

# Your Opportunity Region

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## MONTHLY NEWSLETTER | September 2017 |

### Did You Know...

The Rockford area has started to create a relevant skilled workforce that differentiates our region. Subsequently, the RAEDC has selected to highlight workforce as the topic for our Annual Meeting, featuring (Re)Defining the Goal: The True Path to Career Readiness in the 21st Century, with keynote presenter Dr. Kevin Fleming.

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### The RAEDC and the Rockford Region

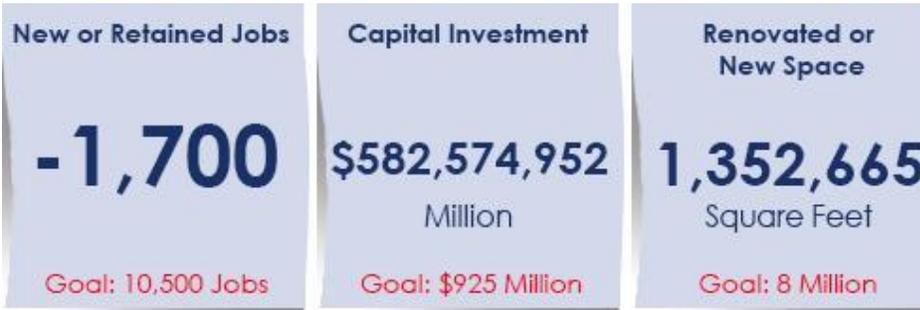
The RAEDC, as the Economic Development Organization for the region is also the data collection agency on all new capital investment in the area, retained and created jobs, and new or renovated space. As we continue the *Rockforward20/20* strategic plan, we will be informing all of you on project wins 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 *Rockforward20/20* strategic plan. The plan began in January 2016 and will continue through December 2020.

The results shown below are for 21 months of the 60-month *Rockforward20/20* strategic plan. The baseline for New or Retained jobs is based on the December 2015 figure as reported by IDES.



One expansion project closed as a win resulting in an additional 50,000sqft of space and \$6million in capital investment.

**Total Non-Farm Jobs (Not Seasonally Adjusted) August 2017**

Metropolitan Area	August 2017*	August 2016**	Over-the-Year Change
Bloomington MSA	93,000	91,300	1,700
Carbondale-Marion MSA	58,200	56,900	1,300
Champaign-Urbana MSA	103,900	103,700	200
Chicago-Naperville-Arlington Heights Metro Division	3,756,900	3,738,200	18,700
Danville MSA	27,900	28,400	-500
Davenport-Moline-Rock Island MSA	184,700	184,300	400
Decatur MSA	51,400	51,300	100
Elgin Metro Division	254,200	255,100	-900
Kankakee MSA	44,700	44,400	300
Lake-County-Kenosha County Metro Division	423,200	416,600	6,600
Peoria MSA	177,000	176,600	400
<b>Rockford MSA</b>	<b>151,500</b>	<b>151,400</b>	<b>100</b>
Springfield MSA	118,600	118,100	500
Illinois Section of St. Louis MSA	236,300	234,800	1,500
Illinois Statewide	6,054,500	6,029,800	24,700

\*Preliminary \*\*Revised

The Year-Over-Year comparison in non-farm jobs shows a slight increase from August 2016 to August 2017 for the Rockford MSA, which includes Winnebago and Boone Counties.

The RAEDC has made changes to how it reports jobs in the region and is using Illinois Department of Employment Security (IDES) figures at the MSA level, which includes Boone and Winnebago Counties.

**Regional Economic Measurements**



These figures represent data from August 2017.

**RAEDC Updates**

**RAEDC Recognized as Top 25 Economic Development Organization in North America**

The RAEDC was recognized on September 17, 2017 as one of the top 25 digital economic development organizations (EDOs) in North America at the 2017 International Economic Development Council (IEDC) Annual Conference.

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#### **A Source of Growth**

More times than most would assume, business will relocate into our region due to an established relationship with a business already located here.

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#### **Welcome Chelsea Fray**

The RAEDC is happy to welcome Chelsea Fray to the team! [Chelsea](#) is the organization's Investor Relations Coordinator and will be working with Jimsi Kuborn (VP of Investor Relations) to engage investors and the community in the daily work of economic development.

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#### **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

#### **Rockford Renewed International Partnership Agreement with Swedish Partners**

On Monday, September 11, 2017 an international news conference took place at Rockford City Hall with partners in Sweden (via Skype). Leaders in Rockford, IL, Madison, WI, and Lidköping and Skaraborg signed a new Industrial Partnership Agreement. In October the RAEDC will welcome a Swedish delegation of municipal leaders from the County of Skaraborg to the Rockford area.

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#### **Chicago Tribune: Immigration is a Lifeline for Midwest Cities**

The City of Rockford Government made the front page of the Chicago Tribune discussing the shift in population in many Midwest cities. Mayor McNamara states "Foreign-born residents are starting businesses at a more frequent rate."

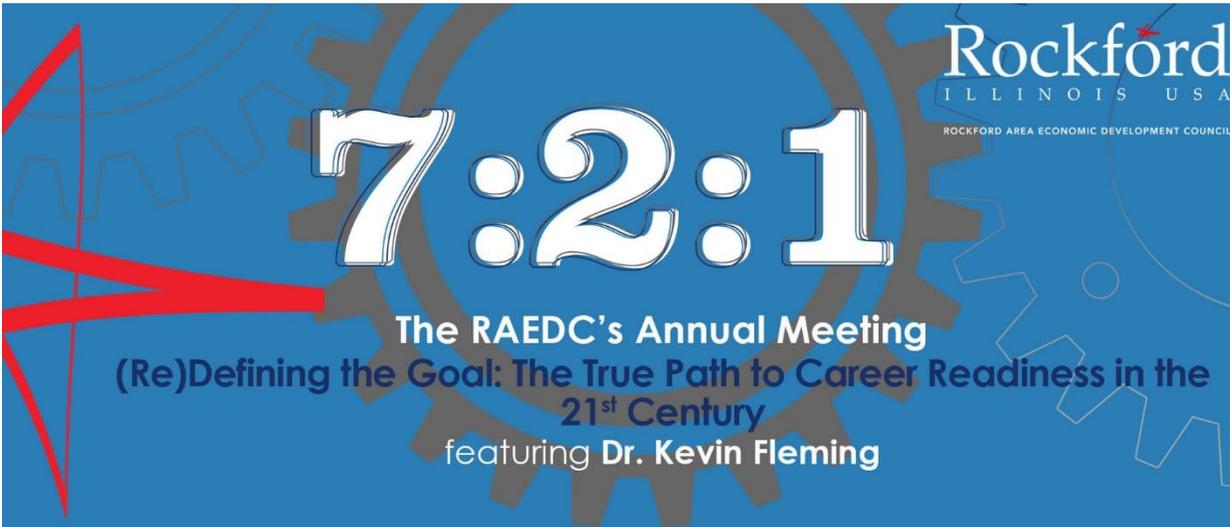
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#### **Wall Street Journal: Rockford, IL Aims to Move Better Policing Right Into the Neighborhood**

A new policing program in Rockford, IL brings officers to live in the areas they patrol so they will get to know the problems of the people they protect by living among them.

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## RAEDC Annual Meeting



**November 15, 2017**  
**Giovanni's Restaurant and Convention Center**  
**5:30 pm - 8:00 pm**

**(Re)Defining the Goal: The True Path for Career Readiness in the 21<sup>st</sup> Century**  
 featuring Success in the New Economy producer & (Re)Defining the Goal author, Dr. Kevin Fleming.



Dr. Fleming is a passionate advocate for ensuring all students enter the labor market with a competitive advantage. He currently supports over 40 Career & Technical Education programs as a Dean of Instruction, CTE at Norco College (part of Riverside Community College District, California) and serves as vice president for the California Community College Association for Occupational Education.

Watch the video & learn more about the Annual Meeting at [RockfordIL.com](http://RockfordIL.com).

**Corporate Tables and Individual Reservations Available Now**  
**at [www.RockfordIL.com/721](http://www.RockfordIL.com/721).**

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## Upcoming Events

### **Manufacturing Day, Rockford Region - Thursday, October 12**

Manufacturing Day is a celebration of modern manufacturing meant to inspire the next generation of manufacturers. The region will be celebrating on Thursday, October 12th.

### **Innovation Tuesday: Take a Bite Out of Your Competition - Tuesday, November 14**

Tie all of your marketing together with a strategy that will Take a Bite Out of Your Competition! Learn how to get the right message in front of the right audience by creating in-depth customer profiles, using the correct language in your messaging and clarifying your value proposition.

[REGISTER ONLINE>>>](#)

### **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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## 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.

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**Rockford Area Economic Development Council**

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*STAY CONNECTED*

