

The EDvocate

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The EDvocate is a quarterly publication of the Greater Livingston County Economic Development Council.



2010 Year in Review

by Larry Vaupel, CEO

Without question, 2010 was a challenging year for the national economy and our local economy was not immune from what many have termed the “jobless recovery”. During recessionary times, firms adapt and learn to do more with less. It is not uncommon to find the private sector growing without adding jobs. Tough economic times often force firms to innovate and become more efficient.

For most of the year, our local unemployment rate exceeded the national rate. All told, we have lost over 1000 jobs since the beginning of 2009. However, there were many bright spots and signs that things may be improving in the near future.

Globally, Caterpillar has called back over 15,000 employees. Patty Damm, HR Manager for the Caterpillar plant in Pontiac recently stated, “Employment needs are linked to business conditions and production volumes. Caterpillar has raised production schedules in most facilities, including Pontiac, and we expect to selectively increase employment in 2010 and 2011 as

a result. As of first quarter 2009, Caterpillar Pontiac has returned to a three shift operation. They have called back employees who were laid off and have hired additional folks as a result of the increased demand for their products." When CAT is doing well, so are the local machine and tool shops and other firms that supply CAT with services and materials.

We have also been able to attract new firms to the area. Horizon Wind Energy, Consolidated Grain and Barge, Love’s Truck Stop, Dwight's Chrysler Jeep Dodge Dealership and Spuds, Inc. each committed to opening in the area and to bring significant investment and jobs along with them. We continue to work with a handful of other prospects as well.

This edition of the EDvocate will highlight the work the GLCEDC has done this year. None of these results would have been possible without the collaboration of the 100 private, public and non-profit investors working together toward our common goal of creating wealth in Livingston County, IL.

2010 Committee Report

Business Retention & Entrepreneurial Development Committee

The fall business visit and survey program is underway. The committee plans to interview the areas top employers and survey their leaders on a variety of factors that affect their business. The completed surveys will be uploaded into a national database which will allow us to compare our region with other regions nationally. We will also be able to track changes over time, as we continue to interview businesses and measure our success in addressing the issues identified by our local business leaders.

CEO, Larry Vaupel is scheduled to attend a conference on Business Retention and Expansion in Kansas City in mid-November. The conference is part of the International Economic Development Council's Certified Economic Developer Program and attracts economic developers from all over the world.

Membership & Finance Committee

The Board of Directors has modified the dues structure for 2011. The new structure is easy to administer and allows firms of all sizes to invest in the GLCEDC. The dues structure for the private sector is as follows:

Platinum Level – \$25, 000 or more
Gold Level - \$10,000 - \$24,999
Silver Level - \$5,000 - \$9,999
Bronze Level - \$1,000 - \$4,999
Associate Level - \$500 - \$999
Non-profit/Individual Level - \$150

Investors must contribute at the Bronze Level or above in order to serve on the Board of Directors and Executive Committee.



Dues for the public sector are as follows:

Platinum Level - \$3.00 per capita
Gold Level - \$2.00 per capita

Public Sector investors must contribute at the Gold Level or above in order to serve on the Board of Directors and Executive Committee.

Marketing & Promotions Committee

The Marketing & Promotions Committee created a brochure for the Membership & Finance Committee and the CEO to use when recruiting new members. The brochure outlines the membership levels, lists the breakdown of investment levels of current members, and presents the mission of the GLCEDC.

The committee is now focusing on a brochure for business recruitment efforts. The brochure will provide the highlights and demographics of Livingston County in an effort to provide relevant data to new business prospects in a simple and concise format.

The Committee also ran an ad in the May/June issue of the Illinois Real Estate Journal, which focused on the I-55 corridor.

Committee Report, continued

Business Recruitment Committee

The Business Recruitment Committee has been focused on preparing an industry cluster analysis. This analysis provides us with a base map of the type of industries we currently have in our region and suggests other industry types that are not in the area but require similar inputs, resources and employment skills as our existing firms. Targeting these firms takes much of the guesswork out of the equation for recruiting them to the area. We can point to supply chains and the success of our current industries as evidence that they will be successful here. Fortunately, the Grundy Livingston Kankakee Workforce Investment Board has contracted with a firm to provide a regional workforce study and industry cluster analysis. The study should be complete in December. The Committee will use this report to strategically target potential business recruits and tailor a recruitment ef-

fort specific to those businesses. This effort may include direct mail, magazine ads, and trade show attendance.

Workforce Development Committee

The Workforce Development Committee is also waiting for the results of the workforce study being done by the Workforce Investment Board in order to develop a program to assist our various partners in developing the area's workforce and ensuring it meets the needs of our existing and prospective employers. We have recently held planning meetings with Heartland Community College in order to plan on-the-job training and teaching of new skills to existing employees. We will be able to utilize grant funding that pays for 50% of the training.

Analysis and Support

The GLCEDC now has access to the latest demographic and economic data available. We subscribe to the ESRI Business Analysis Program, which allows us access to the latest demographic and market data across the U.S. This is a helpful tool to real estate professionals and entrepreneurs who need the latest information to make important business decisions, market available land, and determine the feasibility of starting a new business.

We also have access to EMSI through the Workforce Investment Board. This software allows us to perform economic impact analysis for new businesses in order to determine the appropriate amount of incentives and economic incentives that may be required to recruit the new business. EMSI also helps us look at business clusters and supply chain opportunities for recruitment efforts.

Amy Deal completed a study on business incubators this past summer. The County Board's Ad-hoc Committee on Economic Development will use the study in order to determine how we might implement components of a business incubator in Livingston County. Business incubators provide a safe place for start-up businesses and entrepreneurs to grow their business with lower overhead costs and provide important support and business counseling.

Collaboration and Partnerships

The GLCEDC has fostered many new relationships and partnerships this year. Economic Development requires successful collaboration with numerous stakeholders in the community. During 2010, the GLCEDC focused on strengthening our partnerships with the municipalities and the county. County Board Chairman, Bill Fairfield appointed an Ad-hoc Committee on Economic Development and we worked with this committee to recruit new businesses, draft incentive guidelines, and administer our grant and loan programs. The mayors of the City of Pontiac and the City of Fairbury were both voted onto the Board of Directors of the GLCEDC.

The Service Corps of Retired Executives (SCORE) now partners with the GLCEDC to provide free business counseling and planning assistance. They host office hours in our facility on the third Wednesday of each month from 9:00 a.m. to Noon. They have recently rented space on a billboard in Pontiac to advertise their services and our partnership.

Larry Vaupel, CEO was appointed Chairman of the Central Illinois Development Partnership (CIDP). The CIDP is a group of economic development agencies in central Illinois who partner to market and promote central Illinois to business prospects and share educa-



tional and professional development opportunities. The organization's website is www.cidponline.com.

Staff has recently held conversations and planning sessions with the Corporate Education department at Heartland Community College (HCC). There are many opportunities to partner with HCC to further our mission. We are discussing job training for incumbent workers and seminars for entrepreneurs. Stay tuned as we further define these programs and take advantage of the excellent resources HCC has to offer us.

GLCEDC 2010 Membership Welcome

GLCEDC welcomed the following new members in 2010:

Selig
Advanced Technology Recycling
Coils Energy
Croft Sales
Keeley Real Estate
Allied Waste
Sealtite Insulation
Tibbs Construction

Vegter Enterprises
Village of Cullom
Fayette Township
Nebraska Township
Rooks Creek Township
Dwight Country Mansion

For more information about becoming a member of the GLCEDC, please see the "Become a Member" webpage at www.glcedc.org.

Grants Update

The GLCEDC Grant Program was very successful in it's first year. Eight businesses and one community organization benefited from the \$123,5007.81 invested in the first year of the Commercial Building Improvement Grant and the Community Development Infrastructure Grant. The GLCEDC continues to be appreciative of the County Board's allotment of these funds and we look forward to another great year working with Livingston County business owners and communities.

CBIG

Total Grants Provided:
\$110,007.81

Private Investment Induced:
\$239,242.81

Total Investment / Jobs:
\$349,250.00 / 14 FT jobs

CDIG

Total Grants Provided:
\$13,500.00

Private Investment Induced:
\$85,000.00

Total Investment / Jobs:
\$98,500.00 / 4 FT jobs

Important Dates

Visit the GLCEDC Calendar webpage for more information.

11/11, 4pm: Exec. Committee Meeting (postponed from 11/4)

11/17, 9am - Noon: SCORE Biz Counseling

12/2, 4pm: Exec. Committee Meeting

12/15, 9am - Noon: SCORE Biz Counseling

1/13: GLCEDC Annual Meeting

Business Advising with the GLCEDC and SCORE

The GLCEDC and SCORE, "Counselors to America's Small Businesses" are offering free, confidential business counseling for Livingston County's small business owners and entrepreneurs on the 3rd Wednesday of each month from 9am to noon. Please contact the GLCEDC office at 815-842-2900 or email of-office@glcedc.org for more information or to set up an appointment.

Annual Meeting

INVITATION
you're invited to attend

Save the date for the **GLCEDC** annual meeting at the Pontiac Elk's Club the evening of January 13, 2011

for more info or to rsvp: www.glcedc.org 815-842-2900 office@glcedc.org

Executive Committee

Mike Stoecklin, Village of Saunemin, - Chairman
Dave Ochs, OSF St. James - Vice Chair
Kevin McNamara, Village of Dwight
Secretary/Treasurer
Patti Damm, Caterpillar
Mike McCoy, McCoy Construction
Glen Ludwig, Creative Ag Solutions
Mike Cohlman, Champion Fitness
Terry Sullivan, Sullivan Realty
Scott Bauknecht, FREESTAR Bank
Ron Minnaert, State Bank of Graymont
Mayor Jim Gulliford, Village of Forrest
Carey Wiesner, RKO Saw
Bill Fairfield, County Board Chairman

Board of Directors

Paula Corrigan, OSF- St. Francis, Inc.
Mark Hovren, Evenglow
Joe Mikulecky, Farnsworth & Wylie
Jerald Sherman, Big R
Oscar Weathersby, Livingston County Custodial
Sandy Erschen, Manpower
Courtney Farrell, Pontiac RV
Joan Bullard, Joan Bullard Realty
Mark Brummel, Barrett Realty
Don Beavers, Livingston County Board of Realtors
Bill Kauffman, Bank of Pontiac
Bill Fairfield, Livingston County Board
Leo Johnson, Pontiac School District #90
Beth Dunahee, Futures Unlimited
David Hamilton, Printing Craftsmen
Brad Gulliford, Selig
Barb Ehresman, AT Recycling
Steve Kim, Coils Energy, Inc.
Mayor Bob Russell, Pontiac
Mayor Bob Walter, Fairbury
Tom Tock
Carl Borngasser

GLCEDC is a member driven organization. We are always looking for new members. If you would like to join our effort, please go to the "Become a Member" page on our website, www.glcedc.org, for membership benefits and applications or contact our office at 815-842-2900.



Your opportunity awaits...

901 W. Howard Street
Pontiac, IL 61764