SAVE THE DATE: GREATER DUBUQUE DEVELOPMENT ANNUAL MEETING
Mark your calendars for the Greater Dubuque Development Corporation 2018–2019 Annual Meeting on Wednesday, July 17, 2019. More details and invitations will be sent in upcoming weeks.

BIG LIFE, SMALL CITY CAMPAIGN CONTINUES TO GROW
Since it’s launch on April 15, 2019, the Big Life, Small City. You’re Home in Dubuque campaign has had overwhelmingly positive response. The campaign combines a social media presence on Facebook and LinkedIn with compelling video testimonials on YouTube and a resource-rich website. Together, these elements show potential newcomers how they can have a full life and career in our small city. The campaign has been launched alongside a new web-based analytics tool, EMSI Profile Analytics, that Greater Dubuque Development is utilizing to provide employers with a customized list of qualified talent from outside the region. AccessDubuqueJobs.com investors can meet with our Workforce Solutions team to develop a list of talent based on skillset, education level, alma mater, geographical region, and more. Recruiters walk away with a list of potential candidates and with Big Life, Small City resources to showcase the community along with their company and career.

Growing the community will take everyone in the community’s effort. Companies can easily integrate this campaign into their existing recruitment and marketing practices. The campaign also relies on utilization of other existing workforce solutions, including community tours, the Distinctively Dubuque newcomer program, and AccessDubuqueJobs.com. With a little extra work and more robust recruitment and onboarding practices, we can all work together to grow our Small City!

Big Life, Small City: Dubuque Video
28,000 views on Facebook
2,038 on YouTube

Social Media
1,523 Facebook Followers
82 LinkedIn Followers

Follow Big Life, Small City
www.facebook.com/BigLifeSmallCityDBQ
www.linkedin.com/company/BigLifeSmallCityDBQ
bit.ly/BigLifeYouTube

Big Life, Small City:
Dubuque Video
28,000 views on Facebook
2,038 on YouTube

INFOACTION AT WORK: IMPROVING COMMUNICATION OPTIONS AND SERVICES IN THE NORTH END AND ON KERPER BOULEVARD
Greater Dubuque Development’s InfoAction program is about collecting information, analyzing trends, and taking action on both opportunities and challenges. On an annual basis, our Business Retention and Expansion team members sit down, one-on-one, with more than 300 CEO’s, business owners, and top managers to check the pulse of the economy and community. Thanks to the time and candor of these business leaders, challenges related to broadband and cellular services were identified, specifically around Kerper Boulevard.

To Learn More or Set Up an EMSI Profile Analytics Session:
Contact Kristin Dietzel, Vice President of Workforce Solutions, at kristind@greaterdubuque.org or 563-557-9049.
As a direct result of these InfoAction meetings, our team, led by Sustainable Innovations Consultant Dave Lyons, has worked for three years with the public and private sectors to improve service and competition. Most notable is a streamlined permitting process with the City of Dubuque and new master service agreements that allow providers to lease City fiber infrastructure. Both of these policy changes reduce costs and speed up the time to market for private sector carriers.

Thanks to these efforts, new fiber initiatives and collaborations were implemented on Kerper Boulevard last year. Speeds and service levels showed a marked improvement and the area is now served by five active carriers. Moreover, the new fiber infrastructure has served as the backbone to improved cellular service in the area. Working with the City of Dubuque, Verizon, and U.S. Cellular, new 4G LTE transmitters have been installed. Businesses are consistently reporting to Greater Dubuque that cellular service and coverage has improved dramatically.

FOR MORE INFORMATION:
Dan McDonald, Vice President of Existing Business, at danielm@greaterdubuque.org or 563-557-9049

workforce solutions

POPULAR COLLEGE CAREER SERVICES VISIT HELD AGAIN FOR SECOND YEAR

In 2018, Greater Dubuque Development hosted the inaugural College Career Services Visit inviting professionals from regional educational institutions to experience the Greater Dubuque area for themselves and connect with area employers. In response to positive reviews from the career services professionals and employers, we held the event again on May 2nd and 3rd. Forty-four professionals from 28 colleges and universities attended the two-day event at the Hotel Julien Dubuque.

The event kicked off with a luncheon and presentation by Kristin Dietzel, Vice President of Workforce Solutions, about our area economy, employers, and resources for graduates. Following the luncheon, four panels of five AccessDubuqueJobs.com employers each presented on their companies, culture, and unique employment and internship opportunities for students. These quick presentations were preparation for the informal networking session that followed, allowing college representatives and employers to connect. College guests were then invited to enjoy dinner at Brazen Open Kitchen.

On Friday morning, the career services professionals attended the Spring Workforce Breakfast to gain even more insight into what the Greater Dubuque region has to offer their graduates and the great lengths the community goes to attract, develop, and retain talent. Following breakfast, guests were invited to visit the National Mississippi River Museum and Aquarium for a self-guided tour before returning to their communities.

We have received positive feedback from many of our career services guests appreciating the unique experience of seeing the community firsthand, learning about our workforce needs, and meeting with our area employers on opportunities for their graduates. Jason Napoli, Director of Employer Relations and Career Coaching at Cornell College, had this to say about the event:

“ I attended your team’s College Career Services Visit event last week and I just wanted to say how fabulous of a program it was, and what a wonderful team you have. From the Thursday afternoon events at the Hotel Julien, to the night out at Brazen, to the Workforce Solutions breakfast meeting the next morning, it was all coordinated, communicated and executed exceptionally well.

I’m sure you already know how fantastic of a Workforce Solutions team you have, however I can say it was made very evident to me and my colleagues across the state that Kristin and Anna operate at a very high level...your team’s pride and enthusiasm for their home region is second to none.”
GREATER DUBUQUE DEVELOPMENT INTRODUCES NEW WORKFORCE PROGRAMS AT SEMI-ANNUAL BREAKFAST

More than 200 area professionals registered for the semi-annual Greater Dubuque Development Workforce Solutions breakfast hosted at the Hotel Julien Dubuque. CEOs, Human Resources professionals, Recruiters, and community leaders were joined at today’s breakfast by more than 40 career services professionals from educational institutions around the region. These special guests were invited as part of the second annual College Career Services Visit hosted by Greater Dubuque Development on May 2nd and 3rd.

Topics at the breakfast included a discussion on the newly launched Big Life, Small City recruitment campaign and related tools, an update on the Opportunity Dubuque childcare pilot and efforts to increase childcare capacity in the Greater Dubuque area, and other 2019 initiatives, including the new Talent Dubuque intern engagement program.

Greater Dubuque also shared how AccessDubuqueJobs.com investors can leverage the campaign through use of a new web-based analytics tool that allows companies to work with Greater Dubuque Development staff to pull a customized list of qualified talent from outside of Dubuque based on skillset, education level, alma mater, geographical region, and more.

TO LEARN MORE: Contact Kristin Dietzel, Vice President of Workforce Solutions, at 563-557-9049 or kristind@greaterdubuque.org. Watch the recorded presentation on YouTube.

ACCESSDUBUQUEJOBS.COM UPDATE

New Investors
- Hot-Line Freight System, Inc.
- Kore Services, LLC
- Tradehome Shoes

Renewed Investors
- Bodine Electric Company
- Eagle Point Software

Renewed Investors
- Eagle Ridge Resort & Spa
- Sedgwick, CMS
- St. Dominic Villa
- Theisen Supply, Inc.
- TRICOR Insurance
- Unison Solutions
- Wartburg Theological Seminary
- Windstar Lines

Declined Investors
- Saputo Cheese USA
- Pete’s Thai Kitchen
- The Adams Company
- Thompson Truck & Trailer
- Tucker Freight Lines

GREATER DUBUQUE DEVELOPMENT RELEASES UPDATED RENTAL RESOURCE GUIDE

For several years, Greater Dubuque Development maintained a quarterly database of available rental properties. Based on feedback from our newcomers and employers, we have updated how we share rental information to ensure more accurate and timely information. This new and improved guide includes the most frequently utilized online resources that list local properties, as well as management companies and contact information.

FOR MORE INFORMATION ON HOUSING AND OUR OTHER NEWCOMER SERVICES:
Contact Anna Roling, Workforce Solutions Coordinator, at annar@greaterdubuque.org or 563-557-9049.
NEWCOMER SERVICES REPORTS

Newcomer Services Assistance

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Community Tours

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Employers Assisted

| YTD 18-19 | 49  |

Distinctively Dubuque Participants

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**Number of Employers Participating YTD FY 18-19: 51

Monthly Relocation Guide Distribution

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GREATER DUBUQUE EMPLOYERS REPRESENTED AT STATEWIDE ECONOMIC DEVELOPMENT CONFERENCES

On May 8 & 9, Dan McDonald, Vice President of Existing Business, attended two statewide conferences in Des Moines to represent our area employers and gain further insight into economic development trends across the state and nation. The Professional Developers of Iowa Conference brought together industry experts and site-location consultants to discuss key topics and strategies of economic development. The Iowa SMART Economic Development Conference is Iowa’s largest conference devoted to economic development, annually attracting over 500 economic development professionals, business leaders, chamber of commerce executives, community leaders, elected officials, and other board members who influence economic development and public policy issues statewide and within their own communities. It is co-sponsored by the investor-owned electric, natural gas, and transmission utility companies of the Iowa Utility Association and by the Iowa Economic Development Authority.

national marketing

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startup dubuque

SMALL BUSINESS DEVELOPMENT CENTER AND INNOVATION LAB HOSTS DIGITAL TOOLS WORKSHOP ON MAY 22, 2019

What tools are recommended for managing social media or email marketing? What are the best platforms for building websites? Small business owners and entrepreneurs are invited to learn about this and more at a workshop hosted by the Northeast Iowa Small Business Development Center and the Innovation Lab on May 22, 2019 from 11:45 a.m. to 1:00 p.m. Joshua McNary of McNary Marketing and Design will share his expertise and recommendations to streamline your digital sales and marketing effort. The workshop and lunch is free to attend.

TO LEARN MORE AND RSVP:
goals & progress

**NEW CONSTRUCTION UPDATE**


**JOB CREATION UPDATE**

The resident unemployment rate for March 2019 was reported as 2.8% and non-farm employment was 60,700.

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

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<th>Description</th>
<th>Goal</th>
<th>Value</th>
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<td>Total Residential</td>
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<tr>
<td>Total Commercial</td>
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<td>Total Construction Cumulative</td>
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**DUBUQUE MSA LABOR FORCE**  |  **GOAL: 64,000**  |  **CURRENT: 60,700**

**SOURCE:** Iowa Workforce Development

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

MEDIAN HOUSEHOLD INCOME UPDATE
As of December 2018, the median household income for Dubuque County was reported as $59,150.

<table>
<thead>
<tr>
<th>DUBUQUE MEDIAN HOUSEHOLD INCOME</th>
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POPULATION GROWTH UPDATE
As of April 2018, the population was 96,854

<table>
<thead>
<tr>
<th>DUBUQUE COUNTY POPULATION GROWTH</th>
<th>GOAL: 100,000</th>
<th>CURRENT: 96,854</th>
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<tbody>
<tr>
<td></td>
<td>92,000</td>
<td>94,000</td>
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</table>

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

upcoming religious celebrations & cultural events

MAY 19TH Vesak (Buddhist)
EVENING OF JUNE 3RD - EVENING OF JUNE 4TH Eid al-Fitr (Muslim)
EVENING OF JUNE 8TH - EVENING OF JUNE 10TH Shavuot (Jewish)

JUNE 9TH Pentecost (Christian)
JUNE 16TH Father’s Day (Secular)
JUNE 19TH Juneteenth (United States)