



BUSINESS matters

JANUARY 2011

DUBUQUE NAMED ONE OF THE "TEN SMARTEST CITIES ON THE PLANET"



Fast Company, a business magazine, recently named Dubuque among their Top 10 Smartest Cities on the Planet. The magazine focused on IBM's impact on the city and the 2009 declaration that Dubuque would become the "first integrated, smart city" in America, with interlocking systems watching the interplay between water, electricity and transportation.

Dubuque was the only city in America on the list, sitting at No. 8, behind Songdo, South Korea; Lavasa, India; PlanIT Valley, Portugal; Skolkovo, Russia; Masdar, United Arab Emirates; Wuxi, China; and King Abdullah Economic City, Saudi Arabia. Ho Chi Minh City, Vietnam, and Nano City, India, rounded out the list.



Dan McDonald

EXISTING BUSINESS UPDATE



DUBUQUE LEADS IOWA METRO AREAS FOR JOB GROWTH: PRIVATE SECTOR DRIVING GAINS

Iowa Workforce Development released its most recent labor report on December 17, 2010. The latest information runs through November 2010. Based on an 'apples-to-apples' comparison (November 2009 - November 2010), statewide job growth shows a net gain of 7,500 jobs.

Iowa's net gain is due to private sector jobs only (government jobs were down for the 12-month period). Dubuque leads Iowa's metro areas for private sector jobs created. In fact, Dubuque's government sector/percentage of jobs in the economy shrunk slightly during the past year. On the flip side, Dubuque is ranked last among these same metros for reliance on government jobs:

Iowa Statewide Private Sector Job Growth

- | | |
|--|--------------------------|
| 1. Dubuque | +700 net new jobs |
| <i>(9.3% of entire statewide total/net of 7,500 private sector jobs)</i> | |
| 2. Waterloo/Cedar Falls | +500 (6.6%) |
| 3. Davenport | +430 (5.7%) |
| 4. Ames | +200 (2.6%) |
| 5. Council Bluffs | no change |
| 6. Cedar Rapids | -400 net job loss |
| 7. Iowa City | -800 net job loss |
| 8. Sioux City | -900 net job loss |
| 9. Des Moines | -1,100 net job loss |

Metro Reliance on Government Jobs

- | | |
|-------------------------|-------------------------------------|
| 1. Iowa City | 37.1% of all jobs in area's economy |
| 2. Ames | 30.6% |
| 3. Waterloo/Cedar Falls | 17.9% |
| 4. Council Bluffs | 14.1% |
| 5. Des Moines | 13.3% |
| 6. Sioux City | 12.6% |
| 7. Cedar Rapids | 12.2% |
| 8. Davenport | 9.9% |
| 9. Dubuque | 8.56% |
- (in 2009, this number was actually higher, 8.67%)*



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Dan McDonald

EXISTING BUSINESS UPDATE



JOB GROWTH, EMPLOYMENT NEEDS KEEP WORKFORCE ISSUES FRONT AND CENTER

Greater Dubuque's **InfoAction** program was created to provide ongoing, systematic communication with Dubuque's most important economic asset, the existing business base. And, as a result, businesses continue to speak directly to our staff about the conditions and dynamics within the Dubuque region.

Because the U.S. is still recovering from a deep recession, national economists continue to offer differing views related to workforce and labor market trends. Although the recession did ease the acuity of raw

demographic challenges and skill shortages in Dubuque, workforce issues have not disappeared. In fact, as Dubuque's economy grows, the issue has reemerged as a top barrier for future growth and expansion.

According to Greater Dubuque's InfoAction program, existing businesses continue to cite recruitment/hiring challenges. The following information is just a small sample of the intelligence gathered by Greater Dubuque Development (based on 209 executive interviews in the Dubuque area FY 2009-10; 211 in FY 2008-09):

Employment Needs	2008-2009	2009-2010
Increasing	34%	39%
Decreasing	5%	4%
Stable	59%	54%

Recruitment Challenges	2008-2009	2009-2010
Yes	58%	47%
No	42%	53%

Workforce Recruitment Challenges are more a result of:	2008-2009	2009-2010
Industry Shortage/Trend	60%	74%
Local Problem	40%	26%

Top Occupations/ Recruitment Challenges	2008-2009	2009-2010
Management/Marketing/Sales	20%	33%
Scientific/Technical	20%	25%
Skilled Labor	34%	22%
Unskilled	12%	12%
Administrative/Clerical	5%	5%
Other	9%	3%

Next month, we will publish findings related to community dynamics and business satisfaction levels. It's always important to restate that Greater Dubuque's goal is not to 'conduct a survey.' Our goal is to serve existing businesses. If you and your team would like to consult with our team about either a possible opportunity or challenge, just say the word. We are at your service.



Mike Blouin

NATIONAL MARKETING UPDATE

PAVING THE WAY TO WWW.GREATERDUBUQUE.ORG

Search engine optimization is the process of improving the visibility of a website in search engines via unpaid or 'organic' search results. Generally speaking, the earlier (or higher on the page) and more frequently a site appears in the search results list, the more visitors it will receive from the search engine. The purpose is to give a website 'web presence.'

Greater Dubuque Development is enlisting a proactive strategy to increase its web presence in the ever-emerging field of economic development through search engine optimization. While once an almost completely hands-on/high-touch industry, economic development is increasingly becoming a more high-tech industry. That's not to say that face-to-face contact is no longer relevant. In fact, it's just the opposite.

While face-to-face contact is still 'king of the hill,' it is often preceded by intense research on the part of the site selection and real estate professionals. That research, however, is being performed prior to the

face-to-face contact. In the past, economic developers had the opportunity to 'sell' their community in a personal meeting with a site selector. In today's world, the rules have changed. By the time the opportunity arises to have that personal meeting with the site selector, they have already researched our community. More importantly, there may not ever be a face-to-face meeting because they were not able to adequately perform the necessary research; therefore, the contact is never made. Our goal is to ensure that those seeking to research our community are able to find every piece of information for which they may be searching.

Statistical analysis over the past year of Greater Dubuque Development's website, www.greaterdubuque.org, has provided benchmark figures from which we will measure our progress. While we will track many facets of the usage of our website, our specific goals through search engine optimization are to increase search engine and referring sites as traffic sources and to increase overall visitor sessions.





Sarah Harris

WORKFORCE DEVELOPMENT



LOOKING BACK AT 2010; LOOKING AHEAD TO 2011

AccessDubuqueJobs.com

There is something special about this time of year – New Year’s resolutions are written, the diets begin (and quickly end), and we take time to reflect on the many events that shaped our lives during the past year. With the economic recession in the rear view mirror, the Dubuque economy begins, once again, to gain momentum. Job opportunities posted on the region’s premier recruiting web site, www.accessdubuquejobs.com, continue to increase daily as local employers search for talent across the nation. There is no better time than now to be recruiting in Dubuque. On the heels of *Forbes* magazine’s most recent announcement naming Dubuque “The Best Small City to Raise a Family,” job seekers from around the world have their eyes on our community.



Newcomer Concierge Services

Greater Dubuque Development Corporation understands that recruiting, relocating and retaining top talent is not only critical to the success of existing business and industry, but also the economic future of our community as global prospects visit the Greater Dubuque area. Although experts predict a brighter and more prosperous 2011, tight recruiting and training budgets remain a harsh reality. In the spirit of the New Year, Greater Dubuque Development’s Newcomer Concierge Services Program is committed to ensure that the talented individuals who decide to call Dubuque home are welcomed with open arms and given the resources they need for a stress-free relocation. Not only are new residents of the community taken care of, our local human resource professionals enjoy the additional recruitment, relocation and retention assistance at absolutely no cost.

More than 550 new residents have connected with Shannon Gaherty, Newcomer Relations Coordinator, over the past 18 months to learn more about how to live, work and play in the Greater Dubuque area. This unique program provides valuable one-on-one assistance to businesses recruiting top talent, new hires who are moving to the area and those who now call Dubuque home. The program provides critical information newcomers need to know – everything from finding a place to live and enrolling in school, to locating a doctor, identifying recreational opportunities and more. This personalized experience is all part of the complimentary concierge program.

Distinctively Dubuque

Once settled into the community, newcomers often ask “how do I learn about Dubuque and meet people?” The answer to that question is easy – enroll in **Distinctively Dubuque: A fun way for newcomers to experience Dubuque!** Distinctively Dubuque is a signature program designed especially for those new to the community in the past few years. This fun and interactive program offers opportunities to learn about Dubuque history, arts and cultural offerings, recreation opportunities, and nightlife. Individuals participate in networking activities with community leaders, discover traditions which make Dubuque distinct (including euchre and turkey and dressing sandwiches), establish relationships with a network of peers, get a sneak-peek look at upcoming projects in the greater Dubuque area and build awareness of the community’s non-profit organizations, businesses and educational system – all while meeting new friends and having fun!

Register Now for Upcoming Distinctively Dubuque Sessions

Registration for upcoming sessions of **Distinctively Dubuque** is now open. Contact Northeast Iowa Community College’s Town Clock Center for Professional Development at 563.557.8271 ext. 380, or email knightw@nicc.edu.

March 2 - April 6
5:30 - 8:30 pm

April 20 - May 25
5:30 - 8:30 pm

Classes meet weekly on Wednesdays for six weeks. Cost of \$75 includes meals, transportation during sessions, and materials.





Sarah Harris

WORKFORCE DEVELOPMENT

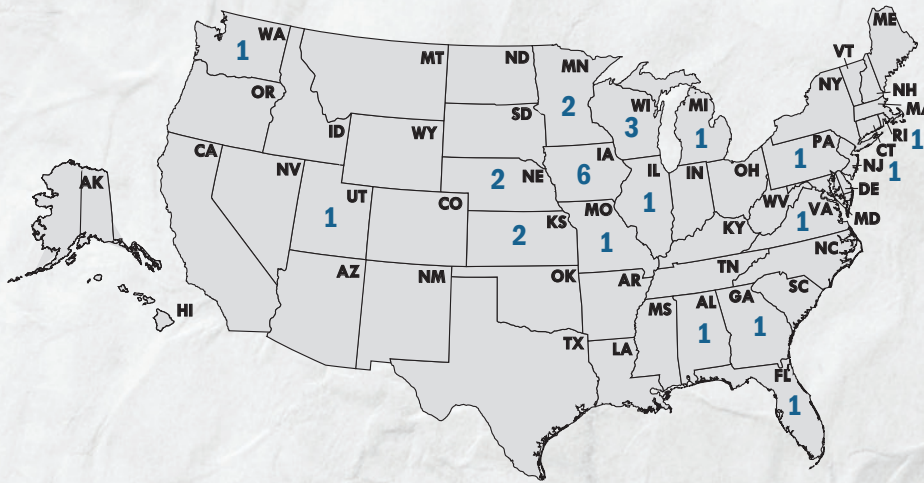


RELOCATION GUIDE UPDATE

Relocation Guides were sent to 27 individuals throughout the United States during the month of December, while local businesses requested 35 for recruitment of potential employees. A total of 618 Relocation Guides have been distributed year-to-date (since 7/1/10).

The Relocation Guide contains community resources including information on employment, housing, education, and entertainment, as well as a DVD presentation that highlights the great things that are happening in our community. A personal postcard is sent to the individual two weeks later, and a follow-up email is sent two weeks after that to answer any questions they may have, regardless of whether they have received the guide in the mail or viewed it online.

Map of Relocation Guides Sent to Individuals in December 2010



ACCESSDUBUQUEJOBS.COM UPDATE

Renewed Investors – Flexsteel Industries, Inc.; McCoy Group, Inc.; Georgia-Pacific Corporation; A.Y. McDonald Mfg. Co.; Mi-T-M Corporation; Mercy Medical Center; IBM Corporation; EIMCo, Inc.; AFLAC; Dupaco Community Credit Union; Mystique; and Ruhl & Ruhl Realtors.

If you would like more information about how **AccessDubuqueJobs.com** can benefit your business, please contact Sarah Harris at 563.557.9049 or by email to Sarah@greaterdubuque.org.

DUBUQUE WORKS PROJECT OF THE MONTH PROJECT HOPE: PARTNERING FOR SUCCESS IN EMPLOYMENT



Project HOPE (Helping Our People Excel) is a dynamic catalyst that helps service providers and employers build bridges to close gaps and realize potential synergy among community resources. Project HOPE works to improve inter-agency collaboration systems and reduce policy/program barriers to service – or simply put, make the system easier to access and navigate. Program and activity goals for 2011-12 include:

- Improve information availability, sharing and use among providers:** coordinate system improvements, sharing mechanisms and a collaborative approach. Proposed actions include a universal application project and better outcome analysis.
- Connect unemployed to assessments and education/skills training:** ensure an easy-to-follow process to get from unemployed to education/skills. Proposed actions include development of a universal collateral package for partners to improve clarity of services and navigation of services currently available.
- Improve a pipeline to employment:** match available jobs to education and skill level of the individual. Proposed actions include development of an employment support specialist position.
- Support working families needs:** improve child care opportunities within the community. Proposed actions include a childcare service mapping project.
- Help families build financial assets:** connect families to Earned Income Tax Credit, BankOn, and other financial support/literacy programs.
- Support the Bridges Initiative:** includes Getting Ahead in a Just-Gettin'-By World, Bridges Out of Poverty Training, and Circles Program.

For more information, contact Eric Dregne at the Community Foundation of Greater Dubuque at (563) 588-2700 or e-mail eric@dbqfoundation.org.





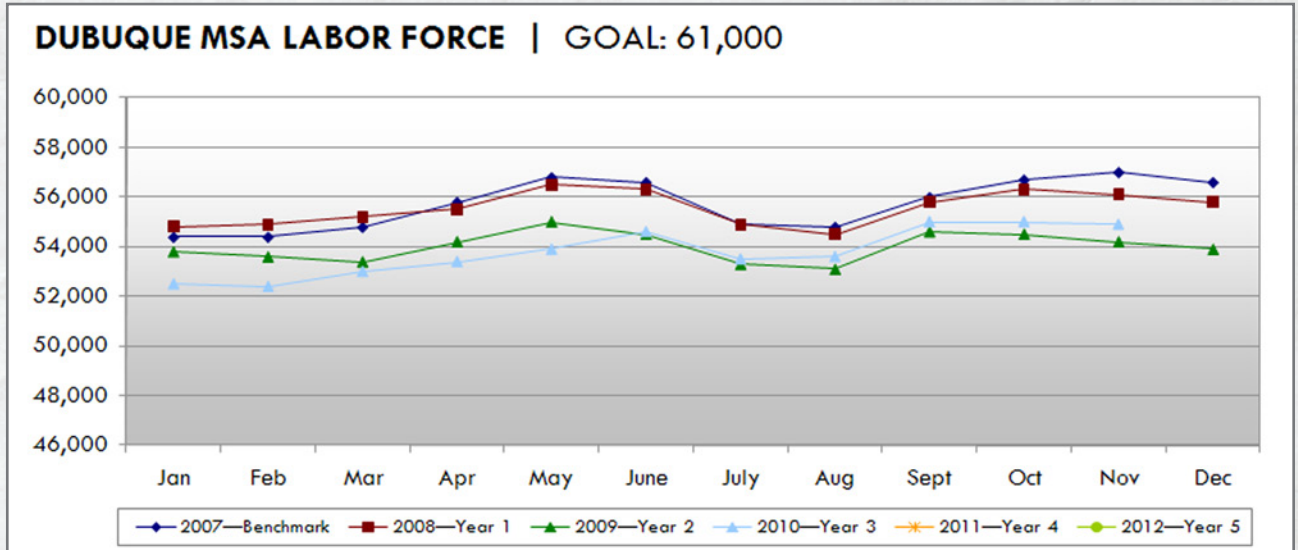
Rick Dickinson

DESTINATION FOR OPPORTUNITY



JOB CREATION UPDATE

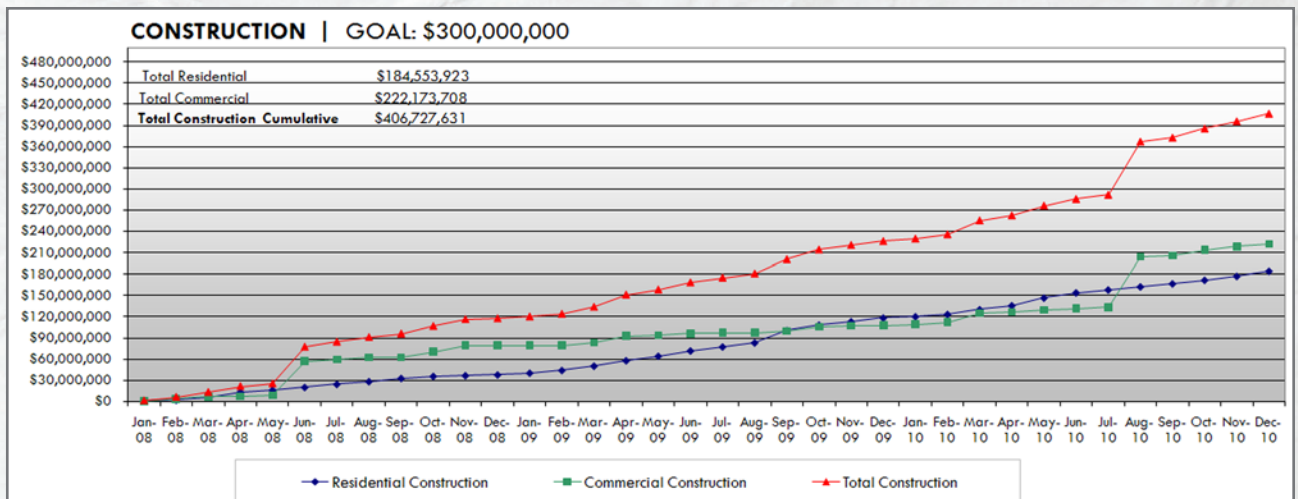
The resident unemployment rate for November 2010 was reported as 6.1% and the non-farm employment was 54,900.



SOURCE: **Estimates** from Iowa Workforce Development (sampling error +/- 7.5% @ 95% confidence level.)

NEW CONSTRUCTION UPDATE

Since the beginning of the Greater Dubuque Destination for Opportunity Campaign (1/1/08 through 12/31/10), residential construction totals \$184,553,923. Commercial construction totals \$222,173,708. Total construction equals \$406,727,631.



SOURCE: City of Dubuque and Dubuque County, incorporated and unincorporated.



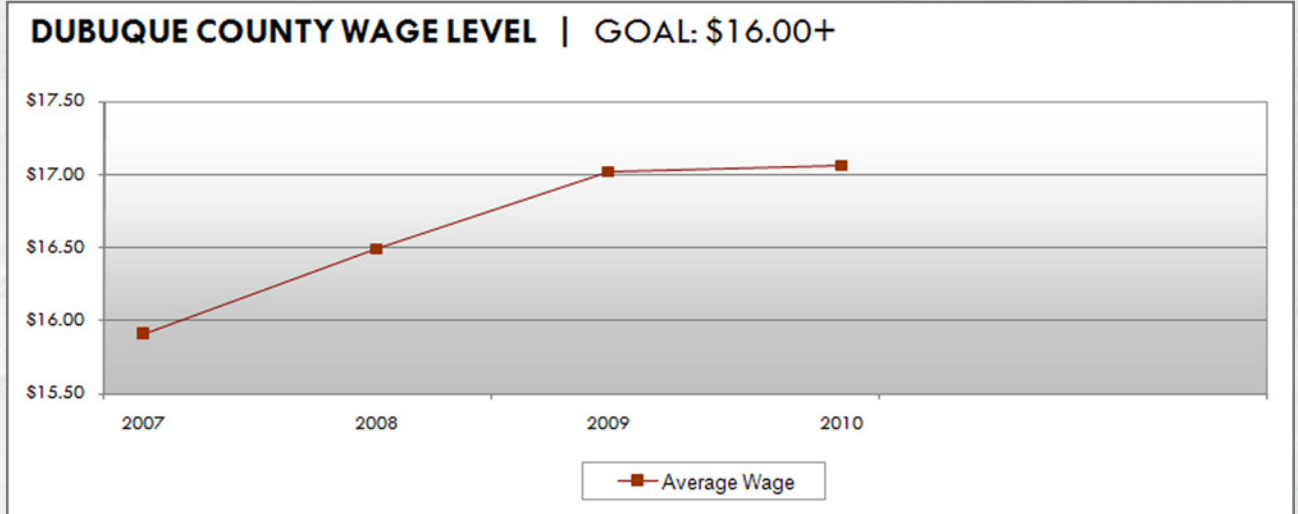
Rick Dickinson

DESTINATION FOR OPPORTUNITY



WAGE LEVEL UPDATE

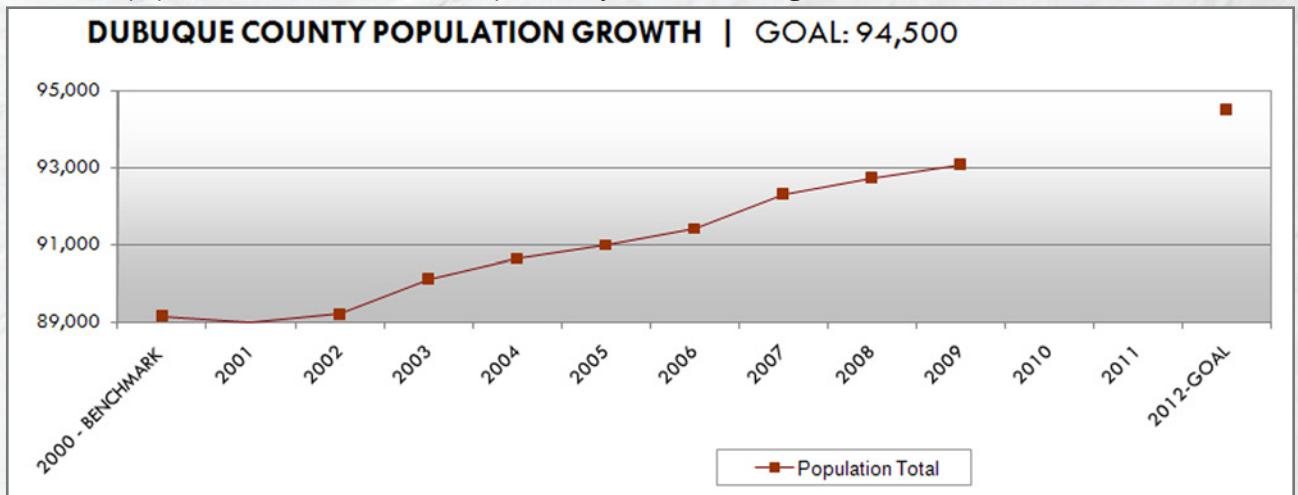
The Dubuque County average wage was reported at \$17.06 for the period of 7/1/10 through 6/30/11.



SOURCE: Iowa Department of Economic Development County Wage Thresholds.

POPULATION GROWTH UPDATE

The population benchmark for Dubuque County is 89,143. The goal is to increase the benchmark to 94,500.



SOURCE: U.S. Census Bureau, Population Division