

INFOACTION DASHBOARD

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

OCT
NOV
DEC
2024



BUSINESS SERVICES

Company Visits
October through December, 2024

59 TOTAL VISITS

35%

of Area Businesses reporting
Sales are Increasing
47% Stable, 18% Decreasing

46%

of Area Businesses reporting
Market Share is Increasing
47% Stable, 4% Decreasing

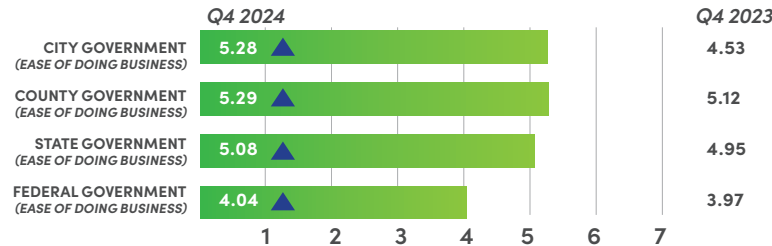
48%

of Area Businesses
reporting plan to
Expand in the next year

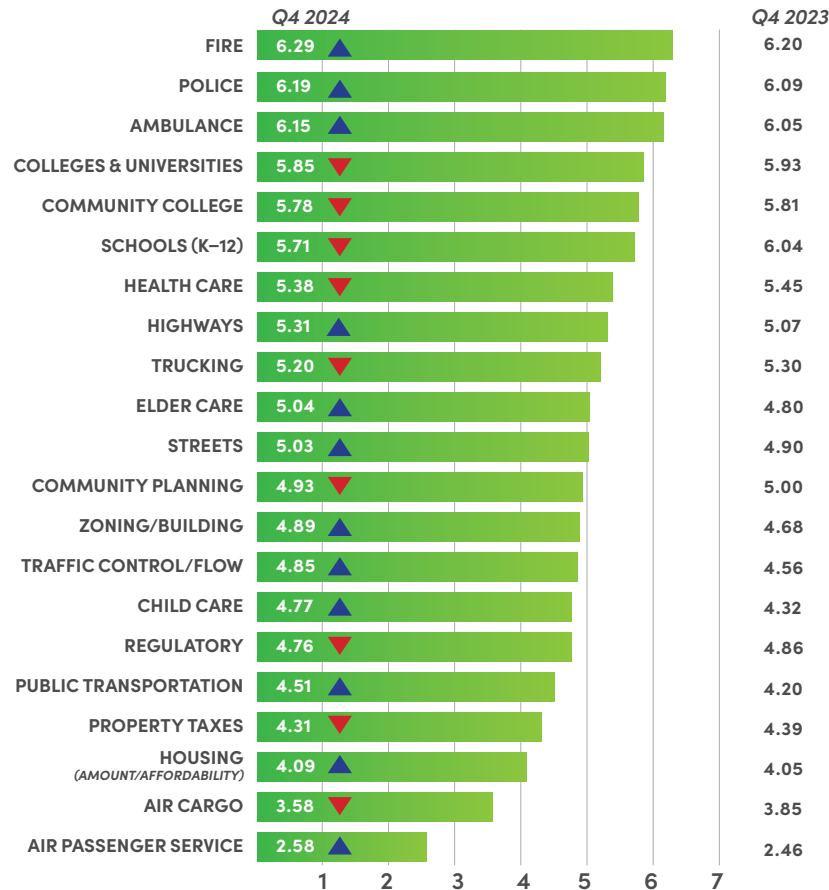
77%

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

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. Talent Attraction Initiatives, 51%
3. Recreation Opportunities, 42%
4. Air Service, 41%
5. Arts and Entertainment Venues, 34%
Child Care, 34%

Top 3 Community Strengths

1. Quality of Life / Amenities
2. Market Size / Location / Customer Loyalty
- 3.* Employee Work Ethic / Loyalty
Community Leadership / Partnership

*2 areas tied for 3rd community strength identified

Top 3 Barriers to Growth

1. Workforce / Labor Pool
2. Population / Market Size / Capacity
3. Land / Space Availability, Cost

Top 3 Weaknesses

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

85% reported the community is attractive for hiring workers from outside the region

HR ACTION DASHBOARD

What Dubuque MSA HR professionals have told us

OCT
NOV
DEC
2024



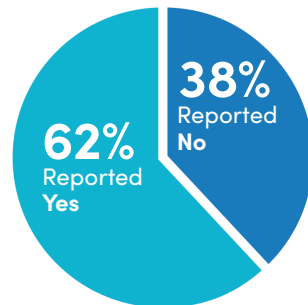
WORKFORCE SOLUTIONS

Company Visits
October through November, 2024

13 TOTAL VISITS

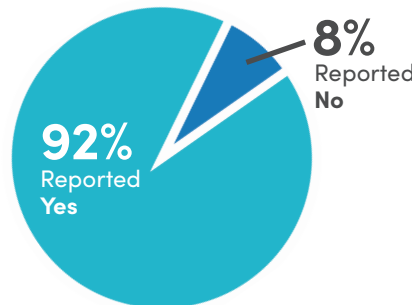
2,684
TOTAL EMPLOYEES
in Greater Dubuque market at
Area Businesses Reporting

Area Businesses Reporting a Remote or Hybrid Workforce



77%
of Area Businesses reporting Remote/Hybrid Workforce is Stable, 15% increasing, 8% Decreasing

Area Businesses Reporting Utilizing Interns



77%
of Area Businesses reporting Expect Hiring of Interns to Remain Stable, 23% Increasing

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

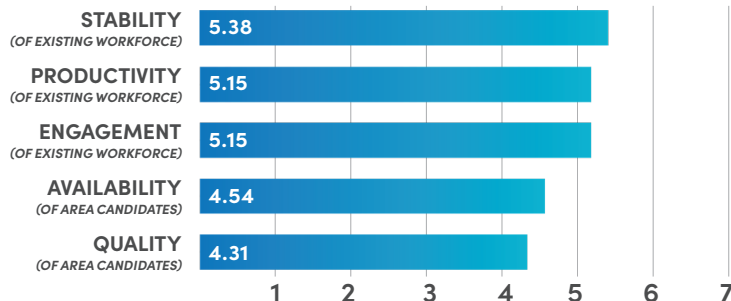
1. Employee Engagement, 54%
2. Retention, 46%
3. Training & Development, 46%
4. Employee Culture, 38%

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

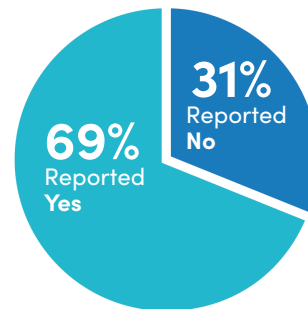
1. Child Care, 23%
2. Criminal History/Background Check, 23%
3. Drug Screening, 23%
4. Transportation, 15%

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

Q4 2024



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



69% of Area Businesses reporting have recruitment challenges with specific position or skills

46% of Area Businesses reporting are experiencing a Stable Turnover Rate, with 31% seeing a Decreasing Rate

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 community priorities.

Workforce continues to be identified as the **#1 barrier to growth** in this market.

Although **69% of companies** interviewed in HR Actions face **workforce recruitment challenges** with specific positions or skills, **69% anticipate adding net new jobs** in the coming year.

62% of companies interviewed in HR Actions **offer a remote or hybrid** work environment with **77% of companies expecting 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, as well as employee work ethic and loyalty.

The **score for childcare is trending upward** on the Public Services Index (1 poor / 7 excellent), scoring 4.77 versus 4.32 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 3rd lowest** on the index with a score of 4.09.

BUSINESS SERVICES

35% of businesses noted increasing sales levels with 47% citing stable levels and 18% noted decreasing sales.

Additionally, **46% of companies noted increasing market share** positions with 47% citing stable levels and only 4% noting decreasing market share.

48% 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 41% of businesses** as one of the top 5 priorities for the community, **ranking #4 on the list**.

Although trending upward from 2.46 during the same period last year, **air service registers the lowest score** on the Public Services Index (1 poor / 7 excellent) with a score of 2.58. Air Service is also noted as the **#1 weakness of doing business** in our market.

A **majority of businesses (77%) noted plans to offer new products**, services, or enhanced capabilities in the next two years.