

**Rockford Area Economic Development Council
Business Attraction Solutions Team
2010 Work Plan**

The Rockford Area Economic Development Council Board of Directors created three solutions teams to help achieve the organization's mission and goals. Committee contributions are extremely helpful, as members advise from their unique perspectives, broaden considerations, and lead implementation of *Rockforward!* strategies and tactics.

Meetings of the Business Attraction Solutions Team (BA) will be held on the second Tuesday of each month (*except July and December*) at 4:00 PM in the board room of Hinshaw & Culbertson (100 Park Ave., Rockford). In addition, BA will create four sub-committees: International Business Development Relations, Ground Development Opportunities, Regional Economic Development Partnerships, and Community Profile Development. The chairs and members of each sub-committee will be appointed by the BA chair, and the schedules for sub-committee meetings are to be determined.

The chairman is Darrin Golden, Business Manager, IBEW/NECA. The staff liaison is Eric Voyles, Vice President of National Business Development, RAEDC.

In 2010, BA will collaborate with RAEDC staff, investors, and allies to accomplish the following:

International Business Development Relations

Tactics: BA will promote international efforts with the countries of Sweden and China.

Projected Outcomes:

Rockford area businesses will establish partnerships, joint-ventures, licensing, and other opportunities with Swedish and Chinese companies, creating a greater potential of export and foreign direct investment by Sweden and China. Companies may expand their sales into Sweden and China, and Sweden and China can also serve as a first-step for Rockford area companies into overseas European and Asian markets.

Ground Development Opportunities

Tactics: BA will work to increase the amount of business park space in the Rockford Area

Projected Outcomes: The Rockford Area will introduce an additional 1,500 acres of ground by the year 2012. This increase in available developed property will spur job creation in multiple industries.

Regional Economic Development Partnerships

Tactics: BA will investigate various forms and examples of regional partnerships and will participate in existing alliances, including the Tri-State Alliance, I-39 Logistics Corridor Association, and the Illinois Development Council. BA will work to create Rockford Area Marketing Partnerships to promote amenities and assets found within the established Rockford Area labor market.

Projected Outcomes: The RAEDC will follow the lead of Board of Directors with regards to creating regional partnership opportunities. A Regional approach to economic development is becoming the norm in economic development. Creating a more regional approach has been proven to drive more projects towards the lead EDO.

Community Profile Development

Tactics: BA will involve key partners to accumulate information and statistics on community assets and demographics to maintain an updated community profile and web-site.

Projected Outcomes: A regularly updated community profile and web-site will assist in presenting quantitative and relevant information to site selectors and prospects. With this information, prospects can easily evaluate opportunities in the Rockford Area increasing likelihood of investment in our region.