



Greater Rockford Growth Partnership

A lot has been done and there is a lot more to do.

In January 2019 a group of interested Chamber and RAEDC stakeholders began to unify the work of the Rockford Chamber of Commerce and the Rockford Area Economic Development Council.

In June of 2020, both organizations' boards overwhelmingly supported moving forward with an umbrella partnership organization called the Greater Rockford Growth Partnership (GRGP).

Vision

With united vision and bold action, we will be the most vibrant, innovative, thriving economy and mid-sized region in the nation.

Mission

The Partnership is the catalyst for economic prosperity and well-being by cohesively leveraging our strengths to accelerate business growth, innovation, and entrepreneurs within the region.

The goal of the GRGP is to provide:

- One place to invest
- One voice to drive direction, focus, and communication
- One organization to hold accountable for measurable results
- A more efficient use of resources, driving the greatest impact

Accomplishments and Impact of the GRGP

- Three actively redesigned/engaged boards
 - GRGP board established with CEO leadership among diverse industries.
 - RAEDC board revamped for a smaller, focused, and engaged board.
 - Chamber board repopulated several Board of Director slots allowing for additional engaged directors and changing demographics.
- Achievement of better alignment and efficiencies
 - Mission “support team” established to support Chamber, RAEDC, and future partners.
 - Savings of approximately \$140,000 a year by sharing services, costs, and facilities.
- Re-established relationships with Public Sector leaders and opening communication and collaboration toward community goals.
- GRGP structure allows the RAEDC president to focus on economic development and the Chamber leadership to focus on business members' growth and education. The GRGP CEO owns larger community items.
- Three primary focus areas have been identified for GRGP to lead:
 - *Business Policy Council* – Establishes active, trusted relationship with government leaders and is at the forefront of important policy discussions. Identify areas for influencing decision making and policy-makers.
 - *Communication and Branding* – In conjunction with Transform Rockford and the RACVB, this council focuses on developing and leading community messaging.
 - *Talent* – Engages and leads in active strategies to address critical work force needs for short and long term.



MISSION SUPPORT /
BACK OFFICE

PARTNERS

COUNCILS

ROCKFORD
CHAMBER

RAEDC

TALENT

BUSINESS POLICY

COMMUNITY IMAGE /
BRANDING

DESIGNATED
BOARD
LEADERSHIP

DESIGNATED
BOARD
LEADERSHIP

DESIGNATED
BOARD
LEADERSHIP

DESIGNATED
BOARD
LEADERSHIP

DESIGNATED
BOARD
LEADERSHIP

PARTNER CORE PARTICIPANTS
• Community Stakeholders

COUNCIL CORE PARTICIPANTS
• GRGP Board Members • Community Stakeholders • Community Experts
Impact Councils would seek to align and inform activities of the Partnership, its affiliates and other community organizations within the stakeholder identified areas of business policy, talent and community image. These Councils would convene representatives from across the Rockford area that are impacted by or could play a significant role in driving change in these areas.

RAEDC: Driving Primary Job Growth. Business Attraction, Expansion, & Retention
CHAMBER: Business Advocacy, Leadership/Education, Business Growth, Networks

GRGP
Serving as the unified voice for business
Identifying priorities for the Rockford regional business community and driving strategies
Managing shared resources in support of the overall vision