

Greater Dubuque 2022 Progress Report



UPDATES TO SAFE AT WORK IN GREATER DUBUQUE RESOURCES

The Safe at Work in Greater Dubuque booklet has been updated to reflect additional testing locations in the Greater Dubuque area, Iowa Department of Public Health modified guidance on quarantine recommendations related to exposure, and Centers for Disease Control confirmation that COVID-19 can be contracted through airborne transmission.

Businesses may call the COVID-19 Business Helpline at (563) 588-3350 between 8:30 a.m. – 4:00 p.m., Monday through Friday, or email at sbhelpline@nicc.edu for assistance in navigating Safe at Work issues.

Greater Dubuque Development continues to monitor information about incentives, guidance, and programs available for employers and post them daily to our [COVID-19 resource page](#).

VIEW THE LATEST SAFE AT WORK BOOKLET: Visit our website at greaterdubuque.org/safe.



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business development

McGraw-Hill Higher Education TO EXPAND WORKFORCE



In the coming months, McGraw-Hill Higher Education has announced that they will add 40 to 50 new jobs to their Dubuque workforce. New hires will include supervisor positions, a customer-quality analyst, and call center representatives for their offices in the Port of Dubuque. McGraw-Hill hopes to fill supervisor, analyst, and 15+ representative roles by November 2020 with the rest coming on board in February 2021. Job postings can be viewed on AccessDubuqueJobs.com.

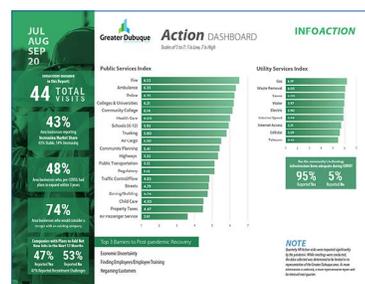
McGraw-Hill Higher Education is just one of the employers representing a long legacy of publishing in the Greater Dubuque area. As the industry as a whole adapts to the use of technology in education, McGraw-Hill is also transitioning to a more digital-based business model. As students and teachers increasingly use digital tools, McGraw-Hill will continue to develop the cutting-edge resources they need.

QUARTERLY ACTION DASHBOARD REFLECTS CHANGES DUE TO PANDEMIC

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 regional economy and collects data that helps guide our work.

The InfoAction program, like most of our work, has had to adapt to the COVID-19 pandemic. As employers have had to change course or respond to challenges, we wanted our interviews and the data collected to reflect the same. New questions have been added to gauge the community response to the pandemic as well as identify and respond to the challenges being faced by our local employers.

Throughout the year, our Workforce Solutions team also conducts interviews with human resources professionals. The confidential interviews focus specifically on workforce—from recruitment efforts, to



* Contractor or Part-time Staff

Continued from Page 1

retention programs, to quality of workforce, and training initiatives. Over recent months, our area HR teams have been adapting to the rapidfire changes of safety guidance and payroll legislation. We limited our annual interviews to accommodate their schedules and subsequently did not collect sufficient data that we felt would accurately represent the entire Greater Dubuque workforce. Our Workforce Solutions team focused efforts on helping employers navigate guidance and assisting displaced workers rejoin the workforce. We plan to continue our HR Action interviews with new data released next quarter.

As part of our commitment to provide tangible data to our partners, we have prepared a quarterly summary of key findings from our InfoAction meetings. [Click here to read the 2020-2021 Q1 Action Dashboard.](#)

FOR MORE INFORMATION ON INFOACTION:

Contact Dan McDonald, Vice President of Existing Business at danielm@greaterdubuque.org.

workforce solutions

the skills you need. now.

Opportunity Dubuque

OPPORTUNITY DUBUQUE MANUFACTURING ESSENTIALS PROGRAM AWARDED \$100,000 CORONAVIRUS RELIEF FUND INNOVATION GRANT

On September 23, Opportunity Dubuque was awarded a \$100,000 Coronavirus Relief Fund Employer Innovation Fund grant from Iowa Workforce Development. Governor Reynolds announced awards to 65 applicants to provide postsecondary training and education to Iowans whose employment has been impacted by the Coronavirus pandemic.

Greater Dubuque Development's project, Opportunity Dubuque Manufacturing Essentials, was developed in partnership with Northeast Iowa Community College, the Dubuque Works collaborative, and three lead manufacturing partners to develop in-demand training for approximately 70 new and existing employees in need of manufacturing skills. In Dubuque County, more than 2,600 claims for unemployment were generated from manufacturing, the region's largest industry. This project will train workers who are un- or under-employed to shift careers or obtain employment in manufacturing with Rite-Hite Corporation, Engineering Services and Products Company (FarmTek), or HODGE initially, with opportunities to expand the model to additional employers when successful. Training may be developed in Industrial Maintenance, Production, Industrial Sewing, CNC, Assembly, Warehousing, AutoCAD, and soft skills, resulting in short-term certificates approved by partner businesses. Wrap around services will be available to support students in purchasing books, supplies, transportation, child care and tutoring. All students will be assigned a NICC Success Coach to navigate enrollment, services, and job placement with employer partners.

More than \$4.3 million has been awarded to the winning projects around the state, including three other projects in Dubuque submitted by Four Mounds Foundation, Clarke University, and Truck Country.

TO LEARN MORE ABOUT OPPORTUNITY DUBUQUE OR DUBUQUE WORKS:

Contact Kristin Dietzel, Vice President of Workforce Solutions at kristind@greaterdubuque.org.

AREA COLLEGES REPORT SHORTAGE OF INTERNSHIPS AS A RESULT OF COVID-19

On October 5, Greater Dubuque Development virtually hosted its monthly AccessDubuqueJobs.com College Advisory Partnership meeting. This group includes career services representatives from area public and private colleges, as well as human resources representatives engaged in college recruiting. With the COVID-19 pandemic cancelling many in-person recruitment events, the group discussed the success and challenges of virtual job fairs and how to continue to connect area students to local employers for jobs and internships.

One topic raised by the college partners was a decline in the number of available internships they can connect students to, many of whom have internship requirements to graduate. College representatives and students utilize the AccessDubuqueJobs.com internship portal to access these positions. As of October 12, 18 postings accounting for approximately 60 intern positions were online. Typically,

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this number peaks in February for summer or fall internships but students are also looking now for spring internships before graduation. **Employers are encouraged to post internships now for spring or next summer on AccessDubuqueJobs.com!** Simply choose "internship" in the list of job categories to ensure your internship is posted to the Internship Portal used by students. Greater Dubuque Development also provided a demonstration of new Skills Matching powered by Emsi technology, encouraging colleges to provide this information to students to upload their resumes for job and internship opportunities, so employers can actively reach out to them.

TO LEARN MORE ABOUT BECOMING AN ACCESSDUBUQUEJOBS INVESTOR OR POSTING INTERNSHIPS AS A NON-INVESTOR: Contact Kristin Dietzel, Vice President of Workforce Solutions at kristind@greaterdubuque.org or 563-557-9049.

ACCESSDUBUQUEJOBS.COM UPDATE

Renewed Investors

- ADM Artco Fleeting Services
- Cottingham & Butler
- DDI, Inc.
- Engineering Services & Products Company
- Green Industrial Supply, Inc.
- Hawkeye Care Center of Dubuque
- IIW, P.C.
- Mary's Inn Maternity Home

Renewed Investors, cont.

- Medical Associates Clinic, P.C.
- Medline Industries, Inc.
- Metrix Company
- National Mississippi River Museum & Aquarium
- Sisters of the Presentation of the BVM
- Travel Dubuque
- Tucker Freight Lines

Declined Investors

- American Customer Care
- Dubuque Community YMCA/YWCA
- Managed Solutions Group
- Sherwin Williams
- St. Joseph the Worker



community development

COMMUNITY BROADBAND EXPANSION INITIATIVE RECEIVES INTERNATIONAL AWARD



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

On October 15, the International Economic Development Council (IEDC) awarded the Broadband Expansion initiative with the Excellence in Economic Development Gold Award. The program was recognized in the category of Resiliency, Recovery, and Mitigation—submissions had to represent a successful recovery from a natural or man-made disaster and/or represent replicable measures undertaken to promote long-term resiliency in the event of future disaster.



Dave Lyons,
Sustainable Innovations
Consultant

Starting in 2016, Dave Lyons, Sustainable Innovations Consultant for Greater Dubuque Development, worked with the City of Dubuque to build new partnerships in public and private sectors to expand the broadband network and increase providers. Part of the strategy included Master Agreements where an overall legal, structural, and financial relationship was established between the city and providers. Projects developed under that Master Agreement can be quickly approved, shortening timelines. These agreements and the cooperation of the partners have led to doubling conduit, quadrupling fiber, and increasing the number of providers from two to ten in our community.

The Broadband Expansion initiative wasn't only about staying competitive, it was about being prepared for a modern workforce. This preparation was put to the test as Dubuque made the widespread leap to remote work and education due to COVID-19. Because of the improvement to our network, employers were able to continue operations, maintain workforce on payroll, and keep employees active in our local economy.

While the long-term effects are unknown, the proactive efforts to expand our broadband network have helped shield the Dubuque area from the full economic impact of the pandemic. IEDC's Excellence in Economic Development Awards program recognizes the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. Winners were recognized at the IEDC Annual Conference, held virtually this year.

upcoming religious celebrations & cultural events

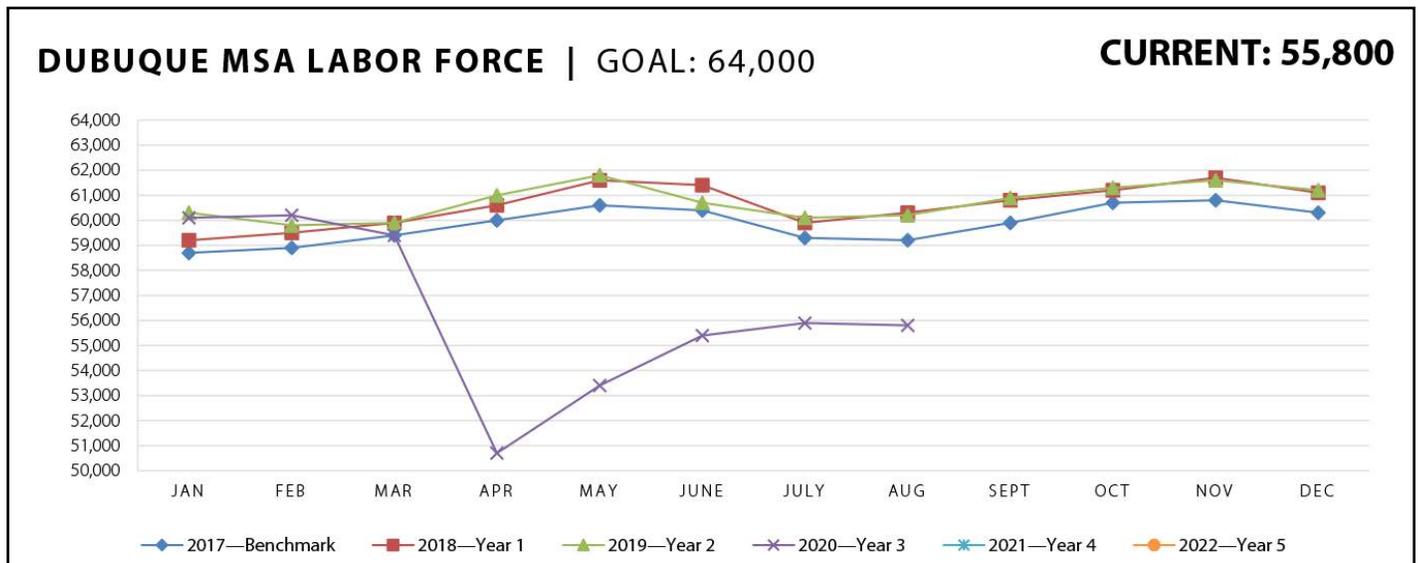
- EVENING OF OCT 28TH- EVENING OF OCT 29TH** Mawlid al-Nabi (Muslim)
- NOV 3RD** Election Day (U.S. Secular)
- NOV 11TH** Veterans Day (U.S. Secular)

- NOV 14TH** Diwali (Hindu)
- NOV 26TH** Thanksgiving (U.S. Secular)
- EVENING OF DEC 10TH - EVENING OF DEC 18TH** Hanukkah (Jewish)

goals & progress

JOB CREATION UPDATE

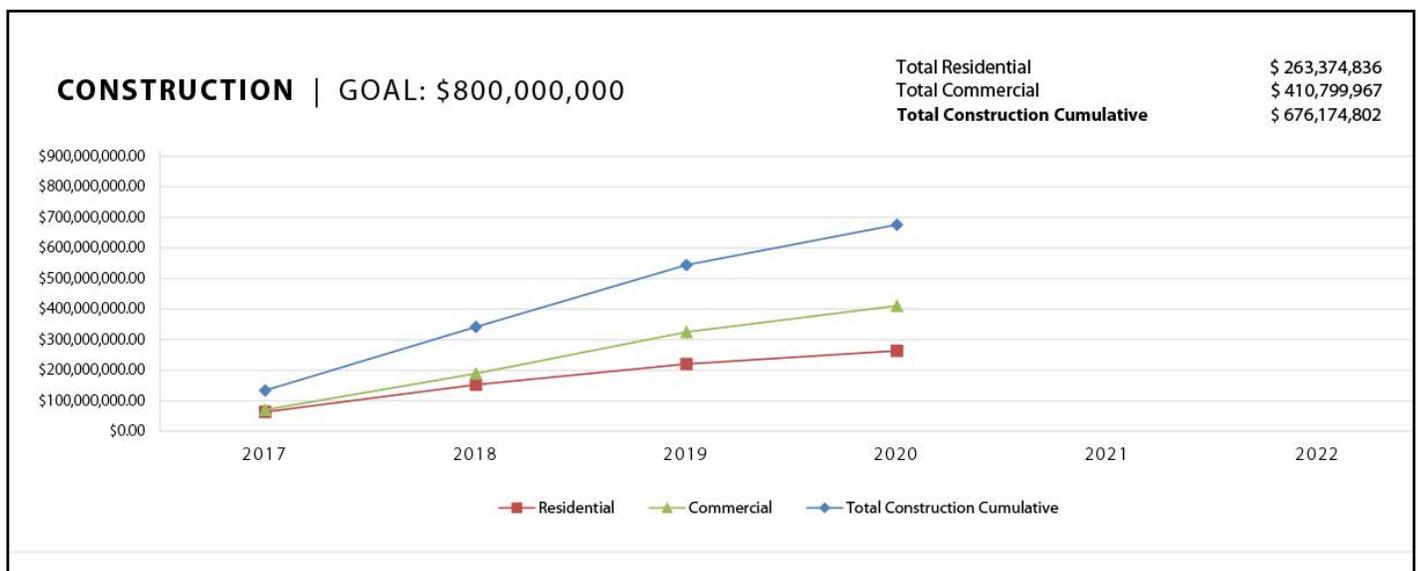
The resident unemployment rate for August 2020 was reported as 6.3% and non-farm employment was 55,800.



SOURCE: Iowa Workforce Development

NEW CONSTRUCTION UPDATE

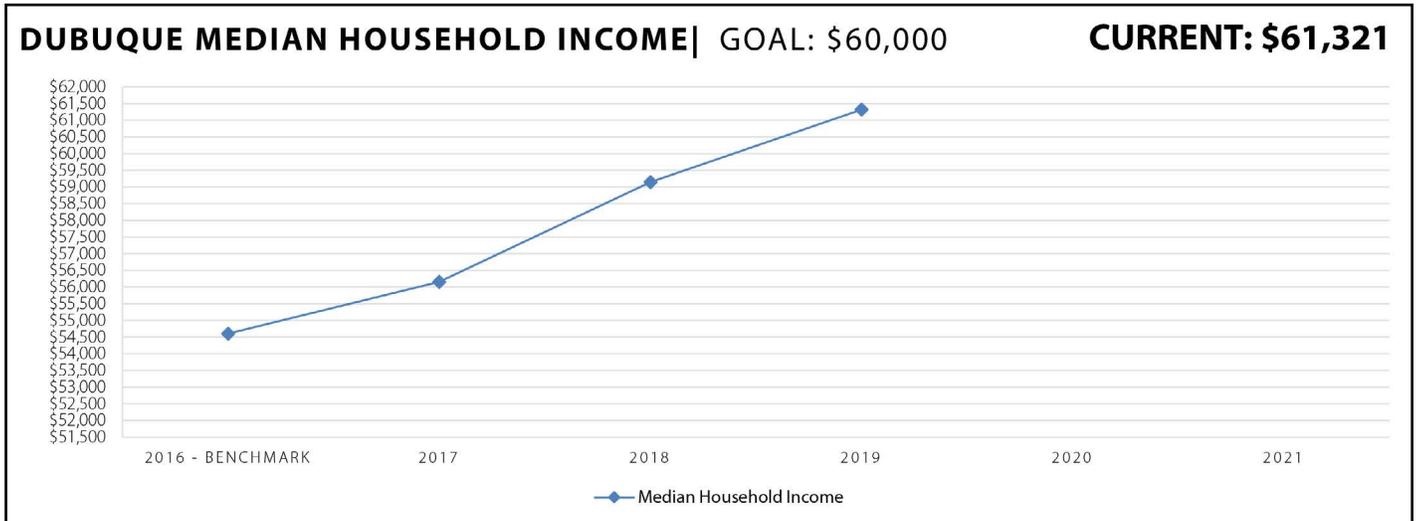
Since the beginning of the Greater Dubuque 2022 Campaign (7/1/17 through 9/30/20), Residential construction totals \$263,374,836. Commercial construction totals \$410,799,967. Total construction totals \$676,174,802.



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

MEDIAN HOUSEHOLD INCOME UPDATE

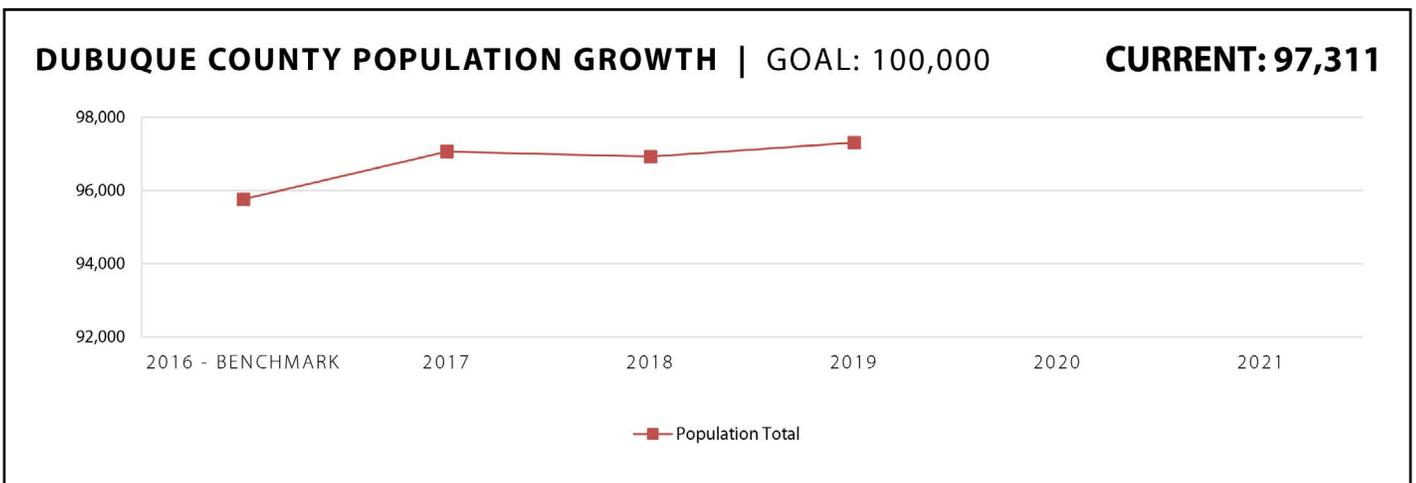
As of December 2019, the median household income for Dubuque County was reported as \$61,321.



SOURCE: American Community Survey 5-year Estimates (2014-2018), updated annually

POPULATION GROWTH UPDATE

As of April 2019, the population was 97,311



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