

Opportunity Meets Community

July 2016



GREATER DUBUQUE DEVELOPMENT HOSTS 2015-2016 ANNUAL MEETING

On Wednesday, June 22nd, Greater Dubuque Development's Board of Directors were joined by over 200 investors, local officials and partners at our 2015-2016 Annual Meeting. The event was held in the Cabaret Room at the Mystique Casino. The evening's speakers included Tim Conlon, Greater Dubuque Development's 2015-2016 Board Chair, Kurt Strand, Greater Dubuque Development's incoming 2016-2017 Board Chair and Rick Dickinson, Greater Dubuque Development's President & CEO.

Tim Conlon welcomed attendees and began the meeting by summarizing the past year's achievements. Highlighted accomplishments included the expansion of existing businesses in our area, most notably Roasting Solutions, LLC d/b/a Verena Street Coffee; the development of talent through essential workforce solutions programs, including Opportunity Dubuque; the addition of RIE Coatings to our business community; the assistance provided to startups and small businesses through StartUp Dubuque; and the development of the largest solar array in the State of Iowa through a partnership between Alliant Energy, City of Dubuque, and A.Y. McDonald Mfg. Co.

The new 2016-2017 Greater Dubuque Development Board of Directors and Executive Committee were elected during the event. Kurt Strand of McGraw Hill Higher Education was elected as the 2016-2017 Chairman. Special thanks were given to outgoing board members Doug Horstmann, Dawn Colby, Joyce White, and Representative Nancy Dunkel. View the complete 2016-2017 Board of Directors list by clicking [HERE](#).

Rick Dickinson, President & CEO of Greater Dubuque Development, spoke about the five pillars of Greater Dubuque Development (business retention and expansion, workforce solutions, national marketing, sustainable innovations, and StartUp Dubuque) and the success and growth each area has experienced throughout the year. Rick also shared the overwhelmingly positive results from our Community Feasibility Study, which was conducted in preparation for our upcoming five-year capital campaign. It was announced at the meeting that we exceeded all of our NEXT campaign goals a full year ahead of schedule:

- Dubuque County's jobs have surpassed our NEXT goal of 60,000.
- The Greater Dubuque area has exceeded our \$700 million goal for commercial and residential construction.
- Average hourly wage in Dubuque County is pegged at \$22.89 per hour, surpassing our goal of \$18 per hour.
- Dubuque County's population has grown to 97,125, eclipsing the campaign goal of 96,500.

Closing remarks were provided by Kurt Strand, Greater Dubuque Development incoming 2016-2017 Chairman. Kurt applauded Greater Dubuque Development for helping area businesses succeed, communicated his belief that our five pillars are critically important to the community, and voiced his excitement and honor to serve as our incoming chair.

We would like to thank Tim Conlon for his leadership as the 2015-2016 Chairman of Greater Dubuque Development's Board of Directors. The success of our organization would not be possible without the support of our board, investors and the Greater Dubuque community.

Greater Dubuque Development's 2015-2016 Annual Report, outlining the accomplishments and activities from the past year, can be viewed online by clicking [HERE](#).



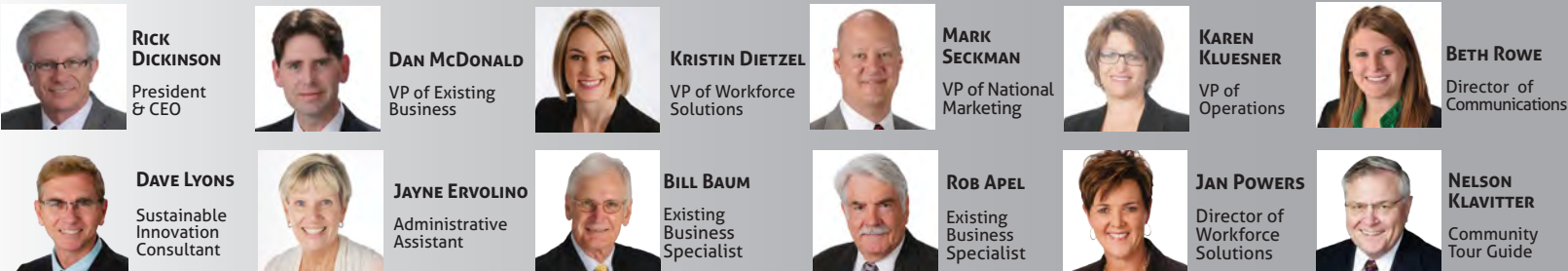
Tim Conlon, 2015-2016 Board Chair, welcomed attendees and called the meeting to order.



Attendees listened to the presentation that summarized the past year's achievements and outlined priorities for the upcoming year.

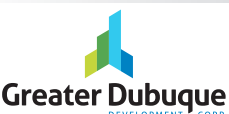


Kurt Strand, 2016-2017 incoming Chair, provided closing remarks.



Greater Dubuque Development Corporation

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EXISTING BUSINESS

GREATER DUBUQUE SALUTES MAJOR EXPANSIONS BY THE MCCOY GROUP AND UNITYPOINT HEALTH-FINLEY HOSPITAL: ALMOST \$50,000,000 AND 122,000 SQUARE FEET OF NEW CONSTRUCTION IN DUBUQUE

Greater Dubuque Development is already grateful to have the talents of both Greg McCoy, President of McCoy Group, and David Brandon, President & CEO of UnityPoint Health-Finley Hospital, on our Board of Directors. Yet, when both entities show the confidence to re-invest almost \$50,000,000 in Dubuque, it's especially significant.

McCoy Group/Truck Country:

After months of preparation and construction, Truck Country moved into its new state-of-the-art facility located at 3201 Hwy 61/151, Dubuque, Iowa. Truck Country held a grand opening/open house celebration on Wednesday, May 25th to celebrate the new project. The new 52,000-square-foot operation is nearly double the size of the old location. The dealership features an expanded shop, with 21 service bays (compared with 10 at the old building), a new alignment rack, a detail bay, and a flywheel resurfacing area. The facility also features an enhanced parts show room and a significantly larger drivers' lounge, as well as additional office space and a larger parts storage area.



For the past two years, Greater Dubuque Development worked behind the scenes to ensure that public infrastructure and utility construction timelines were maintained. This involved weekly communication with the City of Dubuque and the company in the last six months of the project.

UnityPoint Health-Finley Hospital:

On Saturday, June 4th, UnityPoint Health-Finley Hospital celebrated a major expansion. The three-story, 70,000-square-foot addition is the largest project in the hospital's history.



UnityPoint Health
Finley Hospital

The new addition (the first phase of three) will enhance and augment the critical services provided by UnityPoint Health-Finley Hospital. The first floor will be home to the new emergency services; the second floor will include new surgical suites and outpatient services; the top floor will be the location for all of UnityPoint Health-Finley Hospital's cardiac/heart care services.

Greater Dubuque Development attended planning and zoning meetings on behalf of UnityPoint Health-Finley Hospital. Additionally, Greater Dubuque monitored public infrastructure plans and quietly worked with City staff and utility partners to ensure the success of this major investment.

NATIONAL MARKETING

GREATER DUBUQUE ATTENDS NATIONAL CONFERENCE TO PROMOTE OUR AREA

On July 17-19, Mark Seckman traveled to Chicago, IL to attend the Institute of Food Technologists (IFT) Annual Meeting & Food Expo, the world's largest annual food science event. Greater Dubuque Development partnered with the Iowa Economic Development Authority as an exhibitor at the event and co-hosted the Iowa Pavilion Reception.

The IFT Annual Meeting & Food Expo brings together more than 23,000 top food science and technology senior executives, research and development directors, and industry consultants from more than 90 countries. IFT has created this dynamic forum for the industry's largest collection of food ingredients, processing, and packaging suppliers to convene and showcase their most innovative strategies to address the latest global food trends. Baby Boomers, Gen Xers, and Millennials all play a key role in popular nutritional movements which include: increased pressure to reduce added sugar in products; renewed push for protein and protein-enhanced foods; expanded demand for beverages and nutritional supplements for middle-aged men and women; increased demand to produce products with ingredients that perform specific and scientifically-substantiated functions; and continued emphasis on products that are minimally processed.

This expo provided Greater Dubuque Development with an excellent opportunity to meet face-to-face with decision makers of multi-national companies to promote the benefits of operating a food processing/food ingredient facility within the Greater Dubuque area. A few of these advantages include: excess water/wastewater capacity, shovel-ready industrial sites, immediate access to several suppliers of raw materials, close proximity to the Midwest distribution centers of major grocery outlets, and a market of nearly 50 million consumers within one day truck delivery. The food processing/food ingredients industry cluster continues to have a significant economic impact on our community. This is evident as Roasting Solutions LLC d/b/a Verena Street Coffee's decision to invest approximately \$7 million for their state-of-the art production facility in the Dubuque Industrial Center South.

WORKFORCE SOLUTIONS

ACCESSDUBUQUEJOBS.COM LAUNCHES NEW “FINDERS OF KEEPERS” MARKETING CAMPAIGN

“Finders, keepers; losers weepers,” is a popular children’s rhyme about being the first to discover a treasure. Greater Dubuque Development is applying this logic to its latest AccessDubuqueJobs.com marketing campaign, designed by Happee Smith Productions, which launched July 1st.

In this campaign, talented and skilled employees are the treasure our area employers seek, while a reputable and successful employer is the goal of the job-seekers in our community. The new Finders of Keepers campaign targets a dual audience—the Finders, or investors in the site, who are searching for the “talent to match their team,” and the Keepers, or job seekers, utilizing the site to find the “team to match their talent.” The campaign will be featured on a newspaper wrap of daily papers at the Dubuque Regional Airport, visible on print and digital billboards in the area, and promoted through print promotion in the Telegraph Herald. New this year, the campaign will also be promoted digitally to Millennials in job-seeking markets surrounding Dubuque, Cedar Falls/Waterloo, Iowa City, and Madison through Google AdWords and Facebook. Finally, our workforce solutions team will continue to share information about AccessDubuqueJobs.com and promote the site as the #1 job-seeking resource in our area through visits to 30 colleges and universities in the area and presentations to hundreds of area students and interns. We know that our local talent is our community treasure. With approximately 55,000 visits a month from more than 18,000 job seekers, AccessDubuqueJobs.com makes finding that talent easier!

For information on how to become an investor and user of the site, please contact Kristin Dietzel, Vice-President of Workforce Solutions, at 563-557-9049 or kristind@greaterdubuque.org for more information.



TelegraphHerald.com

TELEGRAPH HERALD

COMPLIMENTS OF GREATER DUBUQUE DEVELOPMENT

FINDERS OF KEEPERS

THE TALENT TO MATCH YOUR TEAM.

IT PAYS TO INVEST

When companies invest in AccessDubuqueJobs.com, they are gaining more than access to the Greater Dubuque area’s #1 recruitment tool for hiring talent. They are placing their name in the company of over 150 forward-thinking businesses engaged in a focused effort to attract a qualified talent pool for the future.

DO THE SAME FOR YOUR COMPANY.

To Invest in AccessDubuqueJobs.com:
Contact Kristin Dietzel
Vice President of Workforce Solutions
Greater Dubuque Development Corporation
563.557.9049 | Kristind@greaterdubuque.org

@accessdubuquejobs

ACCESSDUBUQUEJOBS.COM IS MADE POSSIBLE BY
GREATER DUBUQUE DEVELOPMENT + TELEGRAPH HERALD



FINDERS OF KEEPERS

THE TEAM TO MATCH YOUR TALENT.

@accessdubuquejobs



ACCESSDUBUQUEJOBS.COM UPDATE

Renewed Investors

- Dubuque County
- Grand Harbor Resort and Waterpark
- Hodge Company
- Hormel Foods/Progressive Processing
- Luther Manor
- National Mississippi River Museum & Aquarium
- Runde Auto Group, Inc
- United Clinical Laboratories

Declined Investors

- Bell Tower Retirement
- Hirschbach Transportation Services, Inc.
- Mill Valley Care Center
- Mr. Appliance of Dubuque
- Mystique Community Ice Center
- RPS Benefits

STAFF MEETS WITH HOME BASE IOWA REPRESENTATIVE FOR UPDATE

On June 26, our workforce solutions team met with Jason Kemp, the new program manager of Home Base Iowa. Home Base Iowa is a non-profit, private-public partnership that focuses on recruiting veterans and active duty service members for employment in Iowa. Dubuque County was the first major metro in Iowa to be named a Home Base Iowa community in 2014.

An Iowa native and Air Force veteran, Kemp was named program manager in September 2015. He traveled to Dubuque to meet with both Greater Dubuque Development and IowaWorks representatives to provide an update on his latest efforts and receive a tour of the community.

Highlights shared at the meeting include a new and improved website (homebaseiowa.gov) designed to be user-friendly for a veteran audience, including a calendar of veteran events across the state. With their new website, Home Base Iowa asks for the help of our employer and education partners to update their information and/or complete online submission forms to ensure your organization is prominently displayed.



For employers: If you originally signed up as a Home Base Iowa partner through a paper form or have not yet signed up, please update your information here: <https://www.homebaseiowa.gov/hbi-partner-information>.

The site will soon have a searchable resume bank; however, in the meantime, Home Base Iowa staff are updating a spreadsheet of resumes weekly, which includes the geographic area of interest to the veteran. These are available online: <https://www.homebaseiowa.gov/hbi-veteran-resumes>. Please check the website frequently for potential veteran talent!

For educators: Help us put the Greater Dubuque area on the map as the go-to place for veterans to receive the education and training they need to enhance their skills or earn a degree or credential. Complete the online form here: <https://www.homebaseiowa.gov/certified-home-base-iowa-higher-education-partner-application> to be listed as an Iowa educator CHAMP.

Newcomer Services Assistance

FY 15-16	July	August	September	October	November	December	January	February	March	April	May	June	Total
Individuals	27	17	22	23	23	10	17	14	32	38	44	22	289

Community Tours

FY 15-16	July	August	September	October	November	December	January	February	March	April	May	June	Total
Tours Conducted	19	12	18	15	12	8	8	6	24	20	13	12	167

Employers Assisted

YTD 15-16	56
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Distinctively Dubuque Participants

2016	August/September	October/November	January/February	February/March	April/May	Total
Individuals FY 15-16	25	27	28	25	23	128

**Number of Employers Participating YTD FY 15-16: 47

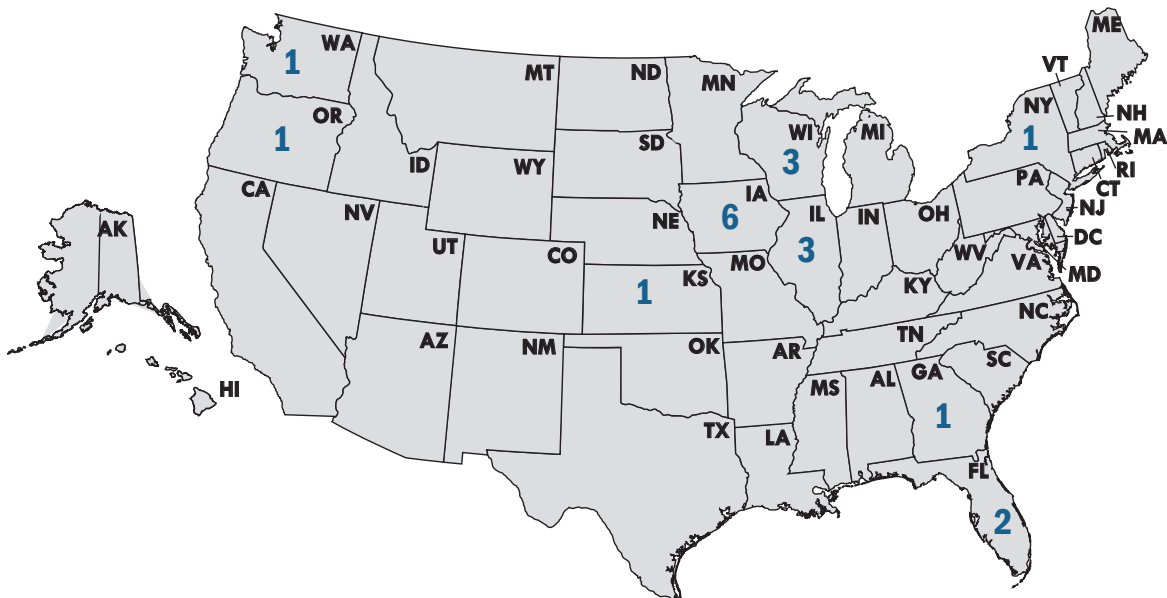
Monthly Relocation Guide Distribution

2016	July	August	September	October	November	December	January	February	March	April	May	June	Total
To Individuals	36	31	30	21	24	14	16	16	33	29	22	19	291
To Businesses	12	69	150	31	19	47	16	27	40	48	610	108	1,177

Yearly Relocation Guide Distribution

2016	July	August	September	October	November	December	January	February	March	April	May	June	Total
FY 15-16	48	100	180	52	43	61	32	43	73	77	632	127	1,468

Map of Relocation Guides Distributed to Individuals in June 2016

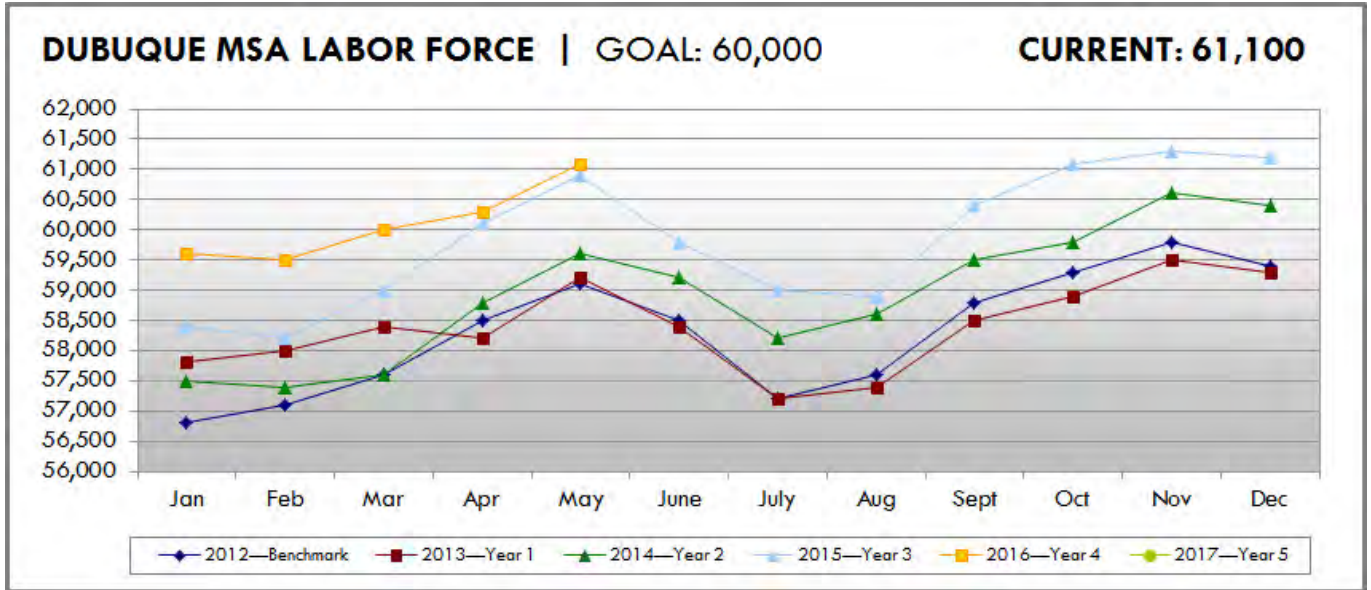


GOALS & PROGRESS



JOB CREATION UPDATE

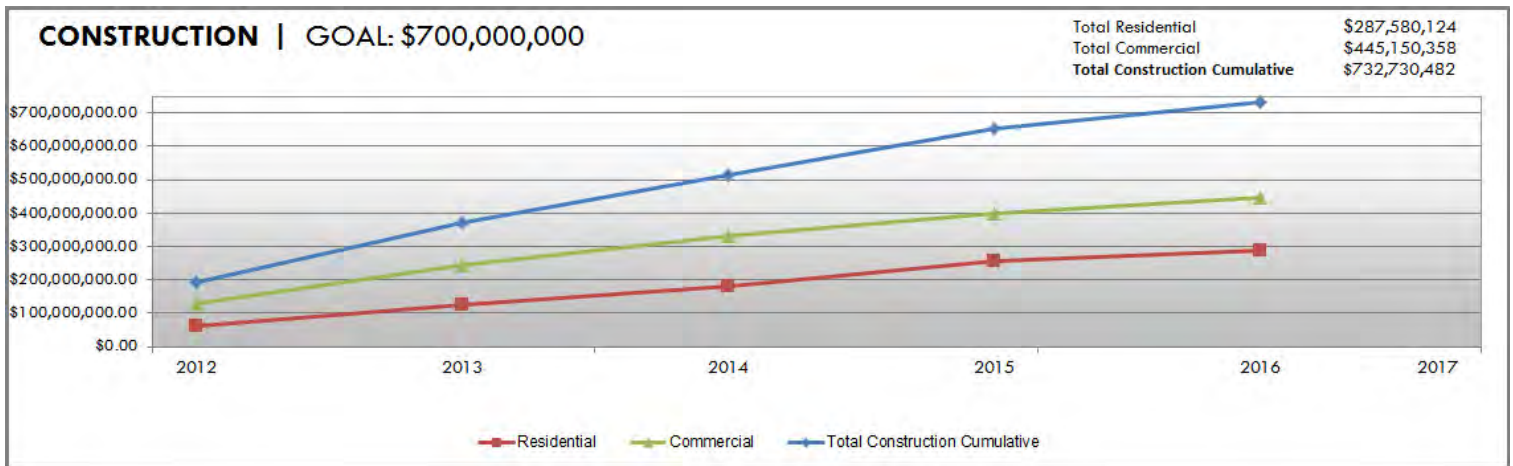
The resident unemployment rate for May 2016 was reported as 3.3% and non-farm employment was 61,100.



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 6/30/16), residential construction totals \$287,580,124. Commercial construction totals \$445,150,358. Total construction equals \$732,730,482.



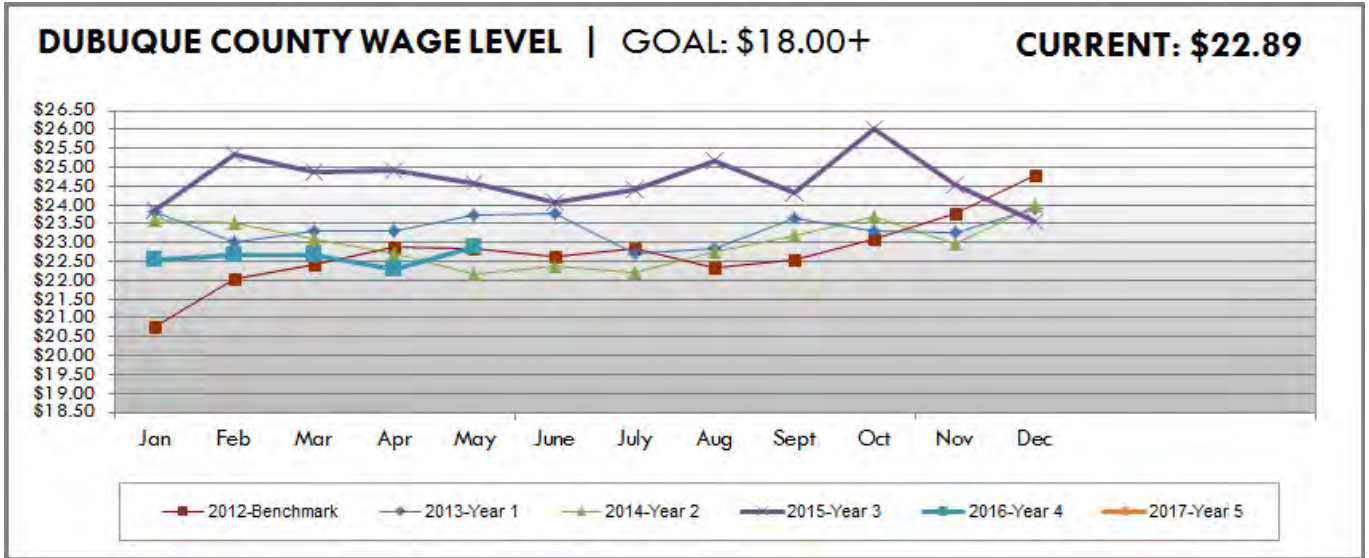
SOURCE: *City of Dubuque and Dubuque County, incorporated and unincorporated.*

GOALS & PROGRESS



WAGE LEVEL UPDATE

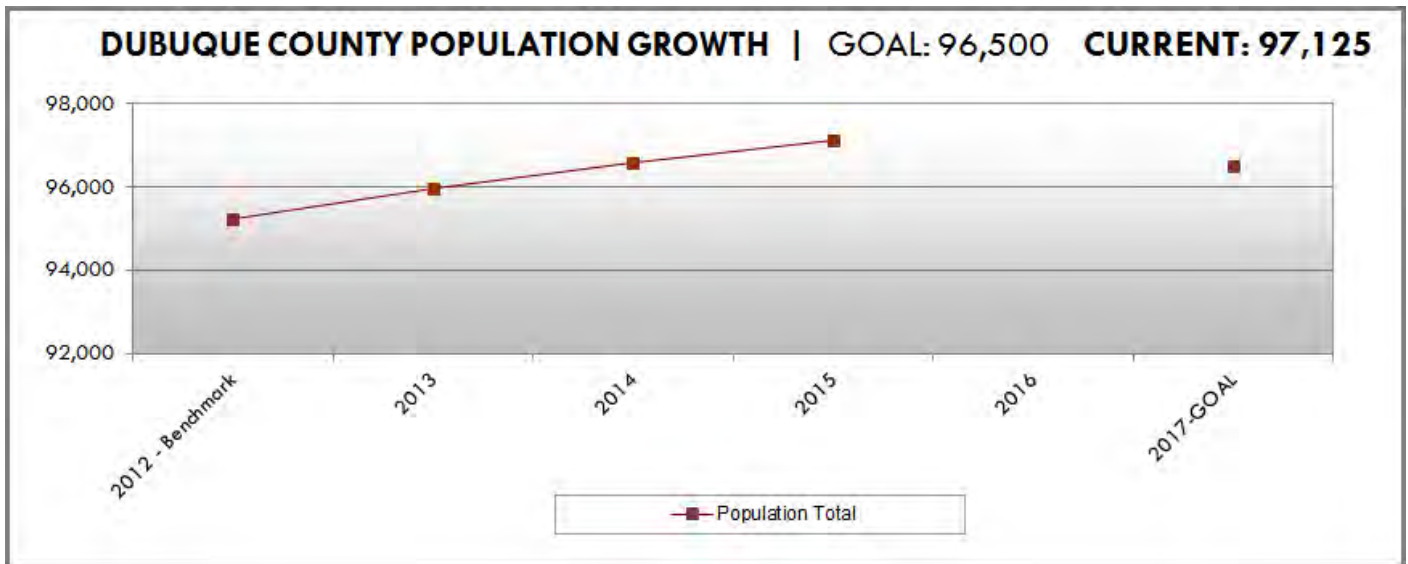
The average wage for Dubuque County in May 2016 was reported as \$22.89.



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