

Greater Dubuque 2022 Progress Report

COVID-19 VACCINATION UPDATE FOR DUBUQUE COUNTY EMPLOYERS

Greater Dubuque Development Corporation, in partnership with the Dubuque Area Chamber of Commerce, Dyersville Area Chamber of Commerce, Dyersville Economic Development Corporation and the Dubuque County Incident Management Team wanted to give a vaccine update and extend a big THANK YOU!

In February we asked you to review the state's essential employee vaccination program and provide us with information to help Dubuque County prioritize these workers for COVID-19 vaccinations. Hundreds of employers responded and thousands of essential workers were vaccinated as a result. At publication, we will have been able to offer vaccinations to over 95% of the Dubuque County essential workers.

We shared your frustration with the overly narrow definition of "essential employee" that was provided by the state and the confusing process of Federal and state vaccine allocations. We also shared your appreciation for Dubuque County health care providers that performed outstandingly under the most difficult of situations. In the end we believe the best possible use of limited vaccine allocations to Dubuque County was made, and in doing so lives were saved and our path to economic recovery was accelerated.

The Governor has recently opened up vaccination eligibility for all Iowans over the age of 16. With vaccines becoming more plentiful and accessible, we will be shifting from providing employer vaccination clinics to informing employers where they and their remaining unvaccinated employees can find vaccination availability with our local health care providers and retail pharmacies—we have multiple providers standing by to schedule appointments. You can see the full list and sign-up procedures at:

<https://www.dubuquecountyiowa.gov/567/COVID-19-Vaccinations>



We would ask all businesses continue to promote vaccination and other safe at work protocols. If you have questions, please call the COVID-19 BUSINESS HELPLINE Monday through Friday, from 8:30 a.m. to 4:00 p.m., at (563) 588-3350 or email sbhelpline@nicc.edu.

With your help we can continue to re-open the economy, keep Greater Dubuque area businesses operating and, most importantly, save lives.

GREATER DUBUQUE DEVELOPMENT ANNOUNCES NEW VICE PRESIDENT OF BUSINESS SERVICES

Greater Dubuque Development Corporation is pleased to announce that Jason White has joined their team as Vice President of Business Services. In this role, Jason will be responsible for managing operations and driving innovation in Business Services including the Business Retention and Expansion program as well as National Marketing with the focus on supporting our Greater Dubuque area employers and growing our regional economy.

A graduate of Loras College, Jason has worked in economic development for nearly twenty years, first overseeing city redevelopment projects and then leading four public-private non-profit economic development organizations in Wisconsin and Iowa. Most recently, Jason served as the President and CEO of the Greater Oshkosh Economic Development Corporation.

In speaking to his new role with Greater Dubuque, Jason says, "I have had the good fortune of leading several economic development corporations in different parts of two states. The Greater Dubuque Development Corporation has always been the standard by which I measured the success of these organizations. As a metro area that ranks among the nation's best, the Dubuque region has a great quality of life, successful businesses, high-quality education, and a strong workforce.

Coming home to do the kind of work that I love and have enjoyed over the past 20 years is a dream come true. I look forward to helping Greater Dubuque maintain the level of excellence that it has sustained for many years while also innovatively helping the region's economy grow in new ways. I could not be more thrilled to be a part of this terrific team."



Jason White will start his work with Greater Dubuque Development on May 1, 2021.



RICK DICKINSON
President & CEO



JASON WHITE
VP of Business Services



DAN MCDONALD
VP of Existing Business



KAREN KLUESNER
VP of Operations



ANNA ROLING
Director of Workforce Solutions



EMILY GRAVES
Director of Communications



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*

* Contractor or Part-time Staff

business services

GREATER DUBUQUE DEVELOPMENT RECEIVES AWARD FOR BUSINESS RETENTION AND EXPANSION EFFORTS

On March 18, 2021, Greater Dubuque Development received the 2020 Single Project and Overall Business Retention and Expansion (BRE) Program Award from the Professional Developers of Iowa (PDI) during the virtual Best of BRE in Iowa Awards. This award recognizes a community or region that has implemented a successful BRE initiative for their area. The award was given for the College Outreach strategy, started in 2019.



As our Business Services team conducted [InfoAction interviews](#) with CEOs and business leaders, we identified a need to connect regional college students with our area employers long before they graduate and look for careers. We implemented a twelve-month outreach strategy that includes networking events and career fairs, the [Student Employer Connection Guide](#), the annual Career Services Visit, and Talent Dubuque. As a result of these efforts, thousands of student-employer interactions were created.

While parts of the program were placed on hold due to the pandemic, the success of 2019 highlighted the value of building relationships with young talent while they're in our community. Its success also shows that a robust Business Retention and Expansion program and a working partnership with our employers can yield solutions to grow our regional economy.

2020-2021 Q3 ACTION DASHBOARD 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 regional economy and collects data that helps guide our work.



In 2020, the InfoAction program had to adapt to the COVID-19 pandemic. As employers changed course or responded to challenges, we wanted our interviews and the data collected to reflect the same. As we transition into recovery from the pandemic, we've updated our questions to gain greater insight into workforce challenges and opportunities, community perceptions, and getting to the heart of what our regional employers need in order to prosper.

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 Q3 Action Dashboard.](#)

HORMEL FOODS MAKES TOP 100 ON LIST OF AMERICA'S BEST-RUN COMPANIES

Hormel Foods was ranked number 93 on the Drucker Institute's 2020 Management Top 250 List, an annual ranking of America's best-run companies. The ranking is based on five dimensions of corporate performance—Customer Satisfaction, Employee Engagement and Development, Innovation, Social Responsibility and Financial Strength. Hormel has made the list four times since the Drucker Institute began evaluating organizations, publishing their findings in the Wall Street Journal. John Deere also made the ranking, placing in the top 100 as well. The complete list can be found online at drucker.institute/programs/company-rankings/.

workforce solutions

IN-PERSON NEWCOMER SERVICES TO RESUME AFTER YEAR-LONG HIATUS

In March 2020, like many events and in-person meetings, the newcomer services at Greater Dubuque Development moved to a virtual format. For those moving to our area during the pandemic, it was a welcome option to learn about their new home. As we move further towards normalcy and it is safer to do so, we are restarting some of our popular newcomer services.

In Q2 of 2021, we will resume our Community Tour program. Our guides will provide a 90-minute driving tour to showcase the community to job prospects and their families who may be in the area for interviews and other newcomers. More information on the free tours and safety protocols will be shared with our participating employers and AccessDubuqueJobs investors in the coming weeks.

In Fall 2021, we will again offer two sessions of the Distinctively Dubuque program. As before, participants will be invited to attend the five-night program to learn about various aspects of the community from local experts while enjoying dinner with and meeting fellow newcomers. Each session can accommodate 30 participants and the program is free. Registration will be available through Northeast Iowa Community College.

TO LEARN MORE ABOUT NEWCOMER SERVICES: Contact Anna Roling, Director of Workforce Solutions at annar@greaterdubuque.org.

ACCESSDUBUQUEJOBS.COM UPDATE

New Investors

- BTS
- Chick-fil-a

Renewed Investors

- BARD Materials
- Best Western Plus Dubuque
- Community Foundation of Greater Dubuque

Renewed Investors, cont.

- Horsfield Construction, Inc.
- Mount Carmel Bluffs
- Portzen Construction, Inc.
- Resurrection Parish

Declined Investors

- Boy Scouts of America Northeast Iowa Council



Now with **Skills Matching**
powered by **emsi**

New smart technology instantly matches your unique set of skills to open job postings! Learn more today on **AccessDubuqueJobs.com!**

community development

AWARD-WINNING BROADBAND EXPANSION PROGRAM FEATURED IN INTERNATIONAL JOURNAL

In October 2020, Greater Dubuque Development received a Excellence in Economic Development Gold Award from the International Economic Development Council (IEDC) for the Broadband Expansion initiative. 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.

The Broadband Expansion initiative is receiving further recognition in the IEDC's *Economic Development Journal*, selected as one of six articles in their quarterly publication. The award-winning program was chosen as a feature to share as a blueprint with other communities and economic developers.

Economic Development Journal is the premier publication of the economic development profession, featuring in-depth articles on important programs, projects, and trends in the United States and around the world.



DUBUQUE COUNTY FIBER PROVIDER REACHES MILESTONE



Maquoketa Valley Electric Cooperative has reached a new milestone with their fiber network. Marking five years of the MV Link service, they now have a network of over 2,000 miles of fiber, serve over 5,000 members, have created 10 new jobs, and work with over 100 contractors in our region. They provide service in a four-county region that includes Dubuque, Jackson, Jones, and Delaware counties.

upcoming religious celebrations & cultural events

MAY 9TH Mother's Day (Secular)

EVENING OF MAY 12TH - EVENING OF MAY 13TH Eid al-Fitr (Muslim)

EVENING OF MAY 16TH - EVENING OF MAY 18TH Shavuot (Jewish)

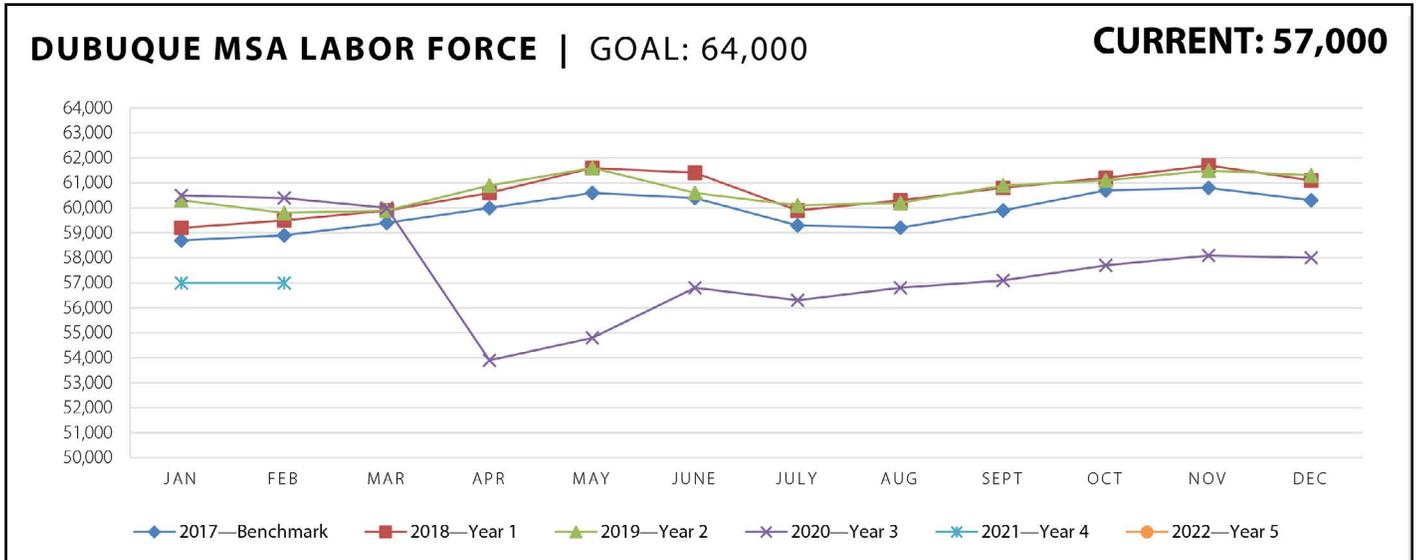
MAY 23RD Pentecost (Christian)

MAY 26TH Vesak (Buddhist)

goals & progress

JOB CREATION UPDATE

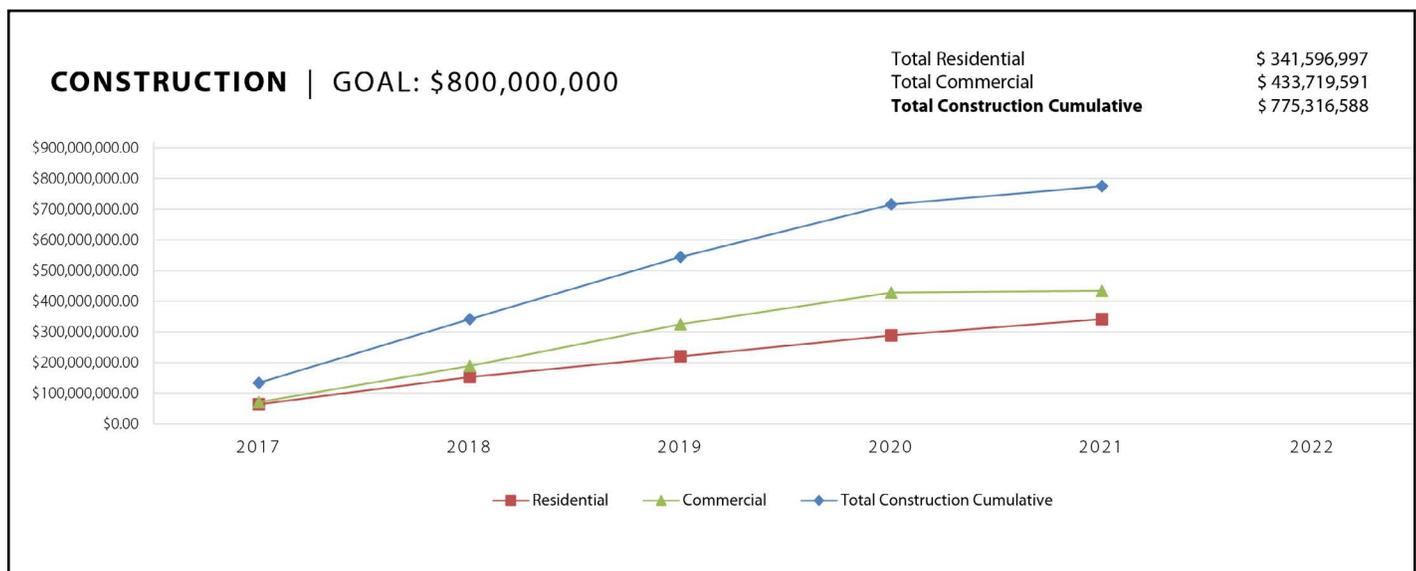
The resident unemployment rate for February 2021 was reported as 5.1% and non-farm employment was 57,000. Annual benchmarking was completed in March 2021 by Iowa Workforce Development.



SOURCE: Iowa Workforce Development

NEW CONSTRUCTION UPDATE

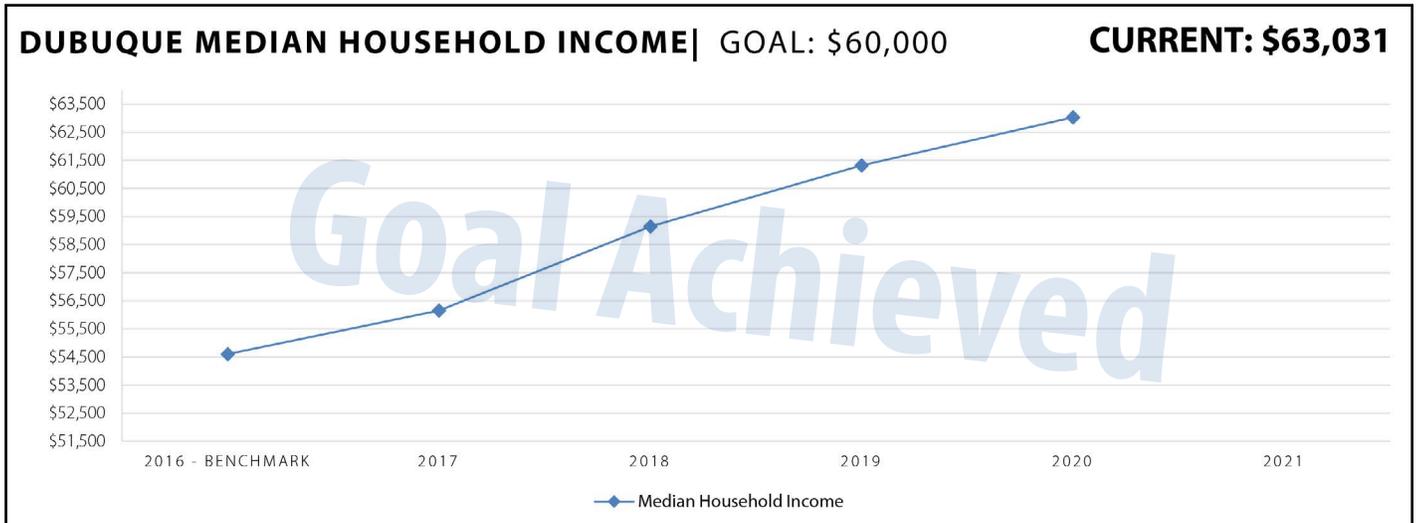
Since the beginning of the Greater Dubuque 2022 Campaign (7/1/17 through 3/31/21), Residential construction totals \$341,596,997. Commercial construction totals \$433,719,591. Total construction totals \$775,316,588.



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

MEDIAN HOUSEHOLD INCOME UPDATE

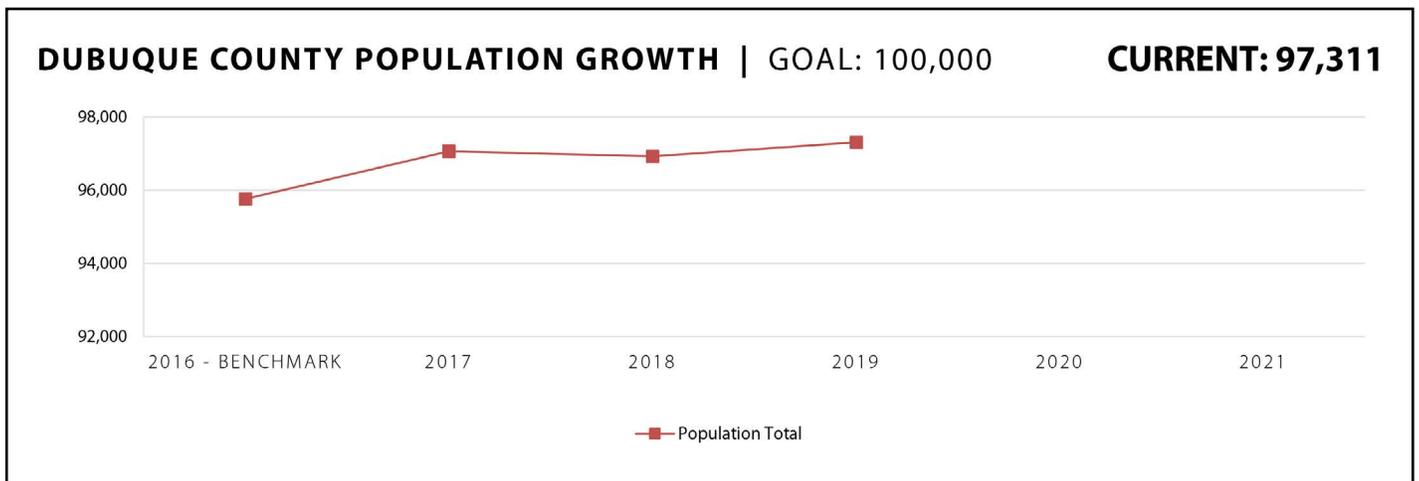
As of December 2020, the median household income for Dubuque County was reported as \$63,031.



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