We work with area businesses, educational institutions, and the public sector to provide award-winning programs that support our regional economy. Last year was no different. Greater Dubuque Development received top honors from an association of peers in economic development for our accomplishments in Business Retention and Expansion, Workforce Solutions, and Sustainable Innovations. The Greater Dubuque area’s unique environment of public and private collaboration continues to set us apart and ensures we stay nationally competitive.

Our work is far from over, yet the achievements of our region and those of our partners assures that we are building on a solid foundation.
2016–2017 Board Members

Greater Dubuque Development is guided by a board of directors comprised of area leaders in both public and private sectors. Their investment of time and talent in our organization and mission is a testament to their commitment to the continued success of the Greater Dubuque area.
NEXT Campaign

This year marks the close of the 2012–2017 NEXT Campaign. The initiative set aggressive goals for job creation, increased wages, residential and commercial construction, and population growth. Working with the area’s most forward-thinking leaders and partners, we reached and exceeded our goals and have advanced the Greater Dubuque area as a national model for economic prosperity.

Created New Jobs
Goal: Promote the creation of 3,300 new jobs, bringing our workforce to 60,000.
Actual: 60,500

Facilitated Construction
Goal: Spear and promote $700 Million in new construction in the Dubuque Metropolitan Area.
Actual: $901,367,561

Raised Wages
Goal: Increase the average wage to over $18.00/hour.
Actual: $23.34/hour

Increased Population
Goal: Grow the Dubuque Metropolitan Statistical Area population to 96,500.
Actual: 97,003

Data as of May 2017

From our Chairman of the Board

2016–2017 was a very exciting year for Greater Dubuque Development Corporation and our community. I have continued to witness an increasing level of partnerships between the Dubuque-area business community, its citizens, education, and government. This collaboration has been essential to our success in the NEXT campaign.

We had significant achievements during the NEXT campaign. We met and exceeded our goals, which positions us well for our Greater Dubuque 2022 campaign. During this time, we also relocated into new offices in the Schmid Innovation Center at 900 Jackson Street in the Millwork District, which really showcases the growth and opportunity available in the Greater Dubuque area. The past five years have proven that partnership and collaboration are the keys to success.

Thanks to our investors, partners, our board of directors, the Greater Dubuque Development team and to you for being a part of our success.

Kurt Strand, Chairman of the Board
CEO & President
National Mississippi River Museum & Aquarium
Business Retention & Expansion

Helping regional businesses prosper is the keystone of our mission at Greater Dubuque Development. We work closely with employers to understand challenges, facilitate solutions, help navigate expansions, and advocate for success. The business climate is constantly changing but we provide customized solutions to help our partners adapt, grow, and succeed.

Flexsteel Industries Relocation

In September 2016, Flexsteel Industries announced plans to relocate their 120-year-old manufacturing plant in Dubuque’s North End. Flexsteel reviewed options for a new facility and the community began developing a strategy to accommodate their move and provide new opportunity for the North End district. Private and public entities came together to ensure a talented and stable workforce, a new world-class location, and financial support for both the new facility and the redevelopment of the old. The move to a new, more efficient facility in the Dubuque Industrial Center South as well as plans to redevelop the Jackson Street site in the North End were announced in May 2017. The entire project, encompassing the completion of both sites, would not have been possible without the collaboration of Flexsteel management and employees, United Steelworkers Local 1861, Teamsters Local 120, Operating Engineers Local 234, the City of Dubuque, Dubuque County, Dubuque Initiatives, and the Iowa Economic Development Authority. Greater Dubuque Development is proud to work with regional partners to make the Greater Dubuque area a world-class environment for business. 

“Greater Dubuque Development effectively brought multiple entities together to create a win-win for our community and our company. Flexsteel is proud to continue our tradition of manufacturing furniture in Dubuque.”

Karel Czanderna
President & CEO, Flexsteel Industries

Flexsteel Industries’ patented Blue Steel Spring (shown) is at the heart of their success, blending technology with tradition to create a superior product. 

INFOACTION

The quickest way to check the health of the area’s businesses is to go straight to the source. In 2016–2017, our Business Retention and Expansion team conducted over 340 one-on-one interviews with business owners, CEOs, and top managers to assess the status of our economy from all sectors and company sizes. Not only does the program identify immediate opportunities and challenges of regional employers, it also reveals trends that enable us to proactively create solutions.

341 INFOACTION Meetings at publication

350 Assistance Requests

52% Reporting Increased Sales

51% Reporting Increased Market Share

Existing Business Expansions

American Customer Care
Camso
Flexsteel Industries, Inc.
Lamar Advertising
MTS Company
Wave Reaction

Top-ranked Community Strengths

Quality of Life/Amenities
Community Leadership/Support/Partnerships
Location/Customer-Supplier Access

Data as of March 2017

Greater Dubuque Development Corporation 2016–2017 ANNUAL REPORT

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With unemployment at near-record lows, the need for qualified talent affects companies across all sectors. We work with professionals in industry, education, and human resources to create effective strategies to meet the need. By working with area partners, we have developed programs that produce real results in recruiting, retraining, and retaining a robust workforce.

Community Tour Guides
Newcomers don’t just move to a new career, they move to a new community. We offer candidates and their families the best first impression of the Greater Dubuque area through our complementary concierge services and community tours. Due to increased demand, in 2016–2017 we grew to a team of three Community Tour Guides. It is now even easier to introduce candidates and newcomers to the area.

Left to Right: Nelson Klavitter, Chris Apel, and Renee Meyer

| 65 | HR Action Meetings |
| 831 | Students Impacted by College Outreach Events |
| 315 | One-on-One Assistance |
| 144 | Community Tours |
| 79 | Opportunity Dubuque Graduates to graduate by June 30, 2017 |

Greater Dubuque Development partners with the Telegraph Herald to provide the essential tool for connecting regional employers with talent. AccessDubuqueJobs.com is the area’s top site for posting and searching career opportunities in the Greater Dubuque area. The 2017 Laborshed Analysis found that when area candidates are looking for their next career move, their first stop is AccessDubuqueJobs.com. Our HR Action program reveals that recruiters do the same, reporting AccessDubuqueJobs.com is their top resource to find talent.

Greater Dubuque Development Corporation 2016–2017 ANNUAL REPORT
Sustainable Innovations

The Greater Dubuque area continues to make strides in advancing renewable energy and connectivity to support new and existing business. We work with private and public partners to expand renewable energy usage with solar and BioCNG projects, helping businesses lower costs through energy efficiency, and adding jobs in the renewable energy field. We are also collaborating on projects to update regulations, increase access, and reduce costs for broadband and internet connectivity. Through Sustainable Innovations, we are driving renewable energy and connectivity advancements that make sense for the economy and the environment.

Alliant Energy Solar Fields

Announced in June 2016, the construction of the two-site Alliant Energy solar array is well underway. The two sites will have a combined 19,160 panels with the capability of generating 6 megawatts of energy, enough to power over 850 homes a year. The arrays are expected to come online in late summer of 2017.

Broadband Expansion

Partnerships between providers, the City of Dubuque, and business leaders ensure we are accelerating our connectivity to be nationally competitive. The expansion and development of networks, reduction of costs, addition of advanced services, and the prevention of service disruptions continue to improve connectivity for employers and residents.

BioCNG

Progress continues to be made in the four-phase strategy developed to convert biogas emissions into economical and environmental benefits to the community. Work is being completed at Dubuque’s Water and Resource Recovery Center to convert biogas into clean-burning BioCNG. By partnering with the City of Dubuque, Black Hills Energy, BioResources Development, Unison Solutions, and others, we are driving innovation, adding jobs, reducing expenses, improving air quality, and minimizing our carbon footprint.

National Marketing

As business and industry evolves, so has the method to attract it to our area. In 2016–2017, we restructured our National Marketing approach to be a data-driven, team effort. We meet with prospective clients, site location consultants, and developers from across the country to advocate for the Greater Dubuque area as the perfect location based on our caliber of workforce, amenities, economic advantages, and the highest quality of life.

Site Visits/Meetings: 9
Proposals Submitted: 27
Completed Project: 1

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The entrepreneurial spirit is alive and well in the Greater Dubuque area. Hundreds of innovators and creators took advantage of services and support from StartUp Dubuque and the Small Business Development Center in the past year to help make their dreams a reality. Businesses across all fields are getting a hand up almost every day.

StartUp Dubuque is a cooperative partnership between Greater Dubuque Development Corporation, Northeast Iowa Community College, the Small Business Development Center, and regional small business providers. It is made possible through the generosity of Dick and Carrie Schmid.

- 1,048 Hours of Client Counseling
- 248 Clients from Dubuque County
- $2,517,713 in Capital Investment

This year marks the beginning of our next five-year campaign—Greater Dubuque 2022. We have built on our past success to set new goals for the Greater Dubuque community in job creation, increased median household income, commercial and residential construction, and population growth. We will continue to work with partners in the private and public sectors to strengthen our community and its future. Working together, we will ensure the Greater Dubuque area is a viable, livable, equitable community.
Greater Dubuque 2022 Campaign Goals

The economic success of our region will be built on the six pillars of our mission at Greater Dubuque Development. We will continue our work in Business Retention and Expansion, Workforce Solutions, National Marketing, Sustainable Innovations, and StartUp Dubuque. We will add a new pillar—Dubuque’s True North—to bring transformative change to our vibrant, historic neighborhoods on Dubuque’s North End.

The collaborative partnership of public and private entities will continue to bring new energy to the North End District of Dubuque. The removal of slum and blight, fostering of single-family home ownership, and brownfield redevelopment for new business are goals of the True North program. Through the investment of time, talent, and resources, this vital part of the community can achieve its full potential for success.