



FISCAL YEAR 2014

ANNUAL WORK PLAN – Mid-Year Activities Report

OUR VISION

To preserve and enhance the business climate in the Quincy and Adams County, Illinois, region through targeted and strategic economic development activities thereby maintaining and improving economic stability and a high quality of life.

OUR MISSION

The Great River Economic Development Foundation exists to maintain and improve the economic vitality of the Quincy and Adams County, Illinois, region through the retention and expansion of existing businesses and the attraction of new businesses to our entire region.

OUR VALUES

We view economic development as a collaborative process, resulting in an environment that benefits the community as well as business. To that end, we place a high value on partnerships and welcome the opportunity to work with businesses and organizations for the good of our entire region.

PURPOSE OF THIS WORK PLAN

This annual work plan is meant to outline GREDF's goals, objectives and action items for the year beginning January 1, 2014. The plan will help guide GREDF board, committee and staff activities and is aligned with the organization's three-year strategic plan adopted in 2014. It is also aligned with the annual budget to ensure the best use of funds. It provides an opportunity for GREDF members and stakeholders to share their views on annual goals for the region's economic development program.

GOALS

1. Business Retention & Expansion
2. Workforce Development
3. Business Attraction
4. Marketing/Branding
5. Entrepreneurship Development
6. Membership

1. BUSINESS RETENTION & EXPANSION

Primary: Maggie, Secondary: Marcel

1.1. Retention

Objectives and Strategies – PRIORITY

Meet one-on-one with area businesses to identify companies with plans to expand and those at risk of leaving or downsizing. Connect employers with resources that fit their individual situation. Determine strengths and weaknesses of doing business in the area and respond to opportunities and threats.

Targeted Actions

- Conduct one official retention visit per week and record data collected in Synchronist. – 32 visits ytd
- Arrange follow-up and unofficial business visits as needed. Record the number, type and outcomes in Synchronist. – 29 visits recorded ytd
- Make referrals to partner agencies. – ongoing, as needed
- Assist companies with energy efficiency audits, and identifying potential sources of funding for energy improvement projects.
- Conduct business survey in conjunction with the City of Quincy and Adams County to assess business climate and track the progress of economic development efforts. – Scheduled for July
- Work with partners like DCEO and IDC to promote an improved statewide business climate and perception management in Illinois. – Participate monthly with IDC Marketing Committee planning (2014) and attend marketing events (2015).

1.2. Expansion

Objectives and Strategies - PRIORITY

Assist local companies with expansion and relocation plans. Facilitate connections between City, County, State and other strategic partners to service the capital, workforce and infrastructure needs of existing businesses and help them create and retain private sector jobs.

Targeted Actions

- Record the number of companies assisted. – 10+ companies assisted with specific issues/projects
- Track the number of private sector jobs created and retained with GREDF assistance. - tbd
- Report the private sector investment announced or completed with GREDF assistance. - tbd

1.3. CEO Roundtables/Seminars

Objectives and Strategies – 2015 initiative

Convene non-competing business leaders, when appropriate, to provide a forum for discussing a specific topic or opportunity.

Targeted Actions

- Host roundtables/seminars on pertinent topics.
- Facilitate the development of a new purpose for the Industrial Association of Quincy.
- Record number of participating business leaders.
- Track any dollar savings or value added results from meetings.

2. WORKFORCE DEVELOPMENT

Primary: Marcel, Secondary: Maggie

2.1. Adams County Workforce Initiative

Objectives and Strategies

Facilitate a coordinated workforce initiative to align activities of Adams County area organizations, and coordinate projects that directly connect local businesses with educators to help grow a well-educated and informed future workforce.

Targeted Actions

- Coordinate workforce Steering Committee meetings and meetings of the Career Guidance, Work Readiness and Succession Planning teams. – 19 workforce team & workforce-related meetings ytd
- Present a clear and comprehensive county-wide workforce agenda with measurable goals.
- Assisting John Wood with TAACCCT grant. Hosted May 28th meeting with 6 manufacturers to focus on Industrial Maintenance Training certification
- Separate monthly meetings with JWCC president Mike Elbe and WIB director Blanche Shoup

2.2. Connect Business and Education

Objectives and Strategies

Partner with business, education and workforce development organizations on specific projects that raise awareness about local career opportunities and ensure educators understand the skills needed by employers. Support efforts to retain and recruit workers needed for in-demand local jobs.

Targeted Actions

- Co-host a counselor academy to make high school and community college counselors aware of career opportunities available in the Quincy/Adams County area. – Completed February 14
- Coordinate business education roundtables and employer presentations in local high schools. – Liberty Career Roadshow May 12 will be rescheduled.
- Co-host a Manufacturing Expo to help improve the perception of manufacturing and promote local careers in manufacturing. – Scheduled for October 3
- Partner with WIB to send career guidance letters to all graduating high school seniors. – June 23 mail date

3. BUSINESS ATTRACTION

Primary: Marcel, Secondary: Maggie

3.1. Marketing for New Business Attraction

Objectives and Strategies

Promote the Quincy/Adams County region to national and regional site consultants and individual companies who may have an interest in relocating or expanding. Explain the advantages of doing business in the area and offer information and assistance, when appropriate, to facilitate a project.

Targeted Actions

- Attend targeted marketing events to connect with national site consultants. –
 - Completed Expansion Management’s Roundtable in the Rockies March 24-27
 - Completed Area Development Consultant Roundtable June 1, 2, 3 Columbus, Ohio
 - Scheduled - October Consultant Roundtable in Phoenix
 - Scheduled – Fall Illinois Development Council Site Consultant meetings in Chicago
- Conduct 40 one-on-one meetings with consultants and outside business leaders. – 26 consultants meetings ytd, 12 meetings estimated at fall roundtable
- Record the number of electronic and print communications sent to promote the Quincy/Adams County region to people impacting site selection decisions. –
 - Monthly electronic communications sent in Jan, Feb, March and April to primary consultant list of 68 national consultants for a total of 272 emails
 - 14 printed packages featuring sites, buildings and logistics advantages distributed.
 - Respond to project RFPs received from the Illinois Department of Commerce and Economic Opportunity, Ameren and other partners when applicable. – Responded to 4 RFPs ytd: manufacturing, underground warehouse, call center, office operations relocation
- Participate in targeted trade show events with the Illinois Development Council.
 - Three trade shows scheduled for the fall:
 - IMTS Manufacturing Show, September, Chicago
 - Food Manufacturing and Processing Show, November, Chicago
 - Int. Council of Shopping Center show, St. Louis, June with Mayor Moore

3.2. Supply Chain Opportunities

Objectives and Strategies

Work with existing businesses to identify opportunities for supply chain marketing and industry cluster development.

Targeted Actions

- Report the number of leads derived from local contacts. – Ask about supply chain needs/vendors during BRE visits: Currently working with 1 vendor serving Quincy companies regarding relocation to Quincy/Adams County

3.3. Site Selection Assistance

Objectives and Strategies

Maintain an electronic inventory of available sites and buildings in the Quincy/Adams County area to assist with site selection. Be a primary source of marketplace information.

Targeted Actions

- Develop an internal policy outlining criteria for what type of property GREDF strives to keep inventoried. – First quarter 2015
- Keep the Location One Information System online database up-to-date according to the internal policy, and report the number of sites and buildings listed. – ongoing: 23 sites and 26 building on LOIS

- Promote select sites and buildings on national real estate websites including CoStar and LoopNet. – ongoing: updating listings in June
- Monitor industrial and commercial property sales and provide comparisons to property owners and appraisers. – ongoing
- Keep IEDC standard data set and other demographics up-to-date and available electronically. – scheduled for annual update in July
- Assist local partners including the City and County to extend the existing Enterprise Zone and apply for a new Zone. – Participating on Enterprise Zone Committee. City Planning & Development Office and GREDF will be Consultant’s points of contact. Beginning to gather data and reviewing EZ map.

3.4. Retail Attraction

Objectives and Strategies

Develop and implement a coordinated strategy for attracting new retail investment into the Quincy/Adams County region.

Targeted Actions

- Create an internal policy outlining criteria for retail attraction efforts. – 3rd quarter 2014
- Communicate value of retail development to community leaders and GREDF stakeholders. – ongoing
- Make focused retail marketing contacts. – ongoing:
 - Meeting in April with property company regarding specific site
 - Working with landowners to solicit targeted commercial/retail development
 - Working with Chicago realtor on location for retail chain.
- Supply demographic and site/building information to retail developers as requested. – ongoing, as needed

3.5. Mid-America Port

Objectives and Strategies

Serve as the administrative agent for the Mid-America Intermodal Authority Port District and Mid-America Port Commission. Help guide a decision on development of a Port facility in the South Quincy Development District as it relates to business needs and potential business attraction.

Targeted Actions

- Facilitate MAIAPD and MAPC board meetings and maintain financial and other necessary records. – ongoing
- Assess river access needs for current businesses and opportunities for new business attraction.
- Ongoing Activities including:
 - Gave presentation at Inland Rivers Ports and Terminals Conference
 - Met with the MoDOT Freight Long-range Planning Team
 - Met with Col. Deschenes, Corps of Engineers, to discuss port development
 - Met with MoDOT Intermodal Manager and Northeast MoDOT District Engineers
 - Submitted TIGER 6 grant application with focus on public/private partnership
 - Secured letters of support from state and national elected officials
 - Submitted Maritime Administration Planning Grant application
 - Submitted pre-application for IDOT Planning Grant
 - Discussed public/private partnership with three companies
 - Discussed funding with Iowa DOT Director and Director of Planning
 - Discussed port with Paul Jaenichen, Maritime Administration Director
 - Two meetings with IL DOT Secretary and Deputy Director of Planning
 - Scheduled meeting with Norfolk Southern railroad to discuss rail access and service to proposed port site.

4. MARKETING/BRANDING

Primary: Maggie, Secondary: Marcel

4.1. Market Quincy & Adams County

Objectives and Strategies

Design and implement a program to market, promote and brand the Quincy/Adams County region.

Targeted Actions

- Develop strategic partnerships and a steering committee to guide branding and marketing efforts. – **completed; 47 companies have requested the RFP for our Community Branding Project, Deadline for proposals is July 1**
- Communicate the region’s success stories and testimonials through PR efforts. – **5 press releases ytd**
- Produce materials targeting site selectors and potential new residents. – **3 new packets ytd**
- Maintain the GREDF website and online listings with relevant and current information. – **7 blog posts ytd & revamp of membership page**

4.2. Communicate the GREDF Mission

Objectives and Strategies

Communicate GREDF’s mission and ongoing efforts to members/investors, community leaders and the public. Make sure stakeholders are aware of what comprises economic development and how GREDF is working to meet those needs.

Targeted Actions

- Develop outreach presentations/speeches about economic development and GREDF initiatives. – **completed, updated as needed**
- Use developed outreach material during interactions with service organizations, industry associations and media among others. – **16 presentations given in 2014; Radio interview first Monday of each month**
- Continue bi-weekly updates to the GREDF board of directors and monthly updates to the Quincy City Council and Adams County Board. – **ongoing**
- Use GREDF newsletters and website/blog as a source of positive updates. – **12 eNewsletters (2,616 subscribers) & 7 blogs posts ytd**
- Develop a ‘members only’ email communication. – **July launch**
- Utilize social media platforms to directly engage interested parties. – **554 Twitter followers; 413 LinkedIn Group members (13 discussions ytd); 229 Facebook Likes**
- Keep up-to-date on economic development trends and best practices by attending conferences, trainings and webinars on timely topics and implement those ideas when appropriate. – **ongoing: Maggie to attend Basic Economic Development Course to pursue Certified Economic Developer status through the IEDC in October**

4.3. Promote the Tri-State Development Summit Region

Objectives and Strategies

Promote the 35-county Tri-State Development Summit region as a USDA designated “Great Region”. Facilitate the Summit event and ongoing work of its task forces to maintain the Great Region status and provide a collaborative, regional approach to economic development.

Targeted Actions

- Plan the Tri-State Development Summit event (May 7, 2014 in Hannibal, MO) including speaker solicitation, fundraising, marketing/PR and logistics. – **Completed; 300 attendees, Successful fundraising efforts**
- Coordinate ongoing meetings of the Tri-State Development Summit steering committee and four task forces – Connectivity, Housing, Tourism and Transportation. – **ongoing: Steering Committee wrap-up meeting May 29, Evaluation survey emailed in June, develop leadership for 4 task forces**

5. ENTREPRENEURSHIP DEVELOPMENT

Primary: Charles, Secondary: Marcel

Objectives and Strategies

Nurture and encourage entrepreneurship in the Quincy/Adams County region by making information and assistance more readily accessible.

Targeted Actions

- Meet one-on-one with prospective entrepreneurs to assist with business plan development, provide financial/funding information and site/building information among other resources. – ongoing: 3 bank meetings (2 loan officer training; 1 customer financing)
- Meet one-on-one with existing small business owners to assist with business expansion, provide financial/funding information and site/building information among other resources. – ongoing:
 - 19 Startup or financing meetings
 - 2 business acquisition meetings
 - 10 business expansion meetings
 - 3 business meetings to identify new markets
- Maintain a “how to start a business” guide including contact information for partner organizations at the regional, state and national levels. – Update 3rd quarter 2014
- Support and partner with organizations that provide assistance and networking opportunities for entrepreneurs. – ongoing: Reviewed 5 business plans for Quincy Area Chamber of Commerce Business Plan Competition
- Business Startup seminar at Quincy Mall to be held in 3rd quarter. Planning started with Chamber and JWCC

6. MEMBERSHIP

Primary: Marcel, Secondary: Maggie & Nikki

Objectives and Strategies - **PRIORITY**

Maintain and increase GREDF’s private membership investment by developing a clear rationale for support, restructuring member investment levels and defining management of the membership program.

Targeted Actions

- Meet with current members to assess their perception of GREDF membership and explore opportunities to increase investment levels. – ongoing, conducted 15 meetings ytd
- Create materials that clearly articulate the value of a membership investment, and differentiate GREDF’s role from other community organizations. – Developed The Investor Program info sheet
- Develop a standard membership investment calculation so members, and new members in particular, understand why they are being asked to contribute at a certain level. – Developed The Investor Program and recommended investment calculator
- Continue regular, strategically planned solicitations to maintain the GREDF operating budget as the new membership plan is formed and implemented. – ongoing: June Membership survey to be followed by Member solicitation letter
- Actively seek grant opportunities and other funding sources to better match revenue with costs for long-term stability. – ongoing: USDA grant completed, awaiting announcement