

# Greater Dubuque 2022 Progress Report

## FUTURE LEADERSHIP TEAM DISCUSSES THE EVOLVING LANDSCAPE OF WORK IN 2020



**RICK DICKINSON**  
President & CEO



**DAN McDONALD**  
VP of Existing Business



**KRISTIN DIETZEL**  
VP of Workforce Solutions



**KAREN KLUESNER**  
VP of Operations



**EMILY GRAVES**  
Director of Communications



**ANNA ROLING**  
Workforce Solutions Coordinator



**DAVE LYONS**  
Sustainable Innovations Consultant\*



**JAYNE ERVOLINO**  
Administrative Assistant



**BILL BAUM**  
Existing Business Specialist\*



**ROB APEL**  
Existing Business Specialist\*



**NELSON KLAVITTER**  
Community Tour Guide\*



**CHRIS APEL**  
Community Tour Guide\*



**RENEE MEYER**  
Community Tour Guide\*

On September 2, Greater Dubuque Development convened a virtual meeting of its 2020-2021 Future Leadership Team. This 30-person advisory team meets quarterly to discuss relevant economic development topics and how Greater Dubuque Development and the community can be most effective at meeting existing challenges and opportunities. Kristin Dietzel, Vice President of Workforce Solutions, provided an update on the latest impacts of COVID-19 on the area economy and employment situation. Rick Dickinson, President and CEO, provided an update on National Marketing and Greater Dubuque Development's response to recent proposals to site selectors. The focus of the meeting was on the changing landscape of workforce as a result of remote work.

The Future Leadership Team members were split into breakout rooms to discuss a series of questions:

1. How has remote work impacted your workforce, positively and negatively?
2. Will remote work change your organization long term?
3. What other COVID-19 workforce impacts are affecting company culture, recruitment, etc.? (unemployment, schools, etc.) and
4. How will the ability or necessity to work remotely impact economic development (recruitment of employees, recruitment of companies, real estate needs) in the future?

The Future Leadership Team shared feedback on positive effects of remote work, such as the ability to test out remote work policies, cost savings on travel and other expenses, the ability for a more client-centered approach through flexible hours, and the innovation of employees. They also discussed some of the downsides, such as loss of incidental conversations that could lead to innovation or new ideas, the challenges for new employees who are hired and onboarded completely virtually, and varying levels of supervisors' competence managing remote teams. The consensus from the Future Leadership Team was that some level of remote work and flex schedules are here to stay, but that office culture will not be permanently altered.

**TO SEE A LIST OF FUTURE LEADERSHIP TEAM MEMBERS:** [Visit our website](#)

**TO LEARN MORE ABOUT THE FUTURE LEADERSHIP TEAM:**

Contact Kristin Dietzel, Vice President of Workforce Solutions at [kristind@greaterdubuque.org](mailto:kristind@greaterdubuque.org).



## LONG-ANTICIPATED SOUTHWEST ARTERIAL NOW OPEN TO TRAFFIC

On August 17, decades of community effort were rewarded with the opening of the Southwest Arterial. The six-mile, four-lane highway connects U.S. Highway 20 at Seippel Road in Dubuque to U.S. Highway

61/151 near the Tamarack Business Park. While construction itself started in 2016, the planning behind the project has spanned 30 years. The project required collaboration between the City of Dubuque, Dubuque County, and the Iowa Department of Transportation as well as supporting partners like Senators Harkin and Grassley, and Congressman Braley.

The opening of the Southwest Arterial is the next development milestone for our community. It will increase traffic safety and efficiency on U.S. Highway 20 through Dubuque by diverting large trucks onto the new road. It also opens the city for growth to the south—residential and commercial development will impact the new corridor for decades to come.

**TO LEARN MORE ABOUT THE SOUTHWEST ARTERIAL PROJECT:**

[Visit the City of Dubuque website.](#)

# business development

## ALLIANT ENERGY ONCE AGAIN NAMED A TOP UTILITY IN ECONOMIC DEVELOPMENT BY *SITE SELECTION* MAGAZINE

Alliant Energy has again been recognized as a Top Utility in Economic Development for the second consecutive year by *Site Selection* magazine. The publication bases the ranking on corporate project investment and job creation figures across a utility's service area based on population. Alliant Energy was the only utility in Iowa and Wisconsin acknowledged for this prominent honor.



An estimated 3,300 electric utility companies operate in the United States; around 200 of them provide power to most users. Among Alliant's peers also recognized by *Site Selection*, some include American Electric Power, Dominion Energy, Duke Energy, NextEra Energy, and PECO—An Exelon Company. They are all among the top 10 largest electric utilities in the United States.

Greater Dubuque Development thanks Alliant Energy for its continued partnership and salutes their team for the achievement.

## GREATER DUBUQUE DEVELOPMENT PARTNERS WITH IOWA ECONOMIC DEVELOPMENT AUTHORITY AND UTILITY PARTNERS ON LATEST BEST INITIATIVE

The BEST (Business Expansion and Strategic Trends) of Iowa management team announced a condensed but important initiative on July 8. Working with partners across the entire State of Iowa, the BEST team asked economic development groups to schedule visits with businesses to gauge current economic conditions. The program will wrap up by October 1 and a subsequent report will be generated and released. Thanks to the Greater Dubuque area's existing businesses and solid relationships, Greater Dubuque Development completed its work in early August.

Greater Dubuque Development has long supported efforts to partner and gain market intelligence for the betterment of the economy and public policy, including Iowa's BEST initiative. In fact, in February of 2020 at a meeting of Greater Dubuque Development's Board of Directors, the BEST management team presented our organization with the inaugural award for excellence for our work.

### FOR MORE INFORMATION:

Contact Dan McDonald, Vice President of Existing Business at [danielm@greaterdubuque.org](mailto:danielm@greaterdubuque.org).

# workforce solutions

## RECRUITING, HIRING, AND TRAINING NEEDS AMONG GREATER DUBUQUE AREA EMPLOYERS INCREASING DESPITE ONGOING PANDEMIC

The Dubuque Metro area added 400 jobs in July, raising employment levels to 55,800. The unemployment rate also went down to 7% from 9.1% in June, and 1,200 more Dubuque County residents were working in July than in June, evidence that workers are continuing to come off unemployment and take jobs in the area. Despite this growth, the Greater Dubuque area is still down 4,300 jobs from this time last year and our overall labor force (those employed and unemployed seeking work) has declined as well. While job posting is down from typical levels, area employers are reporting a difficulty hiring and sometimes retaining existing workforce during the ongoing pandemic. Greater Dubuque Development and partners are offering some of the following solutions to make recruiting and retaining workforce more successful during this time:

- In August, [AccessDubuqueJobs.com](https://www.accessdubuquejobs.com) launched **Skills Matching powered by Emsi** to make connecting to qualified jobs easier for applicants by immediately matching them to open positions based on a scan of skills in their resumes. Likewise, after posting a new job, employers are matched with public resumes in the AccessDubuqueJobs.com resume bank. Employers can leverage this resource by ensuring job postings are up-to-date with descriptive skill keywords to ensure a match with qualified resumes. To combat employees' concerns regarding COVID-19, we are suggesting job postings include information on company safety protocols as well. [Learn more about posting your jobs using Skills Matching powered by Emsi.](#)
- Fall is the season of college fairs. Since most events are being held virtually this year, it is important that companies' job postings for entry-level college students are up-to-date and speak to that audience. This can be accomplished by including phrasing to welcome college student applications and minimizing experience requirements that a new grad likely will not have. When posting to AccessDubuqueJobs.com be sure to select "Internship" as one of the job categories to ensure that position is posted to the internship portal and not only the job listings.

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- If employers would like to try out an in-person or virtual open house, hiring event, or career fair, Greater Dubuque Development will automatically promote those events on social media leading up to the event from the time posted. We will also share the posting with the company to be shared with employees for additional referrals and reach. These events can be posted to the Career Event portal on AccessDubuqueJobs.com by selecting “career fair” as one of the category listings.
- If you have applicants for entry-level positions who are career changers, inexperienced, or in need of additional training, consider a partnership with [Opportunity Dubuque](#) through Northeast Iowa Community College. Opportunity Dubuque provides entry-level, certificate training in a number of careers, to provide employees with the right skills to be successful. Students completing a certificate have also demonstrated a higher level of commitment to the field than those simply applying without experience and are more likely to be retained long term. Employers can partner with Opportunity Dubuque by sending new hires to training, interviewing program graduates, assisting with curriculum development, and marketing training with your job posting. Training is free to employees and employers who participate.
- For employers interested in upskill, leadership, and other professional and technical training for existing employees, Clarke University has launched a new [CareerPLUS program](#). Each month ClarkePLUS offers online micro-courses in a variety of topics, including Conflict Management, Data Visualization, Diversity and Inclusion, and Influence & Persuasion for October. Likewise, Northeast Iowa Community College’s Business and Community Solutions team offers [customized training and professional development](#) in a number of topics including sales & marketing, business management & leadership, team building, and more. If there’s a training topic your business needs that you are not finding, feedback is appreciated.
- Finally, for employers recruiting that niche skillset, consider utilizing *Emsi Profile Analytics* with Greater Dubuque Development’s Workforce Solutions staff. This tool allows recruiters to utilize geography, education level, alma mater, and more to build a prospect list of potential candidates from outside Dubuque who fit the profile you would like to hire. Utilize [www.biglifessmallcity.com](http://www.biglifessmallcity.com) resources to assist in your internal outreach to prospects.

While our community faces the most difficult workforce challenges we have seen in a decade, there are solutions and tools available to make it a little bit easier.

**TO LEARN MORE ABOUT THESE AND OTHER WORKFORCE SOLUTIONS:**

Contact Kristin Dietzel, Vice President of Workforce Solutions at [kristind@greaterdubuque.org](mailto:kristind@greaterdubuque.org).

## GREATER DUBUQUE DEVELOPMENT RELEASES UPDATED RENTAL RESOURCE GUIDE

When potential newcomers start learning about the area, one of their first steps is rental housing. Helping them find a place for their family and pets to live is one way we can make newcomers feel welcome in our community. Greater Dubuque Development regularly releases the Rental Resources guide—which includes the most frequently utilized online resources that list local properties, as well as management companies and contact information. We will continue to make updates as more properties are developed.

**FOR MORE INFORMATION ON HOUSING AND OUR OTHER NEWCOMER SERVICES:**

Contact Anna Roling, Workforce Solutions Coordinator, at [annar@greaterdubuque.org](mailto:annar@greaterdubuque.org).



[Click to view the latest Rental Resources Guide on our website.](#)

## ACCESSDUBUQUEJOBS.COM UPDATE

**Renewed Investors**

- Area Residential Care
- Diamond Jo Casino
- Eide Bailly LLP
- Envision Sports Design
- Grand River Medical Group
- Klauer Manufacturing Company

**Renewed Investors, cont.**

- ProPulse, a Schieffer Company
- Prudential Financial
- Rockfarm Logistics, LLC
- Rousselot, Inc.
- Substance Abuse Services Center

**Declined Investors**

- Potosi Brewery Foundation
- Sisters of Charity, BVM
- St. Dominic Villa
- Tegeler Body & Frame, Wrecker & Crane
- Travel Dubuque

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# community development

## GREENHOUSE EMISSIONS REDUCTION PROJECT MAKING STRIDES



The site plan for the new methane-reduction project at the Dubuque landfill has been filed with the City of Dubuque, marking the latest milestone in the effort to reduce local greenhouse emissions. Dave Lyons, Sustainable Innovations Consultant for Greater Dubuque Development connected the Dubuque Metropolitan Area Solid Waste Authority (DMASWA) with Enerdyne Power Systems, a Landfill Group company based in Charlotte, North Carolina. DMASWA has contracted Enerdyne to capture, clean, and convert methane from the landfill into pipeline-quality natural gas that will be delivered to Black Hills Energy.

According to the Environmental Protection Agency, the project has the potential to reduce CO2 emissions equivalent to roughly 23.4 million gallons of gasoline each year. As an added benefit, the City of Dubuque will generate revenue from the off-sale of the excess gas, projected to be about \$95,000 to \$100,000 per year.

The collaboration between all the participants will mean a win for both the environment and the economy.

*"The City of Dubuque, the DMASWA Team, the Greater Dubuque Development Corporation and generally every person, company, and agency involved in this project have been exceptional to work with! The collaborative efforts here will make this project a success and we cannot thank everyone enough."* - William Brinker, Managing Director for Landfill Group

## upcoming religious celebrations & cultural events

**EVENING OF SEPT 18TH - EVENING OF SEPT 20TH** Rosh Hashanah (Jewish)

**EVENING OF SEPT 27TH - EVENING OF SEPT 28TH** Yom Kippur (Jewish)

**EVENING OF OCT 2ND - EVENING OF OCT 9TH** Sukkot(Jewish)

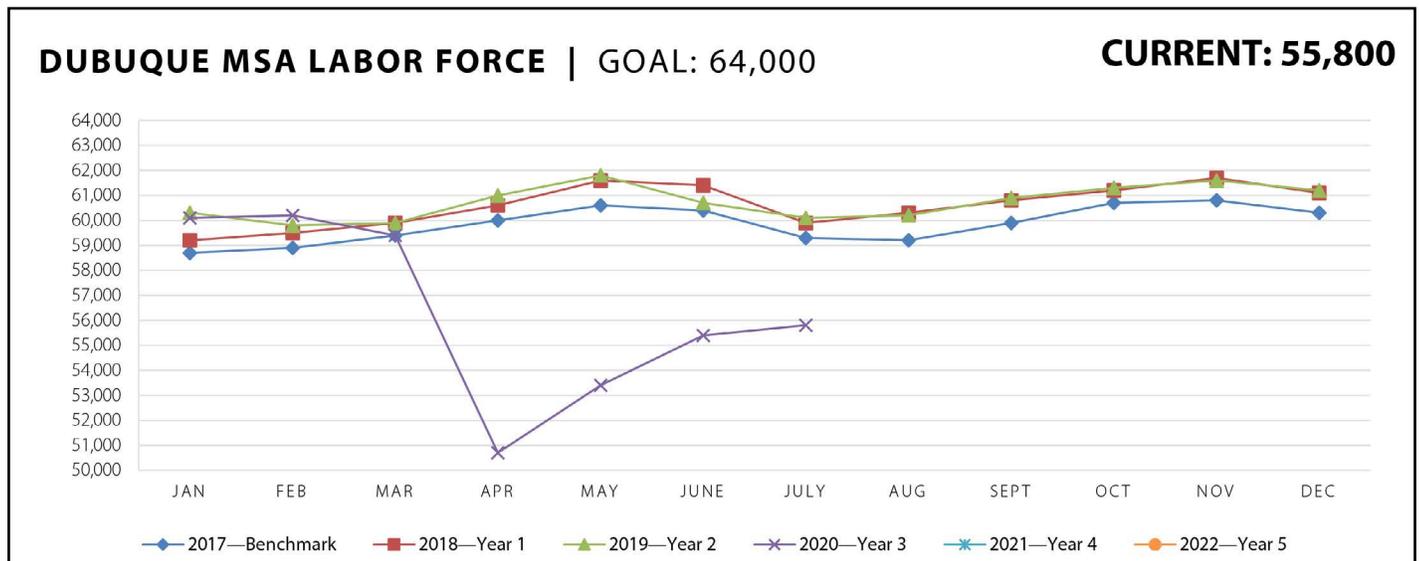
**EVENING OF OCT 9TH - EVENING OF OCT 11TH** Shemini Atzeret & Simchat Torah (Jewish)

**EVENING OF OCT 28TH- EVENING OF OCT 29TH** Mawlid al-Nabi (Muslim)

## goals & progress

### JOB CREATION UPDATE

The resident unemployment rate for July 2020 was reported as 7.0% and non-farm employment was 55,800.

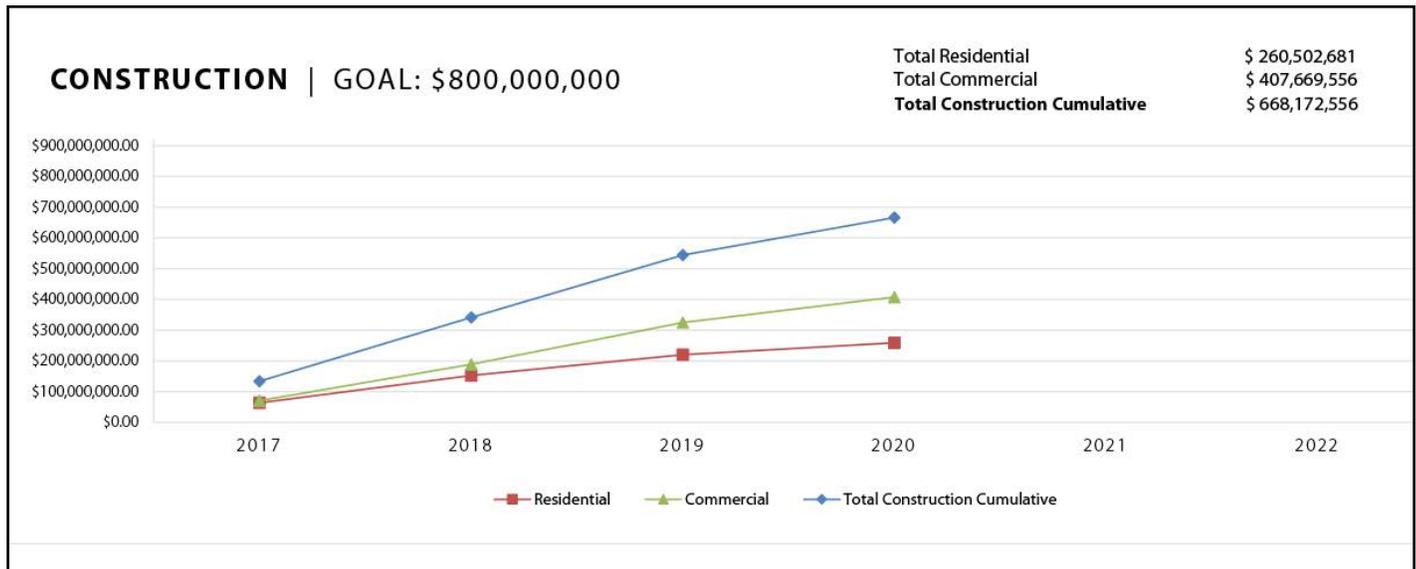


SOURCE: Iowa Workforce Development

# goals & progress

## NEW CONSTRUCTION UPDATE

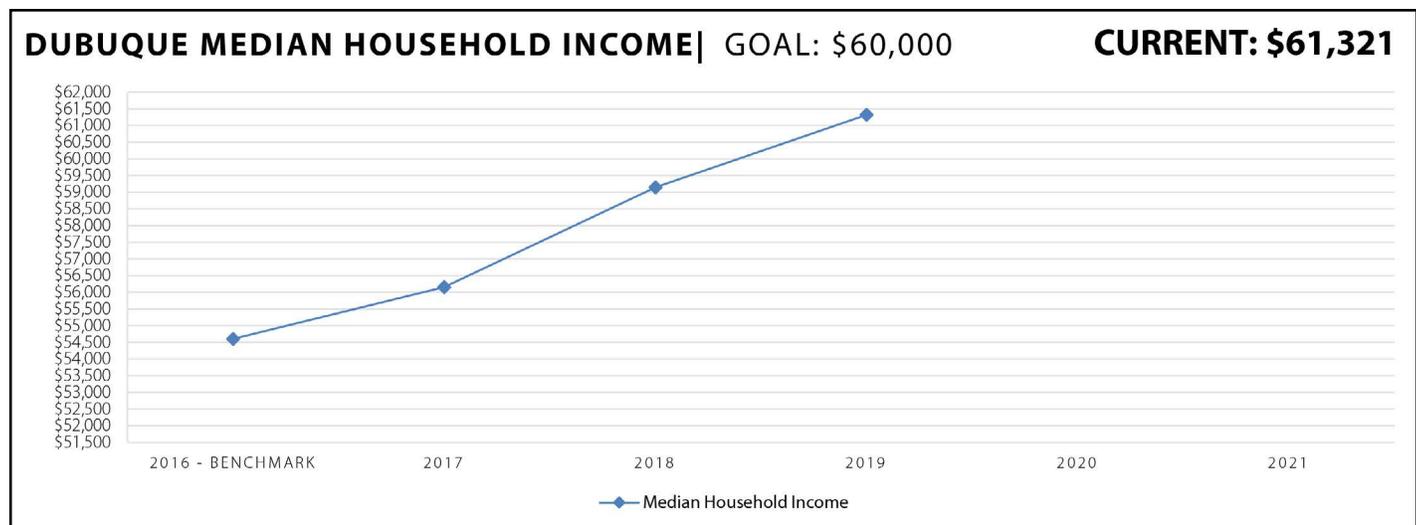
Since the beginning of the Greater Dubuque 2022 Campaign (7/1/17 through 8/30/20), Residential construction totals \$260,502,681. Commercial construction totals \$407,669,556. Total construction totals \$668,172,556.



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

## MEDIAN HOUSEHOLD INCOME UPDATE

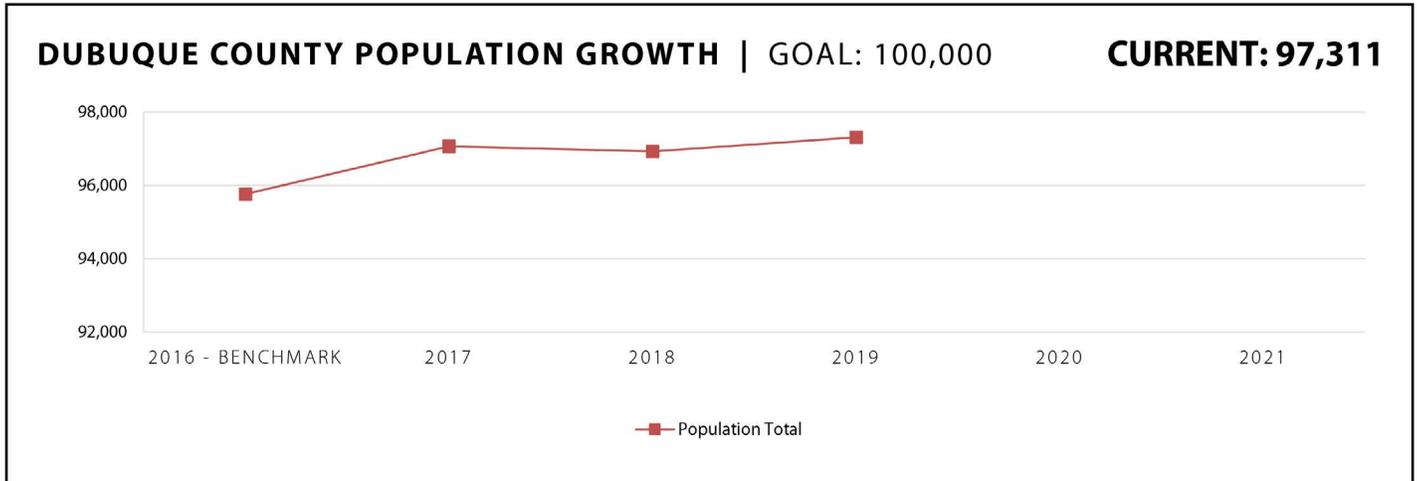
As of December 2019, the median household income for Dubuque County was reported as \$61,321.



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