existing business

FOURTH 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 2018 Q4 Action Dashboard.

newcomer services

PROVIDE A WARM WELCOME TO TALENT FROM OUTSIDE THE AREA

We’re told time and again how a community tour, one-on-one assistance, and Distinctively Dubuque can help newcomers feel welcome in the Greater Dubuque area. The challenges of moving to a new community can feel a little less overwhelming with help from employers, Greater Dubuque Development, and other area partners. When Unison Solutions were relocating a family from another country, we were happy to welcome them and help them get acquainted with their new home. Here is their story:

“Unison Solutions has begun building some specialized equipment for a customer from Sweden. To support these projects the customer is relocating an employee and his family from Sweden to live in the Dubuque area for a year to work at our facility. Obviously this is a big change for the family and we worked with Anna Roling, Workforce Solutions Coordinator, at Greater Dubuque Development to make the transition as smooth as possible. When the family was in Dubuque for a week to learn about the area they participated in the Community Tour from Greater Dubuque Development and also utilized the housing information that was made available. The family could not have been happier with the warm reception they received and all the support from Greater Dubuque Development, Western Dubuque School District (they plan to live in Peosta) and the rental agencies.”

- Jan Scott, President, Unison Solutions

These newcomer services are a great resource for ANY new community member, from hourly or part-time staff to executives. Services include:

- **Community Tours**: Personalized 90-minute driving tours for candidates or new employees & their families
- **Newcomer Assistance**: One-on-one assistance connecting newcomers to resources and information
- **Distinctively Dubuque**: Free, fun, and informational five-evening class for newcomers to network and learn more about their community
- **Employment Services**: Connect family members to [AccessDubuqueJobs.com](http://AccessDubuqueJobs.com) for up-to-date, quality job listings with local employers

TO SCHEDULE A TOUR OR LEARN MORE:
Contact Anna Roling, Workforce Solutions Coordinator, at annar@greaterdubuque.org or 563-557-9049.
DUBUQUE WORKS STRATEGIC PLAN UPDATE

Greater Dubuque Development has taken workforce development to the next level with Dubuque Works, a local collaborative of sixteen partners laser-focused on utilizing sound data to direct funding to initiatives that Connect, Recruit, Develop, and Retain talent in the Greater Dubuque Area. The collaborative has released a year one progress report and updates on its first 12 months of work around the plan’s nine critical goals:

1. Sustain or increase local, state and federal funding for critical workforce programs.
2. Increase retention of local college graduates and recruitment of regional college graduates with in-demand skills through strategic partnerships among educational institutional and employers, including robust internship and graduate placement models.
3. Increase access to local public transportation for college students and 2nd and 3rd shift workers in the City of Dubuque.
4. Support pathways to employment for individuals with significant barriers to employment.
5. Increase student exposure to high-demand and high-wage occupations through support of preK-12 workforce readiness programming.
6. Expand pathways for opportunity youth and adults (not working and not in school) to re-engage in employment and training by completing a high school diploma or a high school equivalency degree, and then continuing a pathway to further education and employment.
7. Support integrated partnerships with City and non-profit service providers in Housing, Education, Workforce, Health, and Arts and Culture to reduce duplication of services to low-income residents and enhance client success to achieve economic stability.
8. Support disaggregation of all program data, workforce data, and population data to identify inequities and bias, support equity education opportunities and utilize an equity lens to inform decisions.
9. Support community development and marketing strategy that attracts millennial and other workforce, including social media campaign and other joint marketing of the Greater Dubuque area.

TO LEARN MORE ABOUT DUBUQUE WORKS OR HOW YOU CAN BE A PART OF THE 2017–2022 STRATEGIC PLAN:
Contact Kristin Dietzel, Vice President of Workforce Solutions, at kristind@greaterdubuque.org or 563-557-9049.

LATEST STUDY FROM IOWA WORKFORCE DEVELOPMENT REPORTS AN EXPANDED LABORSHED AREA FOR DUBUQUE

In early January 2019, Iowa Workforce Development (IWD) released the latest Laborshed Study of Dubuque. IWD, in partnership with the Iowa Economic Development Authority (IEDA), announced in May 2018 that a Laborshed Study would be conducted in every Iowa county at no cost to local development organizations and their partners. The study measures the availability and characteristics of workers within the Dubuque Laborshed based on zip code commuting patterns and a phone survey. Dubuque’s Laborshed is reported to extend 129 miles north-to-south and 141 miles west-to-east, with 99 miles being the furthest distance commuters travel for work (Cedar Falls to Dubuque). Within this Laborshed, estimated total working age population (18-64) is 569,215 and the estimated labor force is 469,950, considerably larger than the 2017 estimated Laborshed. Analysis of Dubuque’s Laborshed and phone surveys reveals the following:

- 31,912 residents of the Laborshed outside of the City of Dubuque would consider changing their current employment situation for a job opportunity in Dubuque, with the highest concentration of these individuals living in Platteville, Cedar Rapids, & Davenport.
- 90.9% of Dubuque’s workforce live within 24 miles of Dubuque; the average commute is 11 miles/19 minutes (one way) to work.
- 68.5% of Dubuque’s workforce live and work in Dubuque; 31.5% live outside of Dubuque and commute in.

Continued on page 3
• 81.8% of the Laborshed phone respondents are employed (up from 75.3% in 2017).
• 26.3% of those employed (122,458) are likely to change employment (47,196 likely to change for an opportunity in Dubuque) and 34% are actively job hunting.
• 74.5% of unemployed individuals are likely to accept employment (1,269 likely to change for an opportunity in Dubuque) and 60% are actively job hunting.
• 5.3% identified themselves as a homemaker and 5.1% identified themselves as retired. This is an estimated 30,168 and 29,030 in the Laborshed area, respectively. Nearly three-fifths (59.4%) of homemakers stated they are likely to accept employment and 23.3 percent of the retired reported they are likely to accept employment.
• Top Reasons for changing jobs among employed are better wages, expectation of layoff/closure or personality conflicts at work.
• Top Reasons for being unemployed among the unemployed likely to accept work include employer layoff/closure, health/disability issue or family issues.
• Only 8.2% of Dubuque residents commute outside Dubuque for work; top communities for out-commute include Dyersville, Peosta, East Dubuque, Galena, Maquoketa, Manchester, Waterloo and Davenport.
• 83.3% of employed respondents likely to change employment are utilizing internet as their most frequently used job resource, including AccessDubuqueJobs.com.

TO LEARN MORE ABOUT THE LABORSHELD STUDY METHODOLOGY:
Visit the Iowa Workforce Development website at iowalmi.gov/laborshed-survey-methodology

ACCESSDUBUQUEJOBS.COM UPDATE

New Investors
- Dubuque Museum of Art

Renewed Investors
- Black Hills Energy
- Crescent Community Health Center
- Crescent Electric Supply Company

Renewed Investors, cont.
- East Dubuque Nitrogen Fertilizers, LLC
- Holy Family Catholic Schools
- John Deere Dubuque Works
- Loras College
- Southwest Health Center
- The McCoy Group, Inc.

Declined Investors
- RDG Planning & Design

NEWCOMER SERVICES REPORTS

Newcomer Services Assistance

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Community Tours

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Employers Assisted

| YTD 18-19 | 33  |

Distinctively Dubuque Participants

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**Number of Employers Participating YTD FY 18-19: 31

Monthly Relocation Guide Distribution

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GREATER DUBUQUE DEVELOPMENT TO HOST OPPORTUNITY ZONE EVENT ON JANUARY 24, 2019

“Opportunity Zones” are a new federal tax incentive program designed to boost investment in low-income census tracts. The City of Dubuque and Greater Dubuque Development Corporation collaborated in 2018 to qualify most of Dubuque’s downtown and north-end for this new tax incentive status.

The incentive is in the form of three specific capital gains tax benefits, dependent upon the length of the investment. The first would be a deferral of payment of capital gains due, the second would be stepped up basis in the capital gains owed and the third would be exempting gains produced from the new investment from future capital gains taxation. While it is good to be cautious on federal programs that look simple, but never are, the significant overlap of the intent of this program with the community’s Dubuque’s True North initiative and downtown redevelopment could certainly be of interest.

To learn more, please join us for a dinner presentation by three experts, each having a connection to our tri-state community and each actively researching the possible value and impact of this new tax incentive for Dubuque. The presentations will be followed by a question and answer session designed to allow business leaders and investors to discuss the program and help the City of Dubuque and Greater Dubuque Development determine if, and how, to best utilize it.

PANELISTS
Joe Kristan | Partner, Eide Bailly, LLP
Randy Mihm | Partner, Honkamp Krueger & Co.
Jim Beal | Partner, RSM US LLC

WHEN: Thursday, January 24, 2019
5:30 to 7:30 p.m.
WHERE: Grand River Center
500 Bell Street, Dubuque
RSVP: Contact Jayne Ervolino at 563-557-9049 or jayne@greaterdubuque.org.

IOWA VENTURE SCHOOL STARTS IN FEBRUARY AT CREATIVE ADVENTURE LABS

Starting February 21, 2019, The Innovation Lab at Creative Adventure Lab is hosting a spring cohort of the Iowa Venture School. Attendees of the seven-week program will test their startup ideas and create a solid business plan in preparation for their launch. Teams will connect with other entrepreneurs, mentors, and resources across the state. Registration is now open.

FOR MORE INFORMATION AND TO REGISTER:
Visit the Innovation Lab website at www.innovationlabdbq.org or call 563-607-5366.

DUBUQUE’S TRUE NORTH ACQUIRES VACANT RENTAL PROPERTIES 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 have been acquired in order to begin the renovation process. The properties were in various stages of disrepair, including fire damage. The renovation process on these three properties will begin in January 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

FOR MORE INFORMATION:
Contact Ed Raber, Director of Dubuque’s True North at edr@greaterdubuque.org or 563-557-9049.
JOB CREATION UPDATE

The resident unemployment rate for November 2018 was reported as 1.8% and non-farm employment was 60,800.

NEW CONSTRUCTION UPDATE

Since the beginning of the Greater Dubuque 2022 Campaign (7/1/17 through 12/31/18), Residential construction totals $137,184,813. Commercial construction totals $183,212,836. Total construction totals $320,397,649.

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.

![Dubuque Median Household Income Graph]


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

![Dubuque County Population Growth Graph]

SOURCE: U.S. Census Bureau, Population Division

upcoming religious celebrations & cultural events

JANUARY 21ST Martin Luther King Jr. Day (Secular)
FEBRUARY 5TH Chinese New Year
MARCH 1ST Remembrance Day (Marshallese)