We must not stop here.

However sheltered this port, and however calm these waters, we must not anchor here."
— Walt Whitman, Song of the Open Road
The NEXT Campaign was a bold yet simple strategy to shape the future of the Greater Dubuque area. We exceeded our goals and I’m proud of the work done by our business and community partners.

Chad Chandlee, President & COO, Kendall Hunt Publishing, Chairperson, NEXT Campaign
Greater Dubuque 2022 builds on the success of past campaigns to implement our most ambitious economic development strategy yet. Pushing onward together, we can ensure a flourishing and robust future for our businesses and citizens alike.

**Together, we succeeded...**

- **Created new jobs**
  - GOAL: Promote the creation of 3,300 new jobs (net), bringing our workforce to 60,000.
  - ACTUAL: 60,800

- **Facilitated construction**
  - ACTUAL: $830,124,369

- **Raised wages**
  - GOAL: Increase the average wage to over $18.00/hour.
  - ACTUAL: $23.08/hour

- **Increased population**
  - GOAL: Grow the Dubuque Metropolitan Statistical Area population to 97,125.
  - ACTUAL: 97,125

Data as of December 2016

**But we must not anchor here.**

Greater Dubuque 2022 builds on the success of past campaigns to implement our most ambitious economic development strategy yet. Pushing onward together, we can ensure a flourishing and robust future for our businesses and citizens alike.
With the increase in high-quality, high-paying careers, the median household income will reach $60,000.

Attractive careers and vibrant communities will make the Greater Dubuque area a destination for talent in all fields, making 2022 the year our population reaches 100,000.

Together, our vision for the future of the region is defined by our campaign, Greater Dubuque 2022. Your investment ensures that we fulfill these initiatives to provide growth for our community, workforce, and economy for generations to come.

Kurt Strand, 2016–2017 Chairperson, Greater Dubuque Development Corporation, Chairperson, Greater Dubuque 2022 Campaign

Greater Dubuque 2022 picks up where NEXT left off. It focuses on boosting and sustaining our region’s success in these essential economic areas:

64K jobs
Engaging a wide range of partnerships and resources, we’ll effectively promote career opportunities with area businesses, recruit first-rate talent, and grow the regional workforce by over five percent.

$800M Residential/commercial construction
To foster the community’s anticipated growth, we’ll encourage and facilitate $800 million of new construction, split evenly between commercial and residential development.

$60K Median household income

100K Population
Attractive careers and vibrant communities will make the Greater Dubuque area a destination for talent in all fields, making 2022 the year our population reaches 100,000.
Our region’s economic success will be built on the strength and stability of six pillars. These pillars are the priorities critical to shaping and advancing our community: Business Retention & Expansion, Workforce Solutions, National Marketing, Sustainable Innovations, StartUp Dubuque, and an essential new addition – Downtown Transformation. Each one stands for who we are and what we do at Greater Dubuque Development. Together, they are the foundation necessary for a viable, livable, and equitable Greater Dubuque area.

Pillars of progress.

Our Business Retention & Expansion team specializes in the most important aspect of our work – helping established regional businesses prosper. We invest time in understanding employers’ challenges and needs, using that knowledge to create customized solutions for financing, training, and expansion.

BUSINESS RETENTION & EXPANSION

Our Business Retention & Expansion team specializes in the most important aspect of our work – helping established regional businesses prosper. We invest time in understanding employers’ challenges and needs, using that knowledge to create customized solutions for financing, training, and expansion.

This ongoing program provides an unfiltered perspective of our regional economy. Through over 340 annual one-on-one interviews with business owners, CEOs, and top managers, we gain valuable insight into the health and successes of area businesses. The information they provide helps us maximize opportunities for improvement and growth.

“’The backbone of the Greater Dubuque area is a thriving, diverse business community. Greater Dubuque Development works with partners in the public and private sectors to identify opportunities and drive economic growth.’”

Rob McDonald, Chairman of the Board, President & CEO, A.Y. McDonald Mfg. Co., Co-chair, Greater Dubuque 2022 Campaign
"In today’s world, economic development is investing in people. To be successful in the 21st century, the Greater Dubuque area must retain, recruit, and create the talent to make this a wonderful, flourishing place to live, work, and play."

Dennis Shields, Chancellor, University of Wisconsin–Platteville, Co-chair, Greater Dubuque 2022 Campaign

Finding, retaining, and creating qualified talent is a universal objective. Our Workforce Solutions team equips Dubuque-area businesses with the tools necessary to achieve that objective. From business-focused resources and guidance to employee-focused tools and services—the team delivers solutions to meet workforce needs.

AccessDubuqueJobs.com
The region’s number one resource for connecting employers to qualified talent is the top employer posting and searching career opportunities in the Greater Dubuque area. AccessDubuqueJobs.com is made possible through a partnership with the Telegraph Herald.

Opportunity Dubuque
A collaborative, industry-driven job training effort to up-skill individuals for high-demand, high-wage careers with local businesses. This program, through a partnership with Northeast Iowa Community College, builds and expands career paths for students and meets employer needs for qualified talent.

Dubuque Works
Collaboration between local employers, educators, and workforce professionals in a proactive approach to ensure a steady pipeline of talent to area businesses.

HR Action
A product of the infoAction program, these on-site interviews with HR professionals identify and resolve workforce challenges facing area businesses.

Opportunity Dubuque
A collaborative, industry-driven job training effort to up-skill individuals for high-demand, high-wage careers with local businesses. This program, through a partnership with Northeast Iowa Community College, builds and expands career paths for students and meets employer needs for qualified talent.

Newcomer Services and Distinctively Dubuque
Assistance and resources to help new residents connect with the area including Distinctively Dubuque, which introduces newcomers to the community through an engaging five-night class.
National Marketing and Research focuses on attracting new businesses and industries to our region. Our strategic approach is comprised of advanced market analysis and local business insight. This combination enables us to target and recruit dynamic new business of all sectors and sizes to our market.

STARTUP DUBUQUE

StartUp Dubuque is dedicated to creating and fostering an entrepreneurial environment within the Greater Dubuque area. By providing expert insight and resources, the StartUp Dubuque team is cultivating up-and-coming entrepreneurs and supporting nascent businesses. Our initiative, made possible through the generosity of Dick and Carole Schmid, is a cooperative partnership between Greater Dubuque Development, Northeast Iowa Community College, the Small Business Development Center, and regional small business service providers.

“Greater Dubuque Development recruits nationally to expand and strengthen our diverse business base.”
Wendy Runde, General Manager, Diamond Jo Casino, Co-chair, Greater Dubuque 2022 Campaign

“Our partnership with Greater Dubuque Development ensures that all businesses are supported to pursue their innovative ideas and to strengthen our diverse business community.”
Dr. Liang Chee Wee, President, Northeast Iowa Community College, Co-chair, Greater Dubuque 2022 Campaign

Insight and guidance.
Sustainable Innovations are bringing new energy to the Greater Dubuque area — literally and figuratively. Achievements in energy conservation, the creation of renewable energy, broadband technology, and air quality improvement exemplifies Greater Dubuque Development's commitment to sustainability and economic growth.

Our efforts reinforce the region's pursuit of the most advanced solutions for evolving technology, air quality improvement, and renewable energy demands.

Empowering growth.

The ongoing revitalization of Downtown Dubuque is an effort to care for our vibrant, historic neighborhoods and businesses. Partnering with citizens, businesses, and non-profits, we will provide the support and resources necessary to ensure that every neighborhood reaches its full potential.

“‘We’re invested in making the Greater Dubuque area a community where every citizen has the opportunity and potential to achieve true success.’”

Mike Donohue, Regional President, U.S. Bank, Co-chair, Greater Dubuque 2022 Campaign
We must not anchor here.

Our community has a history of persevering through challenging times to achieve great success. Now is the time to reinvest in our future and continue our work. We have not yet reached the limits of our potential nor have we exhausted our efforts. Join the region’s most innovative employers and leaders to strengthen your community and its future. Invest in Greater Dubuque 2022.
2016–2017 **Board members**

*Our Board of Directors is comprised of business and community leaders who have given their time, talent, and treasure to guide this organization.*

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*Mike Donohue*, Vice Chairman, U.S. Bank  
*Wendy Runde*, Treasurer, Diamond Jo Casino  
*Tim Conlon*, Immediate Past Chairman, Conlon Construction Co.

*Jesús M. Avilés*, Q Casino  
*David Becker*, Cottingham & Butler  
*Roy Buol*, City of Dubuque  
*Chad Chandlee*, Kendall Hunt Publishing  
*Mark Dickson*, John Deere Dubuque Works  
*Lynn “Tut” Fuller*, Dubuque Bank & Trust  
*Tim Hodge*, Hodge Company  
*Nicholas J. Schrup III*, American Trust & Savings Bank  
*John Tallent*, Medical Associates Clinic & Health Plans  
*Tom Townsend*, IBEW Local 704  
*Mike Van Milligen*, City of Dubuque  
*Dr. Liang Chee Wee*, Northeast Iowa Community College  
*Tom Woodward*, Woodward Communications, Inc.

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