

POPULATION GROWTH

Current Chamber Goal

To be the fastest growing community in Iowa in 10 years
(Dec. 31, 2029)

Discuss the possibility of changing that goal



POPULATION GROWTH



**END
of
YEAR**

**Marshalltown
Population**

**%
Growth**

2020	28,000	
2021	29,000	3.6
2022	30,000	3.4
2023	31,000	3.3
2024	33,000	6.5
2025	35,000	6.1
2026	37,000	5.7
2027	40,000	8.1
2028	43,000	7.5
2029	46,000	7.0
2030	50,000	8.7

Create a Thriving Community

POPULATION GROWTH



- Income per Capita



- More Services

- Baby Delivery in town again
- More Restaurants
- Organic Grocery Store
- Distillery
- Recreational
- On and on and on

POPULATION GROWTH



- **Who is going to drive this?**
 - If not the Chamber, then who?
- **Can we get the City, the County and other groups like MCBD and Vision Marshalltown on board?**
 - Get the word out
 - Enthusiasm,
 - Excitement,
 - Groundswell of positivity

POPULATION GROWTH



- **Housing Initiative**
- **Next Key Initiatives?**
 - Plan and Execute
- **SUCCESS**

POPULATION GROWTH



MARSHALLTOWN

28,000

Increase by 78%



50,000

MARSHALL COUNTY

40,000



70,000

POPULATION GROWTH



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NEW GOAL?

POPULATION GROWTH

MARSHALLTOWN

Grow population
to 50,000
by 2030

MARSHALL COUNTY

Grow population
to 70,000
by 2030

