



CAMPAIGN MISSION

CONTACT:
Greater Dubuque Development
563.557.9049

Business Retention & Expansion

- Continue to assist and serve existing businesses within the Greater Dubuque area with both challenges and opportunities.
- Continue Greater Dubuque's model business and retention program, InfoAction, to identify and assess the needs of our existing employers.
- Increase the InfoAction contacts to 200 site visits per year.
- Provide customized solutions, proposals, information, and direct assistance when opportunities or challenges are identified.
- Promote the Greater Dubuque area as a Destination for Opportunity for existing employers.

Workforce Development: Retention & Recruitment

- Manage and promote the use of the AccessDubuqueJobs.com web site to area businesses.
- Develop a structured partnership between Greater Dubuque Development, the Telegraph Herald, the Iowa Department of Workforce Development, the Dubuque Area Chamber of Commerce, and regional employers.
- Conduct a labor needs assessment with regional employers designed to identify future job growth-patterns and the respective skill-sets needed in the next ten years.
- Develop a strong partnership with regional institutions of higher education that addresses curriculum development and the creation of a model internship program.
- Promote the Greater Dubuque area as a Destination for Opportunity to a growing workforce.

New Business Recruitment

- Develop a highly-effective plan for marketing the Greater Dubuque area to regional, national, and international audiences.
- Partner with area organizations to meet common goals.
- Identify and meet with new business prospects.
- Participate in the development of incentive agreements and during closing negotiations with businesses.
- Determine the business community's receptivity for a Venture Capital/Angel Investor program in conjunction with the Northeast Iowa Business Accelerator.
- Identify the strengths and weaknesses of the Dubuque area and offer solutions to develop a more attractive business climate.
- Create 15-20 percent of jobs through newly recruited business.
- Promote the Greater Dubuque area as a Destination for Opportunity for new employers.

Retail Expansion

- Support the marketing efforts of local developers and commercial realtors by supplying custom information and promoting available properties to potential retailers.
- Assist the local retail community by providing market research, mailing lists and other specialized information and services that will help them become more successful.
- Provide customized information to national retailers or local businesses to present the Dubuque market as a viable opportunity for growth.
- Locate and employ tools and technology to retrieve, analyze, and track detailed community, demographic, and industry information.
- Promote the Greater Dubuque area as a Destination for Opportunity for retail.