

# INFOACTION *Action* DASHBOARD

What CEOs, business owners, and top managers have told us

JUL  
AUG  
SEP  
22



## BUSINESS SERVICES

## WORKFORCE SOLUTIONS

Company Visits  
July through September, 2022

**70** TOTAL VISITS

**67%**

Area businesses reporting  
Business Levels are Increasing  
30% Stable, 3% Decreasing

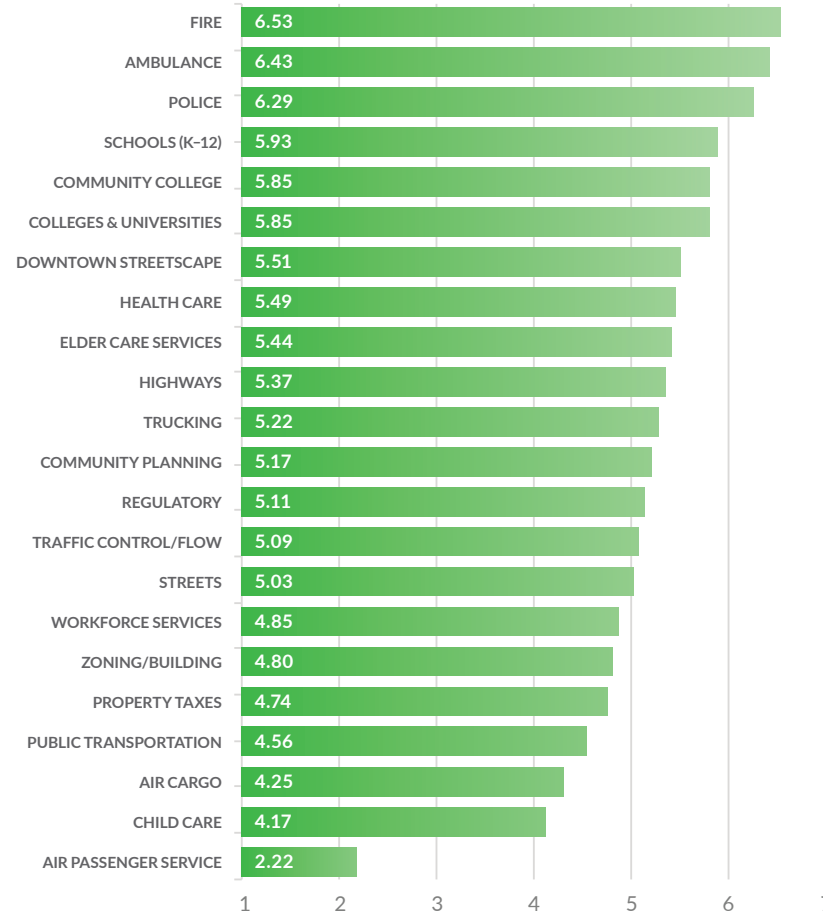
**52%**

Area businesses reporting  
Market Share is Increasing  
45% Stable, 3% Decreasing

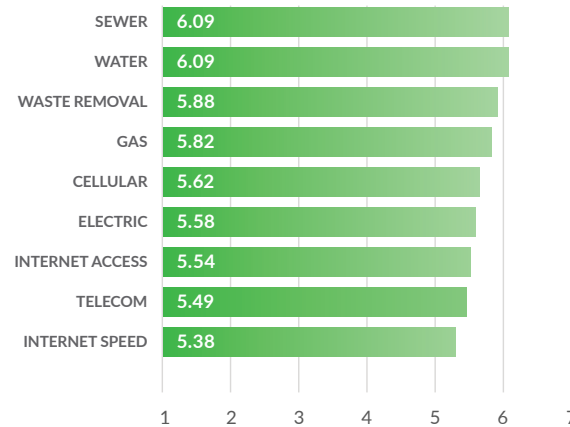
### Area Businesses Ranked the Following as Top Priorities for the Community:

1. Quality of Life
2. Amount/Affordability of Housing
3. Entertainment Venues
4. Health & Wellness Opportunities
5. Creation of More Local, Renewable Energy
6. Other
7. Environment - Reduction of Waste
8. Air & Water Quality Improvements

### Public Services Index *Scales of 1 to 7: 1 is Low, 7 is High*

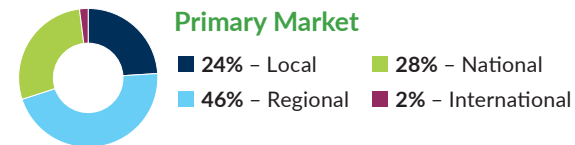


### Utility Services Index



**90%** of Included Businesses report the community's IT infrastructure as adequate for their company needs

**49%** of Included Businesses reporting plans to expand in the next year



### Top 3 Barriers to Growth

- Workforce
- Market Size/Location/Population
- Transportation (Air/Roads)

### Top 3 Community Strengths

- Quality of Life/Amenities
- Market Size/Location/Customer Loyalty
- Community Leadership/Support/Partnerships

### Top 3 Areas for Improvement

- Streets/Roads/Traffic Flow
- Air Service
- Workforce

Companies with Plans to Add Net New Jobs in the Next 12 Months

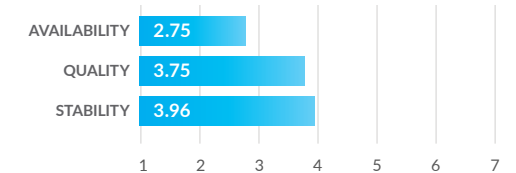
**42%** Reported Yes **58%** Reported No

**83%** of Included Businesses report having recruitment challenges

Companies with a Remote or Hybrid Workforce

**24%** Reported Yes **76%** Reported No

### Workforce Index



# TOP TAKEAWAYS

- **Workforce continues to dominate the conversation.**

Eighty-Three percent of companies cited having recruitment challenges. This is significantly higher than the first quarter's 63 percent noting challenge.

- **Additionally, workforce continues to be the clear, top barrier to growth cited by area businesses during this past quarter.**

- **Workforce availability reached a record low on Greater Dubuque's index,**

scoring a 2.75 on a scale of 1 – 7, with seven being good.

- **Twenty-Four percent of companies noted that they currently have a remote or hybrid workforce.**

Companies continue to navigate the changing landscape as it pertains to workforce recruitment challenges and work/office policy.

- **While companies are looking to add net new jobs, this is down from the first quarter—42 percent now versus 70 percent in the first quarter.**

- **Forty-nine percent of businesses have some plans to expand and invest** (new space, new machinery/equipment/technology, or new jobs).

This number is down just slightly from the first quarter with 52 percent noting growth plans.

- **Businesses continue to note strong sales levels.**

Sixty-seven percent cited increasing sales versus 70 percent in the first quarter.

- **Additionally, fifty-two percent of businesses noted increasing market share against competition.**

Forty-five percent cited stable market share and only 3 percent cited decreasing market share.

- **Child care availability and air service hold the lowest scores on the community services index,**

scoring a 4.17 and 2.22 respectively on a scale of 1 – 7, with seven being good. This quarter's score for air service is the lowest on record.

- **In addition to quality-of-life initiatives, the amount of affordable housing is cited as a top community priority.**

Affordable housing is also increasingly cited as a growing concern for workforce retention and recruitment.