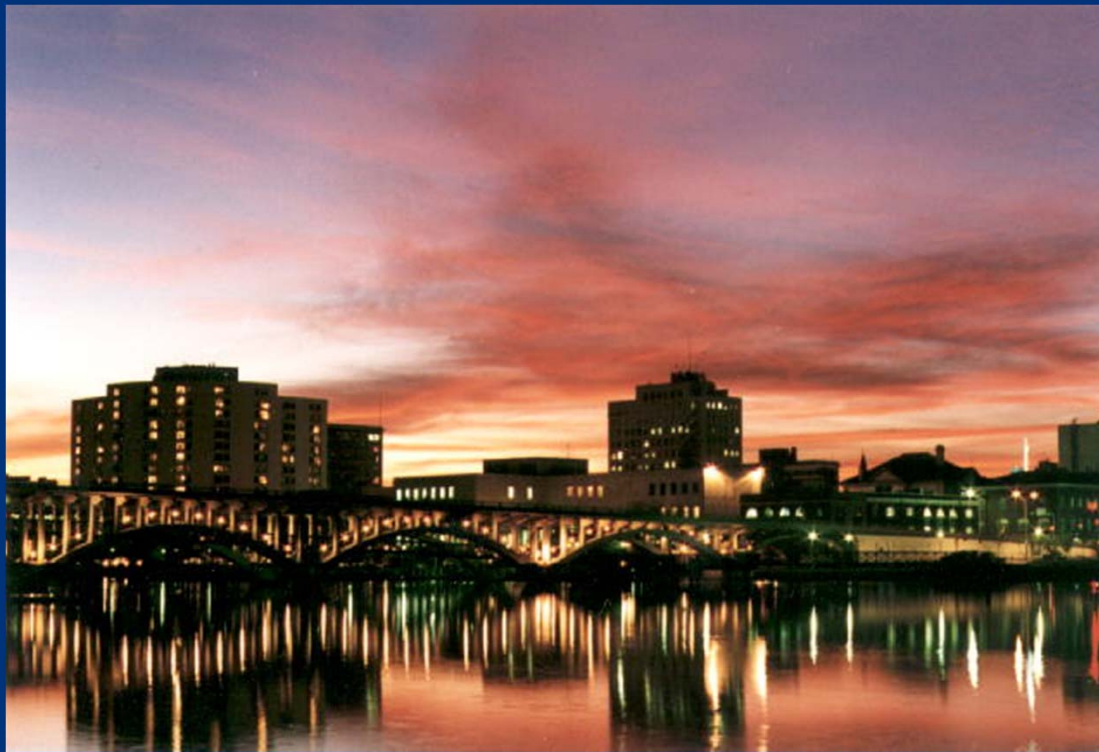
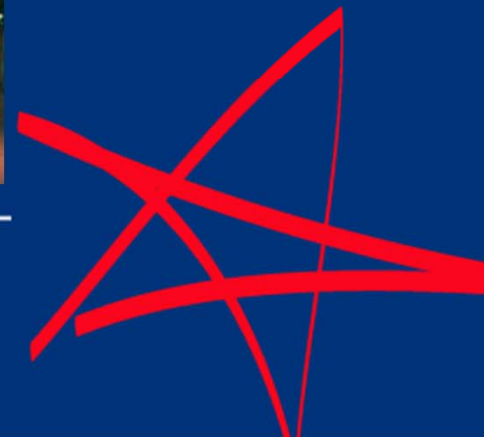


The Rockford Area: America's Best – Mid-Sized International Region



ROCKFORD AREA ECONOMIC DEVELOPMENT COUNCIL



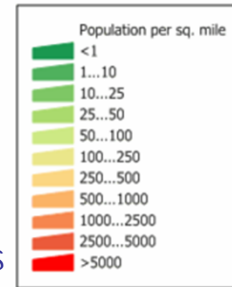
Rockford is Well Located

In the world, Illinois has:

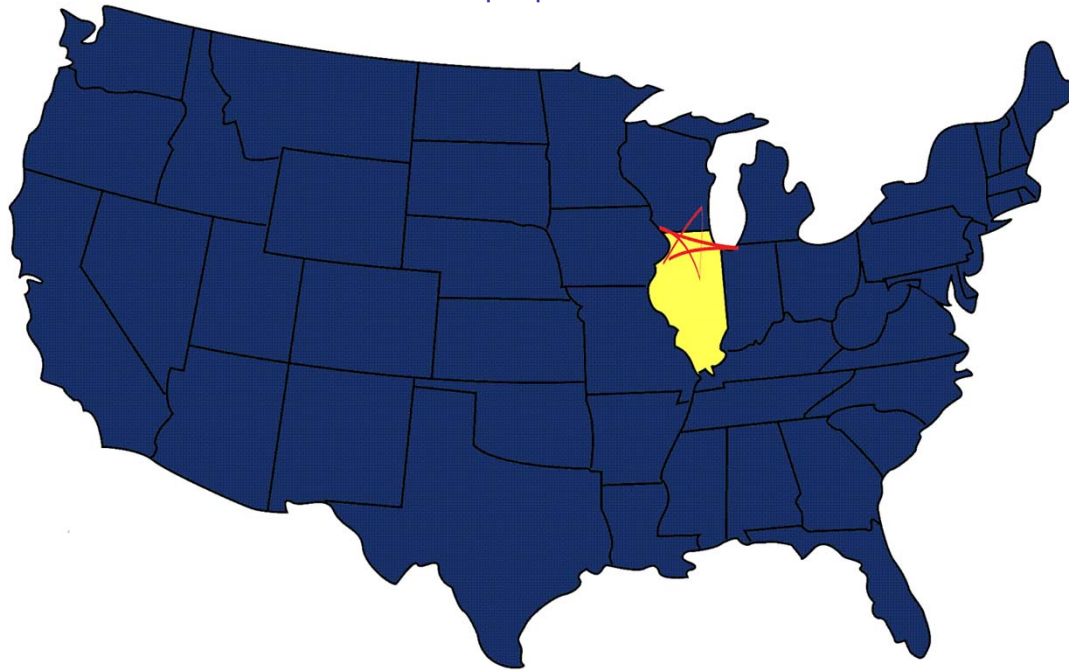
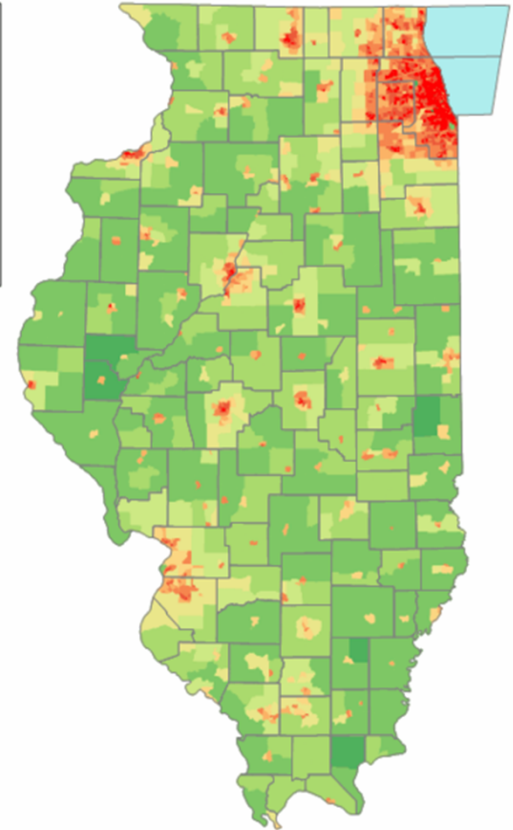
- 2nd busiest airport (O'Hare International)
- 3rd largest multi-modal port system

In the US, Illinois is:

- 1st in Interstate and railroad connections
- 5th largest Economy (\$589b)
- 5th most populated state



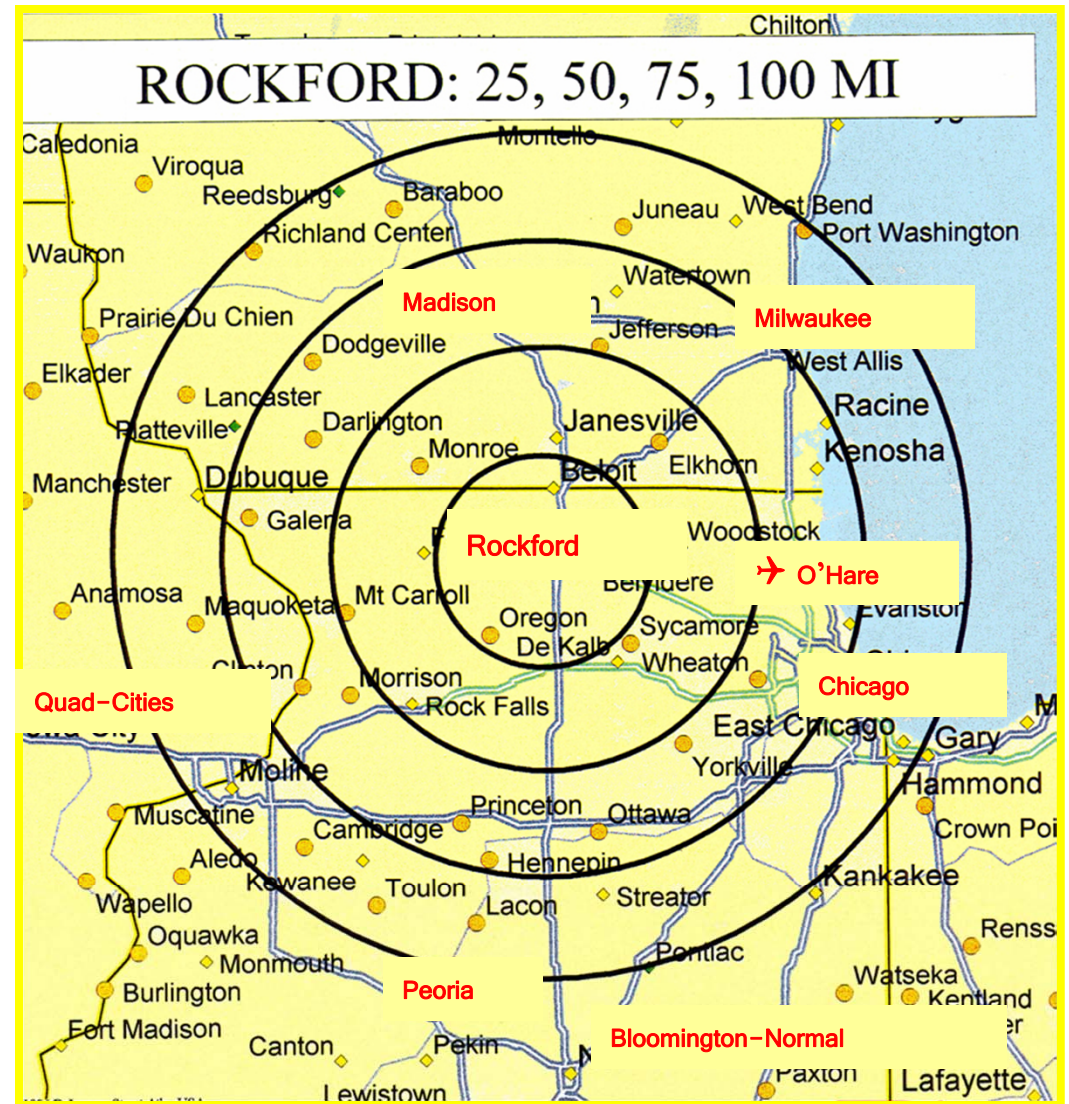
Source: U. S. Census Bureau
Census 2000 Summary File 1
population by census tract.



Rockford is part of the Chicago Market

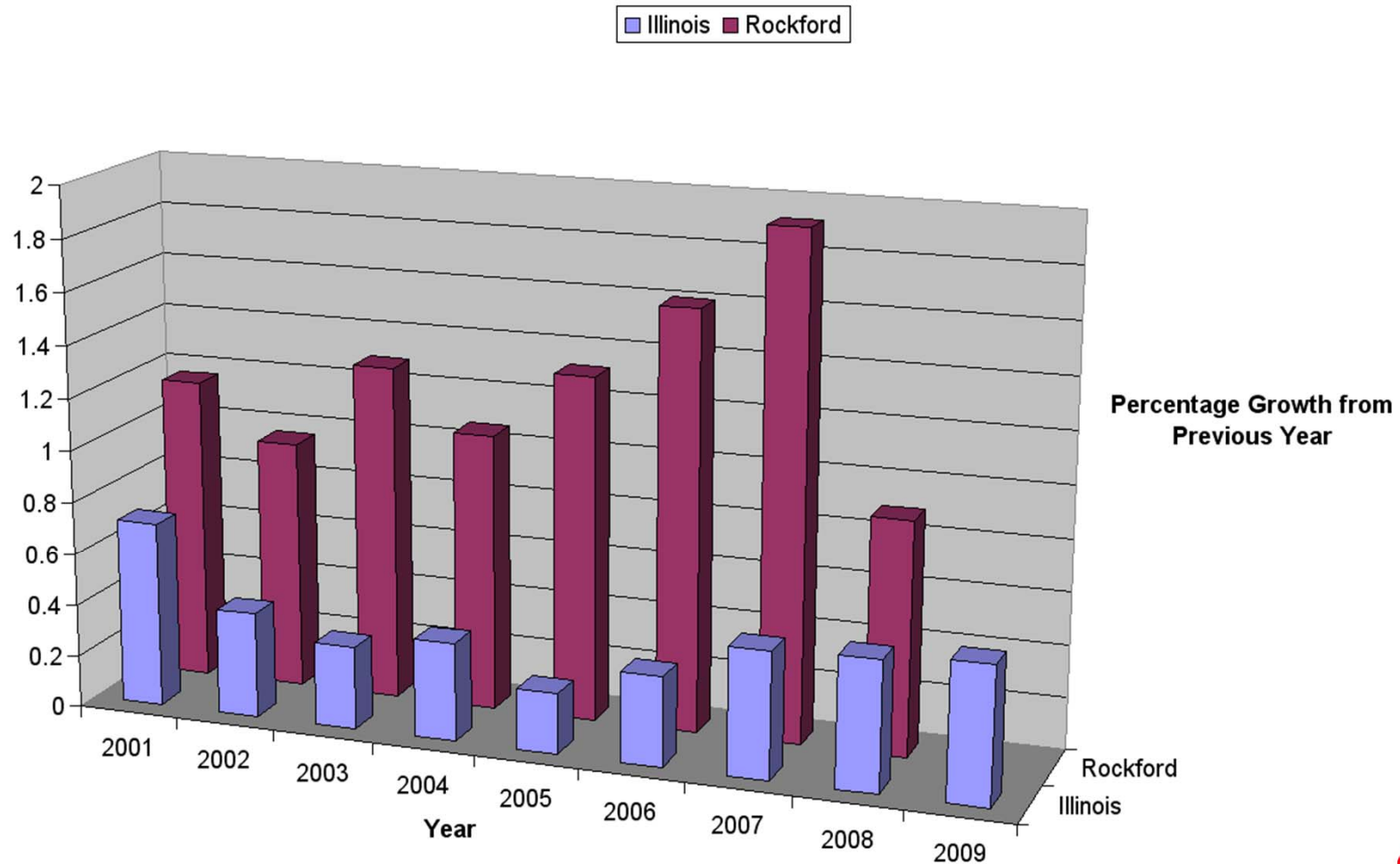
Our strategic location provides access to:

- Over 800,000 people within a 30-40 minute commute, and is the fastest growing MSA in Illinois
- O'Hare International Airport within 60 minutes
- Over 13 million people within a two hours driving radius
- Approximately 80% of US households within a 24 hour truck drive
- Chicago's downtown CBD within 90 minutes



Rockford is the Fastest Growing MSA in IL

Rockford MSA v. State of Illinois Growth Rate



Rockford has an Available Labor Force

The Pathfinders (2007) Labor Availability Report:

- 30-minute labor-shed population of over 800,000
- Estimated workforce of over 435,000 people
 - 65,500 people are underemployed
 - 16,800 unemployed
 - 46,200 employed but interested in changing employers
 - 2,500 not currently in workforce but considering re-entering

The Pathfinders (2007) Analysis of Commuting Workforce:

- Estimated 42,600 commute out of the Rockford MSA daily
 - 73% would consider taking a comparable job in the MSA.
 - Largest group, 15%, are tied to manufacturing

Current (4/10) Unemployment Rate Rockford MSA:

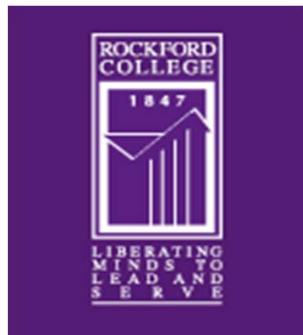
- 18.6%

Rockford is the fastest growing MSA in the State of Illinois!



Rockford has great access to Education

More than 50 institutions of higher learning are within a 90-mile radius of the Rockford Area. A variety of Engineering, technical and advanced degrees are offered, ensuring a diverse and qualified work force.



The University of Illinois
College of Medicine at Rockford



Rockford Provides the Courses You Need

Select local educational institutions with compatible call center classes:

Rock Valley College

- Business accounting
- Computer and information systems
- Financial services
- Marketing/Sales
- Management

Northern Illinois University

- Management
- Finance
- Other administrative areas

Rockford College

- Economics
- Business
- Accounting
- Computer Science

Rockford Business College

- CS Related
- Telephone training
- Business
- HR/Office management
- Externships

Rasmussen College

- CIT/Help Desk
- Customer Service
- Marketing
- Call Center Management

Upper Iowa University

Judson College

Benedictine University



Rockford Schools create potential employees

K – 12 Education Number of Schools

Elementary Schools	33
Middle Schools	5
High Schools	5
Education Centers	8

Higher Education

	Type	Enrollment
Benedictine University	4-yr	2009 addition, classes yet to start
Rockford College	4-yr	1,566
Rock Valley College	2-yr	7,923
Rockford Career College	2-yr	560
Rasmussen College	4-yr	982
NIU – Rockford	4-yr	1,550
U of I College of Medicine	4-yr	156
St. Anthony College of Nursing	4-yr	182
Upper Iowa University	4-yr	75
Embry Riddle Aeronautical University		16

Local School Systems Data - 2008

Public School Enrollment:	47,064
Public School Graduation:	3,181
Private School Enrollment:	9,600
Average ACT Score:	18.4
Average SAT Score:	NA
% Population With College Degree:	20.7
% Population With College Experience:	42.0%
% Population With High School Degree:	82.9%



Rockford's Largest Employers

The Rockford Area's largest employers include:

Company	Employment
Rockford School District	3730
Rockford Health System	3003
SwedishAmerican Hospital Assn	2988
Wal-Mart Stores Incorporated	2750
Rockford Memorial Hospital	2700
OSF Healthcare System	2303
Hamilton Sundstrand Company	2175
County of Winnebago	1731
Chrysler	1700
United Parcel Service	1600
Woodward Governor Company	1325
City of Rockford	1122
Harlem Company Consolidated School	1099
Kroger Company	1067
Belvidere Community Unit Sch	967
NCO Group	904
Honeywell	885
Anderson Packaging Incorporated	883
Carpenter Contractors of America	800
Lowes Distribution Center	787
General Mills Incorporated	750
Schnuck Markets Incorporated	732



Rockford Enjoys Good Labor Relations

The Region's Labor Force is:

- Productive and globally competitive
- Among the best in the country and world

The Rockford Area's labor quality is rated as above average in:

- Turnover
- Absenteeism
- Productivity
- Attitude
- Drug use
- Trainability
- Communications
- Basic skills

Labor availability is rated as above average for:

- Engineering
- Skilled
- Semiskilled
- Unskilled



Rockford is Well Connected to the World

"I-39 has the distinct advantage of being the only interstate connecting the northern cluster of interstates (I-90, I-94, I-80, I-88) with the central cluster of interstates in Illinois (I-74, I-55, I-70, I-57, I-64)...."



...As a result the highway system of the I-39 corridor is one of the most connected in the country for both domestic and international trade."

--St. Onge Co.



Rockford is Integral to Supply-Chain needs

Integration of Air Cargo, Truck, and Rail Service:

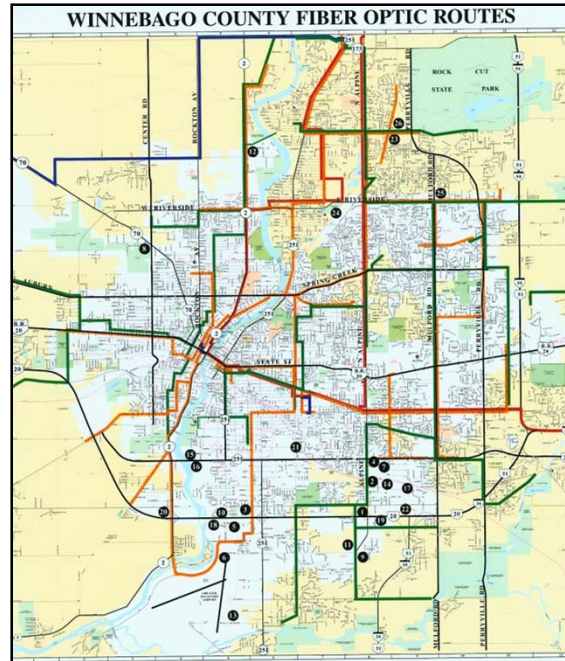
- Four of the seven Class-one railroads
- Two of the largest air cargo aggregators
- Over 60 motor freight carriers



Rockford has Global Band-Width and Reach

The Rockford Area has world class telecommunications infrastructure that connects to the Northern Illinois Technology Triangle through Northern Illinois University. The area is wired with redundant networks of fiber optic cable and has been recognized for its efforts to provide maximum bandwidth. Local broadband suppliers include:

- At&T
- McLeod USA
- One Communications
- TDS Metrocom
- Verizon



Long Distance Carriers:

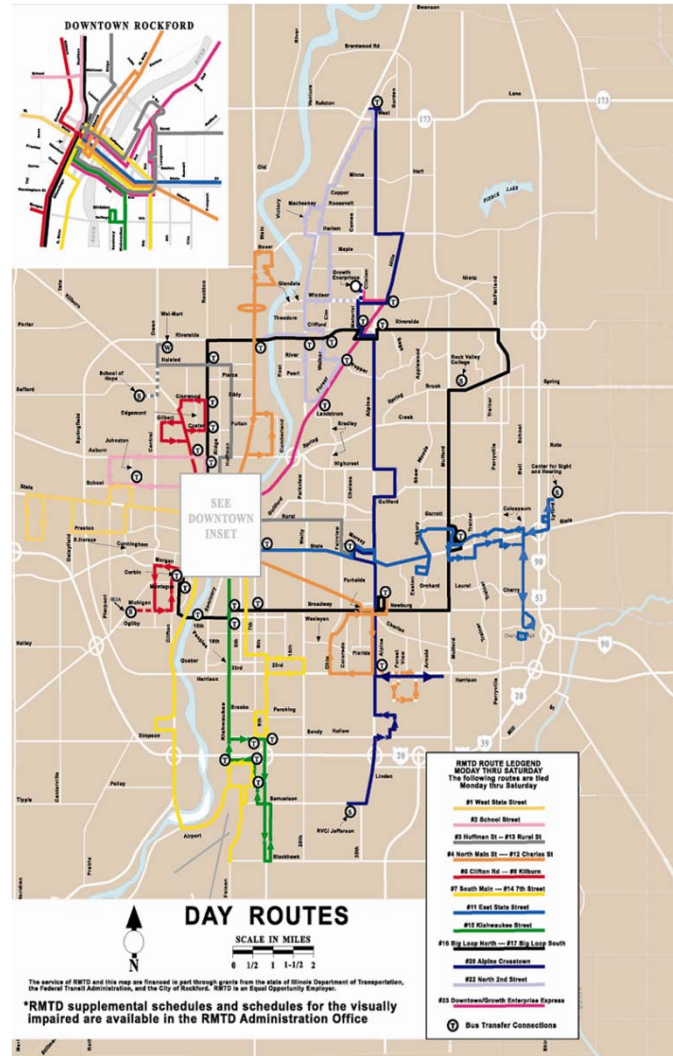
- At&T
- McLeod USA
- One Communications
- Sprint
- MCI
- Qwest



Rockford residents Enjoy Efficient Mass Transit

The Rockford Area has an efficient bus route mass transit system. The existing system was developed in to provide service to major employment and retail locations throughout the Rockford area. This ensures that your employees will be able to make it to work every day on time.

Management can be approached to discuss route and schedule changes.



Rockford has a Superior Quality of Life

Because of regional attributes and proximity to major markets, all levels of the area's work force is guaranteed a high quality-of-life for themselves and their families.

- More than 7,000 parkland acres
- 185 public parks
- 21 public golf courses
- 6 country clubs
- 9 public libraries
- 10 museums
- 12 art galleries
- 1 symphony orchestra
- 4 community theatres
- 2 indoor ice arenas
- 2 water parks
- 4th lowest cost of living in the Midwest



Rockford is home to the Rockford IceHogs AHL hockey team, official farm team for the Chicago Blackhawks.



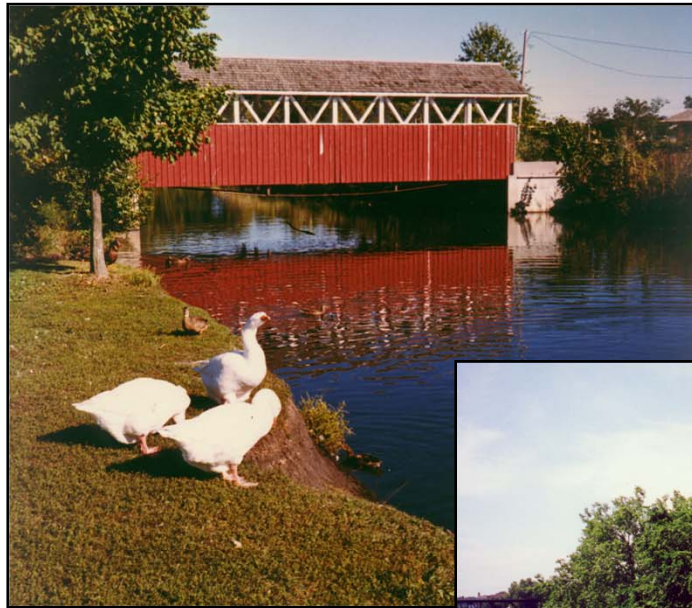
Quality of Life – Health Care

Nine hospitals and numerous clinics make the area a Regional Health Center.



Quality of Life – Outdoor recreation

The region boasts exceptional parks, encompassing nearly 10,000 parkland acres in over 200 federal, state and local parks.



Quality of Life – Executive Leisure

The Rockford Area boasts 37 golf courses which are among the finest in the nation.

Golf Digest ranks Rockford first for medium-sized cities.



Quality of Life – Tourism

Beauty abounds in the fabulous gardens of the region. The City of Rockford has been dubbed the “City of Gardens”.



Rockford is an International City



The Keeling-Puri Peace Plaza.

Future Aspirations:

- World Trade Center Office
- Additional Sister Cities

Current Attributes:

- Top 4% in diversity in Illinois
- Nine Sister Cities
- International Gate at Airport
- Immigration Services
- FTZ #176
- Immigration through Investment Zone
- Participated in 6 international trade delegations in 2009
- Region had export growth of 49% from 2005 – 2008
- Over 100 companies from over 20 countries invest in the Rockford Area
- Hosted 10 international trade delegations in 2009
- USEAC office located in Rockford



Rockford is Ethnically Diverse

Race/Ethnicity-2000	Population	% of Population
White	497,738	86.9%
Black/African American	40,725	7.1%
Am. Indian/Alaska Native	1,538	0.2%
Asian	6,726	1.2%
Native Hawaiian/Pac. Islander	209	-----
Some other race	15,686	2.7%
Two or more races	9,398	1.6%
Hispanic	34,191	6.0%



Rockford Wants Your Company

Industries that best fit Rockford's strengths, services and attributes:

- Transportation Equipment Manufacturing and R&D
 - Aerospace, On & Off road Vehicles, Rail Manufacturing
- Industrial Machinery Manufacturing and R&D
 - Machine Tools, Food Processing and Medical Equipment
- Logistics and Distribution
 - Air, Rail, Truck
- **Back Office and Call Centers**
- Metals Manufacturing and R&D
- Food Processing
- Chemicals & Plastics Manufacturing
 - Pharmaceutical & Ethanol
- Health Care Related Service



Major BPO/Call Center Operations in the Area

NCO (formerly MCI) 86,000sf facility (BTS); opened in June 2000;
Customer service; 800 employees. *Starting wage:* \$8.00/hr; \$9/hr after training;
Managers earn an average of \$42,000 a year;

Servicom (aka Ron Weber & Assoc): 250 seat center; Inbound & outbound;
200 employees. *Starting wage:* \$8.00/hr;

BlueCross/BlueShield: Inbound Customer Service; 500 employees. *Starting wage:*
\$10/hr;

Quancor Virtual Sales and Marketing, Inc (QVSM): Inbound & outbound
appointment setting, sales & lead generation; 34 employees *Starting wage:*
\$8.00/hr. *After training:* \$8.50/hr plus bonuses including extra wage for perfect
attendance weekly;

Vision Financial: 105 employees. Starting wage \$12;

Honeywell: 43 customer care representatives (both floor and management);
customer service;

ThermoFisher/Pierce: 20 customer and technical support reps

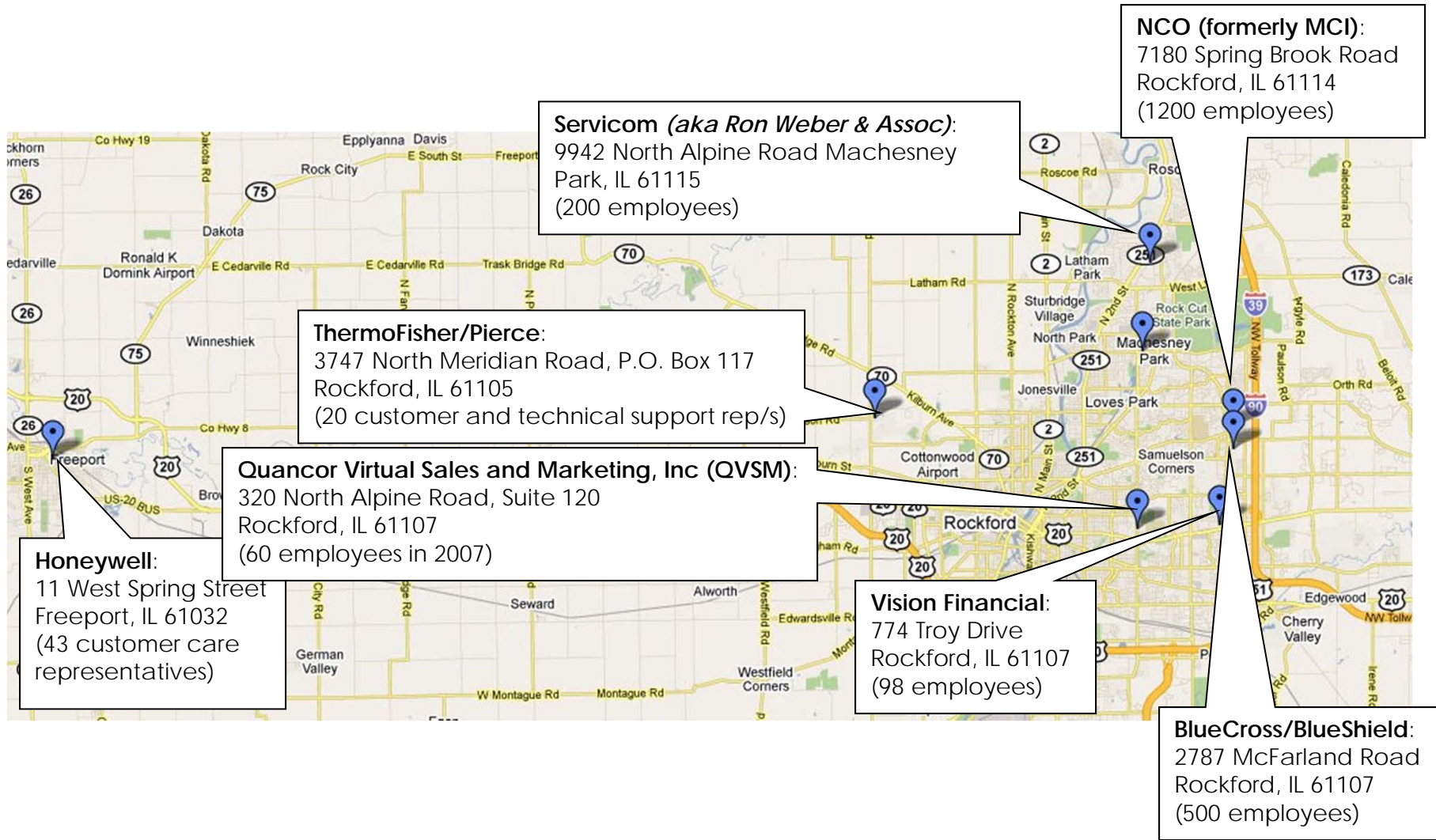


Average Wages in Rockford

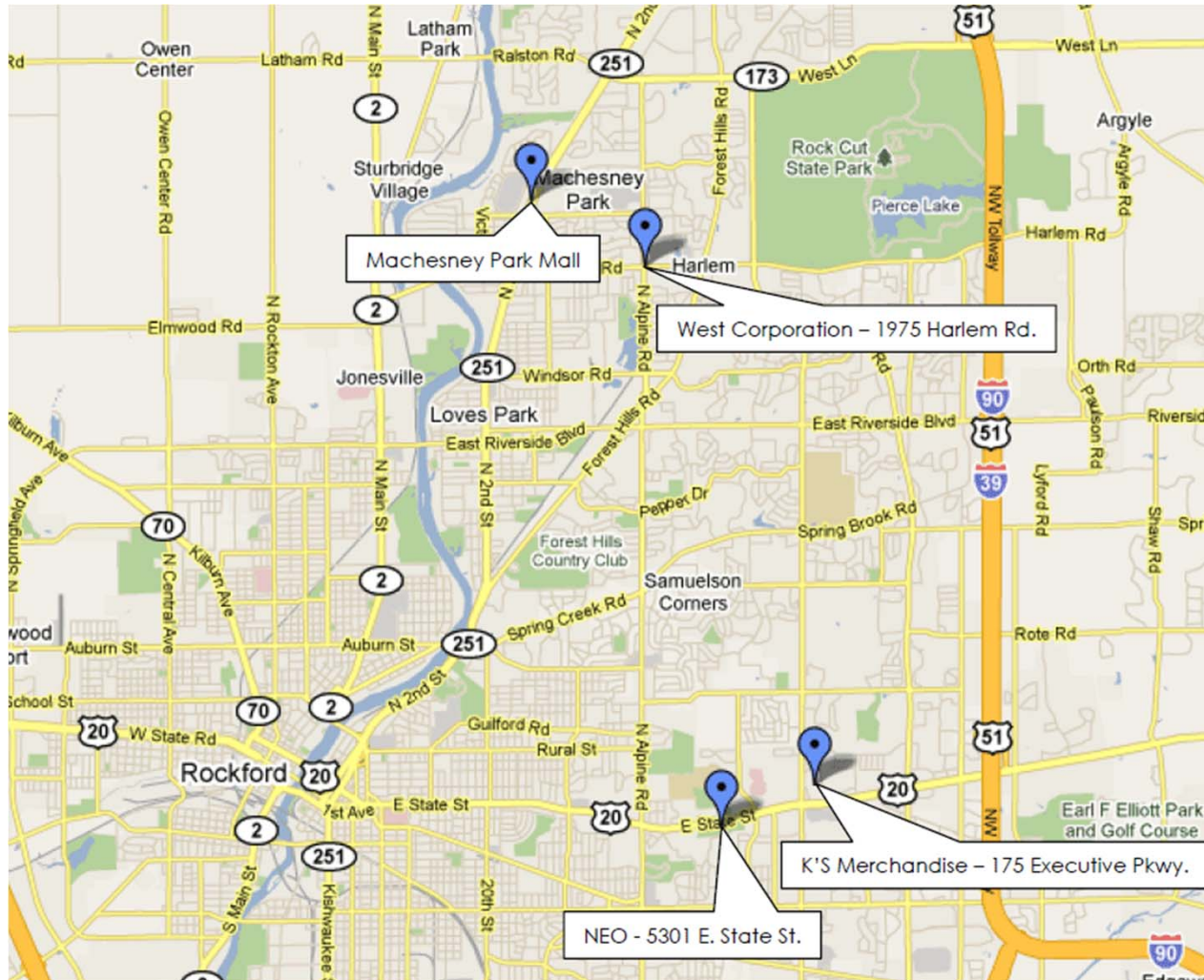
Accounting	Avg.	Entry	Exp.	Median
Financial Managers	\$ 49.32	\$ 22.87	\$ 62.54	\$ 44.35
Accountants and Auditors	\$ 29.03	\$ 20.32	\$ 33.38	\$ 26.61
Budget Analysts	\$ 26.15	\$ 20.39	\$ 29.03	\$ 26.55
First-Line Supervisors	\$ 33.41	\$ 20.90	\$ 39.65	\$ 29.46
Bill and Account Collectors	\$ 14.47	\$ 10.54	\$ 16.43	\$ 14.32
Billing, Posting Clerks, Machine Operators	\$ 15.73	\$ 12.35	\$ 17.41	\$ 15.22
Bookkeeping, Accounting, Auditing	\$ 17.11	\$ 13.01	\$ 19.16	\$ 16.27
Credit Authorizers, Checkers, Clerks	\$ 15.49	\$ 9.71	\$ 18.39	\$ 14.87
Office Clerks, General	\$ 12.55	\$ 9.05	\$ 14.30	\$ 12.04
Finance	Avg.	Entry	Exp.	Median
Financial Managers	\$ 49.32	\$ 22.87	\$ 62.54	\$ 44.35
Accountants and Auditors	\$ 29.03	\$ 20.32	\$ 33.38	\$ 26.61
Financial Analysts	\$ 33.85	\$ 16.56	\$ 42.49	\$ 31.09
Personal Financial Advisors	\$ 43.41	\$ 22.73	\$ 53.75	\$ 36.54
Financial Examiners	\$ 25.02	\$ 17.75	\$ 28.65	\$ 21.14
Financial Services, Sales Agents	\$ 30.69	\$ 16.17	\$ 37.95	\$ 20.36
CRM	Avg.	Entry	Exp.	Median
Public Relations Managers	\$ 31.49	\$ 19.37	\$ 37.56	\$ 32.19
Human Resources	\$ 19.96	\$ 8.06	\$ 25.92	\$ 21.03
Public Relations Specialists	\$ 22.10	\$ 15.54	\$ 25.39	\$ 20.77
Tellers	\$ 10.63	\$ 8.95	\$ 11.47	\$ 10.38
Customer Service Representatives	\$ 14.86	\$ 9.96	\$ 17.30	\$ 14.12
New Accounts Clerks	\$ 15.26	\$ 11.90	\$ 16.94	\$ 14.81



Rockford Call Center Locations

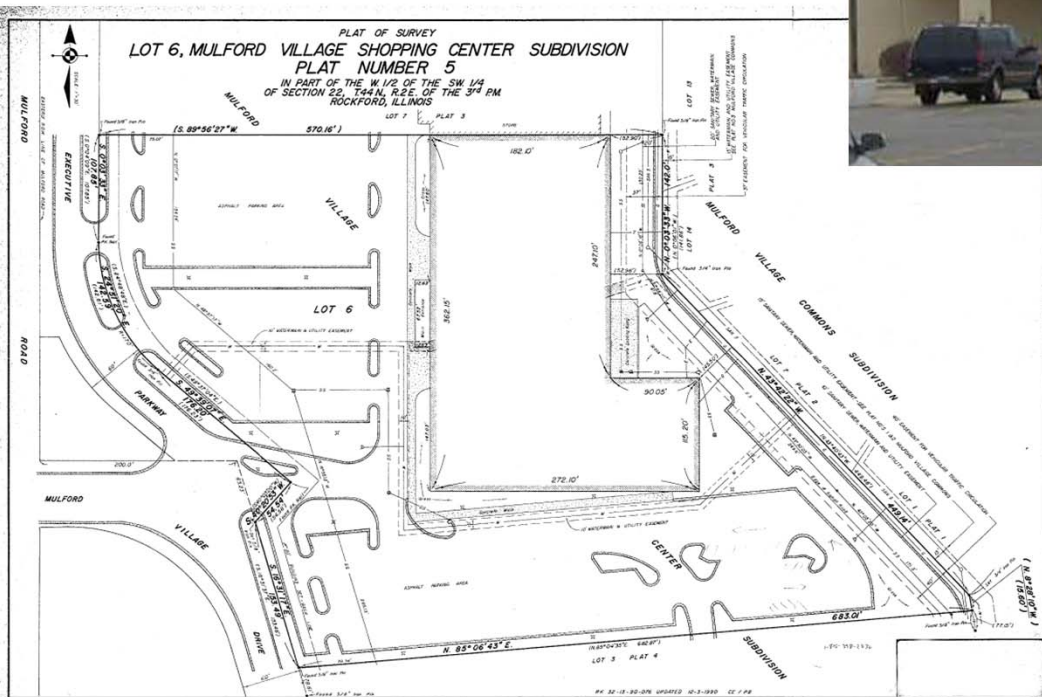


Available Buildings



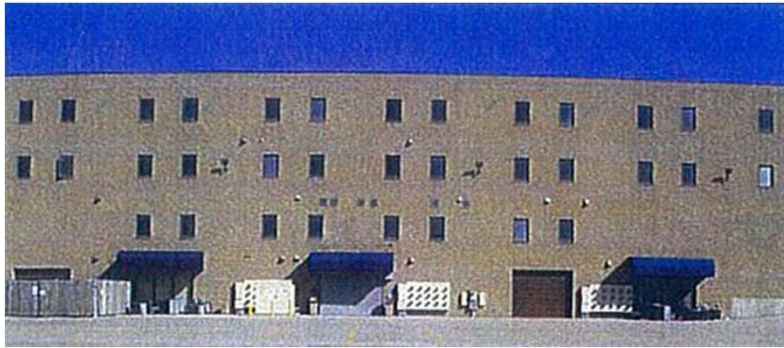
Available Buildings

K's Merchandise



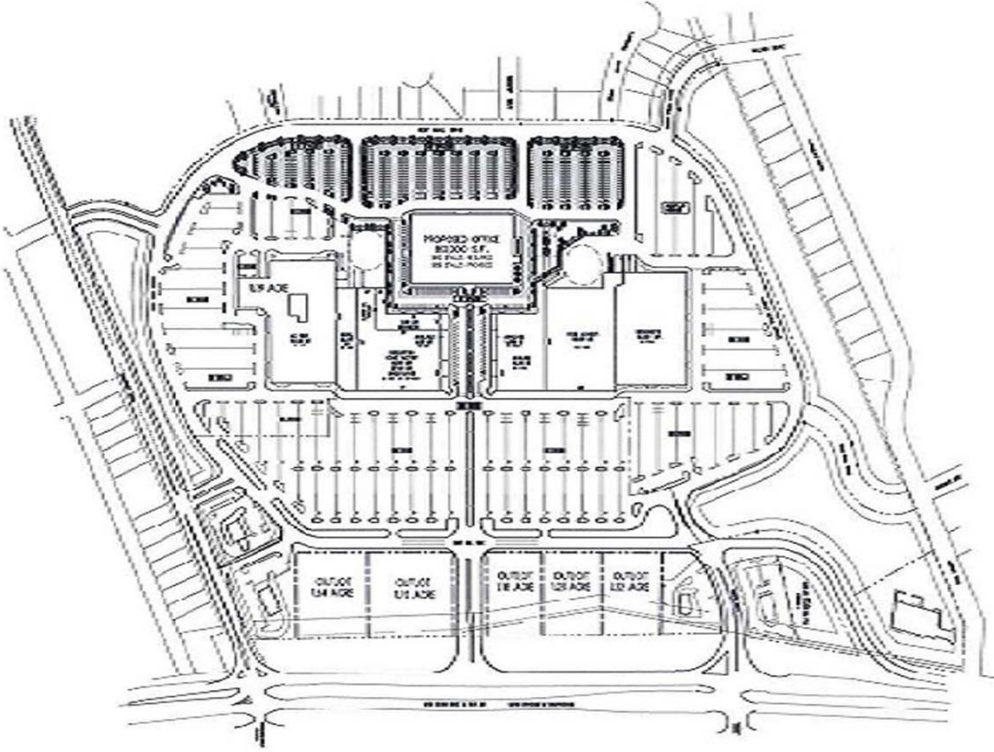
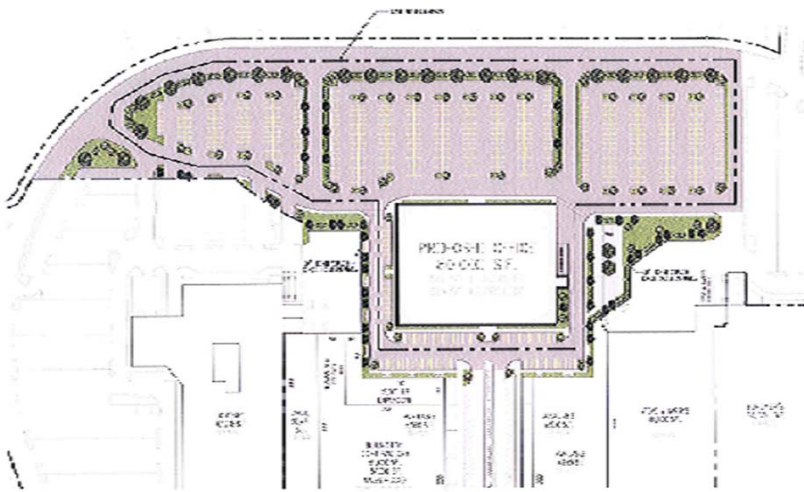
Available Buildings

NEO



Available Buildings

Machesney Park Mall



Available Buildings

West Corporation



Rockford is Cost Effective

The Rockford Area has low overall wage/salary costs

- Over \$250,000 can be saved annually by locating in the Rockford Area vs. competitor cities such as Naperville
- Customer service rep wages are 13% less than Naperville and 12% less than Madison

Rockford Area lease costs are among the lowest in Illinois

Illinois corporate income taxes are lower than competitor states

Total annual operating costs are among the lowest in the region

- Over \$560,000 can be saved annually over Naperville
- Over \$250,000 can be saved annually over Indianapolis



Rockford is right for Back Office / Call Centers

Site Search Consultants agree the Rockford Region is a good location for back office and call centers based on these attributes:

- ✓ Existing “Plug & Play” Buildings
- ✓ Critical Mass of competitors Without Market Saturation
- ✓ Lower Overall Operating Costs
- ✓ Good Labor Availability
- ✓ Efficient Mass Transit Routes
- ✓ Good Labor Quality
- ✓ Good Telecommunications Infrastructure
- ✓ Reliable Utilities
- ✓ Growing Population
- ✓ Temporary Space Options
- ✓ Training Incentives
- ✓ Access to O’Hare Air Service



Rockford

I L L I N O I S  U S A

ROCKFORD AREA ECONOMIC DEVELOPMENT COUNCIL

