census and the only rural county not connected to a major metropolitan area to record growth.*





## northwestern college

Northwestern College is a Christian liberal arts college located in Orange City, Iowa. Recognized for its strong academic program, vibrant campus community and unwavering Christian commitment, it has been preparing young people to serve Christ in the world for more than 125 years.

1,200 students attend Northwestern, coming from 24 states and 26 countries.

96% of Northwestern alumni, on average, are employed or enrolled in graduate school within six months of graduation.

More than \$40 million has been spent on construction and renovation projects since 2003.

*Washington Monthly ranks Northwestern 8th best baccalaureate college, US News and World Report ranks Northwestern 6th among 95 Midwestern colleges in our category, NWC is listed as one of the 50 great affordable colleges in the Midwest by [greatvaluecolleges.net](http://greatvaluecolleges.net).*



# \$8M commitment to education

## putting our money where our students are

MOC - Floyd Valley School District is a nationally recognized public education system with an astounding 95% of graduates pursuing post secondary education.

The MOC-FV Board of Education recently committed over \$8 million to provide educational technology and state-of-the-art facilities for our students. We now have a ratio of computers to students of 1:1 for grades 8-12, 1:2 for grades 4-7 and 1:3 for students in grades K-3.



*The 2014 MOC-FV average composite ACT score was 23.9. The state average was 22.  
The MOC-FV average composite ACT score over the past 20 years is 23.6 with the state average being 22.*





# \$5.4M theatre

## private education worth publicizing

Unity Christian High School is an accredited 9-12th grade high school of 266 students. In its 50-year history, Unity Christian has successfully educated over 3500 alumni with the mission of preparing students to serve God and neighbor in all areas of life.

The Knight Center is a \$5.4 million state-of-the-art theatre that seats 750 people that was possible in partnership with the City of Orange City.



*"Unity Christian High School is a leader in private Christian high schools in the State of Iowa. One of the key strengths is a vital relationship with the City of Orange City. This community is visionary and supportive of our school."*

*Wayne Dykstra-Unity Christian High School Principal*



## career academy

Northwest Iowa Community College has partnered with MOC - FV and Unity Christian Schools to create a unique College and Career Academy in Orange City.

The College and Career academy is where high school students can receive college level credit and get practical hands on experience in courses related to the health and manufacturing fields.

The academy was designed around STEM practices such as tables set up for group projects and brainstorming instead of traditional desks.



*The College and Career Academy is another great example of how NCC partners with entities to grow the skilled workforce in our area and build out communities.*





# \$1.7M expansion

## placing children first

Orange City Area Daycare Center provides a developmentally appropriate environment for young children that is safe, clean, and accepting of individual differences; and to engage children in meaningful interactions and activities.

Orange City Area Daycare Center is working on a \$1.7 million dollar addition to the facility to increase capacity and add programs.

*"Orange City Daycare and Preschool provides excellent care for our children. It is comforting to know that they are left in such capable hands. We appreciate the social skills that they have acquired and continue to be amazed at how much they learn every day."*

*Shawna Pottebaum, parent.*



# top 20 in the nation



## nationally recognized healthcare

At Orange City Area Health System our highly skilled, diverse, and caring medical staff serves in our four primary care clinics and hospital. Together with our competent and compassionate nurses, surgeons, anesthesiologists, sports medicine and orthopedic doctors, physical therapists, and other specialists, we are your partners for a lifetime of care.



*Orange City Area Health System has been named one of the Top 20 Critical Access Hospitals in the nation.*

*2014 - National Rural Health Association*





100% occupancy

## a downtown developed

Stroll our Downtown and admire the charming Dutch storefronts while you shop for new treasures, unique gifts and clothing, imports, hand-crafted jewelry all within walking distance to our beautiful downtown Windmill Park.



*"The opportunity of a rich, vibrant, rewarding family life is possible in this thriving college town with a five minute (driving) commute. Co-workers are also your neighbors and friends. Our vibrant downtown is 100% occupied with a unique mix of retailers. "*

*Mike Hofman-Orange City Chamber Director*



## a home for your dreams

From 2009 through 2013, Orange City has averaged 14 dwelling units being constructed each year. These include single family homes and multi-family dwellings. In 2014, Orange City saw 29 dwelling units being constructed. Orange City has been aggressive in providing assistance to new residence and developers for additional housing in our community.

*Orange City saw a robust 48% increase in dwellings being constructed in 2014 compared to the prior 5 year average.*





- ✓ complete infrastructure
- ✓ financial assistance
- ✓ fiber optics

## shovel ready industrial lots

Orange City, Sioux County, State of Iowa is centrally positioned within the country. Located in the Upper Midwest, either west or east coasts can be reached within 24 hours via U.S. Interstates 80 and 90. U.S. Interstates 29 and 35 both provide convenient northern and southern access to Canada and Mexico.

✓ **75+ acres ready for you.**

*In excess of 75 acres of industrial property ready for development.*

## cultured community

Orange City has one of the best arts organizations of any town this size in America. We have artists, murals, poetry slams, film festivals – grassroots art. And there's cooperation...between the Arts Council, college, coffee shops, schools & city.



*"The arts thrive in Orange City and so much involvement from the community. That's so important. The arts bring understanding between people. The arts change the world!"*

*Janine Calsbeek-Executive Director-Orange City Arts Council*



## success stories

**Summer 2013:** Premium Pet Health opens their facility in Orange City creating in excess of 200 jobs.

**October 2013:** Prairie Ridge Care Center opens which is an 83 bed skilled nursing facility with 11 memory care beds.

**August 2014:** Quatro Composites celebrated the completion of their 11.8 million dollar expansion creating an additional 100 jobs.

**August 2014:** Groundbreaking took place at Prairie Heights Development which will create 14 new housing units with 3-5 bedrooms ranging from 1355 sq. ft. to 1601 sq. ft.

**September of 2014:** Orange City was named a 2014 All-Star Community by the Iowa League of Cities in recognition of the completion of the 13.8 million dollar Phoenix Project. The Phoenix Project included the new Prairie Winds Events Center, The Knights Performing Arts Center (750 seat performing arts center), and the Hawkeye Center. The Hawkeye Center is a downtown retail center which includes five second story condominiums.

**September 2014:** 6.2 million dollar 60 room Hampton Inn opened for business.

## progressive growth strategy

### 1. Existing Business/Workforce

- Survey Orange City businesses and establish target worker needs over the next 5 years. Update survey annually.
- Determine priority skill gaps and design strategies to fill gaps. Short term focus should be on outreach to high schools, enhanced Community College training and targeted recruitment.
- Offer an ongoing assistance service to Orange City businesses related to business succession/transition planning. Explore developing a cooperative effort regionally to meet this need.
- Develop a housing expansion program that will match established growth goals and identified workforce needs (see above action item). Promote housing program in conjunction with targeted workforce recruitment efforts.
- Create an Industry Modernization /Skills Development fund to assist small and medium sized firms to modernize/develop products-processes and specialized (skills) recruitment.

### 2. Quality of Life/Destination

Design a consolidated quality of life/destination strategy (utilize items in 2014 City of Orange City Strategic Plan as starting point) with the focus on these target audiences:

- Orange City current/future residents and area-wide current and future workers.
- Business travelers and tourists.
- Strategy Checklist/items to consider:
  1. Housing
  2. Broadband expansion (“world class” fiber capacity)
  3. Outdoor amenities
  4. Recreation
  5. Lodging
  6. Entertainment

### 3. Entrepreneurial Development

- Provide leadership to form and support an Entrepreneur Association with a network of “mentors” to lend assistance to members with the goal being to grow and support start-ups and small business and to systematically build a comprehensive entrepreneurial “ecosystem”.
- Recruit the leadership and develop an organization to start an Orange City “Co-Working” shared office facility for start-ups, home-based businesses, telecommuters, independent contractors etc. The facility will be the focal point for networking, support services and training support.

### 4. Attraction/Marketing

- Pursue “shovel ready” designation (or similar designation based on common standards) for 1 or more of the industrial sites in Orange City.
- Develop a plan and the financing to build a ‘spec building” on shovel ready site. In the interim increase proactive marketing of Orange City “virtual building”.
- Begin targeted lead generation effort (explore cooperative effort with regional group, or solo, if required). ... establish business targeting criteria based on worker wages and skill requirements.

For more information about your economic development opportunities or the Orange City economic development team contact Mark Gaul, Community Development Director or Mike Hofman, Chamber Executive Director.



**Mark Gaul**

Community Development Director  
econdev@orangecityiowa.com  
712) 707-4885



**Mike Hofman**

Chamber Executive Director  
occhamberexec@orangecitycomm.net  
712) 707-4510



visit our vibrant community on line  
[www.orangecityiowa.com](http://www.orangecityiowa.com)

