BIG LIFE, SMALL CITY CAMPAIGN LAUNCHED TO ATTRACT WORKFORCE

Despite reaching an all-time high 61,800 jobs in November, unfilled jobs continue to create challenges for employers both nationally and here in the Greater Dubuque area. Thankfully, Greater Dubuque Development has solutions in place to help employers recruit, retain, and develop talent now and into the future. We are now adding to those services a targeted strategy to attract and welcome people from outside our area utilizing cutting-edge technology and a community marketing effort to reach them.

The Big Life, Small City Campaign was launched on April 15, 2019 with an announcement featuring local business leaders inviting business and community partners to participate in this campaign to recruit talent to the Greater Dubuque area.

Big Life, Small City speaks to newcomers’ experience of the Greater Dubuque area as a community that provides a "just right" fit for their big life goals without sacrificing small-town charm, safety, and convenience. Individuals who have moved to Dubuque from a major metropolitan area find they can slow down and enjoy their life here, while still having a big career. Newcomers relocating from rural America find the amenities and jobs they are searching for in a friendly, welcoming community.

Greater Dubuque Development will convey this message through a social media campaign targeting early-to mid-career professionals on LinkedIn and Facebook. The campaign will target, but not be exclusive to, individuals who have some tie to the Greater Dubuque area already, such as local college alumni. Potential newcomers who interact with the social media campaign will be driven to BigLifeSmallCity.com, a micro-site designed to connect newcomers with must-have information and resources as they contemplate their move or job interview in Dubuque. BigLifeSmallCity.com and the social media channels will also feature newcomer testimonials, including a short video highlighting the Dubuque community from a young professional perspective.

Greater Dubuque Development is launching the campaign alongside a new web-based analytics tool that will allow companies to work with Workforce Solutions staff to pull a customized list of qualified talent from outside of Dubuque county based on skillset, education level, alma mater, geographical region, and more. Recruiters will walk away with not only a list of potential candidates, but with campaign resources to promote the community along with their company and job, a critical factor for today’s workforce.

Growing the community will take everyone in the community’s effort. To make participation in the campaign effective and easy, Greater Dubuque Development has created a Big Life, Small City Employer Guide that companies can utilize to integrate this campaign into their existing recruitment and marketing practices. This campaign also relies on utilization of other existing workforce solutions, including community tours, the Distinctively Dubuque newcomer program, and AccessDubuqueJobs.com. It will take extra work and changing of recruitment and onboarding practices on everyone’s part, but if we all work together, we can experience the rewards of an even Greater Dubuque area!

Follow BigLifeSmallCity on Social Media

- [Facebook](https://www.facebook.com/BigLifeSmallCityDBQ)
- [LinkedIn](https://www.linkedin.com/BigLifeSmallCityDBQ)

Download the Big Life, Small City Employer Guide
COMMUNITY TOURS ARE HELPFUL FOR NEWCOMERS GETTING TO KNOW THE CITY

Greater Dubuque Development knows that our free newcomer services benefit our employers’ recruitment and retention efforts. Making a concentrated effort to show off our community to new talent and then engaging newcomers helps them feel welcome and integrated into their new home and workplace. To share how our services make the Greater Dubuque area feel like home, we ask newcomers about how these services impacted their decisions.

Recently, we heard back from a new hire at Dupaco Community Credit Union, Chaitra Venkatesan, who took one of our community tours:

“I had an amazing experience with Greater Dubuque Development as part of the community tour. Being a newcomer to Dubuque, the 90-minute community tour was well organized and extremely helpful in getting to know the city. My tour guide was very patient and kind enough to answer all my queries and also provided me information about housing, transportation, culture, utilities, and safety in Dubuque. Overall, the tour was very helpful and I would definitely recommend it to anyone visiting Dubuque.”

Our free community tours are just one service we offer to help welcome your new hires and their family to the area. They are a valuable experience for job candidates deciding to move to a new community.

TO SCHEDULE A TOUR OR LEARN MORE ABOUT NEWCOMER SERVICES:
Contact Anna Roling, Workforce Solutions Coordinator, at 563-557-9049 or annar@greaterdubuque.org.

existing business

FIRST QUARTER ACTION DASHBOARD SUMMARY NOW AVAILABLE

Throughout the year, our Business Retention and Expansion team conducts one-on-one interviews with regional employers. Area business owners, CEOs, and top managers share their valuable time and information by participating in our InfoAction program. It provides a deeper understanding of the area economy and data that helps guide our work. From InfoAction, we’ve developed the HR Action program. Our Workforce Solutions team follows up with Human Resources professionals to identify and resolve workforce challenges facing our local employers.

As part of our commitment to provide tangible data to our business partners, we have prepared a quarterly summary of key findings from our InfoAction and HR Action meetings. Click here to read the 2019 Q1 Action Dashboard.

FOR MORE INFORMATION:
InfoAction: Dan McDonald, Vice President of Existing Business, at danielm@greaterdubuque.org or 563-557-9049
HR Action: Kristin Dietzel, Vice President of Workforce Solutions, at kristind@greaterdubuque.org or 563-557-9049

workforce solutions

OVER 40 STUDENTS CONNECT WITH AREA PROFESSIONALS AT INAUGURAL TRI-COLLEGE STUDENTS OF COLOR LEADERS LUNCHEON

Greater Dubuque Development and AccessDubuqueJobs.com sponsored the Tri-College Students of Color Leaders Luncheon to connect local students at Loras College, University of Dubuque, and Clarke University with community leaders. The event was held on Tuesday, April 2, 2019 at the Loras College ballroom. In its inaugural year, the event drew over 40 students from the area educational institutions and over 20 community leaders participated. A panel discussion was led by Ernest Jackson, Operations Manager for John Deere Dubuque Works; Gisella Aitken-Shadle, District Adult Education and Literacy Development Director for Northeast Iowa Community College; and Taj Suleyman, Equity Outreach Coordinator for the City of Dubuque. The panelists shared their experiences moving to the Dubuque area and how they have been able to make it their home despite the challenges faced universally by diverse populations.
SPRING WORKFORCE BREAKFAST TO BE HELD MAY 3, 2019

Please plan to join us on Friday, May 3, 2019 for Greater Dubuque Development’s Workforce Solutions Update Breakfast to review the latest updates of our Workforce Solutions program. Please note the change in location to the Hotel Julien Dubuque for this event.

TOPICS INCLUDE:

- Big Life, Small City campaign
- 2019 Workforce Initiatives
- Childcare Pilot update and next steps

WHEN: Friday, May 3, 2019
8:00 to 9:30 a.m.
Breakfast served promptly at 8:00 a.m.
WHERE: Hotel Julien Dubuque, Grande Ballroom
200 Main Street, Dubuque
RSVP: Contact Jayne Ervolino at 563-557-9049 or jayne@greaterdubuque.org by Monday, April 29th.

UNIVERSITY OF WISCONSIN–PLATTEVILLE ASKING FOR SURVEY PARTICIPATION

The University of Wisconsin-Platteville invites CEOs and executives to participate in a survey to assist with development of an Executive Education Program. The program will be tailored to C-Suite executives and provide professional and personal development opportunities. This brief survey will assist in curriculum development and format structure for the program. The survey is estimated to take less than five minutes to complete and will remain open for the next two weeks.

WITH QUESTIONS: Contact Michelle Zasada at zasada@uwplatt.edu
TO TAKE THE SURVEY: http://uwplatteville.co1.qualtrics.com/jfe/form/SV_8pS229Yafo4iZ1z

ACCESSDUBUQUEJOBS.COM UPDATE

New Investors
- Boy Scouts of America Northeast Iowa Council
- Security Products of Dubuque
- Wagner Nursery

Renewed Investors
- AppleWhite Dental Partners, Inc.
- BARD Materials

Declined Investors
- Community Foundation of Greater Dubuque
- Floor Show Companies
- LabStrong Corporation
- Portzen Construction, Inc.
- Sam’s Club
- XL Specialized Trailers, Inc.
- Young-uns Preschool and Child Care Center
- CDI Corporation
- Hotel Julien Dubuque
- Klauer Construction Company
- L&M Corrugated Container
- Midwest Business Products
- The Rose of Dubuque

NEWCOMER SERVICES REPORTS

Newcomer Services Assistance

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Community Tours

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Employers Assisted

| YTD 18-19 |  41  |

Distinctively Dubuque Participants

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Monthly Relocation Guide Distribution

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**Number of Employers Participating YTD FY 18-19: 51**
This month, the Dubuque City Council approved two new efforts designed to increase high speed internet options for Dubuque employers and households. Through Greater Dubuque Development’s facilitation of new public/private relationships, there are now seven fiber providers who can serve employers in Dubuque Industrial Center West. In addition, the green light was given to begin large Fiber-To-The-Home (FTTH) build outs. These build-outs, made possible through sharing agreements between the public and private sectors, will bring significant new access and choice to Dubuque households.

Dubuque’s True North

Dubuque’s True North Acquires One Additional Vacant Rental Property For Renovation

Since June 2018, the Dubuque’s True North Corporation has been establishing the process to systematically buy vacant rental properties in the North End in order to significantly rehabilitate them and return them to owner-occupied homes. In January 2019, three such properties had been acquired in order to begin the renovation process. One additional property has also been acquired. The properties were in various stages of disrepair, including fire damage. The renovation process is in different stages across all four homes and the Dubuque’s True North Corporation will continue the process of acquiring additional properties for the project.

The renovation of these properties falls under the first of three priorities for Dubuque’s True North:

• The removal of blight and the creation of affordable workforce housing
• Identification and pursuit of the redevelopment, reuse, and repurposing of commercial and/or industrial assets with the greatest opportunity for a “transformative effect”
• Pursue infrastructure improvements capable of creating the physical, financial, and cultural environment necessary to enable new businesses to develop, and existing businesses to reinvest in the north side corridors

Current Dubuque’s True North Properties

• 2320 Jackson Street
• 2033 Washington Street
• 821 Garfield Street
• 389 East 21st Street (newest acquisition)

For More Information:
Contact Ed Raber, Director of Dubuque’s True North at edm@greaterdubuque.org or 563-557-9049.

Upcoming Religious Celebrations & Cultural Events

EVENING OF APRIL 19TH - EVENING OF APRIL 27TH Passover (Jewish)
APRIL 21ST Easter (Christian)
EVENING OF MAY 5TH - EVENING OF JUNE 4TH Ramadan (Muslim)
MAY 12TH Mother’s Day (Secular)
MAY 19TH Vesak (Buddhist)
EVENING OF JUNE 3RD - EVENING OF JUNE 4TH Eid al-Fitr (Muslim)
JOB CREATION UPDATE

The resident unemployment rate for February 2019 was reported as 2.8% and non-farm employment was 60,300.

NEW CONSTRUCTION UPDATE

Since the beginning of the Greater Dubuque 2022 Campaign (7/1/17 through 3/31/19), Residential construction totals $149,070,408. Commercial construction totals $236,222,270. Total construction totals $385,292,678.

SOURCE: City of Dubuque and Dubuque County, incorporated and unincorporated.
MEDIAN HOUSEHOLD INCOME UPDATE
As of December 2018, the median household income for Dubuque County was reported as $59,150.

![Graph showing median household income growth over years.]

**SOURCE:** American Community Survey 5-year Estimates (2013-2017), updated annually

POPULATION GROWTH UPDATE
As of April 2017, the population was 97,041.

![Graph showing population growth over years.]

**SOURCE:** U.S. Census Bureau, Population Division, updated annually