



Rockford  
I L L I N O I S  U S A

ROCKFORD AREA ECONOMIC DEVELOPMENT COUNCIL

## **MISSION:**

**The Rockford Area Economic Development Council (RAEDC) cultivates opportunities for primary job growth that increase the economic well-being of our region.**

## **VISION:**

**The Rockford Area Economic Development Council (RAEDC) propels the region to top 25 status, as the model for impactful economic development in partnership with regional organizations.**

Key focus areas for *Rockforward20/20* vision are:

- Trailblaze
- Inspire Action
- Align
- Seed
- Serve



## **TRAILBLAZE**

Successfully market and sell our region with bold, innovative, and impactful tactics.

- Market and sell to targeted industries and regions
- Market our core assets as a competitive edge

We market the Rockford Region throughout the Midwest and the nation as well as worldwide, influencing companies to locate or expand here.



## **INSPIRE ACTION**

Proactively capitalize on relationships to nurture and grow world-class employers.

- Connect businesses to resources for growth
- Identify opportunities in targeted growth areas
- Connect regional industry leaders as champions to promote the region and achieve endorsement

We provide and connect companies to resources for workforce development, available buildings, supply chain partners, incentives, imports/exports, operational efficiencies and more. We are a "one-stop shop" with a solution-oriented staff.



## **ALIGN**

Align regional stakeholders for positive economic transformation.

- Identify assets, needs and opportunities
- Facilitate collaboration, transparent actions by all, and benchmarking of solutions amongst stakeholders
- Strengthen workforce pipeline by supporting education and training organizations through industry needs assessments and partnerships

We promote growth and collaboration within targeted industries. Examples include aerospace, health care, advanced manufacturing, logistics and food processing.



## SEED

Build upon our core assets to prepare our region for targeted growth.

- Fund and develop emerging opportunities
- Work with stakeholders to expand regional assets and realize their full potential

We need to build on our strengths and spark innovation for a brighter future.



## **SERVE**

Compile information and respond quickly to generate results in decision making for regional growth.

- Provide readily accessible, pertinent information
- Ensure our stakeholders' success by connecting them to the assets and strengths of the region
- Enable timely decision making for regional growth

Regional transformation takes bold vision, tenacious leadership and a plan of action.



# SCORECARD

## The Region's Economic Indicators

### Rockforward20/20 Goals

- New and Retained Jobs  
**10,500 Jobs**
- Investment in the Rockford Region  
**\$925 Million**
- Square Feet of New and Renovated Space  
**8 Million**

The RAEDC will additionally track

- Unemployment
- Employment
- Exports
- Gross Regional Product per Employment (productivity)
- Real Per Capita Income (buying-power)

RAEDC Internal Activity Metrics

- Showing activity under the five strategies and respective tactics, including:
  - ✓ Project wins
  - ✓ Website and social media
- Voice of the Customer (VOC)



## **NOW IS THE TIME**

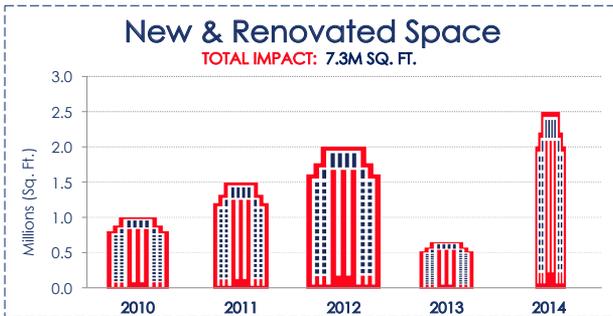
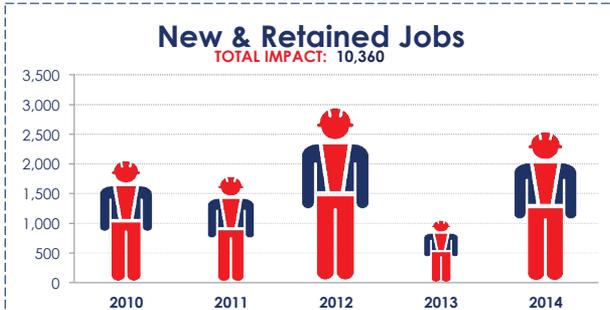
Today begins a new era for the Rockford Area Economic Development Council (RAEDC). We are reminded that the Rockford Region's success *IS* ours to influence. We embrace a bold vision for our community, to stake our claim on the national stage, that "We are and will be a Top 25 community" because we want the region to be competitive with the best in the U.S. – a shining example to others.

The momentum continues as leaders recommit themselves to the future, with the **COURAGE** to find the **RIGHT** path – not the path of least resistance, but the one that makes real impact. Our work will be with **PASSION** for excellence, **UNIFIED** in our commitment to one another and to our sustainability. Nothing less than our best will do.



## A TRACK RECORD OF IMPACT

In the last five years, the Rockford Region has emerged from a national recession, and with our investors and stakeholders side by side, the RAEDC has assisted that recovery.



## OUR PLAN TO DRIVE POSITIVE CHANGE

Throughout the nation and communities like ours, focus is paramount in times of global competitiveness and economic uncertainty. RAEDC remains committed to continuous improvement, always evaluating our priorities to ensure we're asking the right questions and pushing for the right solutions. ***We will be proactive in cultivating opportunities to increase the economic well-being of our region.***

The RAEDC's tactical path to greater competitiveness:

### 1. Results-Oriented Marketing

- Push the compelling story of the Rockford Region to regional and national marketing channels, online via our website and social media, and in person through familiarization tours, trade shows and industry events to elevate our presence, grow business, and build community pride.
- Keep data relevant and easily accessible on our website as a sales tool.
- Develop and nurture strong ties with corporate decision-makers who have influence over local facilities.

### 2. Improved Business Climate for Attraction, Retention and Expansion

- Collect, analyze and use data strategically to inform and strengthen our presence to our target audiences: Site Selectors, Developers, Corporate Decision-Makers and Foreign Direct Investment Influencers.
- Research, identify and seed self-sustaining industry clusters using lessons learned from the success of the Rockford Area Aerospace Network (RAAN) as our model.



- Drive the Voice of the Customer results for our Business Retention/Expansion (BRE) efforts to educate policymakers on business climate trends and to match individual businesses with the resources that foster growth.
- Connect businesses to opportunities and resources to facilitate growth and resolve issues through conferences, trade shows/missions, supplier symposiums, B2B introductions, targeted programming and working with elected officials.
- Strengthen our region's entrepreneurial support system through continued alliance with NIU EIGER/ab, small business support organizations, and other partners in education and finance.

### **3. Produce and Attract Talent**

- Engage stakeholders' influence to overcome barriers to growth and recruitment.
- Provide direct assistance and promote training programs and tools such as Rock Valley College's TechWorks to our local businesses.
- Organize regional efforts in the essential work of improving education and lifelong learning.
- Collect needs assessment data from local industries to identify strategic targets to share with education and training organizations.

### **4. Competitive, Connected Infrastructure**

- Push for world-class transportation (rail, road and air) and communication (high-speed, fiber) links to Chicago and the world, leveraging our regional alliances for greater impact.
- Collaborate with our public and private stakeholders to drive downtown and community development efforts that enhance lifestyle amenities to attract and retain our workforce.



- Work with our public-sector partners on top-of-mind issues related to competitiveness and ensure best practices in incentive use, development and awareness.
- Champion the benefit of regional collaboration as it intersects with economic development priorities.
- Work with our partners to implement projects identified in the Comprehensive Economic Development Strategy (CEDS) to attract growth.

## 5. Leadership Driving Necessary Change

- Engage the time, talent and treasure of RAEDC stakeholders more directly and inspire them to help innovate and drive change for the region.
- Leadership Council - Emerging Opportunities Fund:
  - a. Seed projects to gain regional momentum
  - b. Find new/better solutions to persistent challenges
  - c. Identify high-impact projects that capture the community's imagination and enhance regional competitiveness

## ENGAGEMENT – WHAT SETS US APART

Investor engagement has been the core of the RAEDC since its creation and a critical factor in maximizing our effectiveness. **Quite simply, it's the time, talent, and treasure of leaders like you that make the region great.** RAEDC is the catalyst that channels the energy, focused efforts and collective impact to achieve the highest level of success. We strive to communicate with and engage our stakeholders to leverage the region's core assets for the ultimate impact.

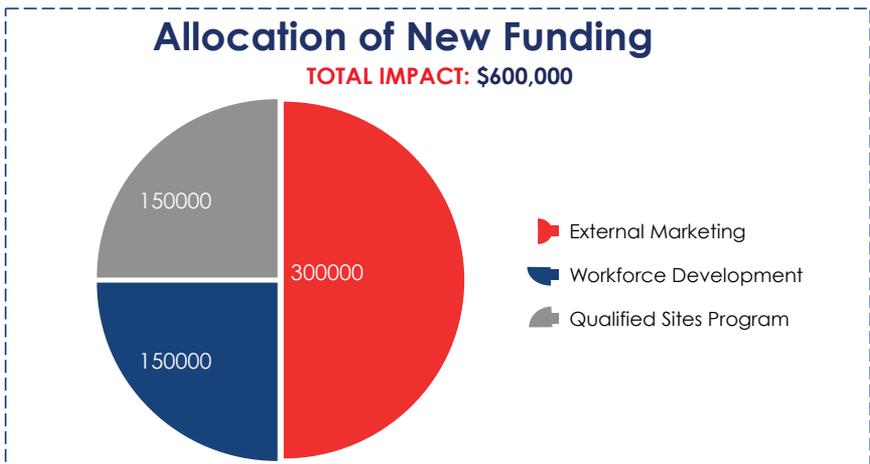


## A CALL TO ACTION

“Thank you” is something we never tire of saying. RAEDC was created by local business leaders to drive positive economic change and opportunity. YOU, through your financial support, leadership, and commitment, are the reason the RAEDC is one of the most effective and respected economic development groups in the State of Illinois.

**We have important work ahead.** It is your CONTINUED support and commitment that will make RAEDC an even bolder collaborative leader and catalyst. With your participation, we will *Rockforward!* new opportunities for the creation and retention of jobs in the region. **Be part of this momentum. Thank you.**

## NEW FUNDING GOALS



## INVESTMENT OPPORTUNITIES

***Please consider investing at  
one of the following levels***

*Rockforward!* Investor:  
\$2,000 or more per year

*Rockforward!* Premier Investor:  
\$5,000 or more per year

Leadership Council Investor:  
\$10,000 or more per year

President's Circle Investor:  
\$25,000 or more per year

*Please contact Investor Relations for additional information  
on the investment levels. (815) 987-8118*





## Schedule of Support

**Name of Company/Organization** \_\_\_\_\_

<u>Commitment*</u>	<u>Amount</u> (Minimum \$2,000/Year)	<u>Invoice Preference</u>
Year 1	\$ _____	{ } Annually _____ month
Year 2	\$ _____	{ } Semi-annually (January & July)
Year 3	\$ _____	{ } Quarterly (January, April, July & October)
Year 4	\$ _____	
Year 5	\$ _____	

By: \_\_\_\_\_  
 Name  
 \_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Title  
 \_\_\_\_\_  
 Date

***Send Investor Information/Invoices to:***

\_\_\_\_\_  
 Name  
 \_\_\_\_\_  
 City, State, ZIP

\_\_\_\_\_  
 Street Address  
 \_\_\_\_\_  
 Phone

\*This investment is subject to annual review.  
 Investments are not deductible as charitable contributions, but may be deductible as a business expense.  
 The RAEDC is a federal tax code 501(c)(6) nonprofit organization.

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