

# **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

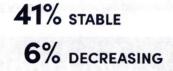
Area Businesses Ranked the Following as the Top 3 Weaknesses for Doing Business in Our Market:

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

### **MARKET & FACILITIES**

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

53% INCREASING



**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%** уез **41%** NO **RECRUITMENT CHALLENGES**: Companies reporting recruitment challenges:

71%

#### **WORKFORCE INDEX**

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

Productivity	5.43
Stability	5.23
Quality	4.62
Availability	3.18
	1 2 3 4 5

## SERVICE INDEXES

#### EASE OF DOING BUSINESS WITH GOVERNMENT

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



### PUBLIC SERVICES INDEX

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

Fire	6.64				
Police	6.62				
Schools (K-12)	6.57				
Colleges & Universities	6.20				
Ambulance	6.00				
Zoning/Building	6.00				
Traffic Control/Flow	5.82				
Highways	5.81				
Streets	5.76				
Community College	5.73				
Community Planning	5.71				
Trucking	5.70				
Healthcare	5.64				
Regulatory	5.30				
Property Taxes	4.73				
Air Cargo	4.25				
Child Care	4.06				
Public Transportation	3.08	12		100	
Air Passenger Service	3.07				
Housing	2.85			1.00	
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### 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.



Importance of Factor in Future Community Perception of Factor in Greater Dubuque Region 4.71 Affordable home ownership 3.16 Low crime rate 3.81 Great schools and education 3.65 Access to quality healthcare 3.71 Variety of restaurants 3.06 Near my family 4 19 4.13 Outdoor recreation (fishing, boating, camping, hunting, etc.) 3.74 4 06 Short commute time 3.90 Access to affordable childcare 3.06 3.94 Fitness/health centers 3.61 Public parks and golf courses 3.94 Natural features (wildlife, landscape, etc.) 3.35 3 94 Walkable community with live/work neighborhoods 3.77 87 Shopping/commercial districts 3.16 Pet-friendly community 3 84 Farmer's markets 3.81 3.74 Affordable, quality rental housing 3.23 3.68 Organized recreational leagues (softball, soccer, rowing, etc.) 3.77 3.65 Night life (bars, breweries, clubs, etc.) 3.48 3.61 Proximity to larger metropolitan area 3.61 Hiking/biking trails 3.26 3.61 Environmentally-conscious community 3.32 3.45 Events center Religious worship opportunities 3 77 3.26 Live music options 3.35 Arts & cultural attractions (murals, theater, symphony, public art, cultural events, etc.) Bikeable community 3 39 3.10 Diverse community (culturally, racially, religiously, etc.) 3.23 Skiing, snowshoeing, snowmobiling opportunities 3 45 Museums 2.90 2.97 Minor or major league sports teams 2.68 Professional organizations (Young Professionals, Rotary, Jaycees, etc.) 3.23 2.87 Low cost of/access to public transportation 2.81 Country clubs/membership clubs or resorts 3.65 2.39 Casinos 3.55

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

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