

# RAEDC Business Attraction Solutions Team

## 2011 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 at IBEW / NECA (6820 Mill Rd, Rockford). In addition, BA will create three subcommittees: Ground Development Opportunities, Building Availability, and Community Branding. The chairs and members of each subcommittee 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 and Financial Secretary, IBEW/NECA. The staff liaison is Eric Voyles, Vice President of National Business Development, RAEDC.

In 2011, BA will collaborate with RAEDC staff, investors, and allies to accomplish the following:

### GROUND DEVELOPMENT OPPORTUNITIES

#### *Tactics:*

BA will work to increase the amount of business park space in the Rockford area by:

- Maintaining an up-to-date database of Rockford MSA Business Parks
- Coordinating volunteers to meet with property developers to interview them on their properties and determine next steps in infrastructure development
- Researching alternative funding mechanisms through public private partnerships to increase the number of shovel ready properties

#### *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.

### BUILDING AVAILABILITY

#### *Tactics:*

BA will work to increase the amount of available buildings in the Rockford area by:

- Maintaining an up-to-date database of Rockford MSA industrial buildings
- Coordinating volunteers to meet with property developers and real-estate agenda to interview them on their properties
- Investigating implementing a "quick start" building development program to have plans in place when a client decides to develop on a shovel ready property

#### *Projected Outcomes:*

The Rockford area will have better information on industrial sites in the Rockford area facilitating responses to clients and increasing project wins. A "quick start" program will fast-track development of a modern industrial facility as needed by a client, facilitating their investment in the Rockford area.

### COMMUNITY BRANDING

#### *Tactics:*

BA will work to create a positive community image and brand by:

- Attending the Association of Industrial Real-Estate (AIRE) brokers trade show, as a committee to market development opportunities in the Rockford Area
- Implementing the Chicagoland Real Estate Market Baseline Survey annually and promote findings

#### *Projected Outcomes:*

The BA Committee members will be encouraged to have significant conversations at the AIRE trade show with industrial real estate brokers on the benefits of developing in the Rockford area. Committee members will be given briefing documents with talking points. Contact information will be shared with the RAEDC for further outreach activity. The strong Rockford regional presence will have a great impact in leaving a positive community brand with the industrial real estate professionals.