



# BUSINESS *matters*

JUNE 2011

## PLAN TO ATTEND GREATER DUBUQUE'S ANNUAL MEETING: JULY 13, 2011

Plan now to attend Greater Dubuque Development's 2010-2011 Annual Meeting on Wednesday, July 13, 2011. The event will be held in the Atrium and Grande Ballroom at the Hotel Julien Dubuque, 200 Main Street, in Dubuque. The event gets underway at 5:30 p.m., with dinner being served at 6:15 p.m.

Our keynote speaker for the event will be Mike Blouin, President of Greater Dubuque Development Corporation.

Watch for your invitation in the mail soon. RSVP by Friday, July 8, to Mary at [maryk@greaterdubuque.org](mailto:maryk@greaterdubuque.org) or by phone to 563-557-9049.

## WHAT'S NEXT? GREATER DUBUQUE HIRES TOP TALENT

Neither resting nor satisfied with recent U.S. Top 20 rankings for job growth (Moody.com and Forbes.com), Greater Dubuque Development is pleased to announce that Mark Seckman has joined Greater Dubuque Development as Vice President of National Marketing.

Chamber of Commerce, Seckman created and implemented an industry cluster program that allowed Cedar Rapids to compete globally. Mark's approach led to the attraction of 59 new companies, of which 16 were foreign-owned. During that same period, over 200 existing businesses expanded within the community. In total, these developments resulted in the creation of 14,385 new jobs and \$2.143 billion in capital investment.

In this role, Seckman will be responsible for growing employment by recruiting businesses to the Dubuque area. Mark will build upon and execute Greater Dubuque's regional and national marketing strategy that highlights Dubuque as an outstanding business community and an ideal place to raise a family. As prospects are identified, Mark will work with our public sector officials to define the best strategy for enticing them to choose Dubuque.

"No one can top the star quality of Mike Blouin when it comes to economic development," according to Rick Dickinson, Greater Dubuque Development's Executive Director and COO. "Our recruitment of Mark Seckman continues the mission of making Greater Dubuque Development a model for the nation. When we combine Mark's work ethic and proven track record with the unique public-private partnership that exists in our community, great things will result. Mark and the rest of our team will hit the ground running."

Building on the tremendous success of Mike Blouin in his capacity as President of Greater Dubuque Development, Mark brings 18 years of experience and success to the team. Mike Blouin will continue in his current role as President of Greater Dubuque Development through December 31, 2011.

"I am very excited to become a member of the Greater Dubuque Development team. Dubuque is regarded as one of the most progressive communities in the Midwest. I look forward to playing a role in building on this momentum," said Seckman.

During his decade-long tenure as President of Priority One, the economic development division of the Cedar Rapids Area

 <b>RICK DICKINSON</b> Executive Director & COO	 <b>DAN McDONALD</b> VP of Existing Business	 <b>SARAH HARRIS</b> VP of Workforce Operations	 <b>MARK SECKMAN</b> VP of National Marketing	 <b>KAREN KLUESNER</b> VP of Operations
 <b>MIKE BLOUIN</b> President	 <b>KAREN ADAMS</b> Information Director	 <b>SHANNON GAHERTY</b> Newcomer Relations Coordinator	 <b>MARY KONRARDY</b> Office Assistant	 <b>BILL BAUM</b> Existing Business Specialist



Dan McDonald

## EXISTING BUSINESS



### TWO NEW GROWTH PROJECTS FROM EXISTING BUSINESS: \$27 MILLION ANNOUNCED IN THE PAST 10 MONTHS

Representing 319 new jobs, \$27,750,000 in capital investment, and 210,000 square feet of new construction, the Hodge Company and FarmTek represent the latest in a string of existing business expansions. In total, nine existing business expansions have been featured in our newsletters during the past ten months.

#### The Hodge Company (TM Logistics)



**HODGE COMPANY**

The company announced a new 10,000 square foot facility in the Dubuque Industrial Center West. The new facility is estimated at \$1 million and will be home to TM Logistics, a division of the Hodge Companies.

TM Logistics provides superior solutions, service, and management of vendor performance. The company, specializing in planning, expediting, and efficiencies, serves customers well beyond the traditional warehouse and distribution sector.

TM Logistics will create 10 new jobs as part of this expansion.

This is the third recent expansion for the Hodge Companies. In both 2006 and 2007, the company built 40,000 and 50,000 square foot buildings/additions respectively.

Greater Dubuque wishes to thank Tim and Mike Hodge, as well as the entire team at the Hodge Companies. In his 'free time,' Tim serves as a member of Greater Dubuque's Board of Directors.

#### FarmTek



For its second expansion in just over a year, FarmTek announced plans to construct a new manufacturing facility and technology

center in Dyersville to meet demand for its products. The project represents a \$3.5 million capital investment and is expected to create 100 jobs. The company supplies products related to tension fabric buildings, commercial greenhouses, and agricultural and poultry needs.

In June of last year, FarmTek announced an expansion of 100 new jobs to meet growing demand, especially for its ClearSpan division.

Congratulations to FarmTek's Dave Buchheit and Dyersville Industrial Development Corporation's Jacque Rahe. Buchheit has been the champion for the company's rapid growth in the Dubuque region. Rahe, a member of Greater Dubuque's Board of Directors, has been a tireless advocate for the company's interests in Dyersville.



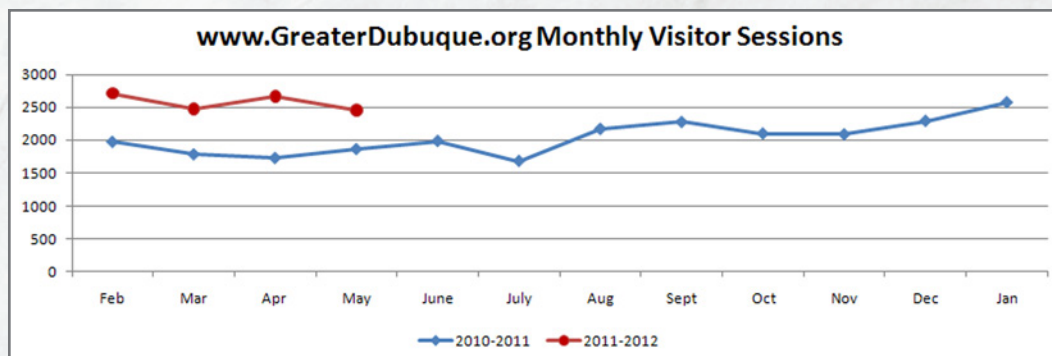
Mike Blouin

## NATIONAL MARKETING

Mark Seckman



### WWW.GREATERDUBUQUE.ORG ACTIVITY UPDATE





Sarah Harris

# WORKFORCE DEVELOPMENT

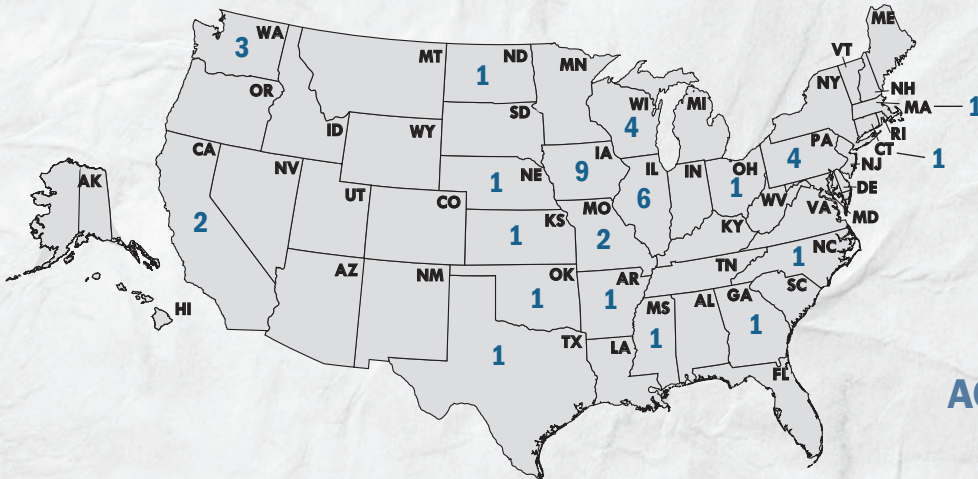


## RELOCATION GUIDE UPDATE

Relocation Guides were sent to 42 individuals throughout the United States during the month of May, while local businesses requested five for recruitment of potential employees. A total of 947 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 May 2011



## ACCESSDUBUQUEJOBS.COM UPDATE

**New Investors** – Grand Harbor Resort & Waterpark/Grand River Center and CES Computers.

**Renewed Investors** – Dubuque Community Schools; Hirschbach Transportation Services, Inc.; Hormel Foods/Progressive Processing; Luther Manor; National Mississippi River Museum & Aquarium; Steele Capital Management, Inc.; and United Clinical Laboratories. If you would like more information about how **AccessDubuqueJobs.com** can benefit your business, contact Sarah Harris at 563.557.9049 or by email to Sarah@greaterdubuque.org.

## HEAVY ATTENDANCE AT WORKFORCE INITIATIVE UPDATE BREAKFAST

Community leaders joined the Greater Dubuque Development team for breakfast on May 26 to review the latest updates in workforce recruitment, relocation and retention. Some key highlights included:

- Ten new employers investing in Greater Dubuque Development Corporation and the Telegraph Herald's joint workforce partnership, **AccessDubuqueJobs.com**, since January 1, 2011. The site currently boasts a 98% investor retention rate.
- **AccessDubuqueJobs.com** experienced its largest increase in site traffic since the site launch in 1997, currently averaging 116,436 visitors per month in 2011. This is a 5% increase over 2010 year-to-date. The site hit an all-time high of 123,242 visitors in March of this year.
- Greater Dubuque Development's spring marketing campaign entitled "Post It!" is off to a successful start with 689 new resumes uploaded to the **AccessDubuqueJobs.com** website and 890 jobs posted in the first two months of the campaign. The goal of the spring campaign is to connect the local 2011 graduates to entry-level job opportunities in the Greater Dubuque area after graduation.
- The Telegraph Herald has implemented several key site enhancements to **AccessDubuqueJobs.com** in 2011, creating a more user-friendly interface for job seekers and employers. Upgrades include an uploadable resume feature, new site statistics page, facebook application and some user-friendly enhancements for local recruiters.
- A new workforce DVD will be released in July 2011, replacing the current DVD that is distributed in both print and online relocation guides that are utilized by local employers for recruitment. In the spirit of sustainable practices, human resource leaders are encouraged to take advantage of the online version of the relocation guide.
- Northeast Iowa Community College, in partnership with Iowa Workforce Development, have compiled the results from the 2011 skillshed analysis study and business survey. A Workforce Summit is planned for mid-summer to gather local employers to partner in addressing the local skills gap.





Shannon Gaherty

# NEWCOMER SERVICES

## RELOCATION ASSISTANCE: SERVING INDIVIDUALS AND EMPLOYERS

Greater Dubuque’s exclusive one-stop concierge services for newcomers and employers help make the transition to our community seamless. This program ensures that individuals and families who have chosen Dubuque as a place to live, work, and play are not only welcomed into the community, but are equipped with the knowledge needed to make the most of their experience.

### Newcomer Services Assistance

2011	January	February	March	April	May
Individuals	34	17	54	47	39
Employers	13	8	19	21	17

## BUSINESS ASSISTANCE WITH RECRUITMENT, RELOCATION, AND RETENTION

In April, Shannon began meeting with area human resource staff and business leaders to share the details of the newcomer services program to assist them in their recruitment, relocation and retention efforts. Response from the meetings has been positive with all of the businesses committing to use the program or increase their use of the program when the need arises.

Services include personal assistance with relocation needs, including customized community tours and more. If your business is currently recruiting candidates and would like to learn more about how Greater Dubuque’s Newcomer Services can benefit your business, contact Shannon Gaherty at 563.557.9049 or by email to [shannong@greaterdubuque.org](mailto:shannong@greaterdubuque.org).

## DISTINCTIVELY DUBUQUE ALUMNI GROUP

Greater Dubuque Development’s workforce retention program, **Distinctively Dubuque**, began in the fall of 2009. Since that time, seven sessions of the program have been offered, with more than 170 newcomers in attendance. A group of participants expressed an interest in continuing the Distinctively Dubuque experience after their session concluded and, as a result, the Distinctively Dubuque Alumni Group was created.

The group is coordinated by a volunteer steering committee comprised of former participants and managed by Shannon Gaherty, Greater Dubuque’s Newcomer Relations Coordinator.

The goal of the group is to meet throughout the year so participants can stay connected and experience more that Dubuque has to offer.

In March, the group had its first event as 45 alumni attended a Dubuque Fighting Saints hockey game. The group is working on a spring/summer calendar of events which may include meeting at summer festivals, attending Movies in the Park, a murder-mystery boat ride, bike trail tours, attending the July 3rd fireworks experience, and more.



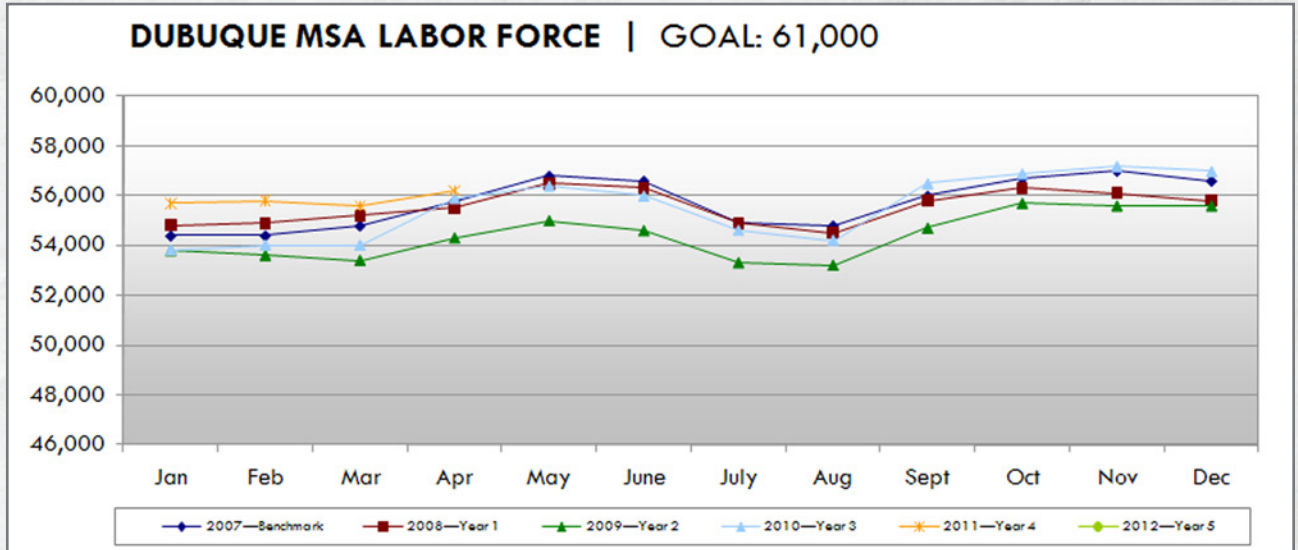
Rick Dickinson

# DESTINATION FOR OPPORTUNITY



## JOB CREATION UPDATE

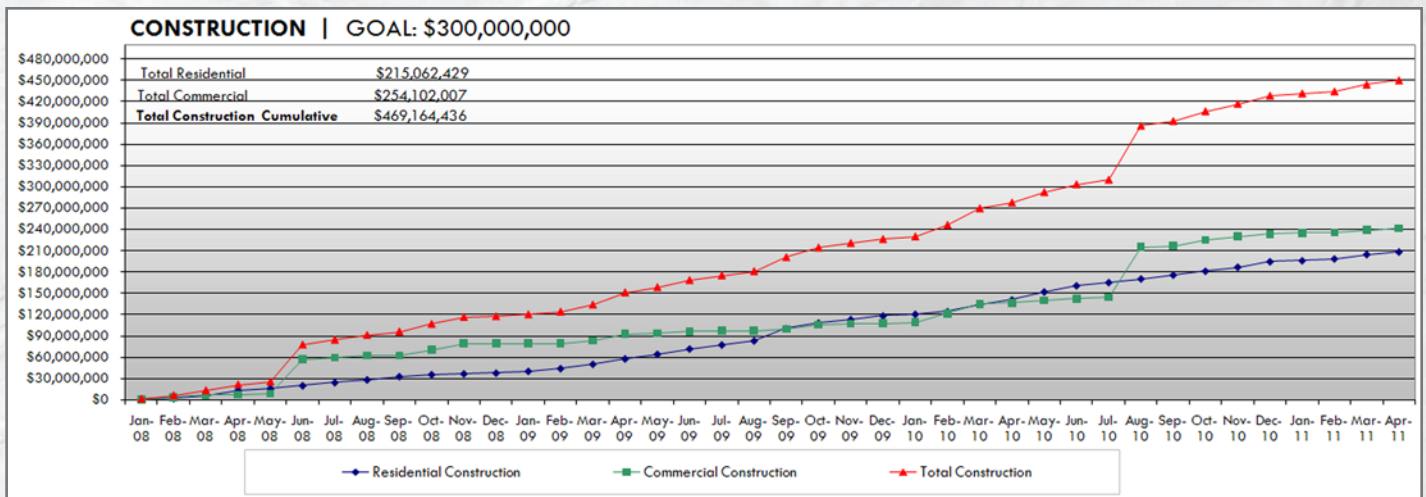
The resident unemployment rate for April 2011 was reported as 5.6% and the non-farm employment was 56,200.



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 5/31/11), residential construction totals \$215,062,429. Commercial construction totals \$254,102,007. Total construction equals \$469,164,436.



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



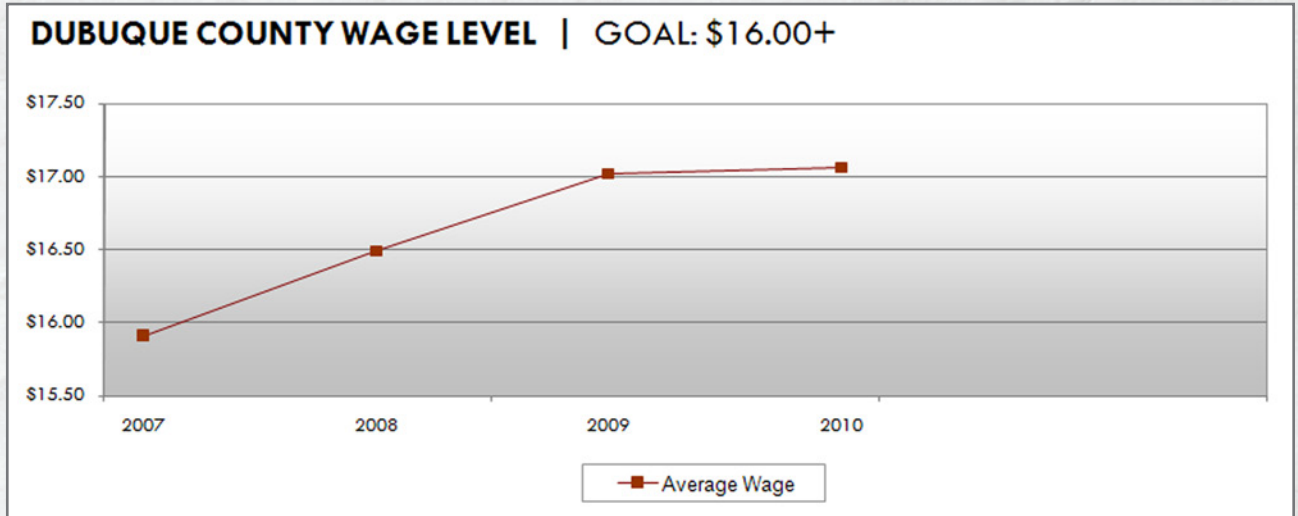
Rick Dickinson

# DESTINATION FOR OPPORTUNITY



## WAGE LEVEL UPDATE

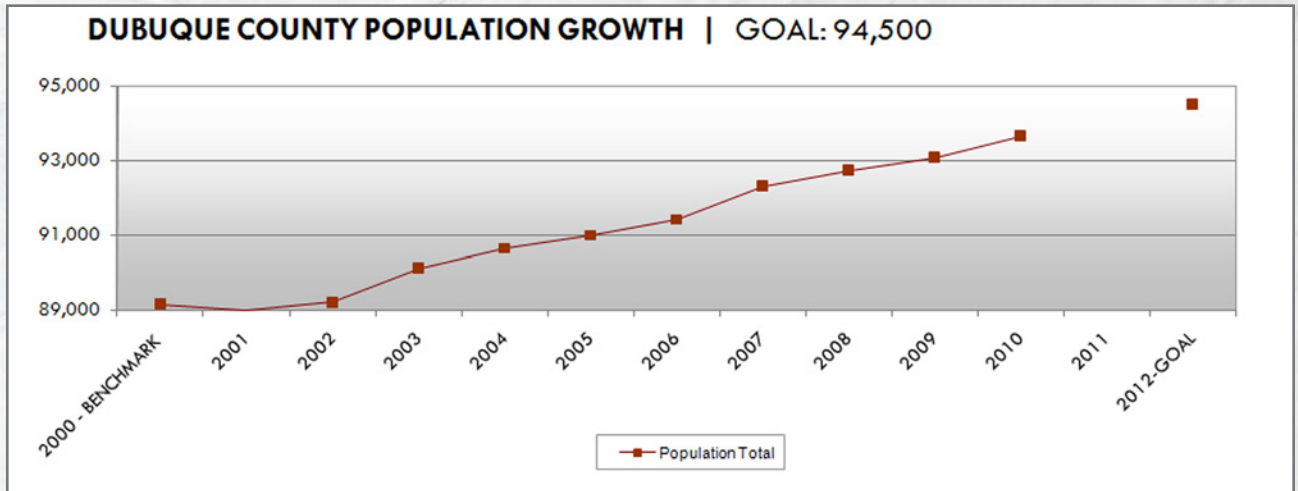
The Dubuque County average wage was reported at \$17.06 for the period of 7/1/10 through 6/30/11.



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