

INFOACTION DASHBOARD

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

JAN
FEB
MAR
2024



BUSINESS SERVICES

Company Visits
January through March, 2024

60 TOTAL VISITS

60%

of Area Businesses reporting
Sales are Increasing
31% Stable, 9% Decreasing

45%

of Area Businesses reporting
Market Share is Increasing
51% Stable, 4% Decreasing

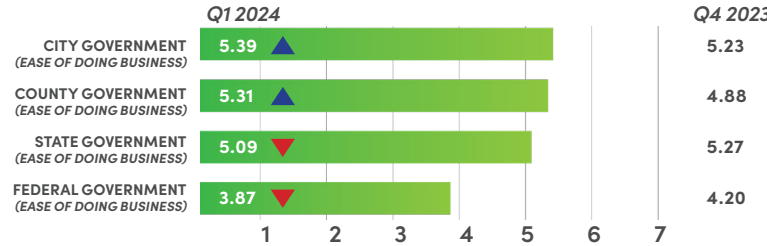
43%

of Area Businesses
reporting plan to
Expand in the next year

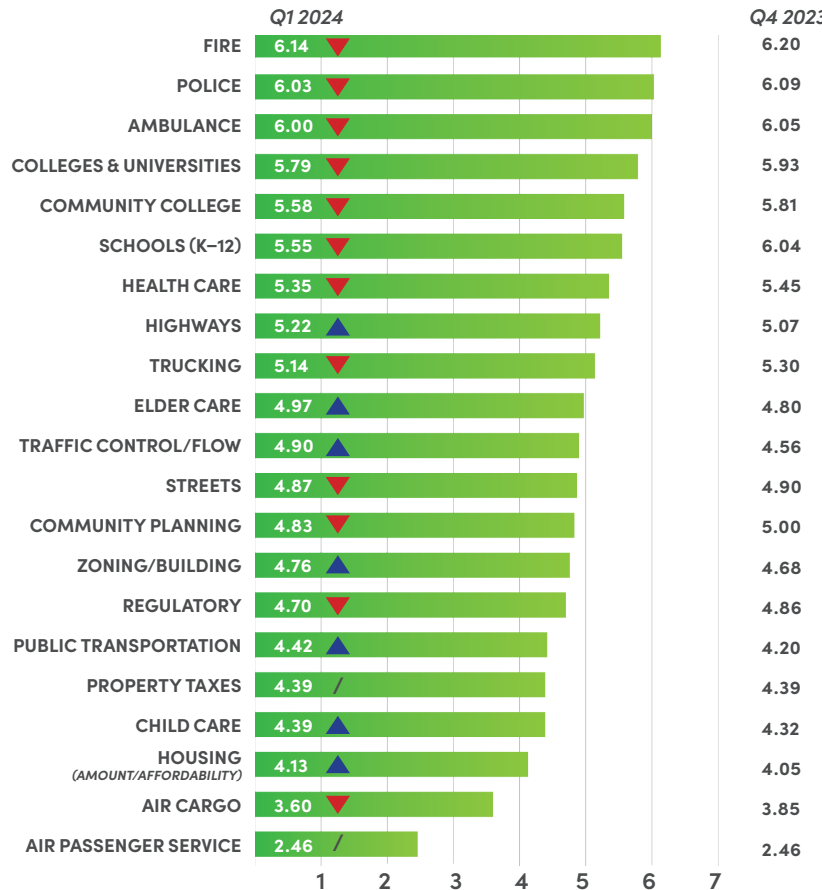
60%

of Area Businesses reporting
anticipate **Adding New
Products, Services or
Capabilities** in the
next two years

Government Relations Index Scale of 1 to 7: 1 is Low, 7 is High



Public Services Index Scale of 1 to 7: 1 is Low, 7 is High



▲ = Up from Q4 2023 ▼ = Down from Q4 2023 / = No change from Q4 2023

Area Businesses Ranked the Following as the Top* Ongoing Priorities for the Community with Percentage of Reporting Companies Citing:

1. Increase Housing Opportunities for Workforce, 53%
2. Arts and Entertainment Venues, 43%
3. Air Service, 42%
4. Talent Attraction Initiatives, 38%
Child Care, 38%
Recreation Opportunities, 38%

*Typically, the top 5 ongoing priorities are called out. For Q1 2024, there was a 3-way tie for the fourth priority.

Top 3 Community Strengths

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

Top 3 Barriers to Growth

- Workforce / Labor Pool
- Population / Market Size / Capacity
- Available Land / Land-locked / Development

Top 3 Weaknesses

- Workforce / Labor Pool
- Population / Market Size / Capacity
- Air Service

65% reported the community is attractive for hiring workers from outside the region

HR ACTION DASHBOARD

What Dubuque MSA HR professionals have told us

JAN
FEB
MAR
2024



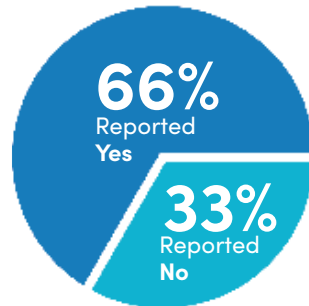
WORKFORCE SOLUTIONS

Company Visits
January through March, 2024

23 TOTAL VISITS

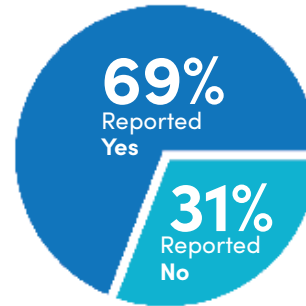
6,503 TOTAL EMPLOYEES
in Greater Dubuque market at Area Businesses Reporting

Area Businesses Reporting a Remote or Hybrid Workforce



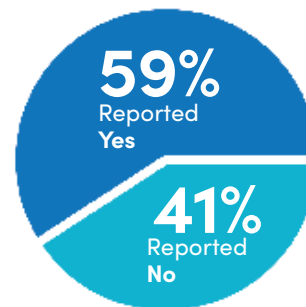
90% of Area Businesses reporting Remote/Hybrid Workforce is Stable, 10% Increasing

Area Businesses Reporting Utilizing Interns



38% of Area Businesses reporting Expect Hiring of Interns to Increase, 62% Remain Stable

Area Businesses Reporting with Plans to Add Net New Jobs in the Next 12 Months



Area Businesses Identified the Following as their Top Workforce Priorities over the Next 12 Months with Percentage of Reporting Companies Citing:

1. Employment Culture, 75%
2. Employee Engagement, 69%
3. Recruitment, 63%
4. Wages / Compensation, 63%

Top 3 Most Significant Personal Barriers for Potential or Current Workforce with Percentage of Reporting Companies Citing

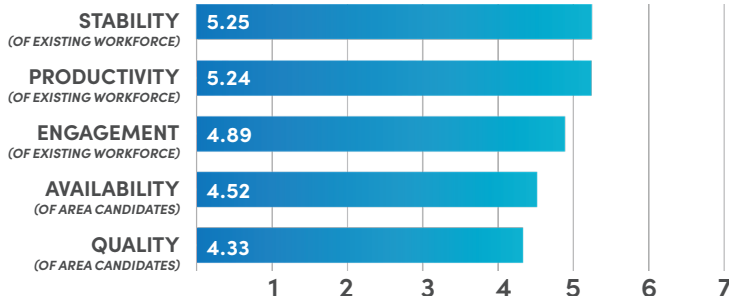
- Child Care, 76%
- Transportation, 41%
- Housing, 29%

87% of Area Businesses reporting have recruitment challenges with specific position or skills

38% of Area Businesses reporting note a Decrease in Turnover Rates, 50% Stable

Workforce Index Scale of 1 to 7: 1 is Low, 7 is High

Q1 2024



TOP TAKEAWAYS AS RELATED TO GREATER DUBUQUE DEVELOPMENT'S AREAS OF FOCUS

WORKFORCE SOLUTIONS

Talent attraction initiatives was cited by 37% of businesses interviewed as one of the top 5 community priorities.

Workforce continues to be identified as both the **#1 barrier to growth for companies** and **#1 weakness of doing business** in this market.

Although 87% of companies face workforce recruitment challenges, **59% anticipate adding net new jobs** in the coming year.

Scores for **availability of labor increased** to 4.50 while **quality of labor remained steady** at 4.30 on the Workforce Index (1 poor / 7 excellent).

66% of companies offer a remote or hybrid work environment and **10% of companies expect their remote/hybrid work arrangements to increase** over the next year

STRATEGIC INITIATIVES

Businesses **continue to cite community strengths** related to our location, our business ecosystem, quality of life and amenities, and community partnerships and leadership.

Child care was also cited by 38% of businesses as one of the top 5 community priorities.

While the **score for childcare is trending upward** on the Public Services Index (1 poor / 7 excellent), it still **ranks 5th lowest** with a score of 4.39.

Housing was cited by 53% of businesses as one of the top 5 priorities for the community, **ranking #1 on the list.**

While the score for housing is trending upward on the Public Services Index (1 poor / 7 excellent), it still **ranks 3rd lowest** on the index with a score of 4.13.

BUSINESS SERVICES

A **majority of businesses (60%) noted increasing sales levels** with 31% citing stable levels and 9% noted decreasing sales.

Additionally, **45% of companies noted increasing market share** positions with 51% citing stable levels and only 4% noting decreasing market share.

43% percent of businesses have some plans to expand and invest in new space, new machinery and equipment, or technology and modernization.

Air service remains a community challenge and concern. It was **cited by 40% of businesses** as one of the top 5 priorities for the community, **ranking #3 on the list.**

Air service **registers the lowest score** on the Public Services Index (1 poor / 7 excellent) with a score of 2.46.

A **majority of businesses (60%) noted plans to offer new products**, services, or enhanced capabilities in the next two years.

41% of companies are considering or have implemented automation to address current labor shortages and become more competitive in the free market.