

The EDvocate

Spring 2011

Volume 3, Issue 1

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

901 W. Howard Street
Pontiac, IL 61764
Phone: (815) 842-2900
Website: www.glcedc.org



Your Opportunity Awaits...

The Purpose of GLCEDC 2011-2012 Work Plan

During the April 2011 Board of Directors Meeting, the GLCEDC approved the 2011-2012 Work Plan. The objectives and responsibilities outlined in the Work Plan reflect a combination of efforts that will be undertaken by both the GLCEDC staff and board members alike. In an effort to facilitate the goals of this Work Plan, the Board voted to approval the formation of three new committees while replacing all existing committees. These new committees include;

- Entrepreneur Development
- Membership/Finance
- Business Retention

While the complete 2011-2012 Work Plan includes all of the objectives, goals and directives of the GLCEDC Board and staff, below is a summary of purposes for the plan identified by the Board of Directors. These purposes define the scope of the Work Plan and form the basis of the responsibilities outlined for the GLCEDC staff and committees.

- A.) Evaluating & supporting the realization of the economic market potential of greater Livingston County.
- B.) Conducting orderly advancement of business &

industrial expansion, retention and diversification.

- C.) Working towards the development of strong, diversified, educated and well skilled workforce.
- D.) Promoting a growing, diverse and broadening tax base for Livingston County.
- E.) Developing jobs for the unemployed and underemployed for the mutual benefit of all Livingston County.
- F.) Supporting a high quality of life through proactive, value added economic development.
- G.) Providing a forum for discussion, study, development, implementation and evaluation of recommendations of mutual interest regarding market and economic development activities for Livingston County.

The Work Plan Responsibility Chart on page two gives a brief overview of the responsibilities assigned to each component of the GLCEDC. By working cohesively to support the objectives of the 2011 Work Plan the GLCEDC can continue our Mission:

To promote and provide meaningful economic development opportunities for the business, industrial, rural and residential communities of Greater Livingston County.

Featured GLCEDC Projects:

Celozzi, LLC

GLCEDC is assisting Celozzi, LLC, a used car dealership, with upgrading the vacant Dempsey Dealership facilities at I-55 and Route 17 in Dwight, IL.

EVT Global

GLCEDC worked with the County to establish a \$500,000 mortgage loan that will allow EVT to build a new manufacturing facility for their magnetic technologies in Fairbury, IL.

Repayment of these loans will afford the GLCEDC an opportunity to continue lending programs in the future.

Check out the GLCEDC website for more information on these current projects and more: www.glcdec.org

New Members for 2011

RR Donnelley (Pontiac): Silver, \$2,500

Consolidated Grain & Barge: Bronze, \$1000

Indian Grove Township: Gold, \$694

Village of Cullom: Gold, \$1,000

Staff Moves Forward with 2011-2012 Work Plan

In keeping with the Mission of the GLCEDC, the CEO and staff will be pursuing new projects and continuing pertinent operations throughout the coming year. Some of these objectives include:

Establishing an effective Business Recruitment Plan to promote and market Livingston County

Plans to begin to achieving this objective include attracting a Business Park developer, discussing the feasibility of extending the Streator's Enterprise Zone, continuing the revolving loan program, researching grant opportunities and creating a county-wide business recruitment tax incentive policy. GLCEDC will also extend marketing operations for Targeted Industries, increase advertising presence at relevant trade shows, online and in print and continue to assist in supporting new industries in the county.

Maintain an inventory of relevant demographic information, inventories, financing opportunities and grants

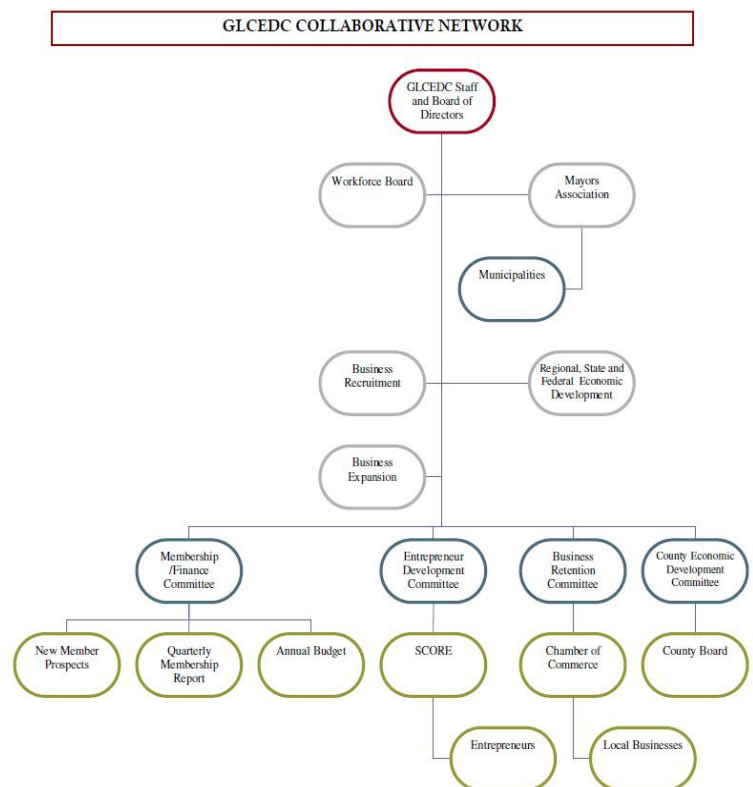
The GLCEDC staff will work throughout the year to ensure that businesses have a wealth of resources available to them through the organization. By maintaining comprehensive data and information, current and potential businesses are afforded a competitive edge in understanding and meeting the

demands of their local and global markets. Part of this effort also includes ensuring that the GLCEDC website is consistently a reliable source for information and financial opportunities.

Assisting the effort to train and equip the area workforce for the employment opportunities of a changing economy

In order to effectively achieve this goal the GLCEDC will continue to encourage partnership with regional educational facilities, assisting those organizations in researching grant and funding opportunities and marketing employment opportunities to the youth of the area.

These objectives and challenges will be met by GLCEDC staff during the course of the coming year. With the continued assistance of GLCEDC Board members, the County Board and the community, GLCEDC staff is confident in our ability to succeed in enhancing the standard of living and economic vitality of Livingston County.



The Entrepreneur Development Committee

Committed to economic gardening, the Entrepreneur Development Committee helps local businesses and entrepreneurs blossom their ideas into real world business plans. The goal of the committee is to promote a growing tax base while strengthening current industry clusters and the level of services available to area residents. In doing so, the committee not only establishes a foundation for the success of new businesses but also supports the creation of new jobs.

In conjunction with the GLCEDC staff the Entrepreneur Development Committee will serve a leadership role in two pivotal programs this year; the annual Biz Ed Series and the new Business Plan Competition. The Biz Ed Series will recommence this summer and feature workshops taught by local business leaders and GLCEDC staff. Topics range from human resource hiring to website development basics. The Business Plan Competition takes the learning process one step further and will offer financing opportunities for participants. While the program is still in the early phases of planning, the Entrepreneur Development Committee will be instrumental in launching the inaugural project in Fall 2011. During Summer 2011 and Fall 2011 the committee will meet monthly to develop plans for these and other programs.

In addition to carrying the torch on entrepreneurship support and education, the committee will consider new project ideas such as determining the feasibility of a business incubator. Building support for this idea at the County level is an imperative first step for establishing a plan for incubator development. The GLCEDC staff will assist by working with the committee and researching additional funding opportunities and incubator concepts.

Presently the Entrepreneur Development Committee includes: Oscar Weathersby, Glen Ludwig and David Hamilton. Committee membership is open all members and participation on the Board of Directors is not required for committee involvement. Members interested in serving on the committee can contact us at office@glcedc.org.

Entrepreneurs interested in learning more about GLCEDC programs can contact the GLCEDC offices at (815)842-2900 or visit www.glcedc.org.



The Business Retention Committee

The Business Retention Committee will assist the GLCEDC in one of our most important endeavors, helping to sustain and grow local businesses and industries. The committee serves as a liaison between the business community and local government officials to facilitate and expedite the expansion of current businesses, farm operations and manufacturers. By acting as an advocate for local businesses the committee will aid businesses to meet market demands and tap new areas of business.

A major component of the Business Retention Committee is conducting on-site business visits throughout Livingston County. During the 2011 Business Visitation Program committee members will spend one-on-one time with area businesses, big and small, to discuss their concerns, challenges and needs. The Committee, in conjunction with GLCEDC staff, will report the findings of their visits to the GLCEDC Board.

Presently the Business Retention Committee includes members: Mayor Jim Gulliford, Mayor Bob Walter, Mike McCoy, Bill Fairfield, Dave Ochs, Bernie Anderson and Mark Hovren. Local business leaders, community members and area representatives are encouraged to consider joining the committee. Committee membership is open to all members and participation on the Board of Directors is not required for committee involvement.

Current businesses who have matters they would like to discuss with the committee or who would like more information about programs, services and data available can contact the GLCEDC offices at (815)842-2900. The Business Retention Committee meets quarterly but members and GLCEDC staff are available regularly to discuss local business matters.

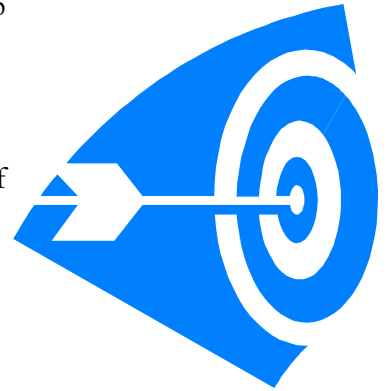
Growing Involvement through the Membership Committee

The GLCEDC Membership Committee has been established to promote the mission of the GLCEDC by encouraging increased community involvement in the organization. By growing the GLCEDC membership base the organization is able to fund further activities in the Greater Livingston County region. The Membership Committee will also encompass what is now the Finance Committee. The Membership/Finance Committee reports both on the status of the organization's financial operations as well as the success of targeting new members to increase revenues.

The GLCEDC Board of Directors identified membership growth as a key goal in both the Strategic Plan and 2011-2012 Work Plan. Specifically, the 2011 Work Plan cites a goal of soliciting membership from the Top 20 and other prominent employers in Livingston County. The financial target of this objective

is to raise new membership dues by at least \$12,500 this year.

Currently the Membership Committee is comprised of Oscar Weathersby, Glen Ludwig, Terry Sullivan, Scott Bauknecht, Ron Minnaert and Dave Ochs. The Committee will meet quarterly to produce a Membership Report for the Board of Directors meetings. The Committee will also be responsible for financial reporting and the review and preparation of the 2012 Operating Budget.



GLCEDC Welcomes New Staff Member - Colleen O'Toole

By this time some of you have had the opportunity to meet our newest staff member, Colleen O'Toole, during a Board meeting or luncheon. In April 2011 the GLCEDC welcomed Colleen as she filled the newly created Economic Development Specialist position.

Colleen comes to Livingston County from Chicago's Northside where she spent two years with the Village of Glencoe. She has a professional background in municipal finance, grants research, IT project management and community development. While living in Chicago, she spent time volunteering with local community groups such as the Andersonville Development Corporation/Chamber of Commerce pursuing her passion for economic development.

In addition to having experience at the municipal government level, Colleen graduated Magna Cum Laude with a Master's in Public Administration from DePaul University in Chicago. Her academic research concentrates on regional economic development trends, economic policy implications and community consensus-building. Prior to moving to Chicago, she completed an undergraduate degree in International Studies with a minor in Economics and French Language at Miami University of Ohio.

As a part of the GLCEDC team, Colleen will take a leadership role with the Biz Ed Series, Business Retention Survey and other member activities. As well, Colleen will manage social media marketing, website development and information database updates. She has already begun planning this year's Biz Ed Series and completed some much needed updates to the GLCEDC website.

Colleen is presently working full-time in the GLCEDC office and is available to assist GLCEDC members and businesses in a variety of matters. She is available via email at colleen@glcedc.org.

We are very excited to have Colleen join us and we are looking forward to the insights and enthusiasm that she brings to the position. Please join me in welcoming Colleen to the GLCEDC and the Greater Livingston County community.

Warmest Regards,

Larry Vaupel
CEO

Recent Activities

Some recent activities of the GLCEDC include:

- GLCEDC staff attended the Central IL Development Partnership meeting in Bloomington in order to network with other economic development organizations throughout central Illinois.
- GLCEDC updated our website to include two new pages; an FAQ page that answers questions about what the organization does and the roll of Economic Development in the community, and a Current Projects page that highlights efforts the GLCEDC is undertaking to assist local businesses.
- This Spring the GLCEDC will be wrapping up the CBIG/CDIG grant programs. In the instance that funds are no longer being requested by select businesses, the GLCEDC has identified additional participants interested in pursuing the funds. The GLCEDC is also discussing future funding opportunities with the County Board based upon the level of continued interest in program.
- GLCEDC estimates that recent grant programs facilitated over \$1.1 million in investments across Livingston County. \$678,000 of private investment was made in the County's commercial and industrial building stock and the GLCEDC recognizes these programs as leading to the creation of 29 full-time private sector jobs in the County.
- GLCEDC staff is partnering with the Illinois Department of Commerce and Economic Opportunity, Illinois State University and the Illinois Development Council to attend the National Wind Conference. The GLCEDC will be able to promote the County to wind industry businesses and supply chain manufacturers as a great place to locate.
- GLCEDC welcomed New Members/Grant Recipients:
 - ATRecycling
 - Coils Energy
 - Comity Buzz
 - Croft Sales
 - Dwight Restaurant Group
 - Sealtite Insulation
 - Tibbs Construction
 - Vegter Enterprises
 - RR Donnelly—Pontiac
 - Consolidated Grain & Barge
 - Village of Cullom
 - Indian Grove Township

Tax Incentive Information for Small Biz

Soon to expire Illinois incentives for hiring

Thru June 30, 2011, small businesses that grew by creating a new position may be eligible for the Small Business Job Creation Tax Credit.

The credit offers business owners a \$2,500 credit for each position sustained for one year at a pay rate of greater than \$10/hour or equivalent. Any position that meets the minimum qualifications

outlined on the Jobs Tax credit website is eligible for the credit—so long as the position was created between July 1, 2010 and June 30, 2011.

To determine eligibility, learn more about the program or to apply for your credit visit the State of Illinois website, <http://jobstaxcredit.illinois.gov>

The GLCEDC

Biz Ed Series

During Summer 2011 the GLCEDC plans to once again host a Business Education Series aimed at providing local business and entrepreneurs with relevant educational opportunities. This year's topics may include:

- **How to “WOW” Customers:** A Lesson from Dave's Market
- **HR 101:** How to Hire and Retain Great Employees
- **Building an Online Presence:** Basic Website Development and Marketing Tools
- **Business Planning:** Creating a Business Plan That Will Get Your Business Financed
- **Patent Pending:** How to Patent Your Products and Ideas

To learn more about this upcoming educational series visit www.glcdec.org

Important Dates:

Visit the GLCEDC Calendar webpage for more information:

www.glcdec.org/calendar.html

May 16 & June 15:
Executive Committee meeting

May 18 & June 17: SCORE Representative Available

Executive Committee

Mike Stoecklin, Village of Saunemin—Chairman
Dave Ochs, OSF St. James—Vice Chair
Kevin McNamara, Village of Dwight—Sec./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
Carey Wiesner, RKO Saw
Mayor Jim Gulliford, Village of Forrest—*ex officio*
Bill Fairfield, County Board Chairman—*ex officio*

GLCEDC Staff

Larry Vaupel, CEO
larry@glcedc.org
Colleen O'Toole, Economic Development Specialist
colleen@glcedc.org

Board of Directors

All Executive Committee Members
Paula Corrigan, OSF- St. James
Mark Hovren, Evenglow
Joe Mikulecky, Farnsworth & Wylie
Oscar Weathersby, Livingston County Custodial
Sandy Erschen, Manpower
Courtney Farrell, Pontiac RV
Leo Johnson, Pontiac School District #90
David Hamilton, Printing Craftsmen
Carl Borngasser, Livingston County Board
Bernie Anderson, NICOR
Barb Ehresman, ATRecycle
Brad Gulliford, Selig
Steve Kim, Coils Energy
Donna Vegter, Vegter Enterprises
John Marshall, Bank of Pontiac
Bob Russell, City of Pontiac
Bob Walter, City of Fairbury
Cheri Lambert, Pontiac Chamber—*ex officio*

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 “For Members” 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