



GREATER DUBUQUE DEVELOPMENT CORPORATION

BUSINESS *matters*

NOVEMBER 2011

GROUND-BREAKING FOR INDUSTRIAL CENTER WEST

On November 1st, city officials, council members, mayor, and local business leaders met to celebrate the dedication of the 100-acre industrial park expansion. The Dubuque Industrial Center West expansion provides needed space for continued business growth within the City of Dubuque. Since its opening in 1999, over 233 acres have been sold and 24 businesses have occupied this space, 21 of which are local businesses that chose this location for expansion.



Three Recent Expansions



NEW ADDITION TO THE GREATER DUBUQUE DEVELOPMENT TEAM

Greater Dubuque Development is pleased to announce that Beth Mescher has joined our team as Director of Communications. In this role, Beth will be responsible for creating communication and marketing materials used to promote Greater Dubuque Development. Beth will build upon the existing marketing strategy, elevate the Greater Dubuque Development brand, and promote Dubuque as an ideal place for new and existing businesses.



 RICK DICKINSON Executive Director & COO	 DAN McDONALD VP of Existing Business	 SARAH HARRIS VP of Workforce Operations	 MARK SECKMAN VP of National Marketing	 KAREN KLUESNER VP of Operations
 BETH MESCHER Director of Communications	 SHANNON GAHERTY Newcomer Relations Coordinator	 MARY KONRARDY Office Assistant	 BILL BAUM Existing Business Specialist	



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Dan McDonald

EXISTING BUSINESS



GREATER DUBUQUE RECEIVES “TOP HONOR” AT INDUSTRY CONFERENCE: EXISTING BUSINESS PROGRAM CITED FOR EXCELLENCE AND INNOVATION

For the sixth time since 2009, Greater Dubuque Development’s business retention and expansion efforts were recognized as one of the best in the industry as they were awarded the **Critical Business Partner** award. This top honor was awarded to Greater Dubuque Development for the key role it plays with the region’s existing business base.

Greater Dubuque Development received this recognition at Blane, Canada, Ltd.’s (one of the economic development industry’s leading consulting firms) national conference in Chicago, IL on October 3rd.

According to Eric Canada, Partner and Chief Strategist for Blane, Canada, Ltd., Greater Dubuque Development’s focus on existing businesses is a critical component of continued economic growth.

“Relationships don’t just happen. It takes effort and commitment. Greater Dubuque Development has demonstrated that commitment and produced exceptional results for both employers as well as Dubuque,” noted Mr. Canada. Canada and his firm estimate that existing businesses will continue to drive up to 86 percent of the new jobs and capital investment as the national economy recovers.

“Global business pressures have never been greater,” said Mr. Canada. Canada added: *“How important is Greater Dubuque’s work? Without Greater Dubuque’s aggressive, proactive work, growth can easily be lost to competitors.”*



Mark Seckman

NATIONAL MARKETING

BUILDING AND MAINTAINING BUSINESS RELATIONSHIPS

Mark Seckman has been working diligently to meet with local business leaders in the area that are headquartered outside of Dubuque. The purpose of these meetings is to discuss supply-chain management opportunities, industry clustering initiatives and coordinating visits to their headquarter offices to meet with corporate executives.

We feel that it is vital for the Dubuque community to develop a strong relationship with corporate officials of these national and global companies. This is because corporate leadership may have a different perspective of the Dubuque area than local management. Moreover, it is important for Dubuque to be top-of-mind when companies consider expansion opportunities as they generally look at their current operational footprint before “Greenfield” options.

In October, Mark met with the local management teams of nine area businesses. We feel that it is important to gain permission from local

management teams prior to reaching out to corporate decision makers.

Recently, Greater Dubuque Development and the City of Dubuque partnered to host two regional developers. The mission of these visits was to introduce the principals of these companies to the many attributes that the Dubuque community has to offer and to learn more about the scope of possible projects in the Dubuque community. These companies were initially targeted through our new business outreach program lead by Mark Seckman.

Project activity is beginning to pick-up. Over the past two months, we have sent proposals to 10 new prospects, three of which have come through the Iowa Economic Development Authority (formerly Iowa Department of Economic Development), two of which from consultants and five are a result of our outreach program. These new opportunities are in addition to ongoing projects.





Sarah Harris

WORKFORCE DEVELOPMENT

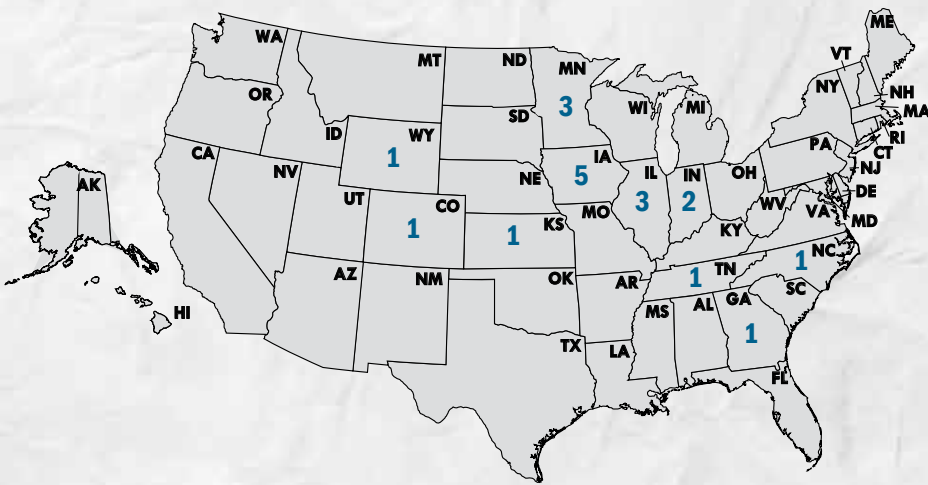


RELOCATION GUIDE UPDATE

Relocation Guides were sent to 15 individuals throughout the United States during October, while local businesses requested 19 for recruitment of potential employees. A total of 215 Relocation Guides have been distributed year-to-date (since 7/1/11).

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 October 2011



ACCESSDUBUQUEJOBS.COM UPDATE

New Investor – Amirage Salon

Renewed Investors – Weber Paper Company, Grand View United Methodist

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.

CEO NETWORK SERIES

Each year the Greater Dubuque Development hosts the CEO Network Series at our local colleges and universities: Clarke University, Loras College, Northeast Iowa Community College, University of Dubuque, and University of Wisconsin-Platteville. This event encourages college students to see their future here in the Dubuque area post-graduation. We believe the key to retaining students in the Dubuque area is innovate and engaging discussions with local leaders as to why they should choose to call Dubuque home. In addition, this event promotes AccessDubuqueJobs.com as a hub for job opportunities, encouraging students to post their resume and search the site for jobs. The CEO Network recently received first place honors by the Mid-American Economic Development Council for its innovation in Workforce Development.



Students and local business professionals listen attentively to the featured CEOs



Michael Kelly, Director of HealthCheck360° (a business line of Cottingham & Butler) was featured at the University of Dubuque CEO Network



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	June	July	August	September	October
Individuals	34	17	54	47	39	52	24	51	24	27
Employers	13	8	19	21	17	17	12	14	8	11

Businesses Assisted Year-to-Date

	2011
Businesses assisted	75

Yearly Newcomer Services

	Number
2009	250
2010	375

Relocation Guide Distribution

2011	January	February	March	April	May	June	July	August	September	October
Individuals	37	34	37	43	42	28	24	48	30	15
Businesses	3	22	63	43	5	34	15	17	47	19
Total distribution: 2011	40	56	100	86	47	62	39	65	77	34
Total: 2010	60	130	120	147	230	96	99	107	151	110
Total: 2009	129	93	135	88	79	77	94	81	59	86
Total: 2008	87	97	103	177	58	64	85	55	69	59
Total: 2007	N.A.	78	77	162	60	55	67	89	37	75

Housing update (tracking method changed March 2011)

2011	March	April	May	June	July	August	September	October
Total units managed	2,289	2,403	2,409	2,383	1,978	2522	2132	2,023
Vacancies	117	96	89	78	83	67	77	87
Vacancy rate	5.1%	4.0%	3.7%	3.3%	4.2%	3%	3.4%	4.3%

Distinctively Dubuque participants

2011	January/February	March/April	April/May	September/October	Total
Individuals	19	18	21	32	90
Businesses represented	9	13	13	10	45



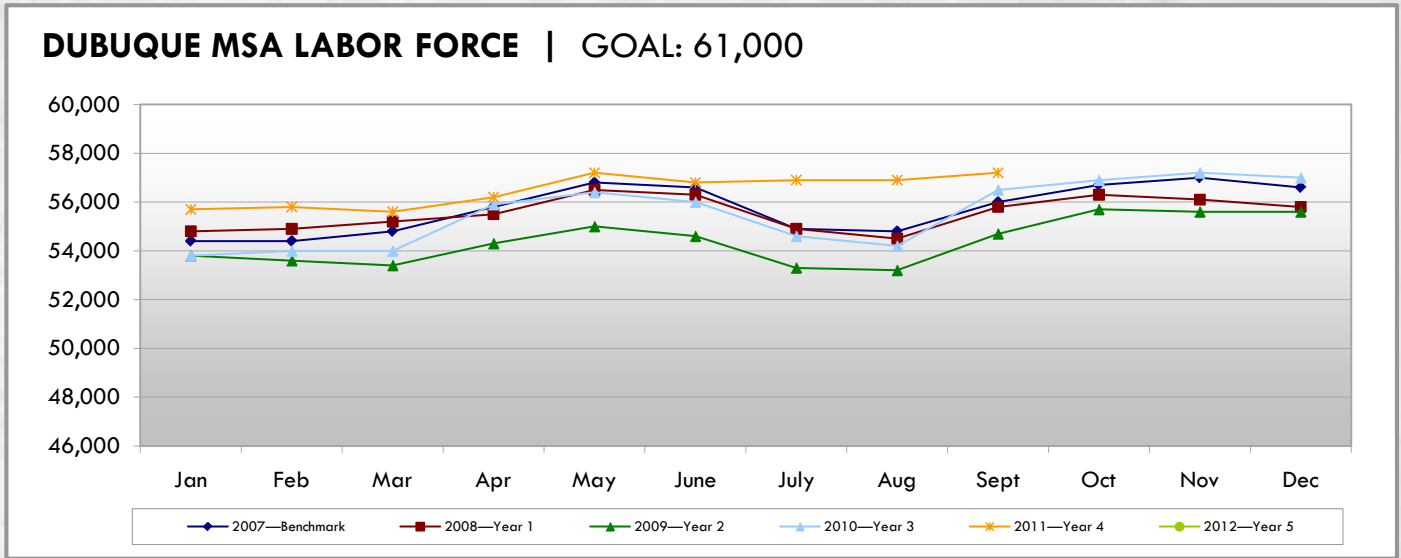
Rick Dickinson

DESTINATION FOR OPPORTUNITY



JOB CREATION UPDATE

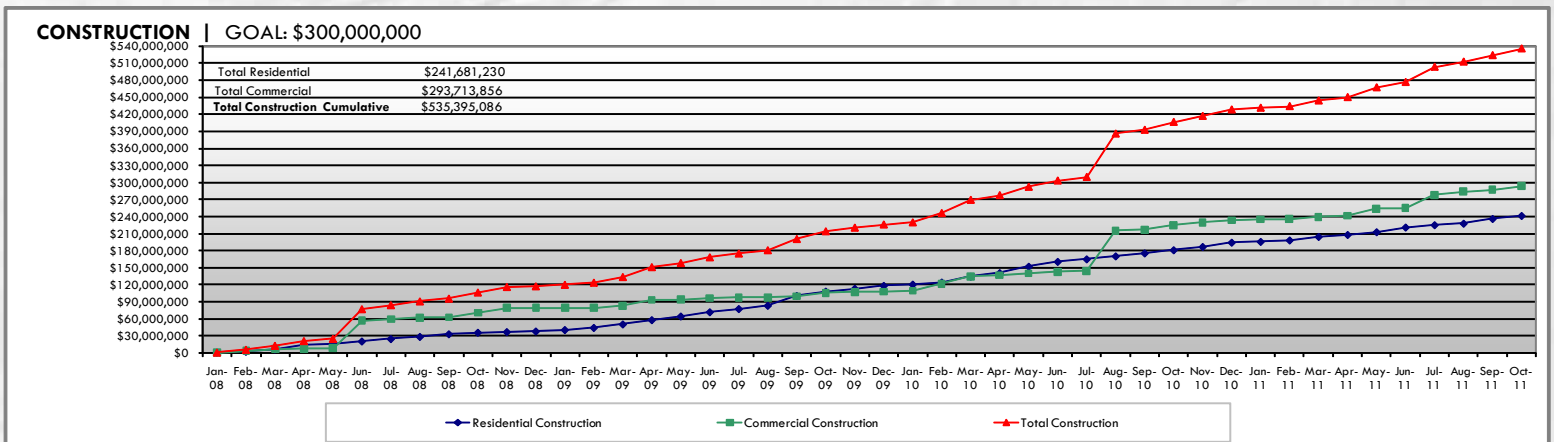
The resident unemployment rate for September 2011 was reported as 4.8% and non-farm employment was 57,200.



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 10/31/11), residential construction totals \$241,681,230. Commercial construction totals \$293,713,856. Total construction equals \$535,395,086.



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



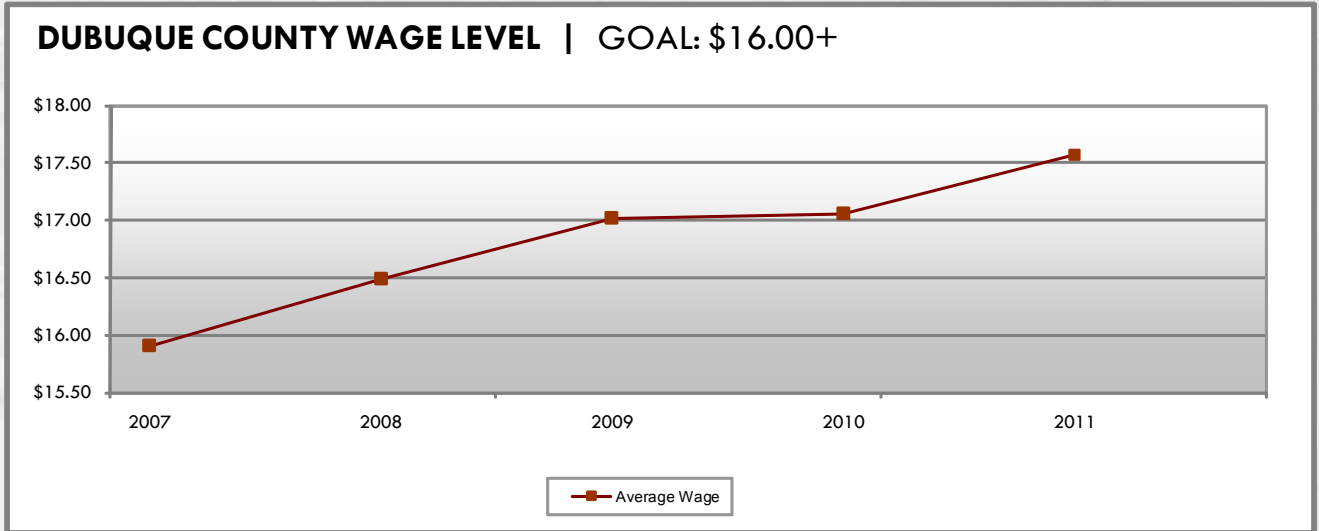
Rick Dickinson

DESTINATION FOR OPPORTUNITY



WAGE LEVEL UPDATE

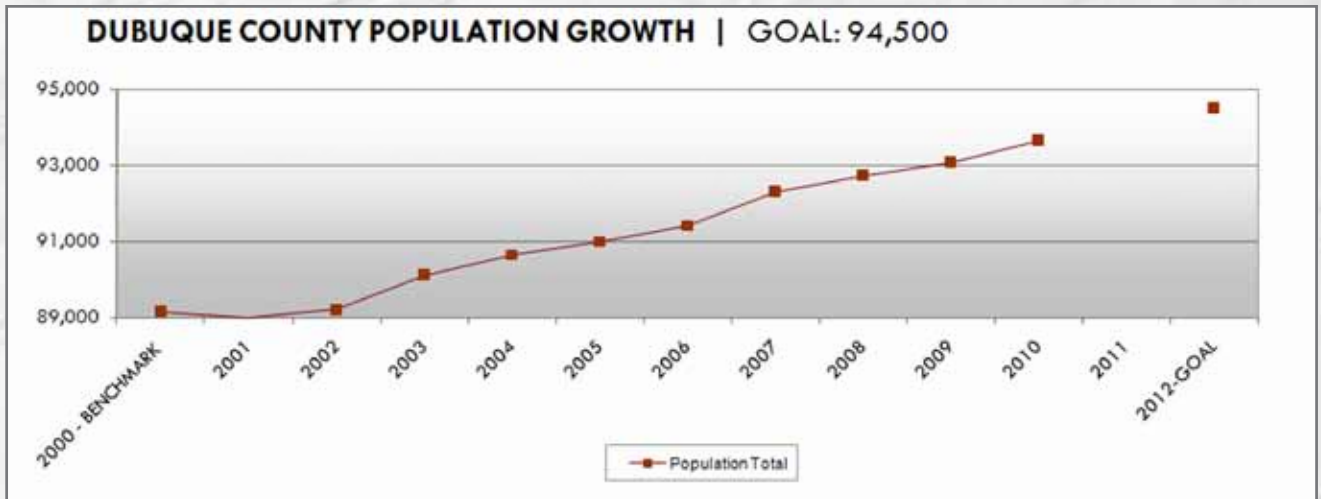
The benchmark median wage for Dubuque County was reported at \$17.57 for the period 7/1/11 through 6/30/12.



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 population to 94,500.



SOURCE: U.S. Census Bureau, Population Division