

# YOU can be great here.

2022-2027 Campaign



**Greater  
Dubuque**  
DEVELOPMENT CORP

## 2027 Goals

**105K** population

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

**64K** jobs

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

**\$76K** median household income

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

**\$1B** construction investment

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

**-5%** reduce poverty

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

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.**

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 &amp; Fall Career Fairs HR Professionals Cohort Work that Works Flexible College Employment Program Rapid Response Outreach Workforce Solutions Events</p>	<p><b>13,488</b> New Jobs Posted to AccessDubuqueJobs.com Regional Job Board (FY23*)</p> <p><b>375</b> Job Seeker Career Fair Attendees (FY23*)</p>	<p>Recruit and retain newcomers through direct programming and targeted marketing strategies.</p>	<p>Distinctively Dubuque Newcomer Program Community Tours &amp; Relocation Guide <b>YOU can be great here</b> Marketing Campaign Annual Welcome to Dubuque Student Outreach</p>	<p><b>102</b> Participants in Distinctively Dubuque Newcomer Program (FY23*)</p> <p><b>92</b> Community Tours Provided (FY23*)</p>	<p>Connect untapped talent with opportunities for personal and professional growth in the community.</p>	<p><b>YOU can be great here</b> Community of Colleges Events Dubuque Works Network Opportunity Dubuque Certificate Training Tuition Support</p> <p><b>3,582</b> 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 &amp; State Government, Utilities, Others Quarterly Tri-State Economic Developer Convenings</p>	<p><b>250+</b> InfoAction Interviews Annually</p> <p><b>247</b> Business Assistance Request Followups (FY23*)</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><b>7</b> New Expansions Assisted by Greater Dubuque Development (FY24 to date)**</p> <p><b>\$49,405,000</b> New Expansion Investment (FY24 to date)**</p>	<p>Provide access to labor data and market insights to maximize resources and promote adoption of best practices.</p>	<p>Quarterly &amp; Annual Action Dashboard Reports Annual Wage &amp; Occupations Report Annual Skills Gap Analysis Salary.com Compensation Analysis Services Business Services Informational Events</p>	
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**STRATEGIC INITIATIVES**

<p>Facilitate economic growth by analyzing and cooperatively addressing gaps in community services.</p>	<p>2022 Dubuque Housing Needs Assessment 2022 Greater Dubuque Child Care Analysis NEXT GEN Perceptions Survey</p>		<p>Bring the public and private sectors together to secure and utilize diverse resources to deliver on community priorities.</p>	<p>Increase Child Care Capacity Housing Tax Credits &amp; Incentives Renewable Energy &amp; Biogas Projects Urban Redevelopment Planning &amp; Projects</p>	<p><b>\$2.158M</b> Child Care Business Incentive Grant, State of Iowa (Sept. 2022)</p> <p><b>\$560,000</b> State Grant for Dubuque Child Care Provider Wage Enhancement Program (Dec. 2023)</p>	<p>Identify and remove barriers, improve public policy and incentives to empower the private sector and inspire equitable development.</p>	<p>Housing Development Policy Public Transit Commuter Route &amp; College Student Fare Waiver Broadband Provider Expansion &amp; Universal Connectivity</p>	<p><b>2,074</b> Proposed New Housing Units (as of March 2024)</p> <p><b>100%</b> City-wide Broadband Access in Dubuque (by end 2024)</p>
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\*FY23=July 1, 2022 – June 30, 2023 \*\*FY24 to date=July 1, 2023 – March 31, 2024



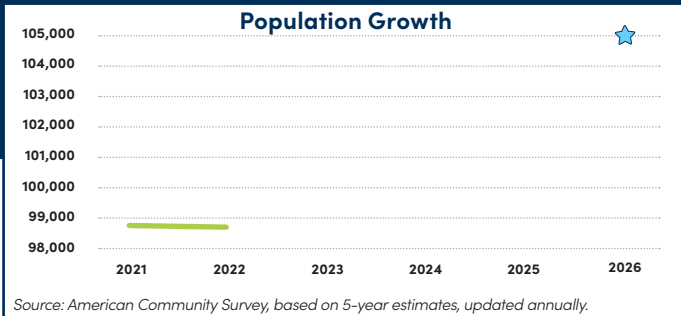
AccessDubuqueJobs.com is made possible through a partnership between TH Media and Greater Dubuque Development Corporation.



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](http://www.greaterdubuque.org/who-we-are/our-board).

# YOU can be great here PROGRESS

## 2022-2027 Campaign

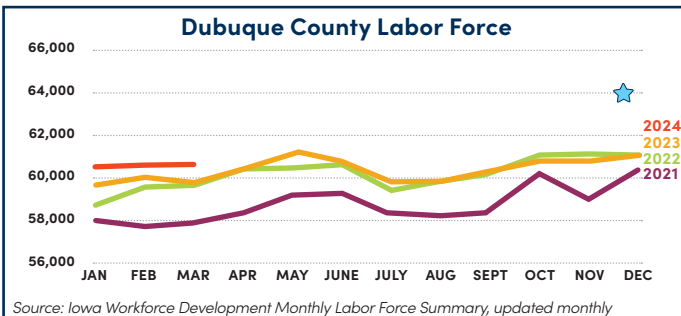


### Dubuque County Population Growth

# 105,000

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

**PROGRESS: MAINTAINING** - As of April 2023, Dubuque County's population is holding steady at 98,677.



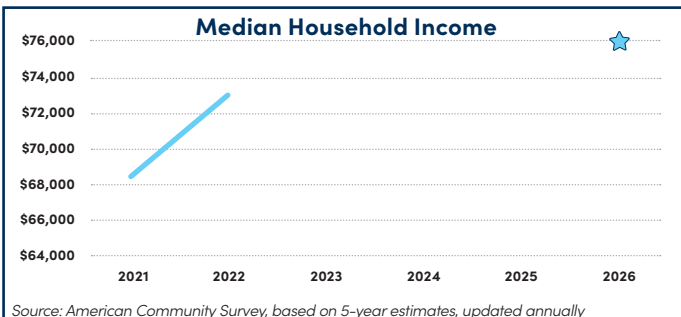
### Dubuque County Labor Force

# 64,000 Jobs\*

★ **GOAL:** Grow our regional workforce to over 64,000 jobs by 2027.

**PROGRESS: RECOVERING** - Recovery continues with near pre-pandemic employment levels at 60,600 as of March 2024 and a high of 61,300 in May 2023.

\*Nationally 13% of workers work 100% virtually and if it is for an out of town employer, they would not be counted in this number.

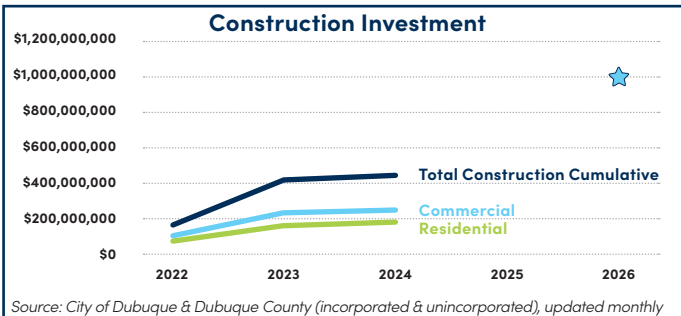


### Dubuque County Median Household Income

# \$76,000

★ **GOAL:** Increase Dubuque County's median household income to \$76,000 by 2027.

**PROGRESS: ON TRACK** - As of December 2023, median household income has increased from \$68,198 (2021 benchmark) to \$73,495.

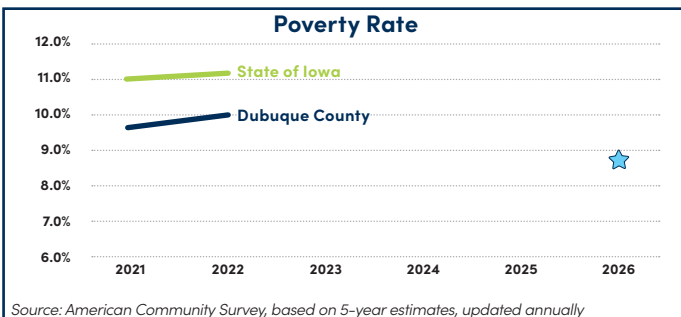


### Construction Investment

# \$1 billion

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

**PROGRESS: ON TRACK** - 21-months into the 5-year campaign, total residential and commercial construction investment in Dubuque County rose to \$447,509,395.



### Poverty Reduction

# -5%

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

**PROGRESS: OFF TRACK** - As of December 2023, the poverty rate for Dubuque County rose from 9.9% to 10.0%.

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