



INFOACTION DASHBOARD

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

FY 2024-2025 • 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, 40% Talent Attraction Initiatives, 40%
- 2. Recreation Opportunities, 33%
- 3. Retail / Dining Options, 27%
- 4. Child Care, 20%

For 2024-2025, there was a 2-way tie for the first community priority based on interviews with Dyersville businesses.

TOP 3 COMMUNITY STRENGTHS

- 1. Market Size / Location / Customer Loyalty
- 2. Quality of Life / Amenities
- 3. Employee Work Ethic

TOP 3 BARRIERS TO GROWTH

- 1. Workforce / Labor Pool
- 2. Population / Market Size / Location
- 3. Land Availability / Land-locked

Dyersville-based Company Visits
July 1, 2024 through June 30, 2025

15 TOTAL VISITS

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

- 1. Workforce / Labor Pool
- 2. Population / Market Size / Location
- 3. Other / Amenities (Hotel / Dining Options)

MARKET & FACILITIES

SALES LEVELS – Area businesses reported sales as:

- 43%** INCREASING
- 36%** STABLE
- 21%** DECREASING

MARKET SHARE LEVELS – Area businesses reported market share as:

- 64%** INCREASING
- 22%** STABLE
- 14%** DECREASING

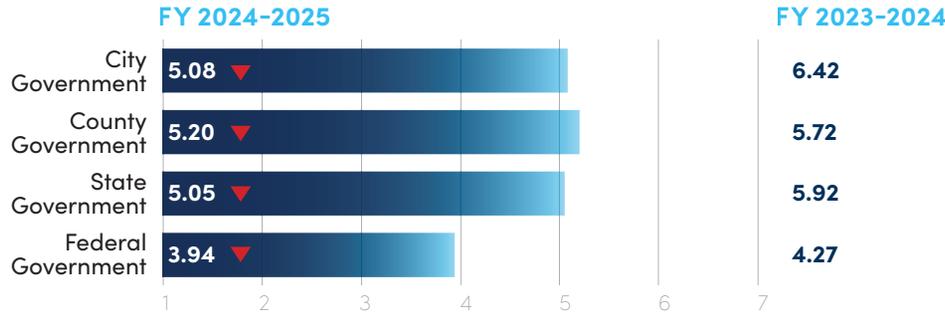
EXPANSIONS – Area businesses reporting plans to expand in the next year, modernize/automate, or invest:

53%

SERVICE INDEXES

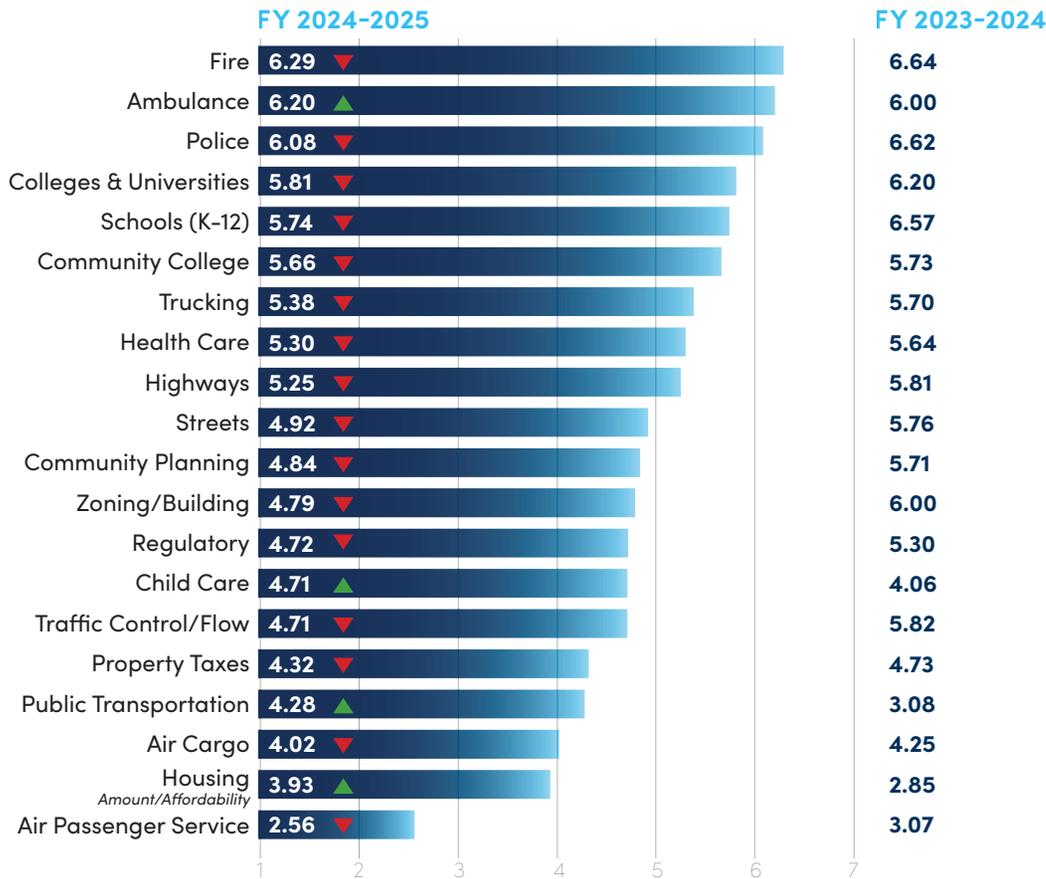
EASE OF DOING BUSINESS WITH GOVERNMENT

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



WORKFORCE

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

57% YES

43% NO

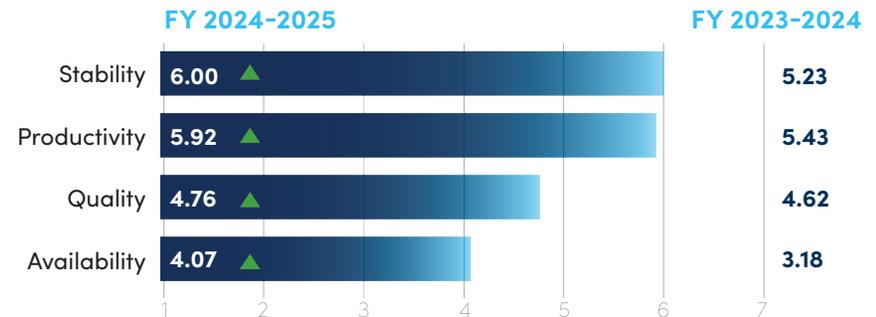
RECRUITMENT CHALLENGES:

Companies reporting recruitment challenges:

57%

WORKFORCE INDEX

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



TOP TAKEAWAYS RELATED TO GREATER DUBUQUE DEVELOPMENT'S STRATEGIC GOALS

WORKFORCE SOLUTIONS

Talent attraction initiatives were cited by 40% of businesses interviewed as one of the top 5 community priorities.

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

While improving from last year (3.18), **availability of labor scored lowest** on the Workforce Index at 4.07.

The majority (57%) of companies cited workforce recruitment challenges with specific positions or skills.

Despite such challenges, **57% anticipate adding net new jobs** in the coming year.

STRATEGIC INITIATIVES

Businesses cited **the top community strengths** as market size / location / customer loyalty, quality of life and amenities, and employee work ethic.

The **score for child care on the Public Services Index continues to improve** with a score of 4.71 (1 poor / 7 excellent), up from 4.06 last year.

While lots of progress has been made in the past 2 years on child care, it was cited by 20% of businesses **as one of the top community priorities going forward**.

Housing was cited by 40% of businesses as one of the top 5 priorities for the community, tied for the #1 ranking on the list.

With new housing developments started or under consideration, the **score for housing** on the Public Services Index **moved up more than a whole basis point** to 3.93 (1 poor / 7 excellent), up from 2.85 last year.

BUSINESS SERVICES

A significant number of businesses (43%) noted increasing sales levels with 36% citing stable levels and 21% noted decreasing sales.

Additionally, **64% of companies noted increasing market share** and 22% noted a stable market share.

53% percent of businesses have some plans to expand and invest in new space, new machinery and equipment, or technology and modernization.

A growing number of businesses noted a **lack of hotel and dining options** as other amenities **a weakness of doing business in our market**.

Air service registered as the #1 lowest score on the Public Services Index with a score of 2.56 (1 poor / 7 excellent).