

**Rockford Area Economic Development Council
Business Attraction Solutions Team
2008 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. Members advise from their unique perspectives and broaden considerations on how to achieve goals.

Meetings are held on the second Tuesday of each month at 4:00 pm in the lower level conference room at JP Morgan Chase (6000 East State Street, Rockford). The chairman is Frank Walter, who is the regional president of JP Morgan Chase. The staff liaison is Eric Voyles, RAEDC Vice President of National Business Development.

In 2008, BA will collaborate with RAEDC staff, investors, and allies to accomplish the following:

International Business Development Relations

Tactics: BA will

Promote International Efforts with Sweden

- Continue to develop a Sweden Connection of constituents in the Rockford area.
- Develop broader relations with the Swedish American Chamber of Commerce and the Swedish Embassy, as well as pursue relations with their contacts.
- Lead delegations to visit Stockholm, Göteborg, Lidköping, our Sister City Borgholm, and other communities.
- Facilitate deeper participation in SACC.
- Facilitate visits to Rockford by Swedish companies, politico's and economic development allies.

Promote International Efforts with China

- Research and determine to what extent a Chinese Connection of constituents in the Rockford area exists and seek to develop a local US-China trade committee.
- Continue to develop relationships with the US-China Chamber of Commerce, World Trade Center Chicago, the Chinese Consulate in Chicago, and others recognized as experts in US-China economic & trade relations.
- Facilitate visits to Rockford by Chinese companies, politico's and economic development allies.

Projected Outcomes:

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

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

Ground Development Opportunities

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

Projected Outcomes: The RAEDC will increase the amount of Business Park space available in the region in the following categories:

- **Industrial Parks** – Large scale manufacturing and warehouse facilities that tend to have limited or no office utilization
- **Warehouse/Distribution Parks** – larger facilities with provisions for truck loading and parking. A small portion of office space either included onto or built into the existing facility, may also have a separate building. Landscaping and parking areas are included, but because of the low ratio of employee to acreage/space utilization on-site amenities are limited.
- **Logistics Parks** – Sometimes called Commerce Parks these parks focus on value-added services of logistics, 3PL operations, and processing rather than warehousing and storage. As center of wholesale activity these locations may have showrooms and demonstration areas to highlight goods assembled or distributed there.
- **Research & Development Parks** – Also known as Science Parks, these parks are designed to take advantage of relationships with Universities and foster innovation as well as technology transfer. Facilities are usually multi-functional with a combination of wet and dry labs, offices, some light manufacturing and storage. Biomedical parks are a specialized version.
- **Technology Parks** – cater to high companies requiring a setting conducive to innovation. These companies rely on proximity to similar companies as opposed to Universities to create a synergy.
- **Incubator Parks** – Often a section of Research and Technology Parks, these developments cater to the needs of small and start-up companies. These parks are often supported by governmental entities and provide flexible space and economically priced rent, as well as opportunities for shared business services, business counseling, flexible, virtual or business net-working, and business development support.
- **Corporate Parks** – Often located in high-profile locations, they may look like office parks, but often provide research laboratories, light manufacturing, and supporting uses such as, service-oriented shopping centers, recreational facilities and hotel conference centers. These supporting uses are included as part of the development not as after thoughts along the periphery.
- **Office Parks** – these locations provide traditional office space in a highly landscaped area with parking areas incorporated into the design. Typically found in close proximity to major transportation corridors these locations also will be serviced by public transportation. Proximity to a major airport may also be a prerequisite as well as supporting uses.

Regional Economic Development Partnerships

Tactics: BA will investigate various forms and examples of regional partnerships.

Projected Outcomes: The RAEDC will participate in more regional partnerships.

- **Tri-State Alliance** – an effort to promote needed infrastructure improvements for the region at a three state level.
- **I-39 Logistics Corridor Council** – an efforts to promote the Logistics capabilities of the region as defined by Interstate I-39 running from Madison, WI to Bloomington/Normal, IL. Rockford is the midway point along the corridor and the largest community with closest proximity to Chicago, IL.
- **Illinois Development Council** – allows for cooperative 1)marketing activities, 2) educational venues as well as 3) legislative and bureaucratic net-working within the state of Illinois
- **A Rockford Area Marketing Partnerships** – will allow for the Rockford region to begin marketing the amenities and assets found within the established Rockford Area labor market.