

# Your Opportunity Region



## MONTHLY NEWSLETTER | January 2017 |

### The Who and Why of the RAEDC

The latest edition provides an overview of the RAEDC team members, the organization's mission, as well as a synopsis of the *Rockforward20/20* strategic plan.

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### The RAEDC and the Rockford Region

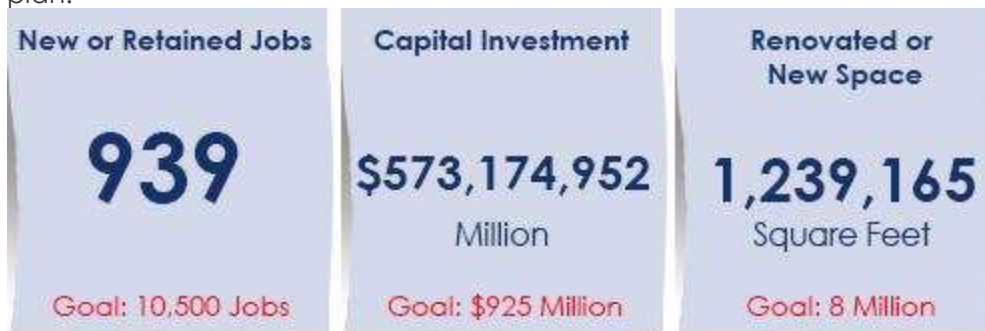
The RAEDC, as the Economic Development Organization for the region is also the data collection agency on all new capital investment in the area, retained and created jobs, and new or renovated space. As we enter into our *Rockforward20/20* strategic plan, we will be informing all of you on project wins for our region as well as projects that we are working on with our various regional partners.

## Measurements

### Regional Impact Measurements

These figures represent the collective successes during the new *Rockforward20/20* strategic plan. The plan began in January 2016 and will continue through December 2020.

The results shown below are for the first 13 months of the 60 month *Rockforward20/20* strategic plan.



No projects closed as a win during the month of January 2017.

### Regional Economic Measurements



These figures represent data from December 2016 and cumulative 2016.

## RAEDC Updates

### 2017 Action Plan - Building a Competitive Edge

From rallying investors, partners and stakeholders, the RAEDC has leveraged regional assets building the foundation we have today. That foundation is the momentum of initiatives we all know within the community.

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### CORE Conversations: A "Modern Day Concierge Service" for Business

These conversations, practiced by the RAEDC for over 10 years, have provided much-needed feedback on the business climate in the Rockford Region. Now the State of Illinois will incorporate our existing practices as a template throughout the entire state.

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### Employment Opportunity - VP for Development

This person must be able to manage diverse and multi-level projects as a "self-starter," capable of taking ideas and tasks at different levels and implementing them at a fast pace.

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### Who is Attending the Advanced Design & Manufacturing Cleveland Conference

The RAEDC will be attending the ADM Cleveland conference March 29th and 30th and is looking to partner with RAEDC Investors who will also be attending or exhibiting. If your company is attending contact [Gerald Sagona](#) to discuss partnership possibilities.

### Connect with Us Socially

The RAEDC shares informative and helpful news, events, and stories on our social networks. Be sure to connect with us so we can share your good news and events.



## Regional News

### AAR Hiring 100 A&P Mechanics

AAR CORP. (the new Maintenance Repair and Overhaul facility at the Chicago Rockford International Airport - RFD ) is hiring 100 experienced wide, & narrow-body aircraft mechanics immediately.

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### Rockford Downtown Strategic Action Plan Wins CNU-IL Charter Award

The jury selected, Charter Award is CNU-IL's highest honor each year, recognizing projects that exemplify quality urban design and development practices that prioritize walkable, diverse neighborhoods, public transit, public spaces, community institutions, and building practice.  
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### **Made in the Stateline**

Made in the Stateline, showcases regional manufacturers and provides an up-close investigation on what they make, how its made, and what makes that company unique.  
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## **Upcoming Events**

### **Innovation Tuesday: Marketing Automation Made Simple - Feb 14, 5:30 - 7:30pm**

Vanessa Cabrera, is a social media marketing consultant and speaker who is passionate about helping small businesses understand and leverage the power of email + social media marketing to grow their business.

[REGISTER ONLINE>>>](#)

### **Celebrate Engineering Week - February 25, 11:00 am - 3:30 pm**

Discover Engineering, at the Discovery Center Museum Rockford, IL. The purpose of the event is to demonstrate to elementary and middle school-age children the many ways engineering impacts our lives and simply to meet engineers and ask questions.

[LEARN MORE>>>](#)

### **The New Rules of LOCAL Advertising - February 8, 7:30 or 11:30 am**

Tom Ray, executive vice president of Jim Doyle & Associates presents The NEW Rules of LOCAL Advertising - Driving Results in a Four Screen World. Attendees will learn the critical elements to successful campaigns and the local advertising mistakes to avoid. This event is organized by WTVO/WQRF-TV. There is no cost to attend the event but reservations are required. RSVP to Barb McDermott at 815.968.1294

### **1 Million Cups - Wednesdays, 9 - 11am**

Entrepreneurs present their startup companies and learn how the community can help their business flourish. These meetings are held on a weekly basis.

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## **Awards & Recognition**

# YOUR OPPORTUNITY REGION

The Rockford Region has received many awards and recognitions. These have been made possible through the continued collaboration of many stakeholders throughout our region.

**It is time to celebrate the momentum.**



5<sup>th</sup> nationally on  
Best-Performing Cities  
Biggest Gainers



6<sup>th</sup> fastest growing market  
for housing across the U.S.



6<sup>th</sup> nationally for its  
volunteer enrollment



Illinois is #1 for the 3<sup>rd</sup> year  
in a row in Green Building



4<sup>th</sup> (for the 2<sup>nd</sup> year in a row)  
nationally for healthcare  
access & home affordability



1<sup>st</sup> in the nation to eliminate  
veteran homelessness



Rockford  
ILLINOIS USA



ROCKFORD AREA ECONOMIC DEVELOPMENT COUNCIL

[Click](#) to see a larger image of this graphic.

## Rockforward20/20

Rockforward20/20 represents a bold vision for our future, this aggressive plan will cultivate opportunities to create and retain over 10,000 jobs and significantly increase capital investment in the region.

Learn more at [RockfordIL.com/Rockforward2020](http://RockfordIL.com/Rockforward2020). If you have not set up a brief meeting to explore how you can get involved, contact Jimsi Kuborn at 815-969-4259 or [jkuborn@rockfordil.com](mailto:jkuborn@rockfordil.com).



## The RAEDC

The RAEDC often works behind the scenes due to the confidential nature of business projects. Plus, big deals take time: The average time from start to completion on the project wins is 329 days.

We are committed to persistence and continuity in our work: We market the Rockford Region to the world, influencing companies to locate or expand here. We support and promote growth within targeted industries through regional public-private collaboration. We assist prospective and existing companies by connecting them to resources for workforce development, available buildings, supply chain partners, incentives and more.

Together, we will continue the momentum into 2017 for an even stronger, more sustainable economy. **Together, we will Trailblaze, Inspire Action, Align, Seed and Serve!**

RAEDC Board of Directors & Staff  
[RockfordIL.com](http://RockfordIL.com)

### ABOUT THE RAEDC

The primary role of the Rockford Area Economic Development Council (RAEDC) is to collaboratively improve the economic strength of the Rockford Region by helping employers retain and create quality jobs. The RAEDC works closely with many partners to learn what existing and new employers need to grow, and to serve as a one-stop resource for clients. The RAEDC seeks to improve the competitiveness of the region by taking what it learns from the region's employers, and engaging the community in the daily work of economic development.

*STAY CONNECTED*

