

## The Siouxland Initiative Sioux City, IA

### *Competitive Assessment*

Janus Economics' Principals completed a *Competitive Assessment* of the Siouxland Region for the The Siouxland Initiative (TSI). In the *Competitive Assessment*, key locational criteria were analyzed used by New Economy, information technology (IT) companies, such as workforce, economic/industry base, educational institutions and training facilities, telecommunications infrastructure, quality of life, and state and local taxes and incentives.

The five-county, three-state, Siouxland region was compared to four regions with similar economic and/or geographic characteristics especially related to being in a multi-state metropolitan area. These are LaCrosse, WI, Sioux Falls, SD, Cedar Rapids, IA, and Fargo, ND. The project was completed with a Strategic Planning Retreat where community stakeholders came together to give input to the results of the competitive assessment and make recommendations of their own to deal with the community's issues.