



PRESIDENT'S NEWSLETTER

| May 2016 |

My Perspective – Letter to the Rockford Region

Improving the Employment Numbers

The job market in the Rockford Region continues its upward trend. In each month over the past three years, the number of people employed in the region has shown steady improvement as compared to the prior year.

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The RAEDC and the Rockford Region

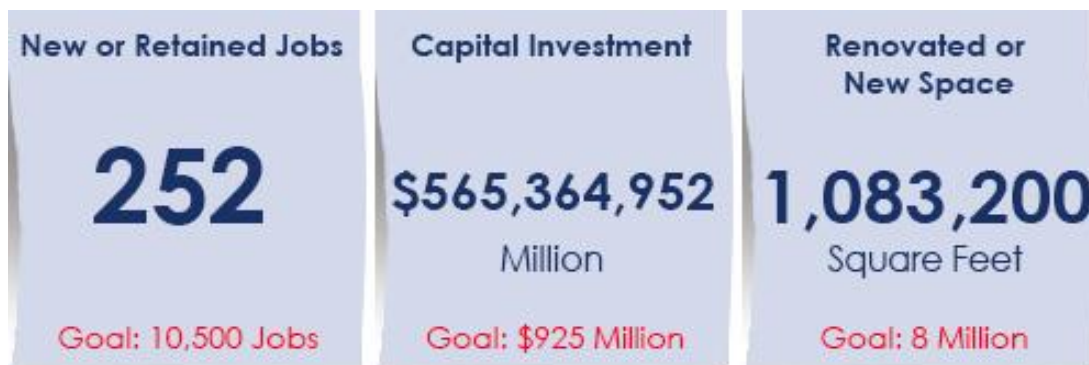
The RAEDC, as the Economic Development Agency for the region, is also the data collection agency regarding all new capital investment in the area, retained and created jobs, and new or renovated space. As we enter into our Rockforward20/20 strategic plan, we will be informing all of you on project wins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

Measurements

Regional Impact Measurements

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

The results shown below are for the first 5 months of the 60 month *Rockforward20/20* strategic plan.



These figures represent the 13 total regional wins for 2016. The most recent win represents the

year's first attraction win, an HVAC company expanded to the Rockford Region from the Chicagoland area. They had originally targeted southern Wisconsin before signing a lease in our region.

RAEDC Updates

Interest Generated for Rockford Region at Hannover Messe Trade Fair

For the first time, ten economic development organizations and companies from Illinois came together in Hannover, Germany to represent the State at Hannover Messe, the world's leading trade fair for industrial technology from April 24 - 28. The Rockford Region was represented at the State of Illinois Department of Commerce in the Illinois Investment Pavilion by Dennis McCarthy, Director of National Business Development with the RAEDC and John Saunders, Principal and Chris Anderson, Designer both from Larson & Darby Group.

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RAEDC Creates Panel Card for the Rockford Region

Everyone has an elevator pitch, that quick two-minute summary is used when the opportunity to make a connection arises. Now the Rockford Area Economic Development Council (RAEDC) has one as well.

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Rockforward Towards New Goals After Blowing Away Rockforward2! Goals

Year after year the Rockford Region strives to create opportunities for growth. On May 24th the Rockford Area Economic Development Council (RAEDC), along with Board of Directors and our economic development partners, celebrated the achievements from the *Rockforward2!* strategic plan at Giovanni's Restaurant & Conference Center. We also highlighted the bold tactics and goals laid out in the *Rockforward20/20* strategic plan, which will contribute to cultivate opportunities to create and retain 10,500 jobs over the next five years.

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Sponsorship Opportunity

The RAEDC is offering an exciting new opportunity in response to our investors' requests to increase their brand awareness in the region. Investor companies will have the opportunity to sponsor the President's Newsletter. For information contact Jimmi Kuborn at 815-969-4259 or at JKuborn@RockfordIL.com.

RAEDC Events

Succession Planning is Success Planning

Join world renowned succession planning expert Lisë Stewart, founder of Galliard Inc, as she discusses the importance of succession planning on Tues, June 7 from 7:30 - 10:30 am. Lisë will also moderate the panel discussion. Special thanks to our Presenting Sponsor Blackhawk Bank along with Breakfast Sponsor First Midwest Group and Supporting Sponsor Wipfli.

[Register Online>>>](#)

The logo for Blackhawk Bank features a stylized red hawk silhouette above the text "Blackhawk Bank" in a bold, black, sans-serif font.

Special Thanks to our
Presenting Sponsor.

Save the Date: November 16th - Sponsorships Available

The Annual Meeting and Dinner has been confirmed for Wednesday, November 16th. Companies that would like to discuss sponsorship opportunities can contact Jimmi Kuborn, VP of Investor Relations at 815-969-4259 or email JKuborn@RockfordIL.com

Regional Wins

Spring 2016 Edition of Northern Stateline Economy & Jobs Report Released

The Northern Stateline Economy & Jobs Report provides a current snapshot of the regional economy and talent resources. The report covers the Northern Stateline Economic Development Region, which included the counties of Boone, Winnebago, Ogle and Stephenson.

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Doors Open at UW Health Sports Factory

On June 1st the doors opened at the new UW Health Sports Factory. The UW Health Sports Factory began in 2011 as a dream. The building was part of a strategy to provide recreational facilities to meet citizen needs and grow our region's reputation as an amateur sports tourism capital.

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Rockford Specialties Further Expands Capabilities with Acquisition of AIM Accuform Synchro CNC 3D Wire Bending Machines

Rockford Specialties is pleased to announce the expansion of its wire forming capabilities with the acquisition of two new AIM AccuForm automated CNC 3D wire bending machines.

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RAEDC Good News

Lidköping and Rockford Celebrate Their Industrial Partnership 10 year Anniversary

On May 26, 2016, an international press conference (via Skype) took place at the Rockford Area Economic Development Council. City of Rockford's Mayor, Larry Morrissey, City of Lidköping's Mayor, Kjell Hedvall and City of Lidköping & County of Skaraborg's International Business Developer Linnea Bengtsson spoke about the 10 year partnership's history and successes.

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RLDC Awarded NADCO Diamond Award

The Rockford Local Development Corp. (RLDC) has been named Diamond Award winner by the National Association of Development Companies (NADCO) in the category of Partnership in Economic Development.

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Sixth Group of Nurses from Lidköping, Sweden Coming to Rockford

The Swedish Government has approved a \$64,000SEK (US\$7,665) grant to the Nursing Instructors at De la Gardiegymsnaset, Lidköping, Sweden to facilitate a trip to Rockford, IL.

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RAEDC Staff Updates

Welcome to the team, Kaela Gardner

As Business Attraction Coordinator for the Rockford Area Economic Development Council, Kaela manages project communications and client assistance activities related to domestic and international business attraction efforts.

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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. If you have not yet set up a brief meeting to explore how you can get involved, contact Jimmi Kuborn at 815-969-4259 or 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 24 project wins in 2015 was 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 2016 for an even stronger, more sustainable economy. **Together, we will Trailblaze, Inspire Action, Align, Seed and Serve!**

A handwritten signature in black ink that reads "Michael Nicholas".

Michael Nicholas, President
MNicholas@RockfordIL.com

ABOUT THE RAEDC

The role of the Rockford Area Economic Development Council (RAEDC) is to collaborate with regional stakeholders to cultivate opportunities for primary job growth that increase the economic well-being of our region. The RAEDC markets the region to attract new capital investment, while assisting existing business with resources for sustainable growth. The RAEDC works closely with many partners 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. As the economic development organization for the region, the RAEDC also serves as the area's data collection agency on all new capital investment, retained and created quality jobs, and renovated commercial/industrial space.

Rockford Area Economic Development Council

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