Greater Dubuque 2022 Progress Report

HAPPY HOLIDAYS FROM GREATER DUBUQUE

On behalf of the entire staff at Greater Dubuque Development, we wish you a happy holiday season and prosperous new year. Our work, across our six pillars of action, would not be possible without the support of our partners and the community. To those we have collaborated with and who have invested in our mission, we offer our sincere thanks. We look forward to continuing our service to the Greater Dubuque area in 2020.

The Greater Dubuque Development offices will be closed on Tuesday, December 24 and Wednesday, December 25.

FUTURE LEADERSHIP TEAM REVIEWS STRATEGIC PLANNING OUTCOMES

On December 11, the Future Leadership Team held their second meeting of the fiscal year which begins on July 1. The 30-person committee reviewed the cursory outcomes from the Strategic Planning Session held by the Greater Dubuque Development Board of Directors in October. The group discussed topics such as equity, diversity and inclusion; workforce housing, automation and artificial intelligence; and national marketing, considering their place within Greater Dubuque Development’s work. Jordan Fullan of HODGE, who serves on the Greater Dubuque Development Board of Directors as the liaison to the Future Leadership Team, shared her experience and perspective as an attendee at the Strategic Planning Session.

two leading dubuque employers announce plans to jointly purchase the roshek building in order to expand operations

On November 29th, Cottingham & Butler and Heartland Financial USA announced plans to purchase the Roshek Building at 700 Locust Street in downtown Dubuque. The two companies have formed a partnership, Roshek Property LLC, in order to make the purchase from Dubuque Initiatives. Together, they have plans to invest an additional $2.85 million to improve the building for their respective operations. They have collectively committed to creating at least 32 new full-time jobs through the project.

Cottingham & Butler is the 25th largest insurance broker in the country, employing more than 700 individuals in Dubuque. They currently have offices across Dubuque in three locations—1000 Main Street, 825 Main Street, and 800 Main Street—with no plans to vacate those spaces despite this newest expansion.

Heartland Financial USA, the parent company of Dubuque Bank & Trust, owns 11 community banks across the Midwest and western United States, employing nearly 2,000 people nationwide. Roughly 450 of those Heartland Financial employees work in Dubuque. An additional 150 employees work for Dubuque Bank & Trust in Dubuque. Operations are also at various locations throughout the city—1301 Central Avenue, 1398 Central Avenue, 2196 Holliday Drive, and existing office space at the Roshek Building. Heartland officials hope to consolidate operations within the Roshek Building once the project is completed.

The sale of the property by Dubuque Initiatives would complete a ten-year effort to repurpose the Roshek Building. In 2009, the nonprofit invested in transforming it into a state-of-the-art facility for IBM and future tenants. The sale of the building would fulfill the goal to return the property to private ownership, freeing Dubuque Initiatives to pursue new economic development projects in downtown Dubuque and create new jobs.

The project is contingent upon approval of agreements by both the City of Dubuque and State of Iowa. Under the agreement, Roshek Property LLC would receive tax increment rebates over ten years. This would be a transfer of rebates previously secured by Dubuque Initiatives. The agreement would also require the City to accelerate existing plans to build a 500-space parking structure in the downtown area.

On December 2nd, the Dubuque City Council approved a public hearing on the proposed development agreement which will be held on December 16, 2019.

* Contractor or Part-time Staff
WINTER WORKFORCE BREAKFAST AND ANNUAL SKILLS GAP REPORT HIGHLIGHTS
CHALLENGES, OPPORTUNITIES, AND SOLUTIONS FOR AREA EMPLOYERS

On December 6th, over 220 area Human Resources professionals and community leaders attended our semi-annual Workforce Breakfast at the Diamond Jo Casino. Kristin Dietzel, Vice President of Workforce Solutions, presented on the annual Skills Gap Report, AccessDubuqueJobs.com, and programs available to employers through Workforce Solutions.

The annual Skills Gap Report, developed in partnership with Northeast Iowa Community College, outlines projected changes and demands in job categories over a seven-county region—Dubuque, Delaware, Clayton, Jackson, and Jones in Iowa; Grant County in Wisconsin; and Jo Daviess County in Illinois. According to the report, employers can expect 14,400 job openings per year over the next decade. A surplus of 21,000 workers is expected to shrink to only 4,000 workers, should current trends continue. While roughly 40% of job openings will be for skilled positions that require post-secondary training with a median wage of $15 to $27 per hour, nearly half will be for occupations with a median wage less than $15 per hour. These high-demand, lower-wage jobs include retail, service industry, child care workers, nurse aides, and teaching assistants. Only slightly more than 10% of openings will pay over $27 per hour median wage, enough to help a family of four reach a “stability budget,” one with savings for the future and retirement, that requires about two $27 per hour jobs or a combined household income of $54 per hour.

Takeaways from the report also include the following:

- Even if a job is in-demand or “skilled”, it will be difficult to recruit for low-wage positions. These workers often struggle, especially if they have children or are a one-earner household.
- Our area educational institutions offer an invaluable opportunity to connect students, and future workforce, with employers.
- 64,000 individuals in our region over the age of 25 have a high school diploma as their highest level of education. Opportunity Dubuque and Future Ready Iowa scholarships can affordably help individuals earn a skill and an in-demand job at a higher wage.
- In order to grow our workforce, we need to double-down on efforts to recruit skilled professionals from outside the region. While there is a risk they won’t stay, we can no longer afford not to try.
- Employers should have a strategy to prepare for demographic changes—an increased number of workers aged 60+ continuing to work, a decline in high school graduates and subsequent college graduates, and increased ethnic diversity in their workforce.
- We must continue to educate and engage with K-12 and college educators, families, and students on local opportunities, needs, and wages. This can be done through pre-apprenticeship programs, internships, job shadows, and other work-based learning initiatives.

While the challenges appear significant, there are solutions in place and being developed. Greater Dubuque Development offers a suite of resources to help employers recruit, retain, and develop talent:

AccessDubuqueJobs.com
The online job board has evolved to include a suite of services—free community tours for newcomers, the College Career & Professional Development Fair, Talent Dubuque: An Intern Engagement Program, the Career Services Visit, online promotion of area employers and careers, and more.

Talent Dubuque: An Intern Engagement Program
Launched in 2019, the program welcomed over 140 interns to the area from over 17 employers. Over the course of the summer, interns attended professional development sessions, Young Professionals luncheons, and networking events in order to learn about our community, employers, and a potential future in the Greater Dubuque area.

Opportunity Dubuque
This short-term certificate training initiative upskills talent for a variety of skilled trades. Since it’s inception in 2012, the program has served hundreds of graduates in health care, IT, construction, child care, customer service, manufacturing, and transportation. The

Continued on Page 3
program has also grown to include a pilot to offer free child care to students in an effort to remove the barrier for single parents.

**Big Life, Small City. You’re Home in Dubuque Campaign**

Since its launch in April 2019, the campaign has seen significant success—reaching over 2,000 followers on Facebook, more than 250 on LinkedIn, and the video testimonials have been seen over 74,000 times. The EMSI Profile Analytics tool has also been utilized by 28 different employers to build prospect lists for talent outside the region.

The race to recruit and develop talent is a nationwide effort. The reporting shows a clear call to action—it’s up to our region to take that action in order to stay competitive.

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**GREATER DUBUQUE’S WORKFORCE SOLUTIONS TEAM RECEIVES RECOGNITION FROM TWO REGIONAL ORGANIZATIONS**

In early December, Greater Dubuque Development received recognition from two separate regional organizations for our Workforce Solutions team.

The Mid-America Economic Development Council (MAEDC) selected our Career Services Visit initiative as the winner of the “Best in the Midwest” in the Workforce Development category at the 2019 Economic Development Awards ceremony held December 9th at the Intercontinental Hotel in Chicago, Illinois. This prestigious award considered programs in 12 states in communities with populations over 50,000. Kristin Dietzel, Vice President of Workforce Solutions, accepted the award on behalf of Greater Dubuque Development. The awards are part of the annual Mid-America Competitiveness Conference and Site Selector Forum held by MAEDC.

The Tri-State Human Resource Association (TRIHRA) recognized Anna Roling, Workforce Solutions Coordinator, as their 2019 Human Resources Professional of the Year on December 9th. The award recognizes a TRIHRA member who has consistently been a strategic leader in the workplace and has actively contributed to the TRIHRA organization and community. Anna has years of experience in Human Resources, beyond her time at Greater Dubuque Development. Her expertise extends to payroll, accounts payable, management, and recruiting—her knowledge of and enthusiasm for the field makes her an invaluable asset to the Greater Dubuque team. Anna is an active member of the TRIHRA community and currently serves as their Treasurer.

We are proud of the award-winning programs and team we have in place to keep the Greater Dubuque area competitive in recruiting, retaining, and developing talent today and in the future.

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**ACCESSDUBUQUEJOBS.COM UPDATE**

**Renewed Investors**
- Dubuque Bank & Trust
- DuTrac Community Credit Union
- Hills & Dales
- Hirschbach Transportation Services, Inc.
- Kendall Hunt/Westmark/Great River Learning
- MedOne Pharmacy Benefits
- O’Connor, Brooks, & Co., P.C.

**Renewed Investors, cont.**
- Pepsi Cola Bottling Company of Dubuque
- Platinum Supplemental Insurance
- Shady Rest Care Center
- Sinsinawa Dominicans
- Smart Retract, Inc.
- Spahn & Rose Lumber Company
- The McGraw-Hill Companies
- University of Dubuque

**Declined Investors**
- Furst Staffing
- Mike Finnin Motors
- Webber Metal Products, Inc.

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**upcoming religious celebrations & cultural events**

**EVENING OF DEC 22ND - EVENING OF DEC 30TH**
- Hanukkah (Jewish)

**DEC 25TH**
- Christmas (Christian)

**DEC 26TH - JAN 1ST**
- Kwanzaa (African American)

**JAN 1ST**
- New Year’s Day (Secular)

**JAN 2ND**
- Bodhi Day (Buddhist)

**JAN 20TH**
- Martin Luther King Jr. Day (Secular, United States)
THE DUBUQUE AREA’S IMPROVED AIR QUALITY GOOD FOR HEALTH AND ECONOMY

While most people understand the link between air quality and the environmental health of a community, they often don’t understand its link to the economic health. The State and Federal government continuously monitor air quality and when a city exceeds permitted standards it can be designated a “non-attainment area.” With that designation comes restrictions on Federal and State funding and limitations on further industrial growth.

In 2009, Dubuque faced this very prospect as it related to a particular pollutant known as PM 2.5 (ultra-fine carbon particles primarily generated from industrial and transportation sources). Greater Dubuque Development, together with the City of Dubuque and the Dubuque Metropolitan Planning Organization formed an Air Quality Task Force. That task force communicated with air quality regulators and proceeded to identify and implement a series of efforts designed to reduce this pollutant. Efforts by local, private sector partners formed the basis for much of the early progress.

The results of the last decade of work were recently shared with the Dubuque City Council and they were dramatic. Dubuque’s air is cleaner and its economy stronger. These types of focused and consistent collaborations between private and public sector partners in the Greater Dubuque area are, and will remain, one of many keys to our regional success.
goals & progress

**NEW CONSTRUCTION UPDATE**

Since the beginning of the Greater Dubuque 2022 Campaign (7/1/17 through 11/30/19), Residential construction totals $203,562,945. Commercial construction totals $318,284,978. Total construction totals $521,847,923.

**JOB CREATION UPDATE**

The resident unemployment rate for October 2019 was reported as 1.9% and non-farm employment was 61,800.

**DUBUQUE MSA LABOR FORCE | GOAL: 64,000 | CURRENT: 61,800**

*SOURCE: Iowa Workforce Development*

**CONSTRUCTION | GOAL: $800,000,000**

*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.


POPULATION GROWTH UPDATE
As of April 2018, the population was 96,854

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