



Our Greatest Role is Behind the Scenes

The daily efforts of Economic Development aren't always noticeable to everyone. Ours is quiet, steady work to drive positive change. Day in and day out, our team at Greater Dubuque Development Corporation connects government, business, education, and nonprofit partners to create a lasting, positive impact on the regional economy and our quality of life. We're proudest of our work when we get to shine the spotlight on the victories of our community and business partners—when success is the fruit of collaboration.

There is never a shortage of challenges but every community in the nation is facing them. Our multifaceted approach in Business Retention and Expansion, Workforce Solutions, National Marketing, StartUp Dubuque, Sustainable Innovations, and Finding Dubuque's True North is a proactive effort to make ours a community of choice. The quiet, steady work of building connections in our community is never over and we're proud to serve the Greater Dubuque area.





From our Board Chair

As a member of the business community and chair of Greater Dubuque Development, I've had the benefit of experiencing first-hand the connection between employers, government, education, nonprofits, and the community. That collaborative climate has been the driving force behind economic growth in the Greater Dubuque area. In 2017–2018, our community faced the same challenges that are being experienced nationwide. Yet despite those challenges, our regional economy is still seeing positive change:

- Dubuque's True North was added to the pillars of Greater Dubuque, launching the effort to revitalize the North End through brownfield redevelopment and the conversion of slum and blight to affordable, single-family homes.
- In the face of a national workforce shortage, area businesses are taking advantage of the Workforce Solutions program and its proactive strategies for attracting, retaining, and creating talent.
- Despite the national shortages, Greater Dubuque employers continue to expand their workforce and locations, with support from our Existing Business team at Greater Dubuque Development.

Because of the commitment of our board of directors, investors, partners, and the Greater Dubuque Development team, we will continue to advance our community and the businesses that sustain it. Thanks to you, Greater Dubuque is connecting it all.



Mike Donohue, Board Chair Regional President U.S. Bank

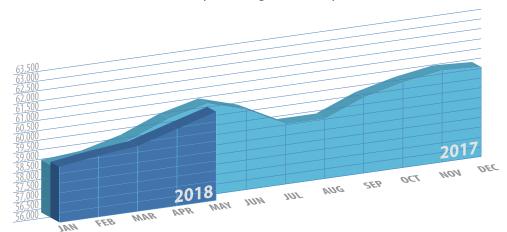
Greater Dubuque 2022

Goals & Progress

We launched our Greater Dubuque 2022 campaign with aggressive goals for Job Growth, Construction Spending, Median Household Income, and Increased Population. We're one year in and in the face of nationwide challenges, are adjusting our strategy to meet these goals.

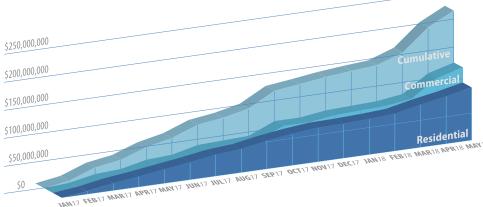
Labor Force Goal: 64,000

The Dubuque Metropolitan Statistical Area ended 2017 with a workforce of approximately 60,600. Since then, we've been relatively flat, seeing 60,500 in May 2018.



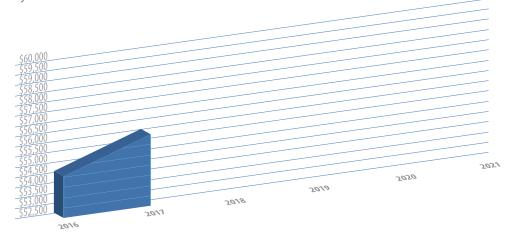
Construction Spending Goal: \$800,000,000

Dubuque County and the City of Dubuque had a strong 2017 construction season and have continued that success into 2018. As of May 2018, we are at \$222,751,935, putting our goal within reach by 2022.



Median Household Income Goal: \$60,000

Median Household Income for 2017 was \$56,154, a 2.8% increase over 2016. Our goal of \$60,000 by 2022 is attainable.



Population Growth Goal: 100,000

According to the latest U.S. Census Bureau data, the Greater Dubuque population is at 97,041, putting our growth over 2016 at approximately 0.4%. Like many communities our size nationwide, population growth has slowed. With adaptive strategies and a community-wide effort, we will meet your 2022 goal of 100,000.





MEDLINE INDUSTRIES

In March 2018, Medline Industries announced plans to invest in a new 120,000-square-foot facility in the Dubuque Industrial Center West. Located at the end of Innovation Drive, the new customer service facility will add more than 100 jobs to the medical supply company's workforce. As with their expansion in 2008, Greater Dubuque Development assisted Medline Industries throughout the process.

Business Retention & Expansion

The most efficient way to grow our area economy is to grow our existing businesses. Supporting regional business growth is the driving focus of our work at Greater Dubuque Development. Our Existing Business team works with area employers to understand their challenges and needs.

Despite an ever-changing business landscape, the Existing Business team is helping our partners navigate through it all. In the resolution of over 260 assistance requests in 2017–2018, they gathered and shared data, advocated at the city and state level, and made connections to maximize on opportunities and address concerns. Our team also proactively met each month with government officials and service providers in order to hit the ground running to assist employers when needed.

INFOACTION

Identifying and addressing challenges and opportunities, not only for individual businesses but the community business climate, drives the Info*Action* program. Our Existing Business staff meets one-on-one with over 340 CEOs, top managers, and business owners to conduct confidential interviews to assess the health of our economy from employers large and small, across all sectors. This unfiltered perspective helps us maximize opportunities for growth and improvement in our regional economy.

Greater Dubuque Development provides quarterly and annual summaries of the information gained through the Info*Action* interviews. This is part of our commitment to provide tangible data to our business partners. The reports can be found at *greaterdubuque.org*.



"The success we have experienced over the past nearly 20 years is a direct result of the hard work and devotion that our team has to Medline and the Dubuque community.

We are blessed to have the opportunity to grow our thriving; employee-centered culture and have tremendous gratitude for the support we have received from Greater Dubuque Development and the City of Dubuque.

We live to serve our company, our customers, our community and each other. We have always believed that the work we do for Medline is the "saving lives business" and the way in which we lead and take care of our team is the "changing lives business".

This new project will once again allow us to dream about the possibilities of another 20 years of calling Dubuque home to our Medline Family and affecting even more lives in these really important ways."

Renee Poppe

Vice President, Sales Service Center Medline Industries, Inc.

WORKFORCE Solutions

Unemployment RatesMay 2018

3.8% United States

2.7% *lowa*

2.1%Dubuque MSA

Workforce Solutions

Everyone needs to recruit more talent to the area and if you're not taking advantage of the solutions Greater Dubuque Development offers, you may have a problem. In a challenging workforce climate, rolling out the red carpet and making the best first impression is more than a courtesy, it's a requirement.

Our Workforce Solutions team offers complimentary assistance to employers and job seekers—from our Newcomer Services that help job candidates and their families feel welcome, to college outreach designed to retain our 64,309 students in the area, to upskilling our residents to high-wage, high-demand careers and more. Our team also meets with Human Resources professionals, employers, educational partners, and nonprofits to help everyone work smarter and harder in talent attraction and retention.

accessdubuquejobs

AccessDubuqueJobs.com

The number-one resource for connecting area employers with talent, **AccessDubuqueJobs.com** is the top career posting site in the region, outranking national competitors according to our 2017 Laborshed Study. Greater Dubuque Development partners with the *Telegraph Herald* to provide this essential tool for recruiting in our area. In 2017–2018, over 180 investors posted 11,792 careers to the site, visited by 179,485 job seekers. Investors also received the bi-weekly *Finders of Keepers* e-blast with updates on our regional labor force, college career fairs, human resources training, and more.



A proactive approach to fill high-demand, high-wage careers, Opportunity Dubuque is a training program developed in partnership with Northeast Iowa Community College and funded through Dubuque Works. The collaborative industry-driven, job training program upskills individuals who achieve short-term certificates in over 18 disciplines. Since the program's start in 2012, over 527 students have completed training and gone on to employment or continuing their education. It's a win-win as it builds and expands career paths for traditional and non-traditional students while meeting the employer need for qualified talent.

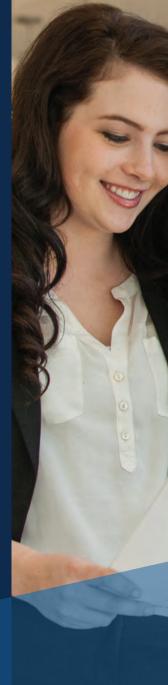
HR ACTION

Our Workforce Solutions team conducts on-site interviews with area Human Resources professionals to identify and resolve workforce challenges. We conducted 69 HR Action visits and 20 workforce assistance visits to provide additional support to our area employers. These one-on-one meetings provide the opportunity to identify not only challenges specific to an individual employer or sector but to see overall trends for our area.

NEWCOMER SERVICES & DISTINCTIVELY DUBUQUE

Community Tours, one-on-one assistance, and the Distinctively Dubuque classes help welcome newcomers to our community. These free services are a valuable toolkit to help employers onboard and make everyone feel connected to our community.

In 2017–2018, through Distinctively Dubuque, we introduced 114 individuals representing 42 employers to our community. Over 180 job candidates took our free community tours. Our staff met with 147 individuals for career assistance and connection to resources as new residents.



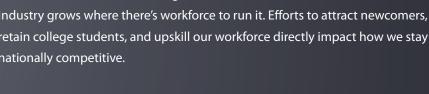
Data as of June 2018



National Marketing

National site locators are looking for one crucial asset for their clients—talent. Industry grows where there's workforce to run it. Efforts to attract newcomers, retain college students, and upskill our workforce directly impact how we stay nationally competitive.

grow our regional economy.



The other half of National Marketing is a data-driven, team effort. As always, we work with service providers and state and local government to provide site locators with the customized reasons we're primed for new industry. The Greater Dubuque area has the infrastructure, properties, and incentives to attract new employers and





StartUp Dubuque

Each year, hundreds of up-and-coming business owners meet with StartUp Dubuque counselors to get their ideas off the ground. By providing resources and expert insights, the team is helping build the growing entrepreneurial climate in our community. This year, coaches met with 319 clients, investing over 1,381 counseling hours, and participated in and hosted dozens of events to foster the small business community.

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



Coordinating with partners, the Greater Dubuque area has doubled conduit and quadrupled fiber in its network. This is just the beginning as new fiber is being added to the system constantly. East Dubuque Greater Dubuque Development Corporatio 2017–2018 ANNUAL REPORT

Sustainable Innovations

Broadband Connectivity is the lifeblood of modern business—if we're not expanding our capabilities and infrastructure, we will die on the vine. Our Sustainable Innovations team is working with government and energy partners to expand the reach, capacity, and carriers for broadband access. In the last two years, the community has used a unique public/private collaboration on broadband to double conduit, quadruple fiber, and triple the number of active internet providers in the Greater Dubuque area.

SMALL CELL EXPANSION

Broadband isn't the only project with a focus on the future. We're working with the City of Dubuque and industry leaders, including Verizon Wireless, to expand cellular and mobile capacity in Dubuque. Using combinations of "small cell" technology and broadband backhaul, our Sustainable Innovations team will make sure that no matter where you are or what device you are using, you'll be connected in Dubuque.



RENEWABLE NATURAL GAS

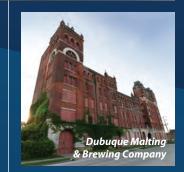
Our team is also continuing to work on the increased usage of BioCNG being produced at the City of Dubuque Water Resource and Recovery Center and supporting early efforts for a similar project at the Dubuque Metropolitan Area Solid Waste Agency. Converting excess methane emissions into value-added biogas is generating revenue, reducing city energy costs, improving air quality, and minimizing our environmental impact. The efforts are a win-win for the Greater Dubuque area's economy and its environment.



Dubuque's True North

Adding to our pillars of action in 2017–2018, Finding Dubuque's True North is bringing a fresh focus to the revitalization of our North End neighborhoods. The initiative is embraced by both the public and private sectors collaborating on objectives and strategies to achieve them. Thoughtful consideration has been given to each step as this program unfolds, maintaining an awareness that decisions should be driven by data without reducing the real lives of people to numbers. In time, this initiative will benefit both our citizens and our economy while preserving our sense of community.







DATA COLLECTION

We're collecting data to better understand two populations in our community—those who live in the North End and those who don't but have perceptions about the area. We're combining annual polling, national data, and city-based resources to create better-informed strategies and track progress.

REDUCTION OF SLUM & BLIGHT

Simply having workforce housing isn't enough. That housing needs to be affordable and safe for habitation. We've set the goal with the City of Dubuque to purchase and rehabilitate up to 50 properties over the next five years in the North End, converting them to single-family homes. We're also working with financial institutions to help first-time home buyers navigate the process, setting a firm foundation for their economic future.

COMMERCIAL REDEVELOPMENT

Commercial and industrial property has great potential through redevelopment. Bringing new industry to these sites will breathe new life into the community as a whole. The revitalization of industrial space begins with the redevelopment of Flexsteel Industries' former manufacturing facility. The site will be revitalized, adding an attractive new location for industrial and commercial use in the North End.

Dubuque's True North Development Corporation Board Members

Greater Dubuque Development established the Dubuque's True North Board to oversee the objectives of the initiative. The 21-member board is comprised of thought leaders that include presidents of higher education, principals of financial institutions, and invested citizens.

Kate Pineda, Chair, Dubugue Bank & Trust

Steve Baumhover, Fidelity Bank & Trust

Philip Boom, Emmaus Bible College

Jeff Bullock, University of Dubuque

Joanne Burrows, Clarke University

Jim Collins, Loras College

Mike Donohue, U.S. Bank

Kate Farber, Quincy Bag

Darin Fischer, American Trust & Savings Bank

Lynn H. "Tut" Fuller, M.D., Dubuque Bank & Trust

Joe Hearn, Dupaco Community Credit Union

Ernest Jackson, John Deere Dubuque Works

Ron Kinsella, DuTrac Community Credit Union

Kate Larson, City of Dubuque Council

Dan LoBianco, Dubuque Main Street

Emily McCready, 563 Design

Jeff Mozena, Premier Bank

Jane O'Neill, East Central Iowa Association of REALTORS

Tara Verdia, Dubuque's True North Resident

Dr. Liang Chee Wee, Northeast Iowa Community College

Kristina Wilcox-Harrison, Dubuque's True North Resident

























Greater Dubuque Team

Pictured left to right, top to bottom

Kristin Dietzel

Vice President of Workforce Solutions

Dan McDonald

Vice President of Existing Business

Karen Kluesner

Vice President of Operations

Emily Graves

Director of Communications

Anna Roling

Workforce Solutions Coordinator

Director of Dubuque's True North

Jayne Ervolino

Administrative Assistant

Rick Dickinson

President & CEO

Chris Apel*

Community Tour Guide

Dave Lyons*

Sustainable Innovations Consultant

Rob Apel*

Existing Business Specialist

Bill Baum*

Existing Business Specialist

Renee Meyer*

Community Tour Guide

Nelson Klavitter*

Community Tour Guide

Contractor or Part-time Staff

Board of Directors

EXECUTIVE COMMITTEE

Mike Donohue, Chair, U.S. Bank

Tom Woodward, Vice Chair, Woodward Communications

Wendy Runde, Treasurer, Diamond Jo Casino

Kurt Strand, Past Chair, National Mississippi River Museum & Aquarium

Jesús M. Avilés, Q Casino

David Becker, Cottingham & Butler

Roy Buol, City of Dubuque

Chad Chandlee, Kendall Hunt Publishing

Tim Conlon, Conlon Construction Co.

Mark Dickson, John Deere Dubuque Works

Lynn H. "Tut" Fuller, M.D., Dubuque Bank & Trust

Tim Hodge, HODGE

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

FUTURE LEADERSHIP TEAM

In December 2017, Greater Dubuque Development hosted its first meeting of the Future Leadership Team. This 31-member group of current and emerging Dubuque-area leaders is advisory in nature and tasked with providing feedback to the board of directors and management team on annual and long-range strategies and objectives. Greater Dubuque Development believes that organizations work most effectively when led by teams that are diverse, inclusive, and equity-focused. The makeup for the Future Leadership Team reflects that belief. View the list of members at *greaterdubuque.org*.



Tod Bowman, lowa Legislature

Jeff Bullock, University of Dubuque

Sr. Joanne Burrows, Clarke University

Jim Collins, Loras College

Karel Czanderna, Flexsteel Industries, Inc.

Luis Del Toro, City of Dubuque

Kelley Deutmeyer, East Central Intergovernmental Association

Joe Hearn, Dupaco Community Credit Union

Maurice Jones, City of Dubuque

Terry Kouba, Alliant Energy

Greg McCoy, The McCoy Group, Inc.

Rob McDonald, A.Y. McDonald Mfg. Co.

Mike Portzen, Portzen Construction, Inc.

Jacque Rahe, Dyersville Economic Development Corporation

Stan Rheingans, Dubuque Community School District

Brett Shaw, City of Dubuque

Barry Shear, Eagle Point Solar

Dennis Shields, University of Wisconsin–Platteville

Jeff Staudenmaier, Black Hills Energy

Kay Takes, Mercy Medical Center

Tom Wagner, Wagner Accounting & Tax Service

Dan White, UAW Local 94

Rich Whitty, O'Connor & Thomas, P.C.

Jay Wickham, Dubuque County

(a)ccessdubuquejobs

Greater Dubuque Development Investors

Addoco, Inc. Alliant Energy American Realty of Dubuque American Trust & Savings Bank Anderson Windows/ Eagle Window & Door A.Y. McDonald Mfg. Co.

BARD Materials Behnke Enterprises Inc. Black Hills Energy

Blue Sky Solar, LLC **Bodine Electric Company**

Buesing & Associates, Inc. **Business Telephone Supply**

Camso Cartegraph

Cascade Manufacturing Co.

CenturyLink Clarke University

Conlon Construction Co. Cottingham & Butler

Crescent Electric Supply Company

DDI, Inc.

Diamond Jo Casino

Dubuque Area Chamber of Commerce Dubuque Bank & Trust

Dubuque Homebuilders & Associates

Dubuque Hose & Hydraulic Co. Dubuque Stamping & Mfg., Inc.

Dupaco Community Credit Union DuTrac Community Credit Union

Dversville Economic Development Corporation

Eagle Point Solar East Central Iowa Association

of REALTORS

Edwards Cast Stone Eide Bailly LLP Fidelity Bank & Trust

First Community Trust, NA Flexsteel Industries, Inc.

Giese Companies

Graham's Style Store Green Industrial Supply, Inc.

Gronen Restoration, Inc. Happee Smith Productions

HODGE

Honkamp Krueger & Co., P.C. Houlihan Investment Group

Hirschbach Motor Lines, Inc.

IBEW Local 704

IBM IIW, P.C.

ITC Midwest, LLC

John Deere Dubuque Works Kane, Norby & Reddick, P.C.

Kendall Hunt/Westmark/ Great River Learning

Kennedy Mall

Kintzinger, Harmon, Konrardy PLC Klauer Manufacturing Company

Kunkel & Associates, Inc. KWWL Television

Lamar Advertising of Dubuque Lime Rock Springs Co.

Loras College

Maguoketa Valley Rural Electric Maryville Construction Co., Inc.

McCullough Creative McGraw-Hill Education

Medical Associates Clinic, P.C. Mercy Medical Center

Morrison Bros. Co.

Mulgrew Oil Company NetSmart Inc.

O'Connor & Thomas, P.C.

Paulson Electric Company Platinum Supplemental Insurance

Portzen Construction, Inc.

Prairie Farms Dairy Premier Bank

Prudential Retirement

O Casino/Dubuque Racing Association Radio Dubuque, Inc.

Richardson Motors River City Paving

Rousselot, Inc.

RSM US LLP Southwest Wisconsin Technical College

Spahn & Rose Lumber Company

Steve Moore Real Estate

Straka Johnson Architects, P.C. Terracon Consultants, Inc.

The Fischer Companies

The Friedman Group, Inc.

The McCoy Group, Inc. The Metrix Company

Theisen Supply, Inc.

TRICOR Insurance Tri-State Independent

Physicians Association

Union-Hoermann Press Unison Solutions, Inc.

United Brotherhood of

Carpenters & Joiners Local 678

United Clinical Laboratories UnityPoint Health-Finley Hospital

Universal Tank & Fabrication

University of Dubuque

University of Wisconsin-Platteville

U.S. Bank

Welu Printing Company

Wisconsin Independent Network Woodward Communications, Inc.

Public Sector:

City of Dubuque **Dubuque County**

Community College

Northeast Iowa

AccessDubuqueJobs.com Investors

3 Willows Wellness Center A.Y. McDonald Mfg. Co.

Advance Pump & Equipment Inc.

Alliant Energy

American Customer Care American Trust & Savings Bank

Anderson Windows/ Eagle Window & Door

AppleWhite Dental Partners

Area Residential Care Art Pape Transfer, Inc.

BARD Materials

Berry Global, Inc. Best Western Plus Dubuque Hotel

Black Hills Energy

Bodine Electric Company

Camso

Carlisle Ryan Digital Print & Services

Cartegraph

CDI Corporation City of Dubuque

Clarke University

Colony Brands, Inc.

Community Foundation of Greater Dubuque

Conlon Construction Co.

Cottingham & Butler

Creative Adventure Lab Crescent Community Health Center Crescent Electric Supply Company

DDI, Inc.

Decker Precision Machining Deery Brothers of Dubuque

Diamond Jo Casino

Digga North America, LLC **Dubuque Bank & Trust**

Dubuque Community School District

Dubuque Community YMCA/YWCA

Dubuque County

Dubuque Regional Humane Society Dubuque Screw Products, Inc.

Dupaco Community Credit Union DuTrac Community Credit Union

Dversville Economic Development Corporation

Eagle Point Software Eagle Point Solar

Eagle Ridge Resort & Spa

East Central

Intergovernmental Assoc.

East Dubuque Nitrogen Fertilizers, LLC Edwards Cast Stone, Co.

Eide Bailly LLP

EIMCo, Inc. Engineering Services & Products Co.

Ennoble Skilled Nursing & Rehabilitation

Envision Sports Design Express Employment Professionals

Fahrner Asphalt Sealers Flexsteel Industries, Inc

Floor Show Companies **Geisler Brothers Company**

Georgia-Pacific Corporation Grand Harbor Resort & Waterpark

Grand River Medical Group **Grand View United Methodist** Grant Regional Health Center

Development Corporation Green Industrial Supply, Inc.

Greater Dubuque

Hartig Drug Hawkeve Care Center of Dubuque

Gronen Restoration, Inc.

HCR ManorCare Health Services Hillcrest Family Services Hills and Dales

Hirschbach Motor Lines, Inc.

HODGE

Holy Family Catholic Schools Honkamp Krueger & Co., P.C.

Hormel Foods/ Progressive Processing Horsfield Construction, Inc.

Hotel Julien Dubuque Humach

Imagine the Possibilities

ImOn Communications JNB Gaming, LLC

John Deere Dubuque Works Kendall Hunt/Westmark/

Great River Learning Klauer Construction Company ProPulse, A Schieffer Co.

Kunkel & Associates, Inc. Kurtz Communications, Inc.

L & M Corrugated Container

LabStrong Corporation Loras College

Luther Manor Managed Solutions Group

McCullough Creative McGrath Family of Dealerships

Medical Associates Clinic, P.C.

Medline Industries, Inc. MedOne Healthcare Systems

Mercy Medical Center Mi-T-M Corporation

Midwest Business Products Midwest Janitorial Services Midwest Medical Center

> Mike Finnin Motors **Molo Companies** Morrison Bros. Co.

National Mississippi River Museum & Aquarium Northeast Iowa

Community College

Operation: New View Community Action Agency

Opening Doors

Oral Arts Dental Laboratory Packers Sanitation Services, Inc.

Oak Park Place of Dubuque

PBS Systems Group Pepsi Cola Bottling Company

of Dubuque Pete's Thai Kitchen

Platinum Supplemental Insurance Portzen Construction, Inc.

Potosi Brewery Foundation Prairie Farms Dairy, Inc.

Premier Bank

Prudential Financial O Casino

Rainbo Oil Company RDG Planning & Design

RIE Coatings

Rite-Hite Corp. River Bend Retirement Community

Rockfarm Logistics, LLC Rousselot, Inc. **RPS Benefits**

RT&T Enterprises Inc. Runde Auto Group, Inc.

Sadlier Publishing Sam's Club Saputo Cheese USA, Inc.

Sedgwick, CMS Sedona Staffing Services

Shady Rest Care Center Simon's Trucking, Inc.

Sinsinawa Dominicans Sisters of Charity, BVM Sisters of the Presentation

of the BVM **Smart Communications**

Smart Retract, Inc. Southwest Health Center Southwest Wisconsin

Technical College Spahn & Rose Lumber Company

St. Dominic Villa Stonehill Franciscan Services Substance Abuse Services Center

Tegeler Body & Frame. Wrecker & Crane, Inc.

Telegraph Herald **TFM Company**

The Adams Company The Friedman Group, Inc.

The McCoy Group, Inc. The McGraw-Hill Companies

The Rose of Dubuque Theisen Supply, Inc.

Thompson Truck & Trailer Travel Dubuque

TRICOR Insurance

Tschiggfrie Excavating Company U.S. Bank

Uelner Precision Tool & Dies, Inc. Unified Therapy Services

Unison Solutions United Clinical Laboratories UnityPoint Health–Finley Hospital

Universal Tank & Fabrication University of Dubuque

University of Wisconsin–Platteville Wartburg Theological Seminary

Webber Metal Products, Inc. Weitz Sign Co.

Windstar Lines Woodward Communications, Inc.

XLSpecialized Trailers, Inc. Young-Uns Preschool and Child Care Center



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www.greaterdubuque.org

