

Opportunity Meets Community

April 2016



DUBUQUE NAMED AMONG THE BEST PLACES IN AMERICA TO CLIMB THE ECONOMIC LADDER TO SUCCESS

A child born to poverty in the Greater Dubuque area is among the most likely in the nation to reach the top 20% of income earners by 26 years of age according to recent research conducted by Harvard and Stanford economist, Raj Chetty. Highlighted in a Forbes.com blog authored by John Wasik, Dr. Chetty's "Equality of Opportunity Project" finds that where you are raised has a great impact on how well you subsequently do economically:

"Successful communities not only have good schools, they have parents who want to make them even better. They have good governance, non-profit activity and care about creating decent-paying jobs. They build libraries, parks and want to green their cities by making them more energy efficient.

If you want to see social capital at work, go to Dubuque, Iowa. It's nowhere near an ocean or major population center, but it's the San Francisco of the Midwest, not only because of its hilly terrain (yes, in Iowa), but its progress in creating a technology-based jobs culture and livable city. Most people have an average 15-minute commute and the city has won numerous awards for its civic engagement. It's also much more affordable than Boston, San Jose or Seattle."

To read the complete Forbes blog, "The Best Cities to Climb the Economic Ladder," click [here](#).

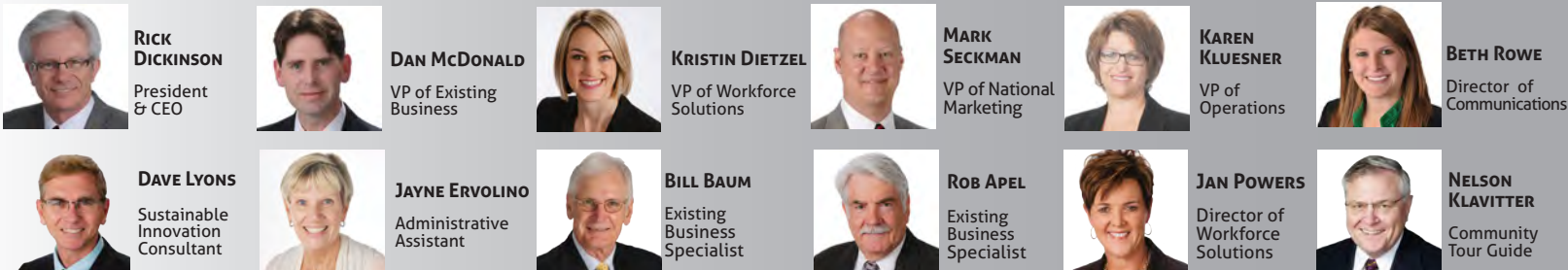
EXISTING BUSINESS

NORTHEAST IOWA COMMUNITY COLLEGE OFFERS 3-D/RAPID PROTOTYPING SERVICE

Greater Dubuque Development is proud of its service and commitment to the needs of existing businesses. We are equally proud of our deliberate efforts to maintain a strong relationship with regional partners. To that end, we are pleased to announce that Northeast Iowa Community College has recently purchased a Stratasys Fortus 380 production 3-D printer with Fused Deposition Modeling (FDM) Technology. This new investment and service will allow area businesses to build concept models, functional prototypes and end-use parts (both in standard, engineering-grade and high-performance thermoplastics). The result is savings of time and money, plus the ability to know exactly how products will look and perform before an investment is made for tooling.

Whether your company is looking to duplicate a part or design something new, the team at Northeast Iowa Community College can assist. The team will provide you with a cost estimate and a timeline, from start-to-finish.

For more information, contact: Greg Willging | willgingg@nicc.edu | 563.557.8271 x128.



Greater Dubuque Development Corporation

Schmid Innovation Center, 900 Jackson St., Suite 109, Dubuque, IA 52001 | 563.557.9049 | www.greaterdubuque.org

MARK YOUR CALENDARS: GREATER DUBUQUE DEVELOPMENT'S ANNUAL MEETING SCHEDULED FOR JUNE 22ND

Please join Greater Dubuque Development for our annual meeting on June 22nd from 5:30 to 7:30 pm. The event will be held at Mystique Casino, 1855 Greyhound Park Rd, Dubuque. Watch for your invitation in the upcoming weeks and plan to attend!

SUSTAINABLE INNOVATION

STARTUP DUBUQUE HOSTS EVENT

On March 31st, StartUp Dubuque invited entrepreneurs to the inaugural StartUp Stories lunch event. Randy Aird and Greg Birkett, co-owners of the Dubuque Advertiser, told attendees their story of how they built their successful business. While enjoying lunch in Greater Dubuque's boardroom, attendees were able to ask questions and gain insights from these two area businessmen.

Jay Wickham, Startup Dubuque Director, added, "We were excited to offer this new educational opportunity for entrepreneurs to connect with local business owners. It's invaluable for people considering starting a business to gain insights on what works from a successful business owner."

The next StartUp Stories Lunch event will feature Barry Shear from Eagle Point Solar on Tuesday, April 26, 2016 from Noon to 1 PM. If you would like to attend, please email startupdubuque@gmail.com, call 563-588-3350 or stop by StartUp Dubuque at 900 Jackson Street, Ste 110.



Greg Birkett (left) and Randy Aird (right), co-owners of the Dubuque Advertiser, told attendees their story as StartUp Dubuque's business consultant Tom Stecker (center) lead the StartUp Stories discussion.

NATIONAL MARKETING

RETAIL TENANT MIX IN THE AREA IS SHIFTING

The retail landscape along U.S. Highway 20/Dodge Street is dramatically changing. Plaza 20 Inc. recently submitted site plans for the construction of a new 52,200 square foot multi-tenant facility located on the east side of the development. On Wednesday April 6th, the Dubuque Zoning Advisory Commission members, by a 5-0 vote, recommended a zoning change that would pave the way for a new center in Plaza 20. The recommendation is scheduled to go before the Dubuque City Council on April 18th. In speaking with Michael Kahle, owner of Plaza 20, the proposed new tenants will help fill gaps identified last year in Greater Dubuque Development's retail trade analysis which was conducted by Retail Strategies.

In addition, Shorewood Development Group broke ground on a new 10,590 square foot, four-tenant strip center on the corner of U.S. Highway 20/Dodge Street and Wacker Drive. The first occupant to be announced in the new facility is Chipotle Mexican Grill; the fast casual restaurant will occupy 2,310 square feet and offer patrons high quality Mexican food in a relaxed atmosphere. Chick-fil-A has also received a building permit for their new 4,958 square foot facility on the former Perkins property across Wacker Drive from Shorewood's new complex. Chick-fil-A has steadily grown to become the largest quick-service chicken restaurant chain in the United States, based on domestic annual sales with over 1,950 locations in 42 states and Washington, D.C. Both of these restaurants serve a need identified by Retail Strategies for limited-service restaurants.

Much like the rest of the United States, the majority Dubuque's retail/commercial activity is focused on the redevelopment and expansion of existing assets. The fastest growing element of shopping center redevelopment is the conversion and refurbishment of shopping center outparcels from outdated uses. Developers are enticed by well-located outparcels on the perimeters of existing shopping centers.



Demolition of the former Perkins building has begun at the Chick-fil-A site. Shorewood Development is also moving ground at the strip center to prepare for construction.

WORKFORCE SOLUTIONS

DUBUQUE COUNTY TOPS STATE IN JOB GROWTH

Dubuque County workforce statistics for February 2016 were strong, showing a 1,400 person labor force increase over February 2015 with 59,600 people working in Dubuque County. This represents the highest year-over-year metro county percentage increase in the State of Iowa at 2.4 percent and puts Dubuque County on pace to meet our NEXT campaign's labor force goal of 60,000 before 2017. Ensuring a qualified workforce is a top priority for area employers; Greater Dubuque Development will continue devoting time, talent, and financial resources to provide the area with the most innovative workforce solutions in the country, from recruitment to job training to newcomer services!

POPULATION GROWS BY 3.7% SINCE 2010 IN DUBUQUE COUNTY

In late March 2016, the U.S. Census Bureau released its 2015 population estimates, confirming a 3.7% growth for Dubuque County since 2010. With the newly estimated population at 97,125, Greater Dubuque Development has exceeded our NEXT campaign's population goal of 96,500, one year ahead of schedule. While Dubuque's population growth is laudable, every contiguous county to Dubuque declined in population with the exception of Grant County in Wisconsin. Similarly, 71 out of Iowa's 99 counties also declined since 2010, perpetuating the shift from rural to more urban areas of the state. Nonetheless, the Greater Dubuque area as a whole experienced a 1.03% growth, and Iowa's population as a whole grew 6.75 percent from 2010 to 2015, placing it as the 30th most populous state in the union.



ACCESSDUBUQUEJOBS.COM UPDATE

New Investors

- The Rose of Dubuque

Renewed Investors

- Community Foundation of Greater Dubuque
- Horsfield Construction
- Hotel Julien
- Portzen Construction, Inc.
- Universal Tank and Fabrication
- XL Specialized Trailers

Declined Investors

- Weber Paper Company
- Midwest Medical Center
- Next Generation Wireless
- Top Block and Brick
- East Dubuque Savings Bank

INTERNSHIP POSTING UPDATE

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total 2016	43	17	18										78
Total 2015	11	22	16	14	11	4	6	16	16	15	7	8	146
Total 2014	13	5	7	11	8	2	4	23	12	25	12	1	123
Total 2013	13	9	24	30	12	2	9	4	4	3	5	13	128
Total 2012	-	-	-	-	-	-	2	12	6	4	5	7	36

If you would like more information about how **AccessDubuqueJobs.com** can benefit your business or learn how to post an internship, please contact Kristin Dietzel at 563.557.9049 or Kristind@greaterdubuque.org.

NEWCOMER SERVICES

FREE NEWCOMER SERVICES CAN ASSIST YOUR APPLICANTS & EMPLOYEES

Greater Dubuque Development provides an integrated set of free services that can support you as you recruit, hire, and relocate new employees and their families to the Greater Dubuque area. Moving to a new community can be a daunting task: finding a place to live, getting a significant other connected to employment, settling children into school, learning about recreation, worship, arts and culture, healthcare, city services, and more. If you have applicants or new hires who may need assistance with their move to your workplace and to the community, please refer them to our office. Our Newcomer Services are personalized, customized, flexible and free. Most importantly, they work!

Community tours –Tours are approximately 90 minutes long, and customized to each person/couple/family. Each tour provides an overview of the community – the many things that make us so attractive and vibrant. From history to neighborhoods, from our economy to educational opportunities, and from nightlife to outdoor recreation, visitors who receive tours get a comprehensive experience tailored to their interests and needs. Each person also receives our Thrive packet loaded with informational pieces about the Greater Dubuque area.

Personalized concierge correspondence - Our office also fields calls and emails from newcomers who seek us out for information. We work with newcomers, one-on-one, to be their information clearinghouse.

Distinctively Dubuque Class – Five times a year, we host Distinctively Dubuque classes. They are free, fun and informational. Each class has no more than 29 attendees, who learn about the many facets of the community, but also meet other newcomers like themselves and begin to develop a new network of friends.

Remaining 2016 class dates include:
 August 24 - September 21
 October 12 - November 9

To register for a class, contact our partner, Northeast Iowa Community College, at 563-557-8271, extension 139, or register online at www.nicc.edu/solutions, using the search words “Distinctively Dubuque.”

For more information regarding the newcomer services offered by Greater Dubuque Development or to arrange a personal tour of the community for a prospective employee, contact Jan Powers, Director of Workforce Solutions at 563.557.9049 or by email at janp@greaterdubuque.org.

Newcomer Services Assistance

2016	January	February	March	April	May	June	July	August	September	October	November	December	Total
Individuals	17	14	32										63

Employers Assisted

YTD 2016	21
Total 2015	52
Total 2014	34
Total 2013	72
Total 2012	93
Total 2011	81

Individuals Assisted

YTD 2016	63
Total 2015	217
Total 2014	152
Total 2013	334
Total 2012	528
Total 2011	420

Community Tours

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Tours 2016	8	6	24										38
Tours 2015	5	10	8	8	8	15	19	12	18	15	12	8	138
Tours 2014	6	12	12	10	7	15	20	13	9	15	6	10	135
Tours 2013	15	18	12	29	13	8	17	13	10	11	11	10	167
Tours 2012	26	22	22	28	28	21	27	26	23	20	11	11	265
Tours 2011	9	5	10	17	7	16	7	24	10	9	10	15	139

Distinctively Dubuque Participants

2016	January/February	February/March	April/May	August/September	October/November	Total
Individuals Total YTD	28	25	26			79
Individuals Total in 2015	26	25	24	25	27	127
Individuals Total in 2014	29	29	26	27	28	139
Individuals Total in 2013	26	27	25	27	27	132
Individuals Total in 2012	25	25	24	26	*Course was added in 2013	100

**Number of Employers Participating YTD: 38

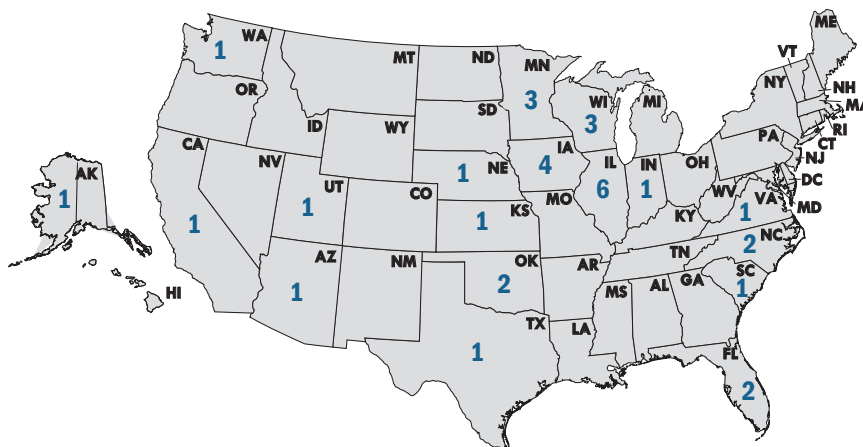
Monthly Relocation Guide Distribution

2016	January	February	March	April	May	June	July	August	September	October	November	December	Total
To Individuals	16	16	33										65
To Businesses	16	27	40										83

Yearly Relocation Guide Distribution

	January	February	March	April	May	June	July	August	September	October	November	December	Total
2016	32	43	73										148
2015	27	141	36	66	109	191	48	100	180	52	43	61	1,054
2014	17	34	29	31	143	86	27	23	45	69	515	145	1164
2013	58	56	47	58	92	38	43	37	35	40	23	17	544
2012	127	48	66	62	74	58	43	47	40	64	61	35	725
2011	40	56	100	86	47	62	39	65	77	34	33	65	704
2010	60	130	120	147	230	96	99	107	151	110	110	62	1422
2009	129	93	135	88	79	64	85	81	59	86	86	44	1029
2008	87	97	103	177	58	64	85	55	69	59	59	58	971
2007	N/A	78	77	162	60	55	67	89	37	75	75	64	839

Map of Relocation Guides Sent to Individuals in March 2016



GOALS & PROGRESS



JOB CREATION UPDATE

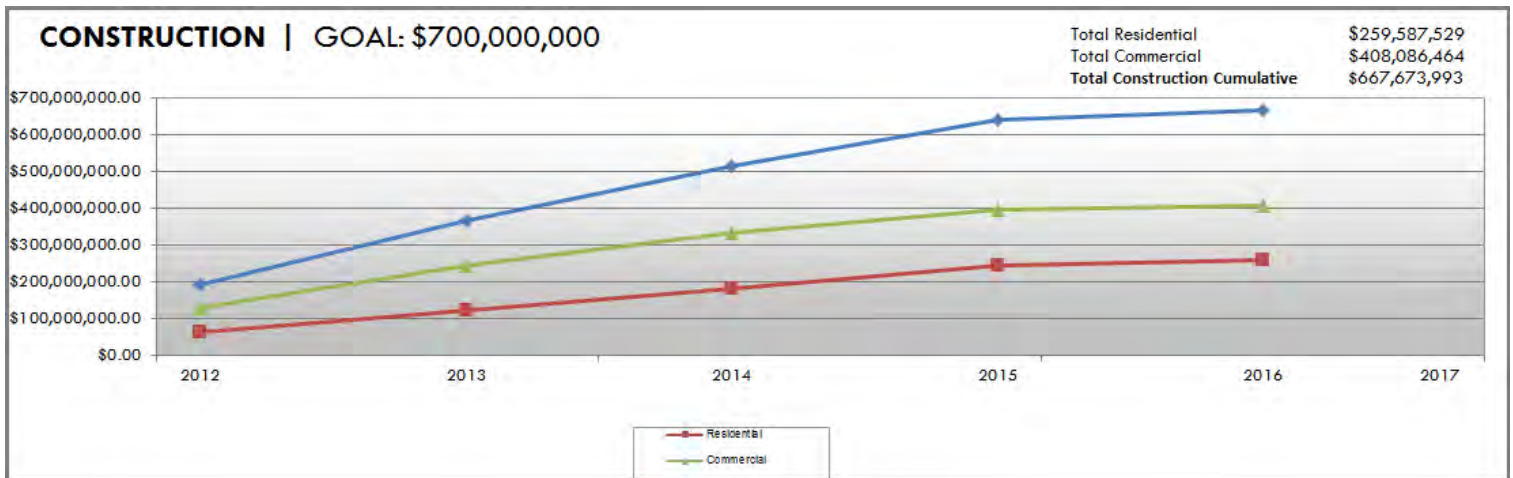
The resident unemployment rate for February 2016 was reported as 4.7% and non-farm employment was 59,600.



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

NEW CONSTRUCTION UPDATE

Since the beginning of the NEXT Campaign (7/1/12 through 3/31/16), residential construction totals \$259,587,529. Commercial construction totals \$408,086,464. Total construction equals \$667,673,993.



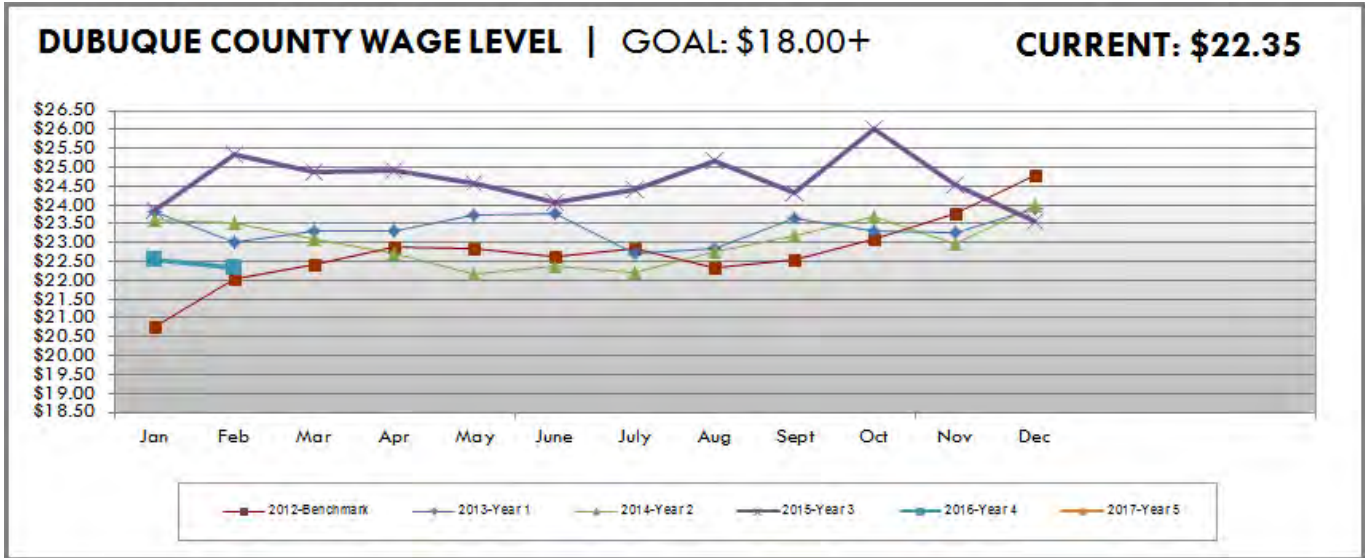
SOURCE: City of Dubuque and Dubuque County, incorporated and unincorporated.

GOALS & PROGRESS



WAGE LEVEL UPDATE

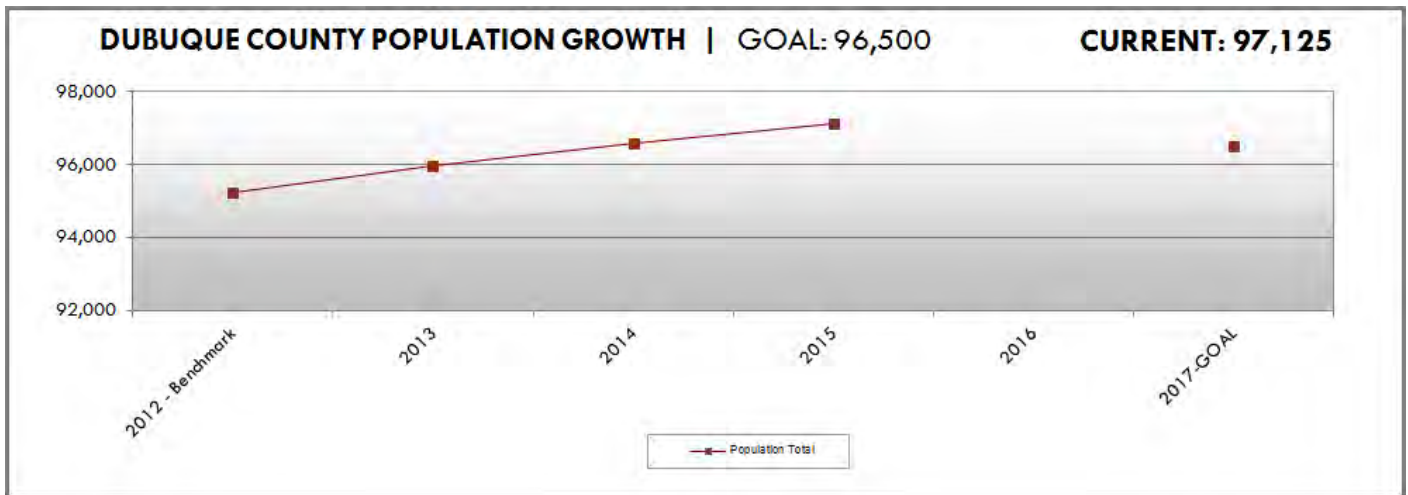
The average wage for Dubuque County in February 2016 was reported as \$22.35.



SOURCE: U.S. Bureau of Labor Statistics, Current Employment Statistics (CES)

POPULATION GROWTH UPDATE

The population benchmark for Dubuque County is 93,653. As of April 2016, the population was 97,125.



SOURCE: U.S. Census Bureau, Population Division