



# INFOACTION DASHBOARD

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

FY 2023-2024 • ANNUAL SUMMARY FOR DYERSVILLE-BASED BUSINESSES



## COMMUNITY PERCEPTIONS

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

1. Amount / Affordability of Housing, 65%
2. Talent Attraction Initiatives, 47%
3. Recreation Opportunities, 47%
4. Child Care, 41%
5. Passenger Air Service, 29%

### TOP 3 COMMUNITY STRENGTHS

- Quality of Life / Amenities
- Community Leadership / Partnerships
- Employee Work Ethic

### TOP 3 BARRIERS TO GROWTH

- Housing (Amount / Affordability)
- Workforce / Labor Pool
- Population / Market Size

Dyersville-based Company Visits  
July 1, 2023 through June 30, 2024

**17** TOTAL VISITS

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

1. Workforce / Labor Pool
2. Housing (Amount / Affordability)
3. Air Service

## MARKET & FACILITIES

**SALES LEVELS** — Area businesses reported sales as:

**53%** INCREASING

**41%** STABLE

**6%** DECREASING

**MARKET SHARE LEVELS** — Area businesses reported market share as:

**67%** INCREASING

**33%** STABLE

**0%** DECREASING

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

**71%**



# WORKFORCE

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

**59% YES**

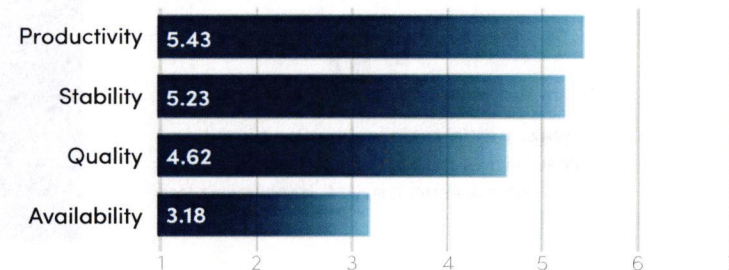
**41% NO**

**RECRUITMENT CHALLENGES:**  
Companies reporting recruitment challenges:

**71%**

## WORKFORCE INDEX

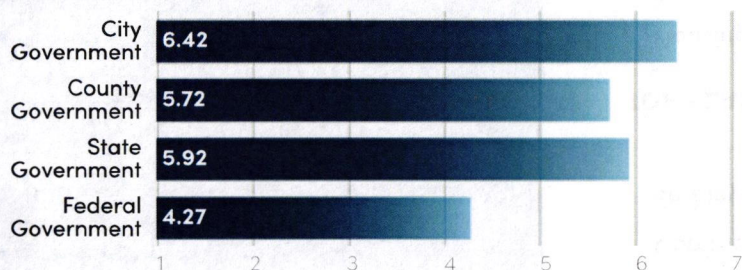
Scales of 1 to 7: 1 is Low, 7 is High



# SERVICE INDEXES

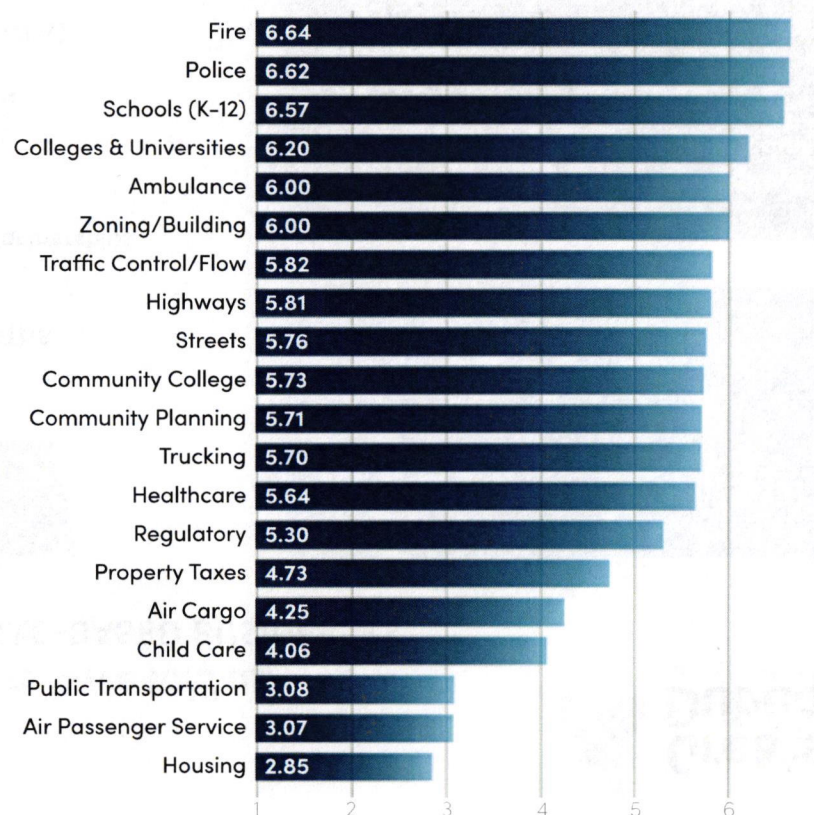
## EASE OF DOING BUSINESS WITH GOVERNMENT

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



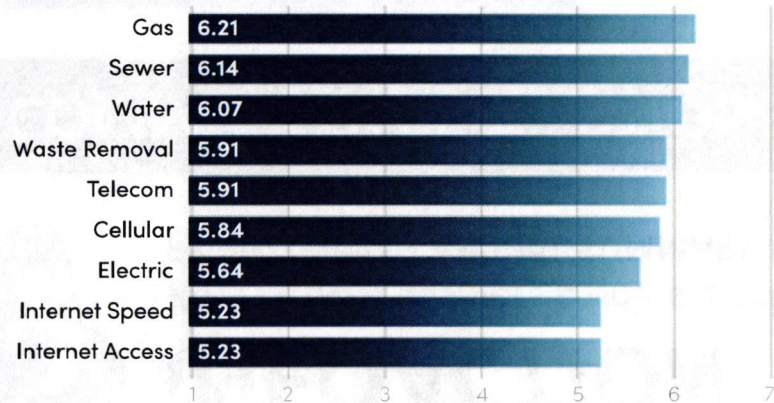
## PUBLIC SERVICES INDEX

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



## UTILITY SERVICES INDEX

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





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

### WORKFORCE SOLUTIONS

**Talent attraction initiatives** were cited by 47% of businesses interviewed as one of the top 5 community priorities.

Workforce was identified as the **#2 barrier to growth for companies and #1 weakness** of doing business in this market.

**Availability of labor scored lowest** on the Workforce Index at 3.18.

**The vast majority (71%) of companies cited workforce recruitment challenges** with specific positions or skills.

Despite such challenges, **59% anticipate adding net new jobs** in the coming year.

### STRATEGIC INITIATIVES

Businesses cited **the top community strengths** as quality of life and amenities, community leadership / partnerships, and employee work ethic.

The **score for child care on the Public Services Index ranks 4th lowest** with a score of 4.06 (1 poor / 7 excellent).

While lots of progress has been made in the past year on child care, it was cited by 41% of businesses **as one of the top community priorities going forward.**

**Housing was cited by 65%** 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 lowest** with a score of 2.85 (1 poor / 7 excellent).

### BUSINESS SERVICES

**A majority of businesses (53%) noted increasing sales levels** with 41% citing stable levels and 6% noted decreasing sales.

Additionally, **67% of companies noted increasing market share.**

Seventy-one (71) percent of **businesses have some plans to expand and invest** in new space, new machinery and equipment, or technology and modernization.

**Air service is a consistent community challenge and concern.** It was cited by 29% of businesses as one of the top 5 priorities for the community.

**Air service registers the 2nd lowest score on the Public Services Index** with a score of 3.07 (1 poor / 7 excellent). Air service also was cited as a **top 3 weakness** of doing business in this region.

Rating importance of **all 35 factors listed in survey** when choosing where you live / work in the future vs. how Greater Dubuque region ranks on same factors.

Results reflect responses from **31 persons currently living in the 52040 zip code** who identified as 40 years old or younger.

