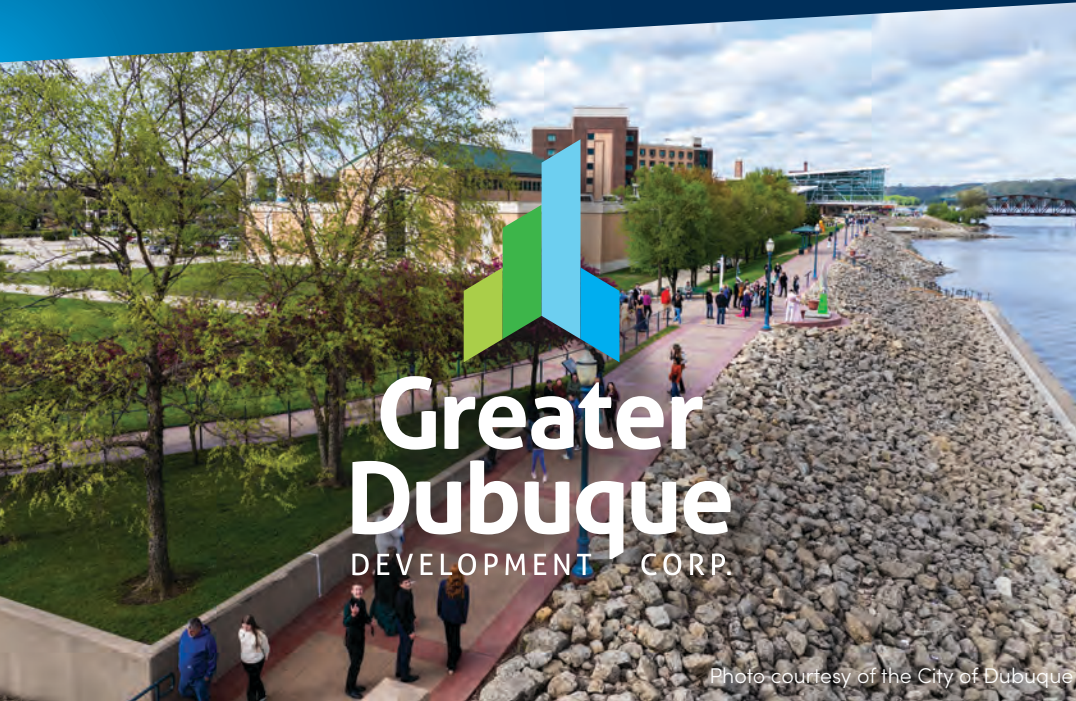


YOU can be great here.

2022-2027 Campaign



Established in November 1984, Greater Dubuque Development is a public/private non-profit partnership formed for the purpose of creating and retaining quality employment within our region while maintaining and enhancing our quality of life for the benefit of all businesses and residents. While our focus is on Dubuque and Dubuque County, also referred to in economic development terms as the Dubuque Metropolitan Statistical Area (MSA), the positive impact of our actions and relationships ripple throughout the Tri-State region.

Our 2022-2027 **YOU can be great here** campaign is a five-year plan with aggressive goals, clear strategies, and actionable steps aimed at population growth, job creation, increased wages, construction investment, and poverty reduction. Through our three pillars of Workforce Solutions, Business Services, and Strategic Initiatives, we support and grow our business community and their workforce while constantly improving our region's quality of life. With the help of regional leaders, businesses, non-profits, educational institutions, and citizens working closely together, we can create a vibrant region of choice that delivers on the promise **YOU can be great here**.

2027 Goals

64K jobs

By 2027, grow the regional workforce of Dubuque County to 64,000.

\$1B construction investment

Encourage and facilitate \$1 billion of cumulative new residential and commercial construction by 2027.

\$76K median household income

Increase the Dubuque MSA median household income to \$76,000 by 2027.

105K population

Make 2027 the year that the Dubuque County population reaches 105,000.

-5% reduce poverty

By 2027, reduce the number of households below the Dubuque County Supplemental Poverty Measurement by five percent.

Our region's economic future and delivering on the promise that **YOU can be great here** will be built on the strength and stability of three critical priorities:

WORKFORCE solutions
BUSINESS services
STRATEGIC initiatives



WORKFORCE SOLUTIONS

<p>Manage resources and facilitate relationships that streamline connections between employers and job seekers.</p>	<p>AccessDubuqueJobs.com Spring & Fall Career Fairs HR Professionals Cohort Rapid Response Outreach Workforce Solutions Events International Student Retention Efforts</p>	<p>12,146 </p> <p>Jobs Posted to AccessDubuqueJobs.com Regional Job Board (FY24-25)</p> <p>490+ </p> <p>Job Seeker Career Fair Attendees (FY24-25)</p>	<p>Recruit and retain newcomers through direct programming and targeted marketing strategies.</p>	<p>Distinctively Dubuque Newcomer Program Community Tours & Relocation Guide YOU can be great here Marketing Campaign Annual Welcome Students Campaign</p>	<p>118 </p> <p>Participants in Distinctively Dubuque Newcomer Program (FY24-25)</p> <p>58 </p> <p>Community Tours Provided (FY24-25)</p>	<p>Connect untapped talent with opportunities for personal and professional growth in the community.</p>	<p>YOU can be great here Community of Colleges Events Dubuque Works Network Opportunity Dubuque Certificate Training Tuition Support</p> <p>3,882 </p> <p>Opportunity Dubuque Certificate Completions (since 2011 program launch)</p>
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BUSINESS SERVICES

<p>Establish and maintain trusted relationships with business community and public sector to advocate and support regional growth.</p>	<p>InfoAction Interviews Business Assistance Requests Monthly Touchpoints with Municipal & State Government, Utilities, Others Quarterly Tri-State Economic Practitioners Convenings</p>	<p>255 </p> <p>InfoAction Interviews (FY24-25)</p> <p>415 </p> <p>Business Assistance Request Followups (FY24-25)</p>	<p>Identify and promote opportunities for business relocation and business expansion within the region.</p>	<p>Regional Project Facilitation National Marketing Proposals RESimplifi / LOIS Property Listings</p> <p>7 </p> <p>New Expansions Assisted by Greater Dubuque Development (FY24-25)</p> <p>\$33,539,525</p> <p>New Expansion Investment (FY24-25)</p>	<p>Provide access to labor data and market insights to maximize resources and promote adoption of best practices.</p>	<p>Quarterly & Annual Action Dashboard Reports Annual Wage & Occupations Report Annual Skills Gap Analysis Salary.com Compensation Analysis Services Laborshed Study</p>	
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STRATEGIC INITIATIVES

<p>Facilitate economic growth by analyzing and cooperatively addressing gaps in community services.</p>	<p>2025 Dubuque Housing Needs Assessment IEDC 2025 Excellence in Economic Development Award for Dubuque Broadband Acceration Initiative</p>		<p>Bring the public and private sectors together to secure and utilize diverse resources to deliver on community priorities.</p>	<p>Business Champions for Child Care Transition to Community Foundation of Greater Dubuque Housing Tax Credits & Incentives Urban Redevelopment Planning & Projects</p>	<p>\$845K </p> <p>Secured for Phase II Build-out of Bright Minds Campus (2025)</p> <p>20 </p> <p>Dubuque County Child Care Providers Granted \$214K+ in Wage Enhancement & Recruitment Funds (2025)</p>	<p>Identify and remove barriers, improve public policy and incentives to empower the private sector and inspire bold development.</p>	<p>Housing Development Policy Public Transit Access with Commuter Workforce Route & College Student Fare Waiver Broadband Provider Expansion & Universal Connectivity</p>	<p>2,322 </p> <p>Proposed New Housing Units (as of Sept. 2025)</p> <p>100% </p> <p>Approaching City-wide Broadband Access in Dubuque</p>
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FY24-25 = July 1, 2024 - June 30, 2025



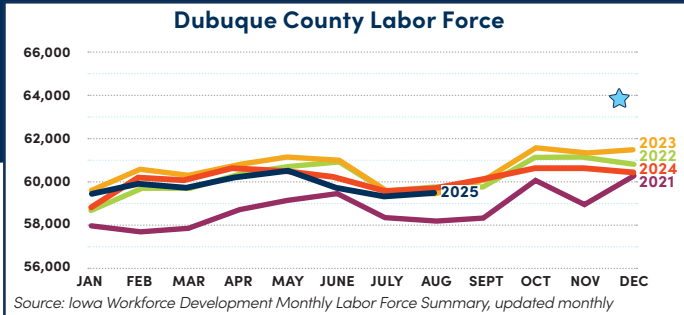
AccessDubuqueJobs.com is made possible through a partnership between TH Media and Greater Dubuque Development Corporation.



Greater Dubuque Development is governed by a Board of Directors of 46 forward-thinking members of the Greater Dubuque community. In addition to our Board of Directors, the voices of 30 up and coming leaders from the region serve on our Future Leadership Team. For more information, visit www.greaterdubuque.org/who-we-are/our-board.

YOU can be great here PROGRESS

2022-2027 Campaign



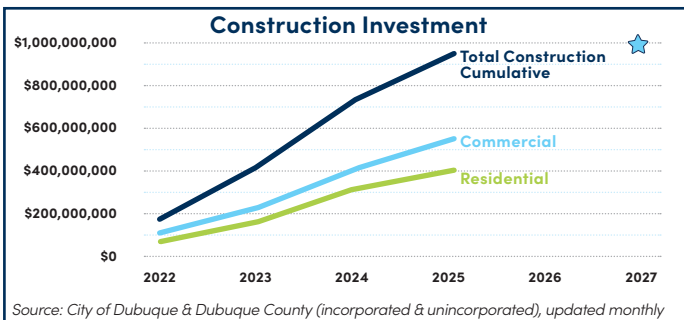
Grow Dubuque County Labor Force

64,000 Jobs

★ **GOAL:** Grow the workforce of the Dubuque Metropolitan Statistical Area (MSA) to over 64,000 jobs by 2027.

PROGRESS: MAINTAINING - As of August 2025, the Dubuque MSA is at an employment level of 59,500*.

*In the Dubuque MSA, 11.0% of the employed working age population are remote workers. If it is for an employer outside of the MSA, they would not be counted in the Dubuque MSA workforce totals.

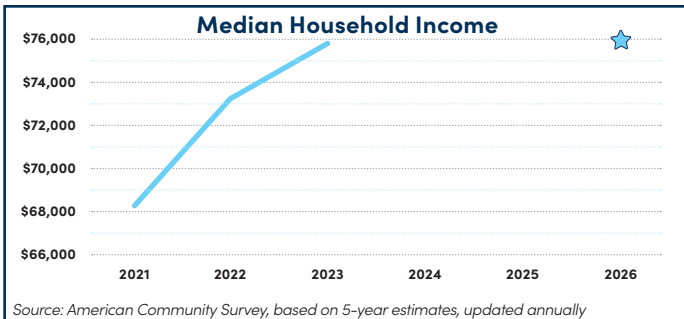


Ignite Construction Investment

\$1 billion

★ **GOAL:** Encourage and facilitate \$1 billion of cumulative new residential and commercial construction across the Dubuque MSA by 2027.

PROGRESS: ON TRACK - Now 3-years into the 5-year campaign, total residential and commercial construction investment in the Dubuque MSA has surpassed 93.3% of the overall goal at \$953,713,361 (as of August 2025).

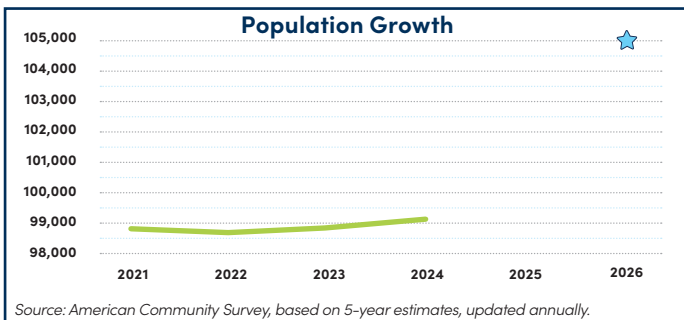


Raise Median Household Income

\$76,000

★ **GOAL:** Increase median household income for those living in the Dubuque MSA to \$76,000 by 2027.

PROGRESS: ON TRACK - As of December 2024, median household income has increased from the 2021 benchmark of \$68,198 to \$75,919.

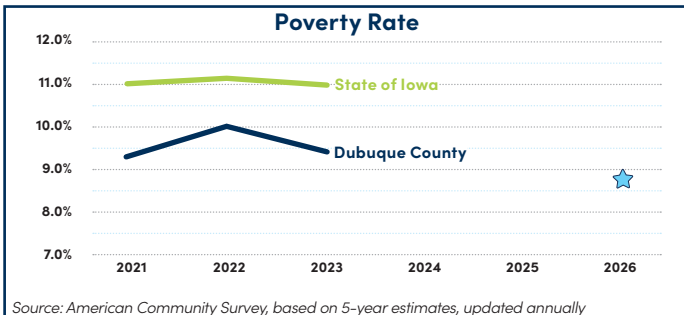


Increase Dubuque County Population

105,000

★ **GOAL:** Make 2027 the year that the population of the Dubuque MSA reaches 105,000.

PROGRESS: IMPROVING - As of September 2025, Dubuque County's population is holding steady at 99,242.



Decrease Poverty Rate

-5%

★ **GOAL:** By 2027, reduce the number of Dubuque MSA households below the Dubuque County Supplemental Poverty Measurement by five percent to 8.8%.

PROGRESS: ON TRACK - As of December 2024, the poverty rate for Dubuque County decreased from 10.0% the year prior to 9.4%.

YOU can be great here.