

INFOACTION DASHBOARD

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

JULY
AUG
SEPT
2024



BUSINESS SERVICES

Company Visits
July through September, 2024

66 TOTAL VISITS

41%

of Area Businesses reporting
Sales are Increasing
33% Stable, 26% Decreasing

54%

of Area Businesses reporting
Market Share is Increasing
40% Stable, 6% Decreasing

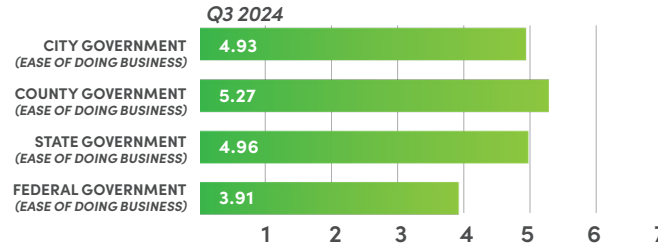
46%

of Area Businesses
reporting plan to
Expand in the next year

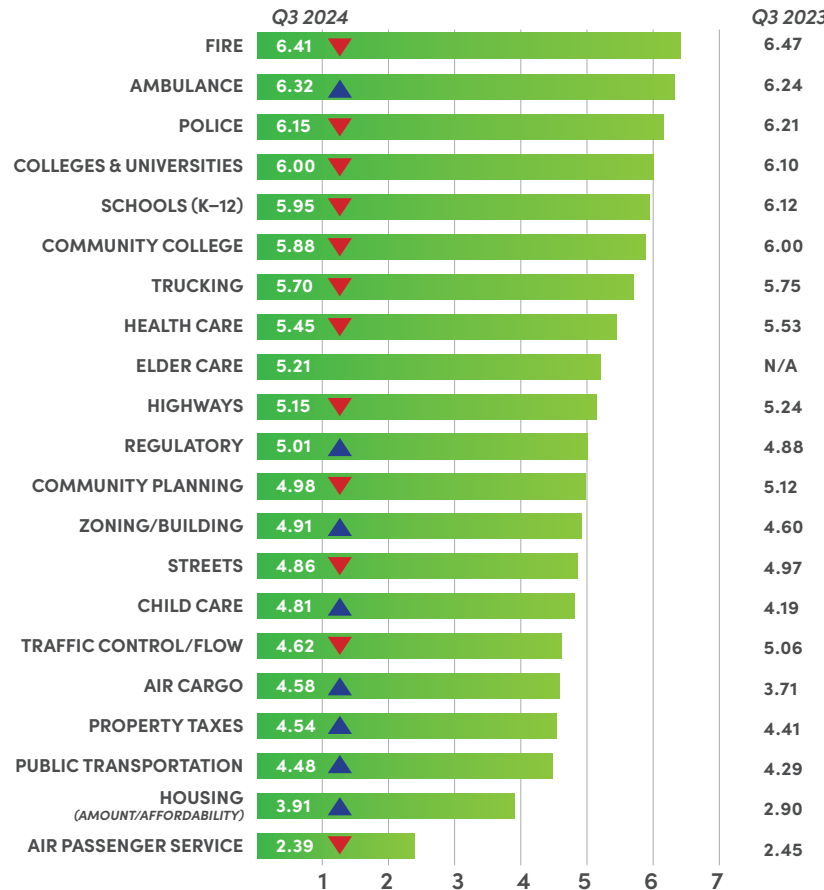
60%

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 Q3 2023 ▼ = Down from Q3 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, 59%
2. Air Service, 55%
3. Recreation Opportunities, 45%
4. Arts and Entertainment Venues, 42%
5. Child Care, 32%

Top 3 Community Strengths

1. Quality of Life / Amenities
2. Market Size / Location / Customer Loyalty
3. Community Leadership / Partnerships

Top 3 Barriers to Growth

1. Population / Market Size / Capacity
2. Workforce / Labor Pool
3. Air Service

Top 3 Weaknesses

1. Workforce / Labor Pool
2. Population / Market Size / Capacity
3. Air Service

82% reported the community is attractive for hiring workers from outside the region

HR ACTION DASHBOARD

What Dubuque MSA HR professionals have told us

JULY
AUG
SEPT
2024



WORKFORCE SOLUTIONS

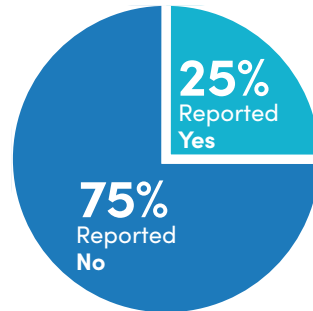
Company Visits
July through September, 2024

4 TOTAL VISITS

892

TOTAL EMPLOYEES
in Greater Dubuque market at
Area Businesses Reporting

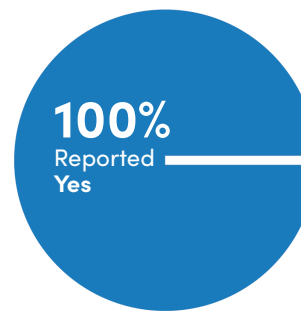
Area Businesses Reporting a Remote or Hybrid Workforce



100%

of Area Businesses reporting Remote/Hybrid Workforce is Stable

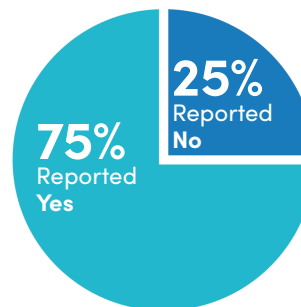
Area Businesses Reporting Utilizing Interns



100%

of Area Businesses reporting Expect Hiring of Interns to 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:

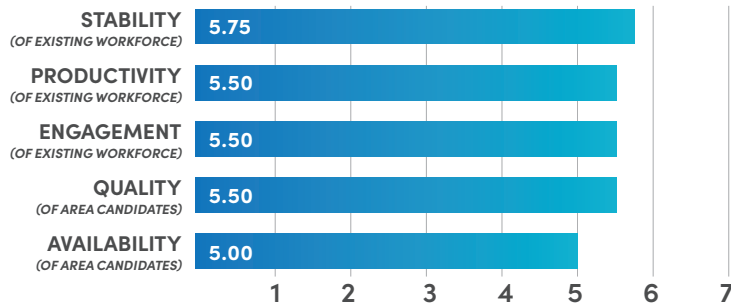
1. Employment Culture, 100%
2. Employee Engagement, 100%

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

1. Child Care, 50%
2. Criminal History/Background Check, 50%
3. Transportation, 50%
4. Drug Screening, 50%

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

Q3 2024



50% of Area Businesses reporting have recruitment challenges with specific position or skills

100% of Area Businesses reporting note a Decrease in Turnover Rates

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

WORKFORCE SOLUTIONS

Talent attraction initiatives was cited by 30% of businesses interviewed as one of the top community priorities.

Workforce continues to be identified as the **#1 weakness of doing business** in this market.

Although 68% of companies face workforce recruitment challenges, **46% anticipate adding net new jobs** in the coming year.

25% of companies interviewed in HR Actions **offer a remote or hybrid** work environment and **100% of those companies expect their remote/hybrid work arrangements to remain stable** 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.

The **score for childcare is trending upward** on the Public Services Index (1 poor / 7 excellent), scoring 4.81 versus 4.19 from the same period last year.

Housing was cited by 59% 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 2nd lowest** on the index with a score of 3.91.

BUSINESS SERVICES

41% of businesses noted increasing sales levels with 33% citing stable levels and 26% noted decreasing sales.

Additionally, **54% of companies noted increasing market share** positions with 40% citing stable levels and only 6% noting decreasing market share.

46% 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 55% of businesses** as one of the top 5 priorities for the community, **ranking #2 on the list**.

Air service **registers the lowest score** on the Public Services Index (1 poor / 7 excellent) with a score of 2.39.

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