

# INFOACTION *Action* DASHBOARD

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

OCT  
NOV  
DEC  
2023



## BUSINESS SERVICES

## WORKFORCE SOLUTIONS

Company Visits  
October through December, 2023

**55** TOTAL VISITS

**51%**

of Area Businesses reporting  
**Sales are Increasing**  
36% Stable, 13% Decreasing

**53%**

of Area Businesses reporting  
**Market Share is Increasing**  
45% Stable, 2% Decreasing

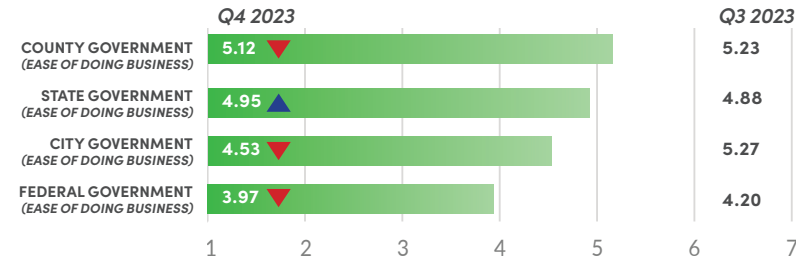
**42%**

of Area Businesses  
reporting plan to  
**Expand** in the next year

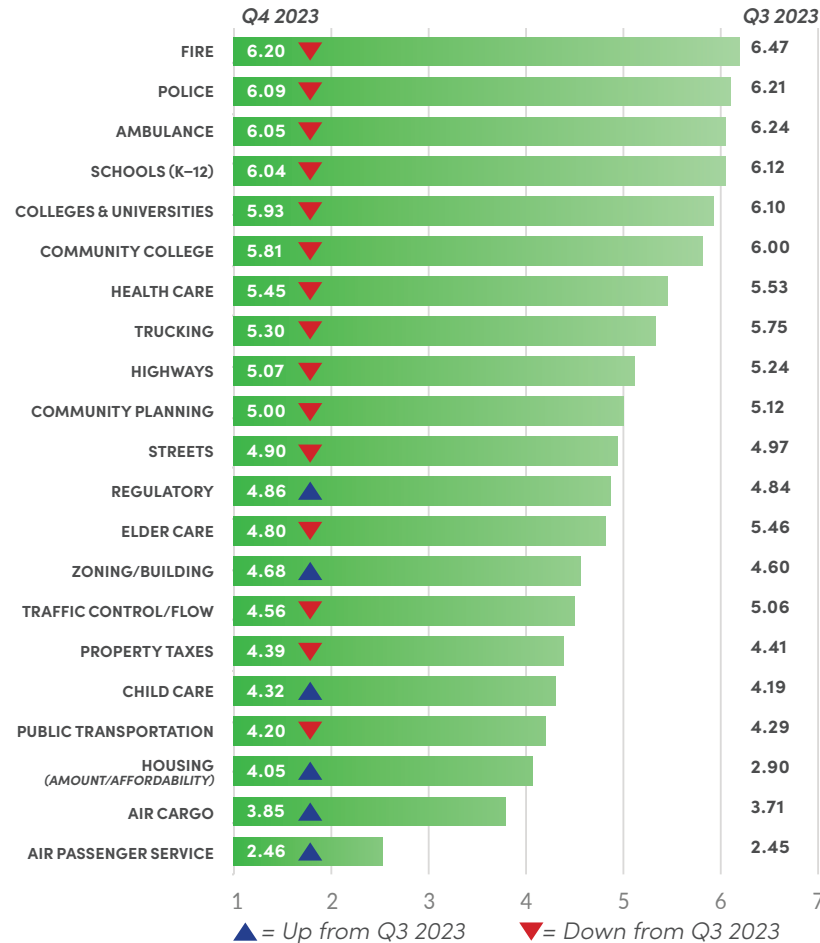
**63%**

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*



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

1. Talent Attraction Initiatives, 51%
2. Child Care, 45%
3. Increase Housing Opportunities for Workforce, 42%
4. Recreation Opportunities, 42%
5. Air Service, 34%

#### Top 3 Community Strengths

- Market Size / Location / Customer Loyalty
- Quality of Life / Amenities
- Employee Work Ethic / Loyalty

#### Top 3 Barriers to Growth

- Workforce / Labor Pool
- Population / Market Size / Capacity
- Housing Amount & Affordability

#### Top 3 Weaknesses

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

Companies with Plans to Add Net New Jobs in the Next 12 Months

**61%** Reported Yes    **39%** Reported No

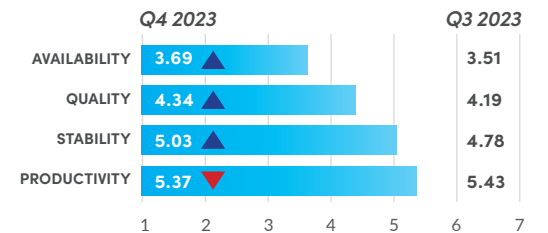
**83%** of Area Businesses reporting have recruitment challenges with specific position or skills

#### Top 5 Personal Barriers for Workforce

- Child Care
- Housing
- Criminal History/Background Check
- Transportation
- Substance Abuse

**72%** of Area Businesses reporting Number of Unfilled Positions is Stable, 17% Increasing, 11% Decreasing

#### Workforce Index



Companies Reporting a Remote or Hybrid Workforce

**42%** Reported Yes    **58%** Reported No

**81%** reported the community is attractive for hiring workers from outside the region

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

## WORKFORCE SOLUTIONS

**Talent attraction initiatives** was cited by 51% 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 companies face workforce challenges, **61% anticipate adding net new jobs** in the coming year.

While improving slightly, scores remain **low for Availability and Quality of labor** on the Workforce Index, scoring 3.69 and 4.34 respectively (1 poor / 7 excellent).

83% of companies cited **workforce recruitment challenges** with specific positions or skills.

Nearly **3 out of 4 businesses noted their number of unfilled positions is stable**. Just 17% noted an increase, and 11% noting decreasing levels.

**61% of businesses recently introduced new programs** or incentives to retain existing workforce and attract new employees.

## STRATEGIC INITIATIVES

Businesses **continue to cite community strengths** related to our location, our business ecosystem, quality of life and amenities, and employee loyalty and work ethic.

Aside from the dominant challenges and barriers of workforce and population growth, available and affordable **child care was the most cited by business as a “personal barrier”** for current employees or those seeking employment.

**Child care was also cited by 45% of businesses** as one of the top 5 community priorities.

While the **score for child care is trending upward** on the Public Services Index (1 poor / 7 excellent), it **still ranks 5th lowest** with a score of 4.32.

**Available, affordable housing remains a challenge** for current workers and prospective employees to access, **ranking in the top 3 barriers to growth** cited by businesses.

Housing was also cited **by 42% of businesses as one of the top 5 priorities** for the community.

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 4.05.

## BUSINESS SERVICES

A **majority of businesses (51%) noted increasing sales levels** with 36% citing stable levels and 13% noted decreasing sales.

Additionally, **53% of companies noted increasing market share** positions with 45% citing stable levels and only 2% noting decreasing market share.

**42% percent of businesses have some plans to expand and invest** in new space, new machinery and equipment, or technology and modernization.

31% of companies cite **recent or upcoming management or ownership changes**.

A **majority of businesses (63%) noted plans to offer new products**, services, or enhanced capabilities in the next two years.

**46% of companies are considering or have implemented automation** to address current labor shortages and become more competitive in the free market.