



INFOACTION DASHBOARD

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

FY 2023-2024 • ANNUAL SUMMARY WITH YEAR OVER YEAR COMPARISONS



COMMUNITY PERCEPTIONS

Company Visits
July 1, 2023 through June 30, 2024

270 TOTAL VISITS

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

1. Amount / Affordability of Housing, 53%
2. Talent Attraction Initiatives, 43%
3. Recreation Opportunities, 42%
4. Arts & Entertainment Venues, 41%
5. Passenger Air Service, 40%

FY 2023-2024	FY 2022-2023
TOP 3 COMMUNITY STRENGTHS	
Quality of Life / Amenities	Quality of Life / Amenities
Market Size / Location / Customer Loyalty	Market Size / Location / Customer Loyalty
Community Leadership / Support / Partnerships	Community Leadership / Support / Partnerships

TOP 3 BARRIERS TO GROWTH	
Workforce / Labor Pool	Workforce / Labor Pool
Population / Market Size / Capacity	Air Service
Air Service	Population / Market Size / Capacity

Area Businesses Ranked the Following as the Top 3 Weaknesses for Doing Business in Our Market:*

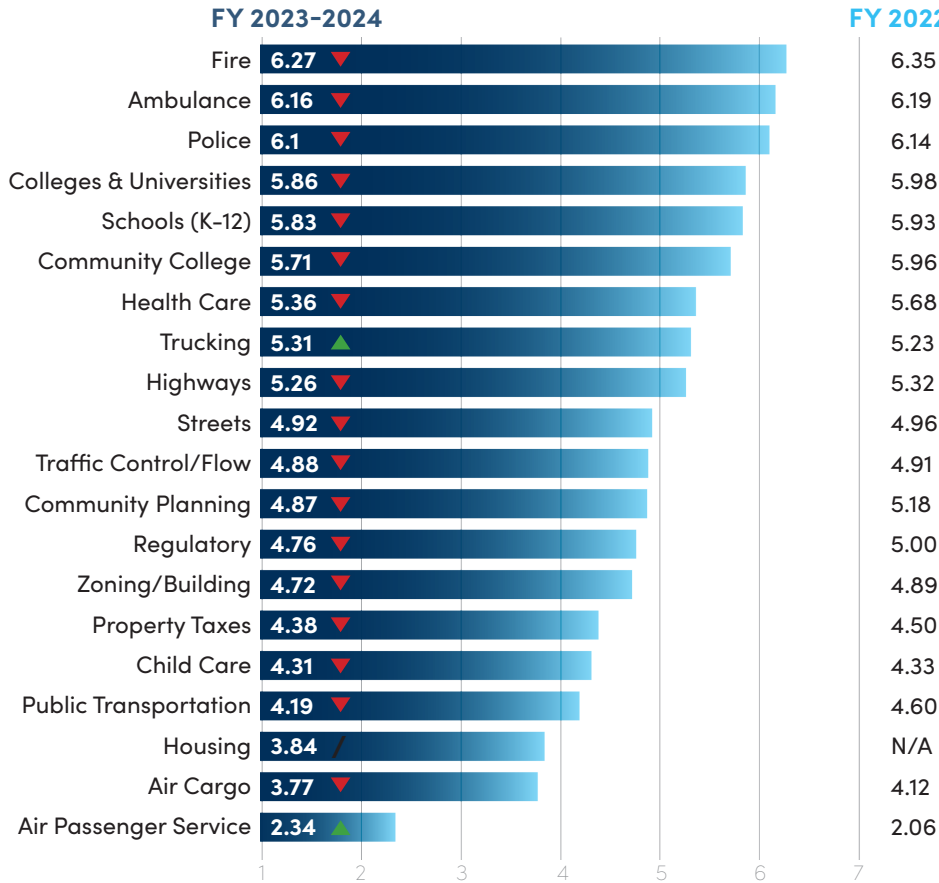
1. Workforce / Labor Pool
2. Market Size / Population / Location
3. Air Service

*New question in InfoAction process as of August 2023 thus comparables not available for prior year.

SERVICE INDEXES

PUBLIC SERVICES INDEX

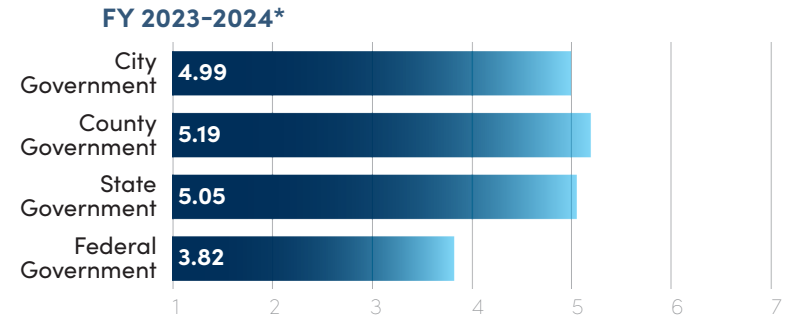
Scales of 1 to 7: 1 is Low, 7 is High



▲ = Up from FY 2022-2023
 ▼ = Down from FY 2022-2023
 / = No data from FY 2022-2023

EASE OF DOING BUSINESS WITH GOVERNMENT

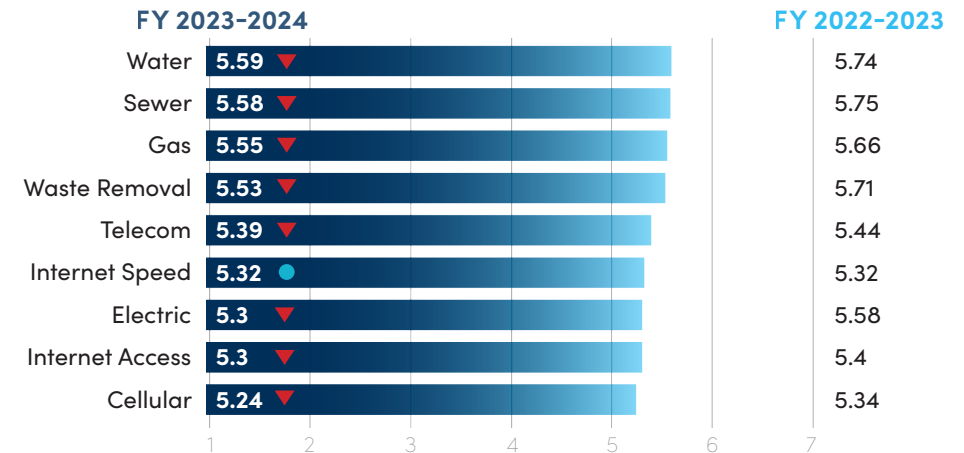
Scales of 1 to 7: 1 is Low, 7 is High



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UTILITY SERVICES INDEX

Scales of 1 to 7: 1 is Low, 7 is High



▲ = Up from FY 2022-2023
 ▼ = Down from FY 2022-2023
 ● = No change from FY 2022-2023

WORKFORCE

FY 2023-2024

FY 2022-2023

JOB CREATION – Companies planning to add net new jobs in the next 12 months:

54% YES

49% YES

46% NO

51% NO

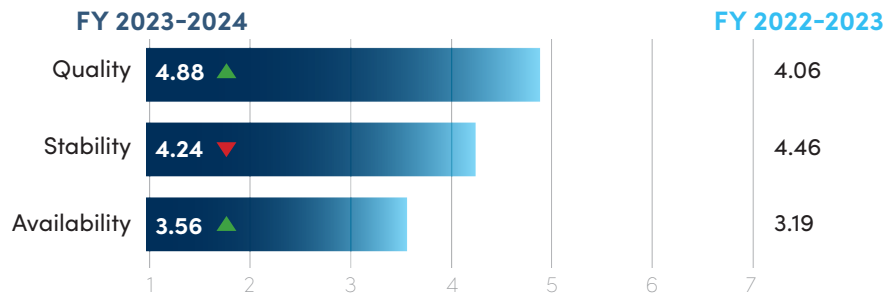
RECRUITMENT CHALLENGES – Companies reporting recruitment challenges:

75%

79%

WORKFORCE INDEX

Scales of 1 to 7: 1 is Low, 7 is High



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● = No change from FY 2022-2023

MARKET & FACILITIES

FY 2023-2024

FY 2022-2023

BUSINESS LEVELS – Area businesses reported sales as:

56% INCREASING

66% INCREASING

31% STABLE

28% STABLE

13% DECREASING

6% DECREASING

BUSINESS LEVELS – Area businesses market share as:

55% INCREASING

47% INCREASING

42% STABLE

51% STABLE

3% DECREASING

2% DECREASING

EXPANSIONS – Area businesses reporting plans to expand in the next year, modernize/automate, or invest:

52%

52%

PRIMARY MARKET – Area businesses report their primary market as :

20% LOCAL

25% LOCAL

45% REGIONAL

42% REGIONAL

31% NATIONAL

28% NATIONAL

4% INTERNATIONAL

5% INTERNATIONAL

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

WORKFORCE SOLUTIONS

Talent attraction initiatives were cited by 43% 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.

While improving slightly from last year, **scores remain low for Availability of labor** on the Workforce Index, scoring 3.56 versus 3.19 last year (1 poor / 7 excellent).

Although slightly better than last year (79%), **the vast majority (75%) of companies still cited workforce recruitment challenges** with specific positions or skills.

Despite such challenges, **54% anticipate adding net new jobs** in the coming year (up from 49% last year).

Workforce Upskilling Initiatives was cited by 29% of businesses interviewed as one of the top 10 community priorities.

STRATEGIC INITIATIVES

Businesses again cited **the top community strengths** as quality of life and amenities; our location / business ecosystem, and community partnerships / leadership.

The **score for child care on the Public Services Index ranks 4th lowest** with a score of 4.31 (1 poor / 7 excellent).

While lots of progress has been made in the past year on child care, it was cited by 39% of businesses **as one of the top community priorities going forward.**

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

While many new housing developments have either started or are under consideration, the **score for housing on the Public Services Index ranks 3rd lowest** with a score of 3.84 (1 poor / 7 excellent).

BUSINESS SERVICES

While down from last year's number (66%), **a majority of businesses (56%) noted increasing sales levels** with 31% citing stable levels and 13% noted decreasing sales.

However, **55% of companies noted increasing market share**, which is up from last year's number of 47 percent.

A solid majority of businesses have customer bases outside of this market. Forty-five (45) percent cited a regional customer base, and 31% noted a national customer base. Twenty percent described their customer base as local, and 4% indicated an international market for their respective products / services.

Consistent with last year's number, fifty-two (52) 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.

Air service registers the lowest score on the Public Services Index with a score of 2.43 (1 poor / 7 excellent). Air service also was cited in both the **top 3 barriers to growth and top 3 weaknesses** of doing business in this region.