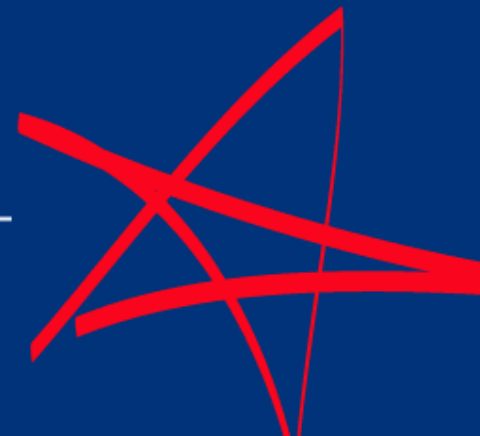


Rockford Area Economic Development Council

First Quarter Investor Event
March 24, 2010

ROCKFORD AREA ECONOMIC DEVELOPMENT COUNCIL



Welcome

Bill Roop

RAEDC Chairman of the Board

Alpine Bank President & CEO



Thank You

Presenting Sponsor



Thank You

Rockforward! President's Circle Investors

Alpine Bank

Building Trades/Project First Rate

City of Rockford

Comcast

ComEd

Cumulus Broadcasting Inc.

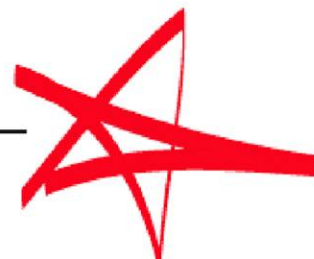
First Rockford Group

Greater Rockford Airport Authority

IBEW / NECA

JP Morgan Chase

Maverick Media



Thank You

Rockforward! President's Circle Investors

Northern Illinois Building Contractors Assoc.

OSF Saint Anthony Medical Center

Rockford Area REALTORS

Rockford Health System

Rockford Register Star

SwedishAmerican Health System

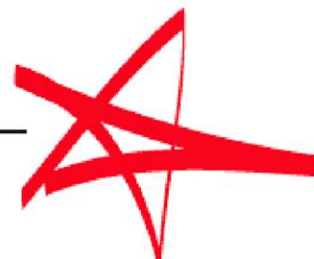
Village of Machesney Park

WIFR-TV

Winnebago County

Woodward

WQRF TV / WTVO TV / WREX



Welcome

Elected Officials in Attendance

City of Rockford Alderman Patrick Curran

City of Rockford Alderman Doug Mark

Rockford Park District Commissioner Chuck Brown

Rockford Park District Commissioner Tyler Smith

Village of Machesney Park Trustee Phillip R. Johnson

Village of Machesney Park Clerk Lori Mitchell

Village of Rockton Trustee Dave Winters

Village of Roscoe Mayor Dave A. Krienke

Winnebago County Board Member Douglas R. Aurand

Winnebago County Board Member Ted Biondo

Winnebago County State's Attorney Joseph P. Bruscato

Winnebago County Chairman Scott H. Christiansen

Winnebago County Board Member Pearl Hawks

Winnebago County Board Member Kyle Logan

Winnebago County Board Member L.C. Wilson



About RAEDC

Mission

Enhance wealth creation in the Rockford Region by marketing the area and helping employers retain and create quality jobs

Collaborate with regional partners to serve as a one-stop resource for clients to improve the competitiveness of the region, and to engage the community in the work of economic development



About *Rockforward!*

Five Primary Strategies 2008-2012

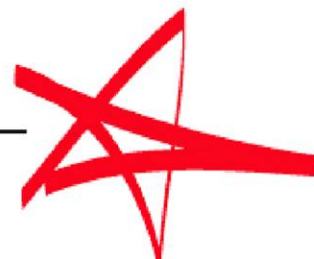
Thriving Business Climate

Targeted Marketing & Recruitment

World-Class Business Infrastructure

Workforce Development

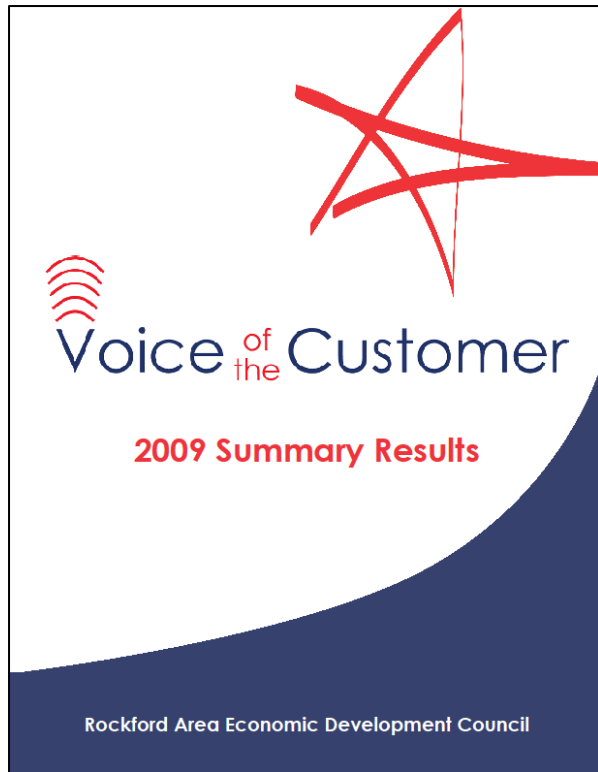
Emerging Opportunities Fund



Voice of the Customer Survey

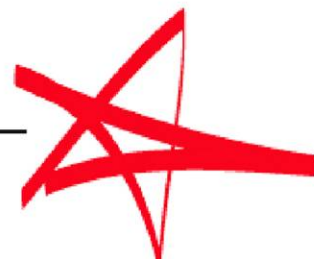
Mark Podemski

RAEDC Vice President for Development



Tonight's Objectives

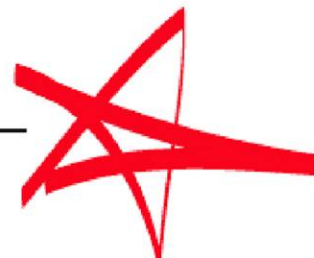
- Present a summary of our findings from our 2009 Voice of the Customer process
- Discuss how this information is part of a process used to set strategies in our region
- Understand what actions can be taken to improve the economic health of our region



The RAEDC is Listening...

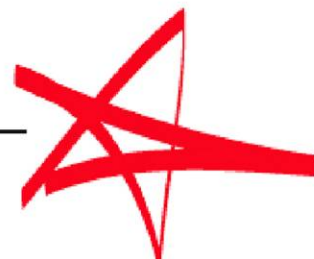
A good listener is not only popular everywhere, but after a while he gets to know something. -Wilson Mizner (1876 – 1933)

- Communicating with companies is integral to our success
- Companies and communities could be taking actions to improve their results
- In this age of limited resources, which actions can both take that will have the most impact?



Primary Objectives of VOC

- Understand the **future plans of existing organizations** within our communities
- Identify **current site issues and improvement opportunities** that would help businesses grow
- **Identify key inputs** for infrastructure planning and development plans, manage growth expectations, and develop long and short-term improvement projects
- Assure **better use of our local resources**
- Demonstrate the **importance of public-private partnerships** in establishing effective approaches to economic development

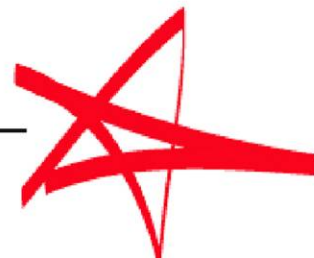


The Synchronist Business Info System®

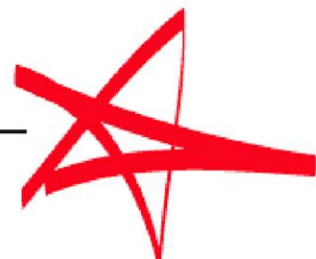
- NA Study 08 on many charts
- Largest primary research project ever
- 26,000 executive interviews in 33 states and 3 Canadian provinces
- Provides a solid comparison for our region



Special thanks to ComEd for their financial support of Synchronist



VOC Process is an Integral Element



Stone Soup Economic Development

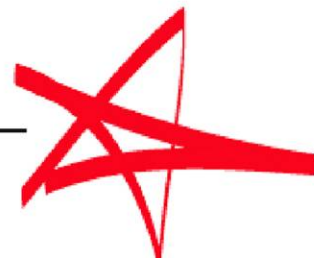
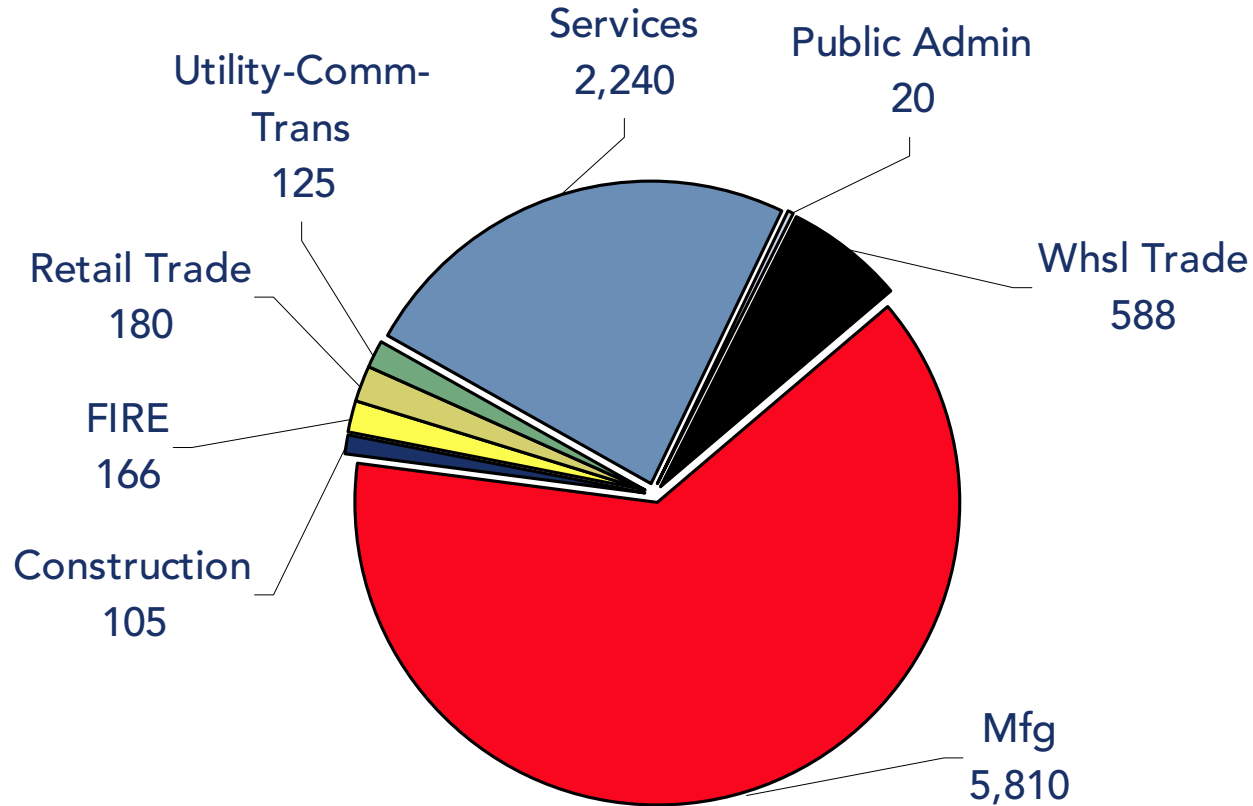
Call to Action

- Embrace and assist our local companies
- Grow our international connections
- Improve our education system
- Build a strong, sustainable region



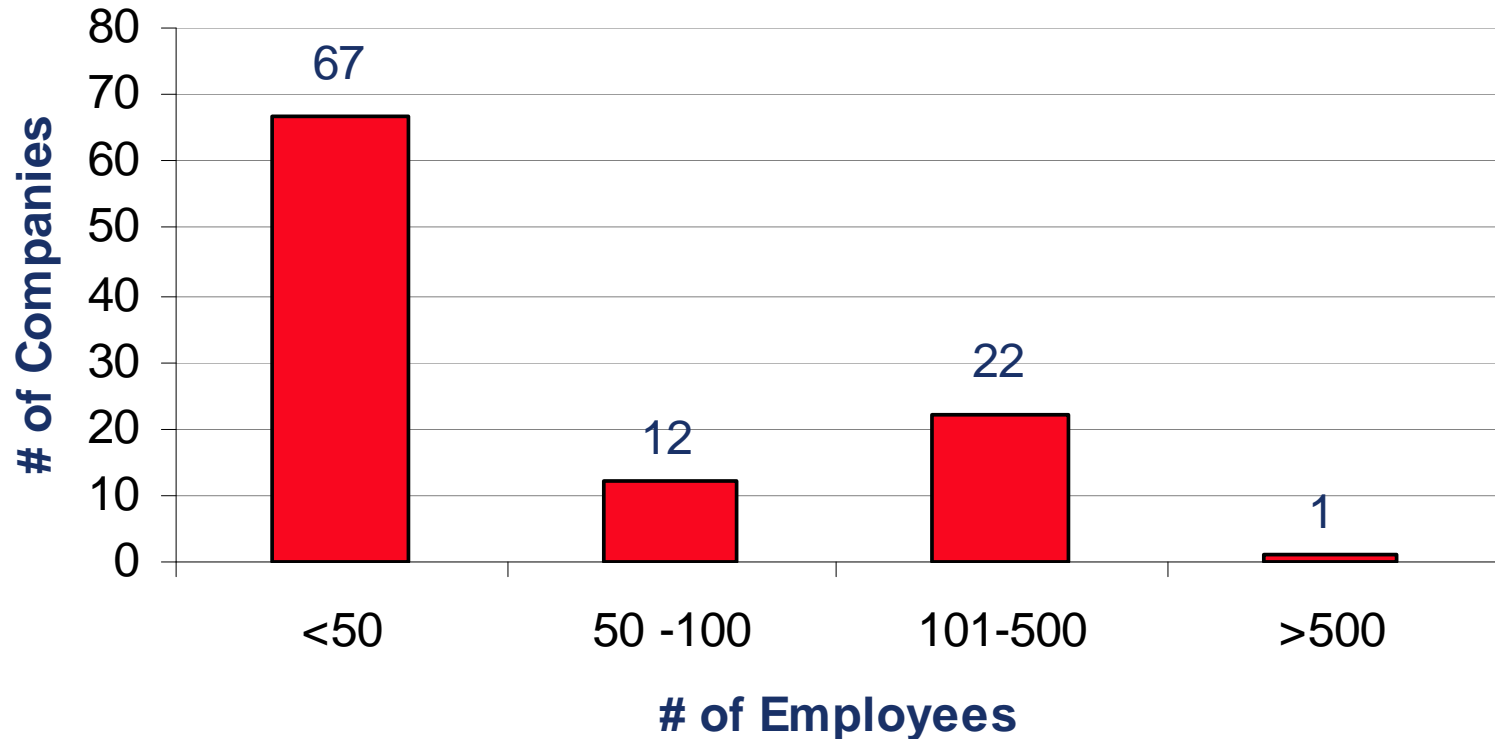
2009 Survey Participant Industries

2009 VOC Industry Segments
(numbers = total employment represented)

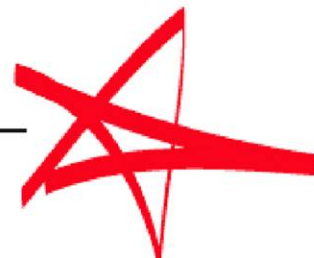


2009 Survey Participant Company Size

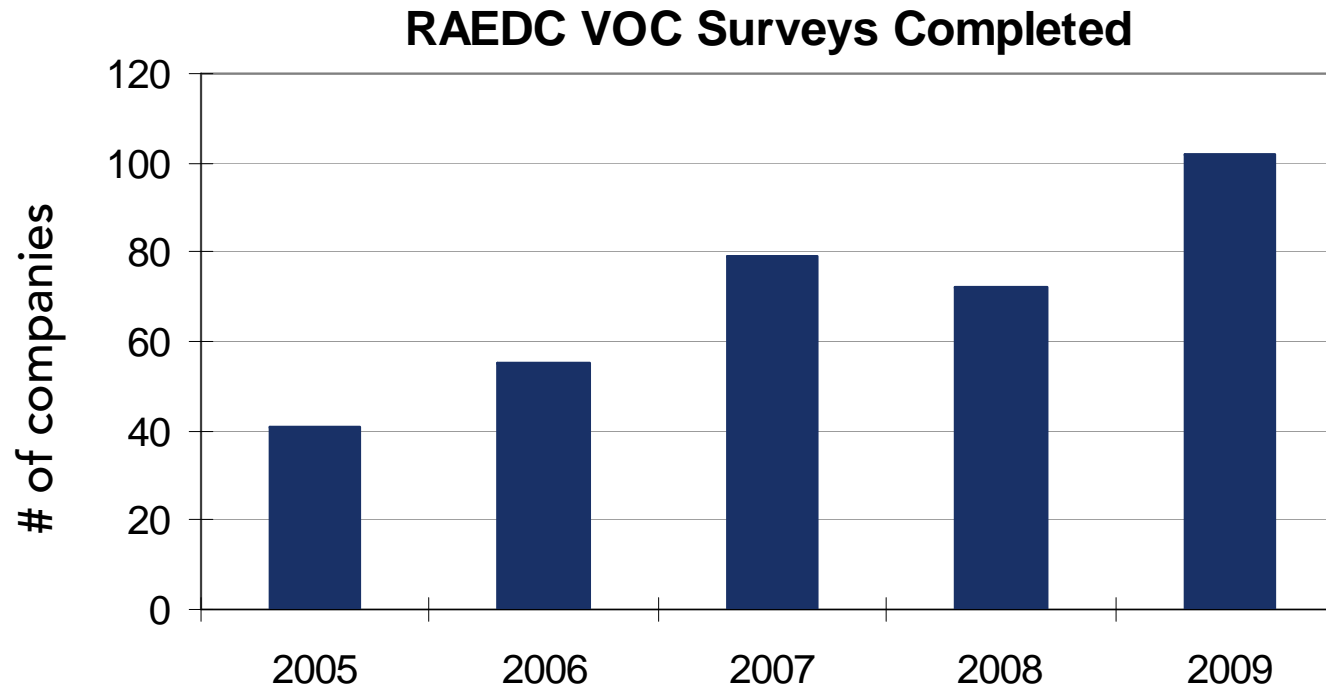
2009 VOC Company Size



78% of the respondents employ less than 100 employees



Historical VOC Survey Completions



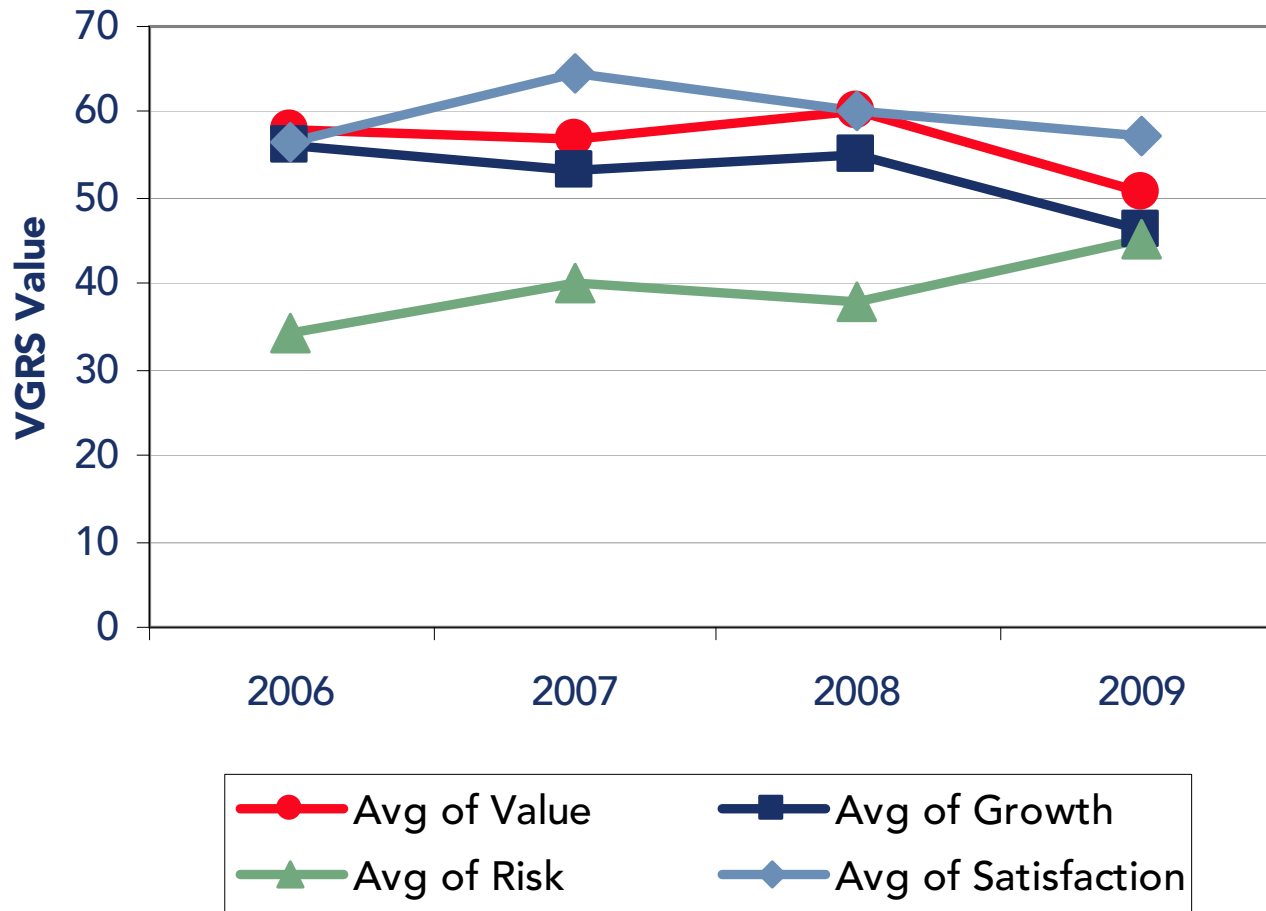
Increasing Inputs from Employers Vital for Strategy Development

Source: RAEDC

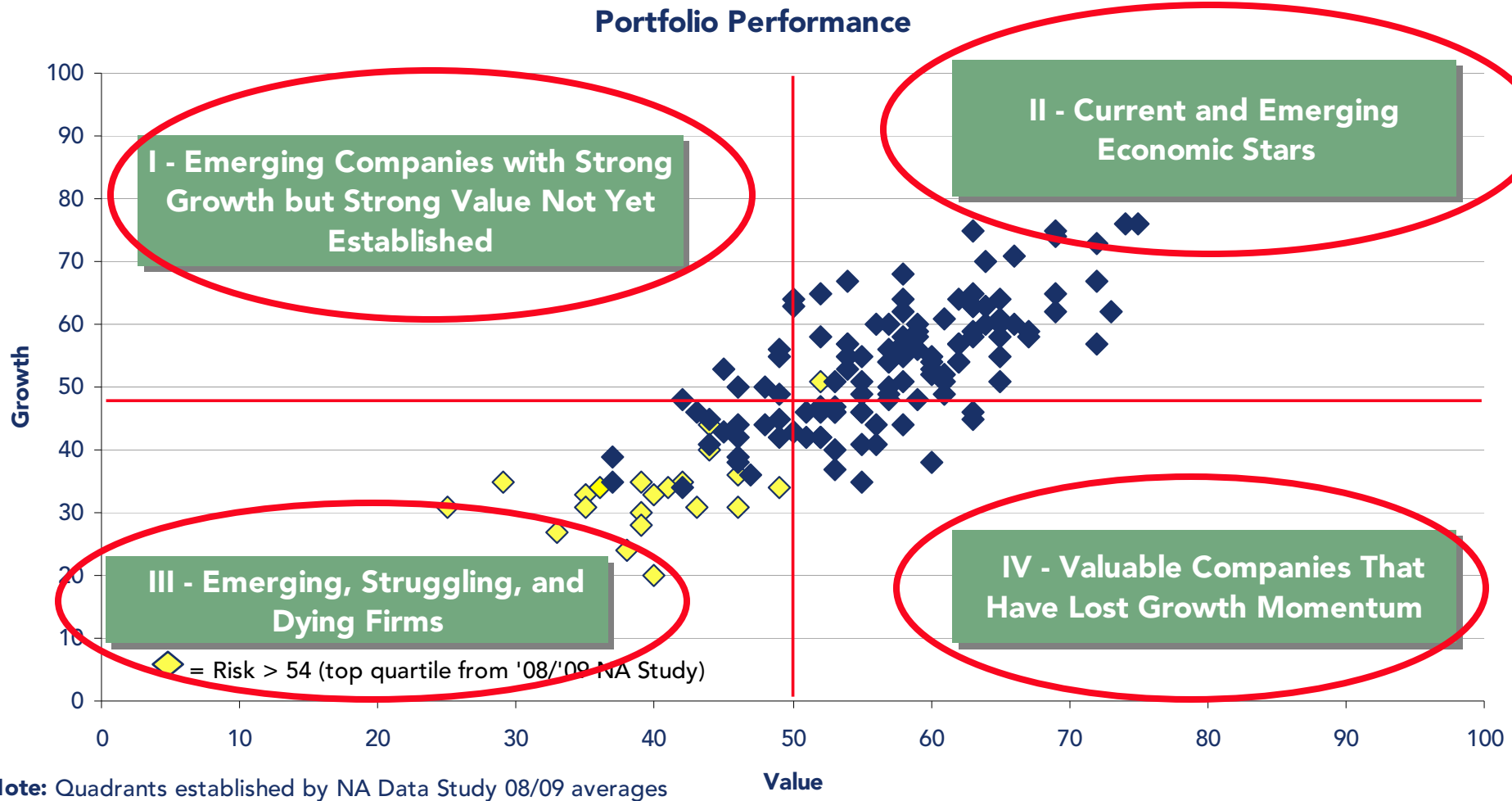


Value – Growth – Risk - Satisfaction

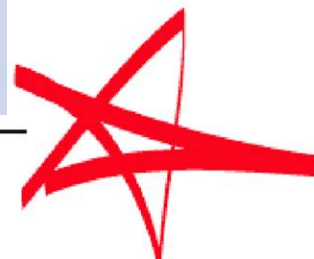
VGRS by Year



Regional Portfolio Analysis (2006-2010)



Regional Competitive Advantage - Good Concentration of High Value/High Growth Companies



Regional Primary Employment

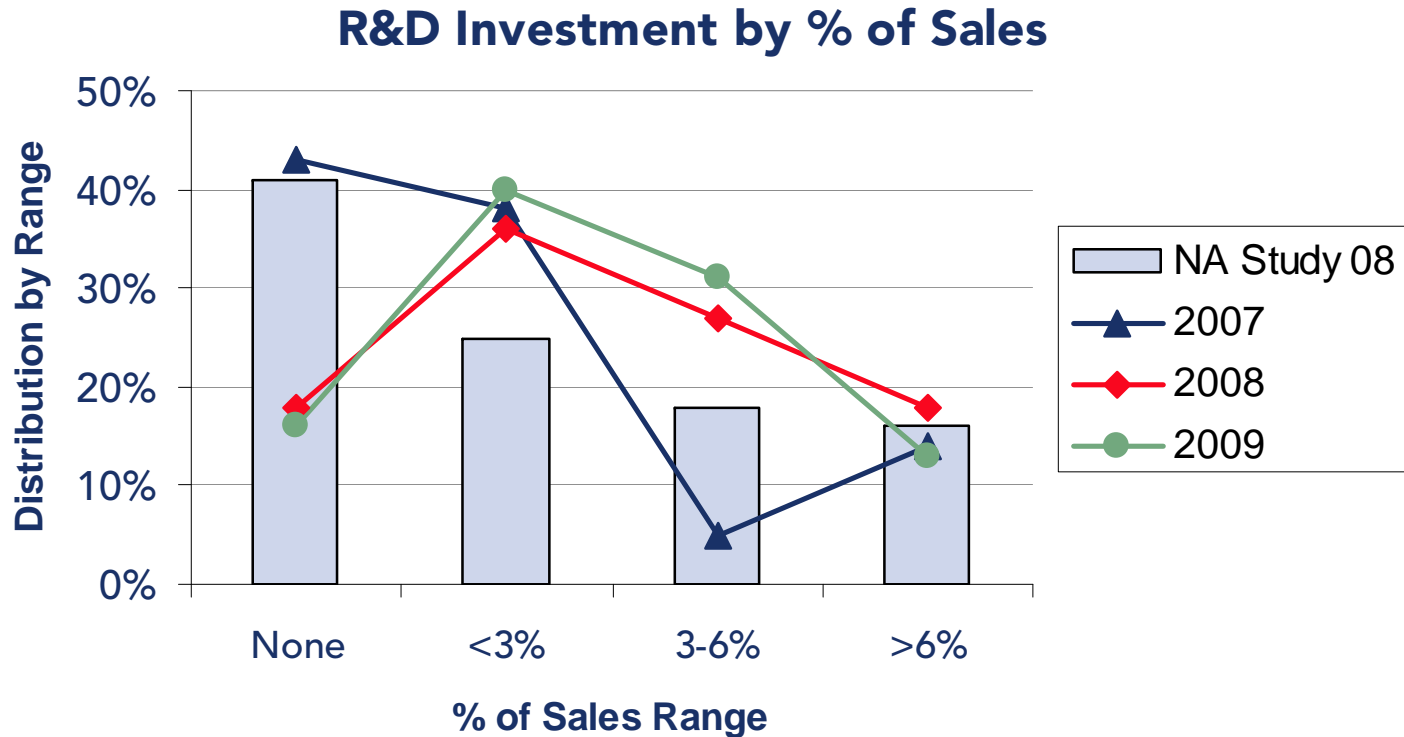
Manufacturing Company Employment	2006		2007		Change 06-07	
	#	%	#	%	#	%
Total	37,520	100	34,132	100	-3,388	-9
Noncommercial	no non-commercial in this industry					
Nonresident	19,248	51.3	16,281	47.7	-2,967	-15.4
Resident	18,272	48.7	17,851	52.3	-421	-2.3
Stage 1 (1-9)	2,595	14.2	5,052	14.8	2,457	94.7
Stage 2 (10-99)	8,972	49.1	16,759	49.1	7,787	86.8
Stage 3 (100-499)	5,061	27.7	442	36.1	-4,620	-91.3
Stage 4 (500+)	1,645	9	0	0	-1,645	-100

Source: youreconomy.org

Companies With Local Ownership Getting Smaller

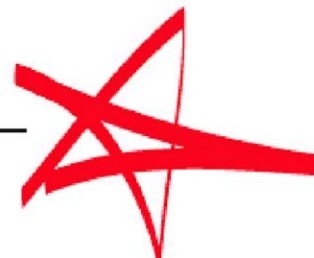


Elements of Value – R&D Investment

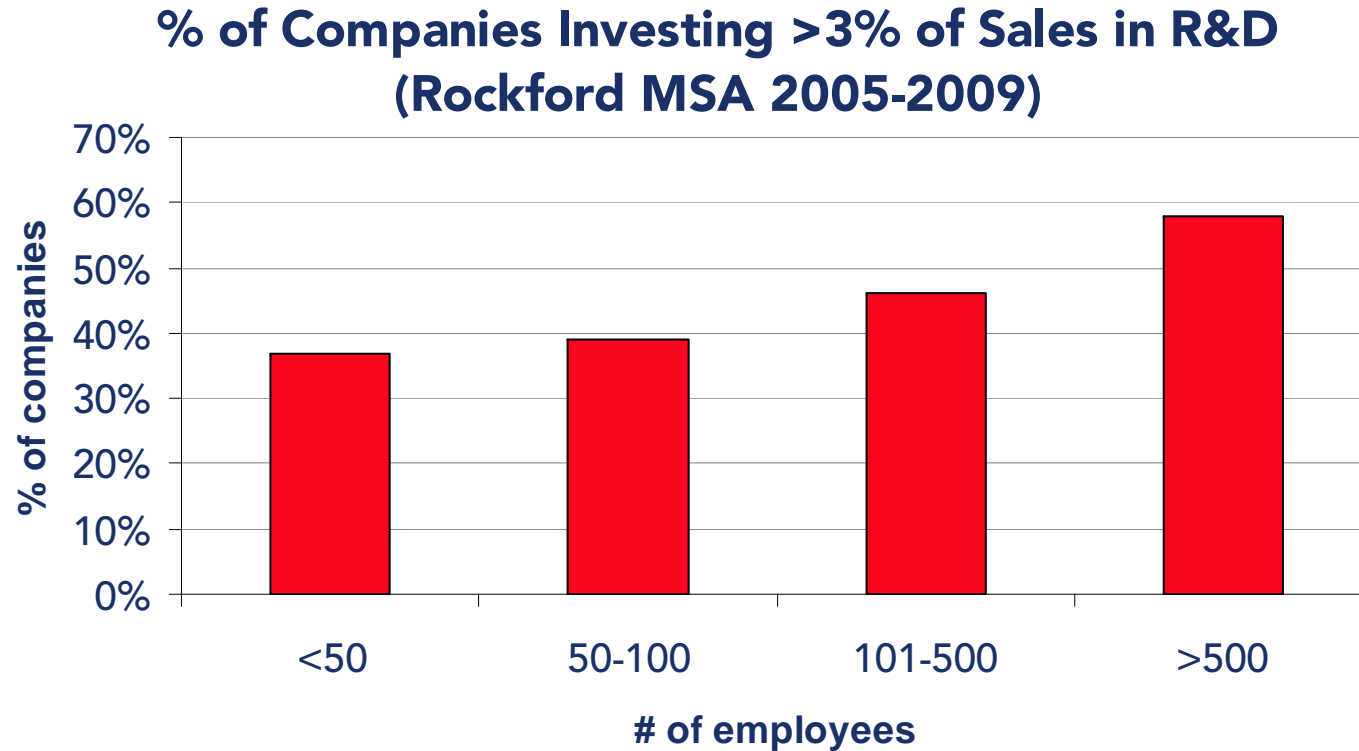


87% of 2009 Companies Invest <6% of Sales in R&D

Source: Synchronist Database & 08/09 NA User Study (Blane Canada)



Elements of Value – R&D Investment

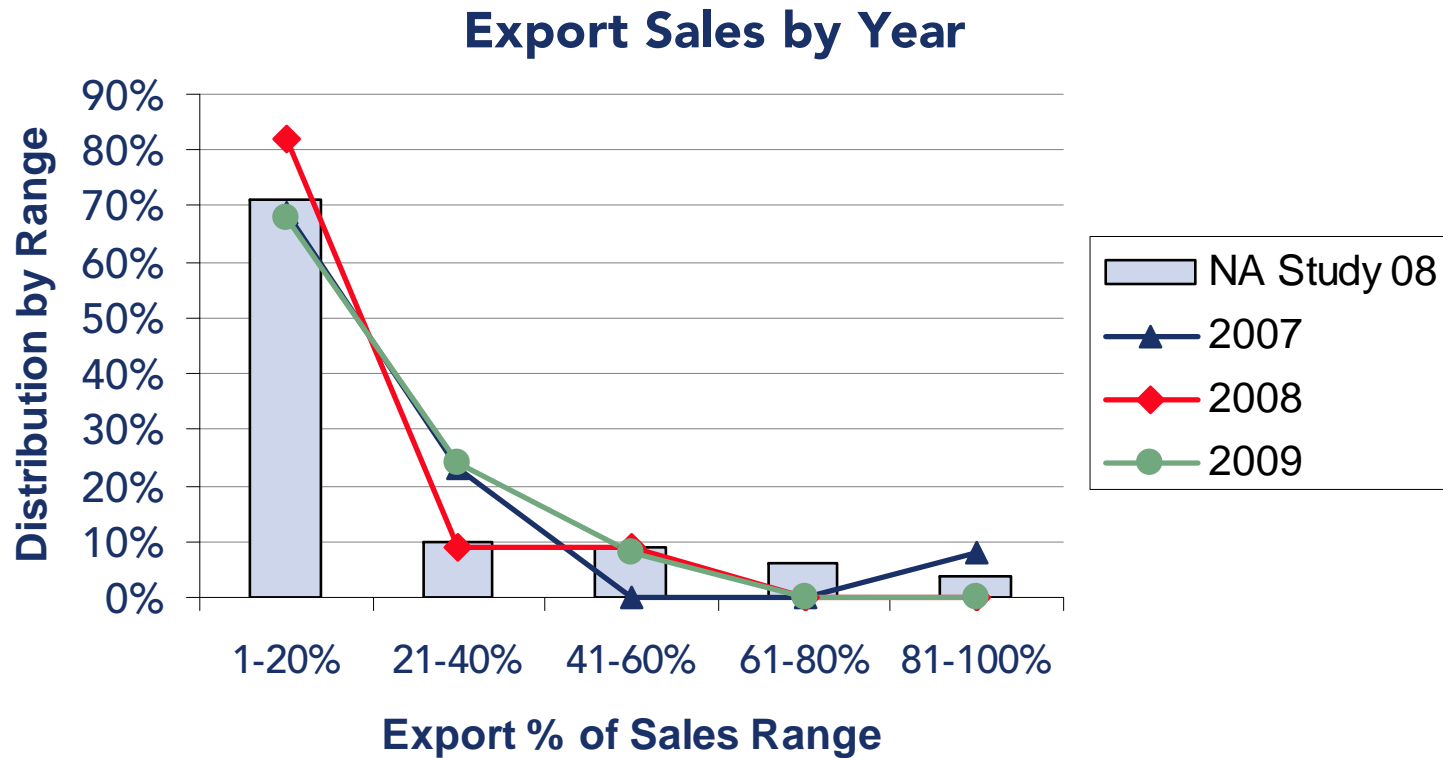


Larger companies invest at higher R&D levels

Source: Synchronist Database



Elements of Value – Export Sales



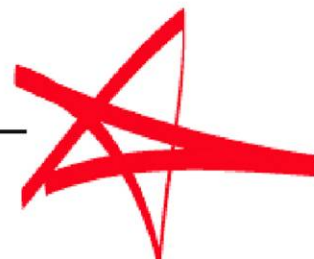
70% of 2009 companies derive < 20% of their sales internationally

Source: Synchronist Database & 08/09 NA User Study (Blane Canada)



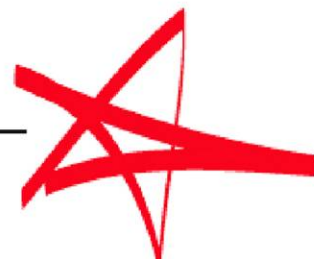
Barriers to Growth

- Educational System Weakness
- Workforce Concerns
- Building Availability
- Business Climate

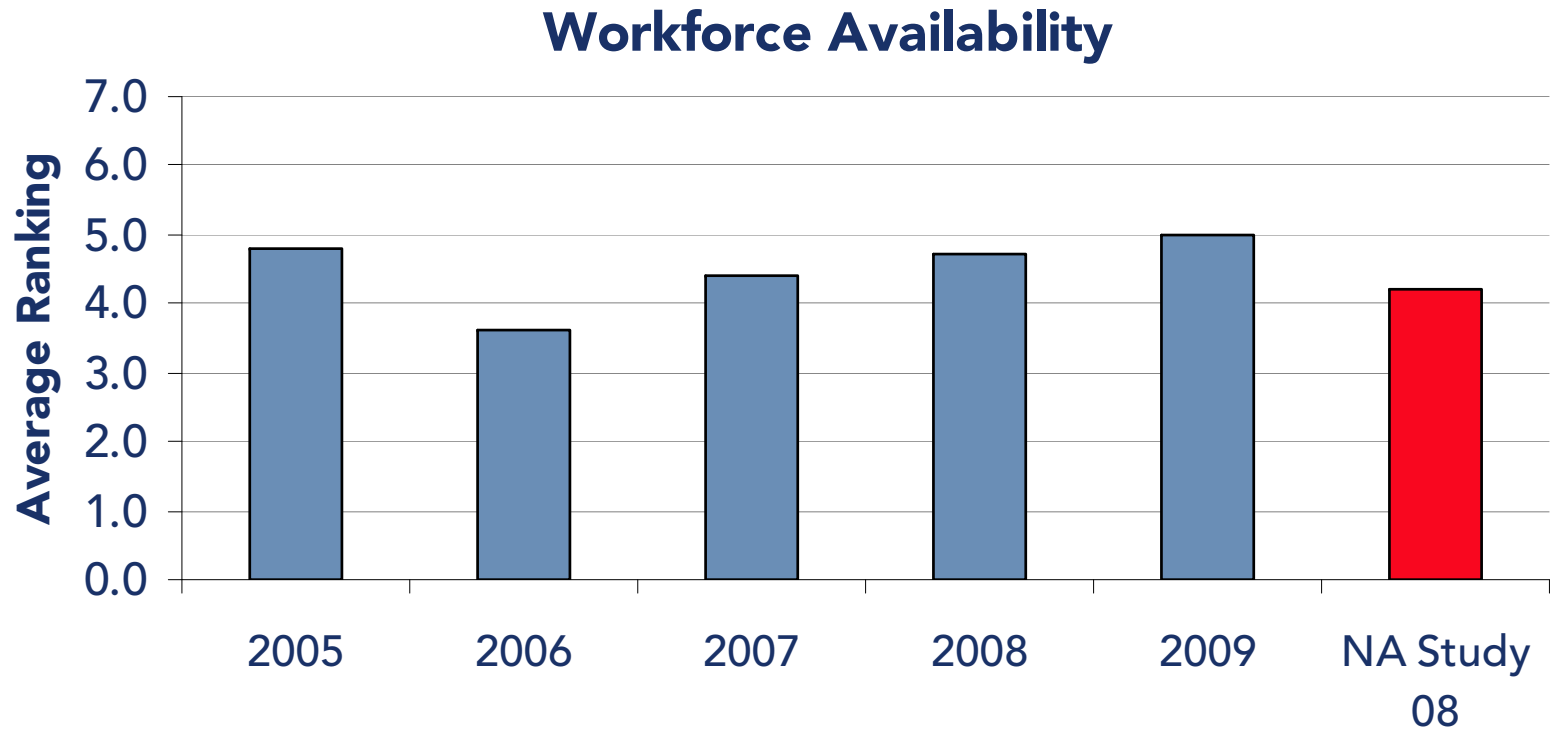


Key Findings

- Workforce
- Utilities
- Community Services



Workforce Availability



Declining economy improves workforce availability ratings

Source: Synchronist Database & 08/09 NA User Study (Blane Canada)



Workforce Quality

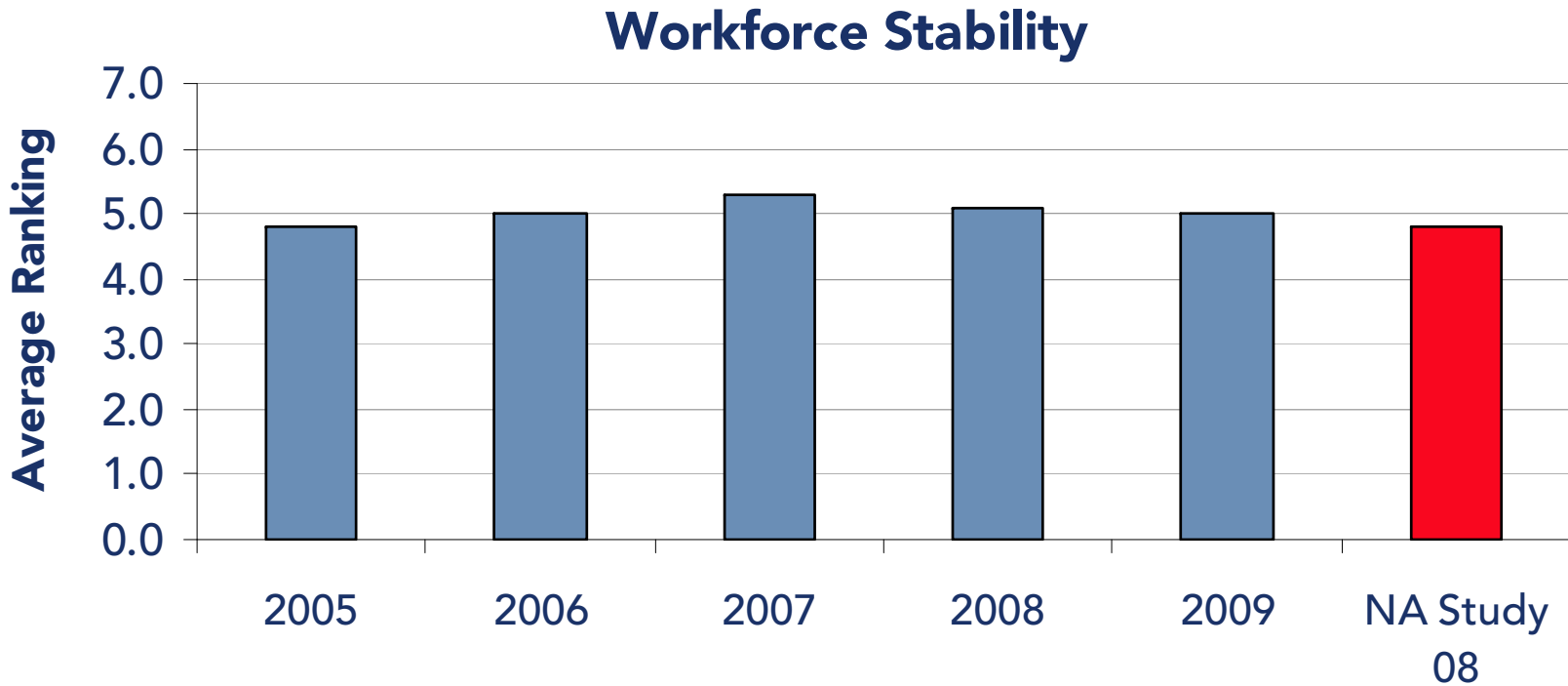


Improvement in workforce quality has not been demonstrated

Source: Synchronist Database & 08/09 NA User Study (Blane Canada)



Workforce Stability

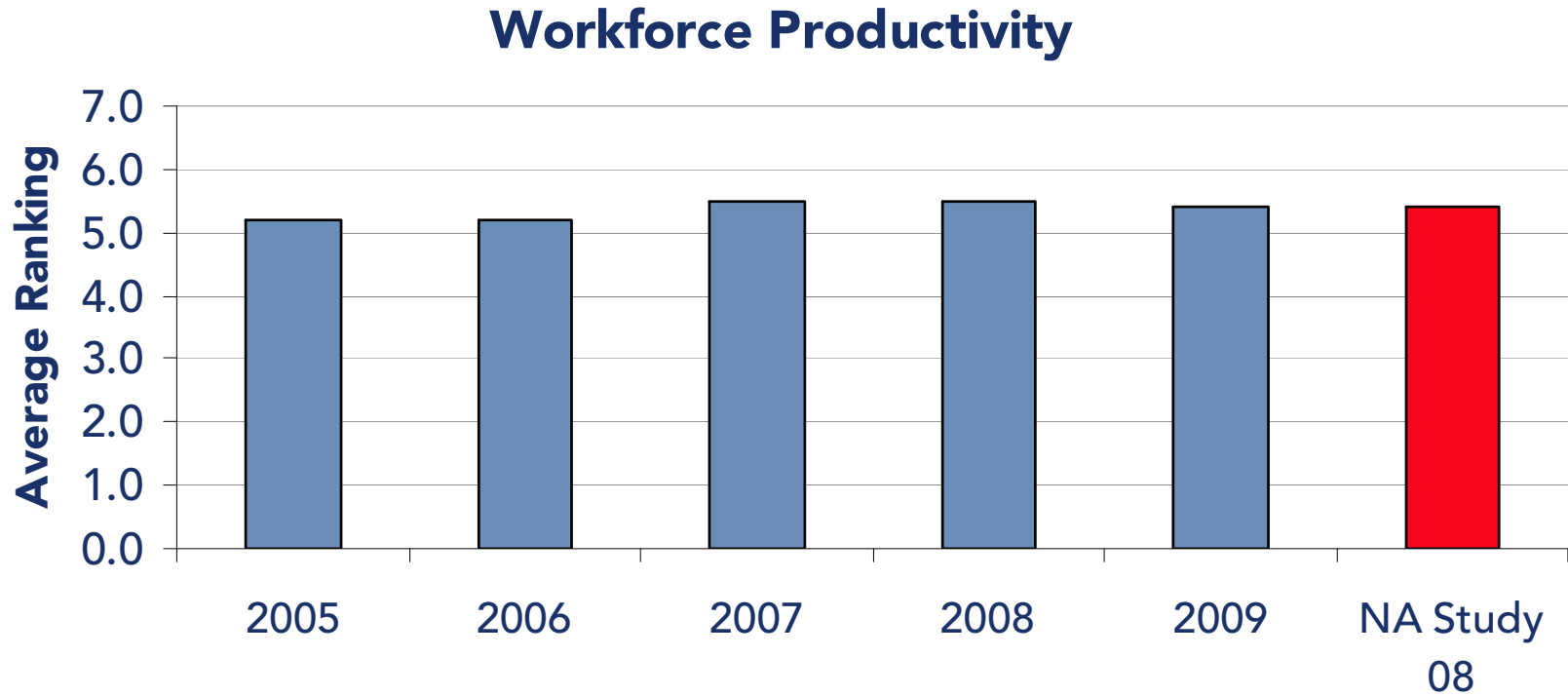


Employee turnover in most segments at acceptable levels

Source: Synchronist Database & 08/09 NA User Study (Blane Canada)



Workforce Productivity



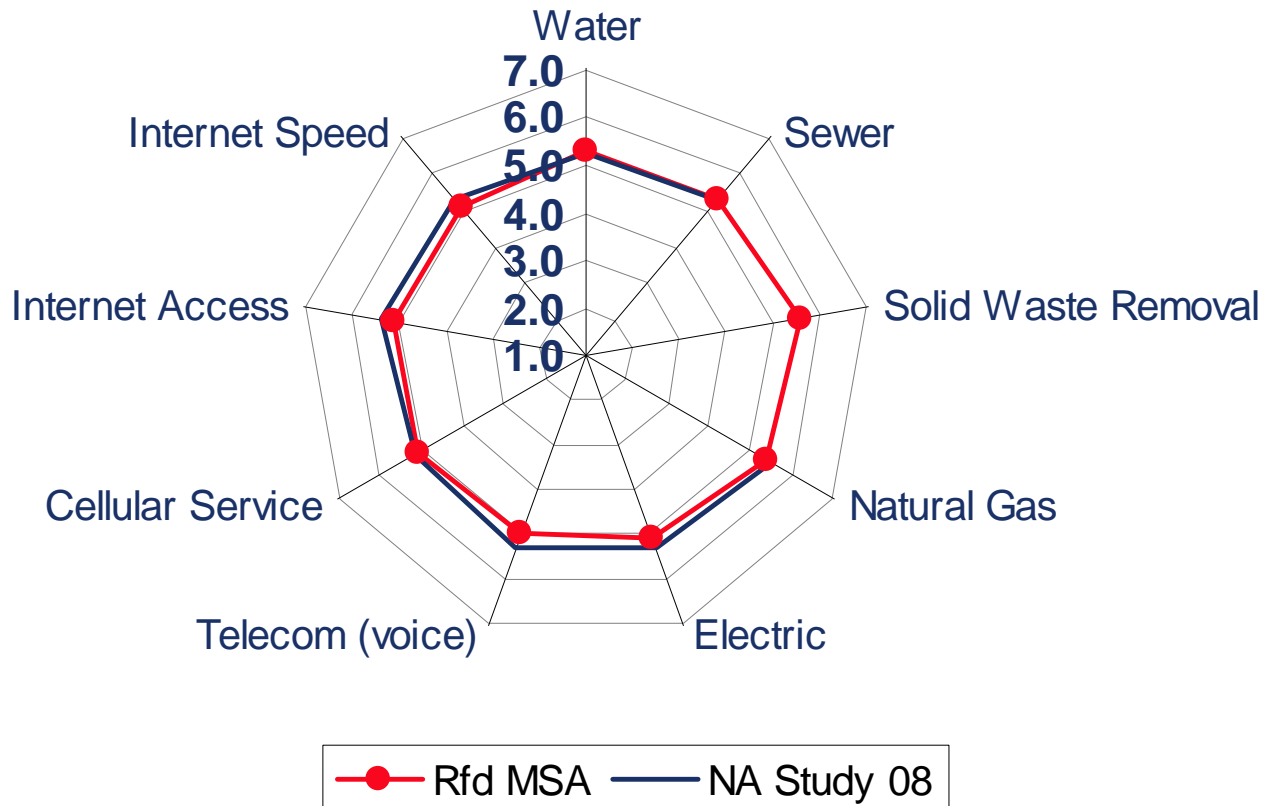
Employers generally satisfied with workforce productivity

Source: Synchronist Database & 08/09 NA User Study (Blane Canada)



Utility Satisfaction

Utility Satisfaction Summary - 2009



Satisfaction with Utility Providers Remains at High Levels



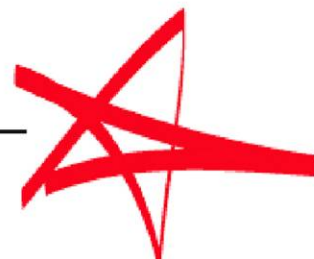
Community Services

- Police Protection
- Fire Protection
- Ambulance/Paramedics
- Streetscape Maintenance
- Streets and Roads
- Highways
- Traffic Control
- Public Transportation
- Schools (K-12)
- Community College
- Colleges & Universities
- Child Care
- Healthcare
- Air Cargo
- Trucking
- Airline Passenger Service
- Property Taxes
- Zoning Changes
- Regulatory Enforcement
- Community Planning
- Community/County Services
- Chamber of Commerce
- Economic Dev Organization
- Visitors Bureau
- Housing
- Sign Regulations
- Spousal Employment Opportunities



What Have We Learned?

- Listening to our employers is very important and insightful for developing strategies to increase the economic health of our region
- We have many positive attributes, businesses and services on which to build
- We have several competitive advantages we can leverage to accelerate growth
- Our competition is not standing still and neither can we



Stone Soup Economic Development

Call to Action

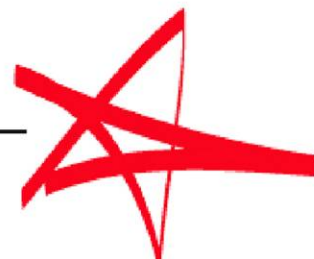
- Embrace and assist our local companies
- Grow our international connections
- Improve our education system
- Build a strong, sustainable region



Embrace and assist our local companies

Building a strong supply chain

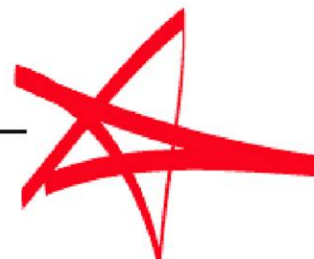
- **Let's Do Business...Opening Doors to Government Contracts**
- **Lean manufacturing through IMEC**
- **Networking at Mayor's Coffee Talks**



Embrace and Assist our Local Companies

Developing new products and services

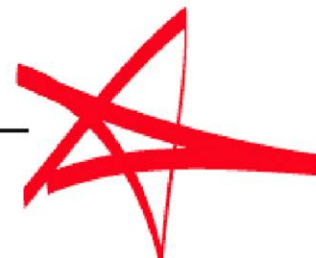
- Fast Pitch Entrepreneurial Contest
- Patent seminars at SBDC
- New partnership between RAEDC, RVC, and the *EIGERlab*



Grow our International Connections

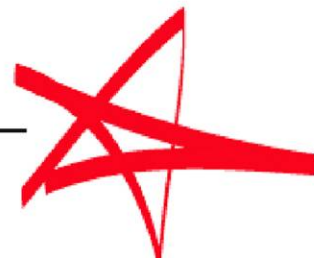
Consulate Meetings

- Australia
- Canada
- China
- Denmark
- England
- France
- Germany
- India
- Indonesia
- Israel
- Italy
- Malaysia
- Mexico
- Philippines
- South Africa
- South Korea
- Sweden
- Turkey



Grow our International Connections

2009 International Bioenergy Days In Sweden



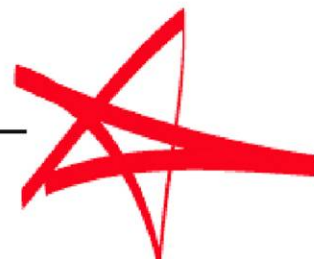
Grow our International Connections

2010 International Bioenergy Days

September 26-29, 2010

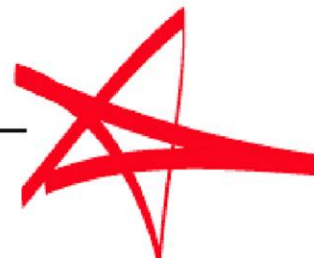
Rockford, Illinois

For general information or
registration questions, email
information@IBED2010.com



Grow our International Connections

Go Global 2009



Grow our International Connections

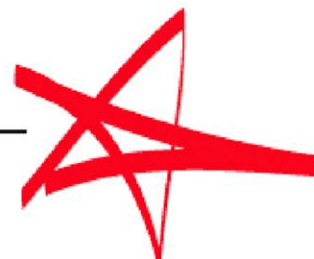
Go Global III – GPS

Global Partnerships = Success

April 21-22, 2010

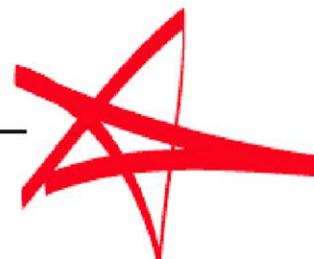
**Clock Tower Resort & Conference
Center, Rockford, Illinois**

For more information or to register,
visit www.goglobalrockford.com



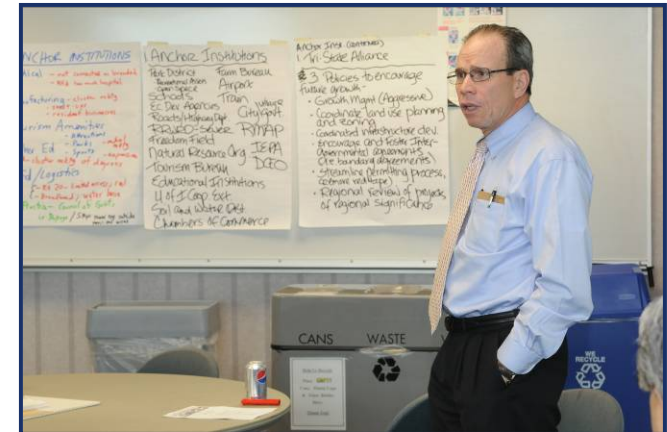
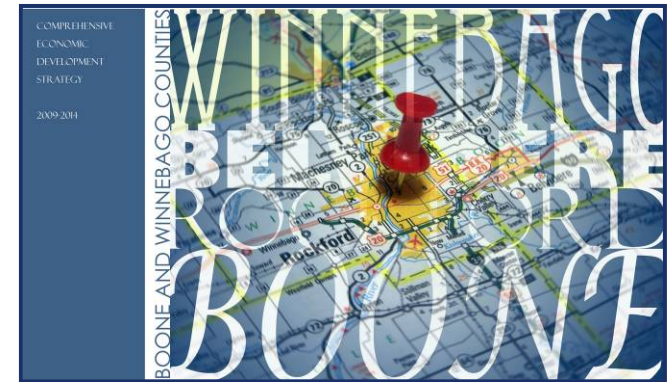
Improve our Education System

- LiveBig Weekend 2009
- NIMS training at TechWorks
- ACE High School Internships
- Career Clearinghouse
- Charter Public Schools



Build a Strong, Sustainable Region

- Development of a CEDS
- Application for EDA EDD
- Application for EDA Economic Adjustment Grant
- Tri-State Alliance Annual Summit



What Can You Do Now?

Identify

Engage

Promote

Communicate



Closing Remarks

Bill Roop

RAEDC Chairman of the Board

Alpine Bank President & CEO

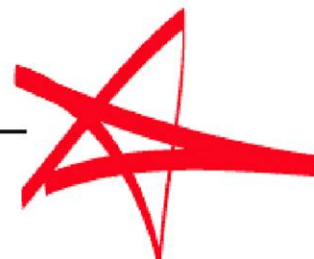


How to Get Involved

Invest in the RAEDC

Volunteer to Serve

Refer a Client



Thank You for Your Ongoing Support

Thank You to Tonight's Event Sponsor



You are Invited

Please Plan to Attend Upcoming Events

Second Quarter Event: CEDS/EDA
June 16, 5-7 PM @ Radisson

Third Quarter Event: IBED
September 28, 4-6 M @ TBD

Annual Meeting & Dinner
November 17, 5-8 PM @ TBD



Rockford

I L L I N O I S  U S A

ROCKFORD AREA ECONOMIC DEVELOPMENT COUNCIL

