



An Exelon Company

Economic and Business Development

Business Outreach, Retention, and Expansion Program

April 10, 2014

Goal of Discussion Today

- ✓ Raise awareness of ComEd's program with CMAP committee and staff
- ✓ Identify potential Technical Assistance support opportunities
- ✓ Discuss status of potential for Statewide retention strategy

- ✓ Retain electric load on the ComEd system
- ✓ Retain jobs and investment in ComEd municipalities
- ✓ Identify expansion opportunities with existing businesses
- ✓ Better understand business issues facing ComEd's large customers
- ✓ Ensure ComEd leadership awareness of potential at-risk customers
- ✓ Enhance reputation with customers, elected officials and other key stakeholders

- ✓ Business Retention and Expansion (BRE) is a key component of an effective economic development organization since 75% of new jobs come from existing businesses

- ✓ Strategic intent of ComEd's program offering
 - Various efforts intended to ensure existing businesses in Northern Illinois remain economically viable while retaining electrical load, jobs, and investment in ComEd communities

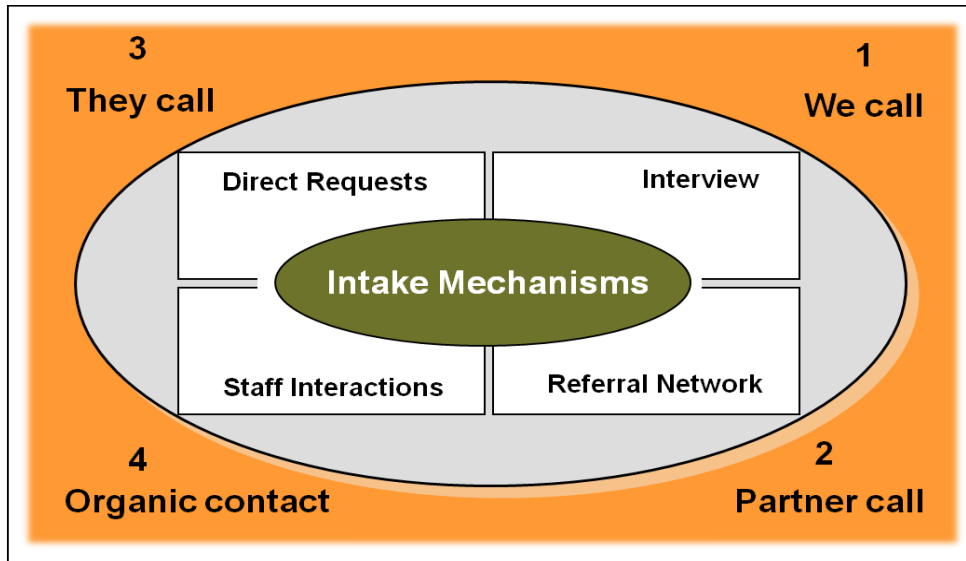
- ✓ ComEd's Role in supporting regional and local BRE initiatives
 - Provide a tool to development partners and municipalities that aids in the process of identifying business issues and concerns pertaining to the local economy and correcting those that negatively impact the business climate

Synchronist – ComEd’s Retention Platform

- ✓ ComEd owns a master license for the *Synchronist Business Information System*, a complete off the shelf product allowing for:
 - Standardized survey form for ease of data collection
 - Web-based database system for data entry, analysis, and reporting
 - Calculation of value, risk, growth potential, and satisfaction ratings for each business interviewed

- ✓ Benefits of partnering with ComEd for municipalities and E.D. organizations
 - Immediate start-up capabilities with proven system
 - Free service, no out of pocket expense
 - Or discounted purchase price option for those interested in direct system access

- ✓ Program partners typically conduct face-to-face interviews using local municipal staff and area business leaders; ComEd attends only a small percentage of visits



SynchronistPRIME Version 5.0

ComEd Business Visitation and Retention Program **ComEd**

<p>Search Fields</p> <p>Use * as a wildcard</p> <p>Contact First Name <input type="text"/></p> <p>Contact Last Name <input type="text"/></p> <p>Contact ID <input type="text"/> Board Member Investor Elected Official Community Leader</p> <p>Parent Company <input type="text"/></p> <p>Company <input type="text"/></p> <p>City <input type="text"/></p> <p>State <input type="text"/></p> <p>Address <input type="text"/></p> <p>County <input type="text"/></p> <p>Zip <input type="text"/></p> <p><input type="button" value="Search"/> <input type="button" value="Reset"/></p>	<p>Select Company/Visit Date</p> <p><input type="button" value="Add New Company"/></p> <p>Or Select a Company:</p> <p>(Please Select a Company) <input type="button" value="Clear"/></p> <p><input type="button" value="Add New Visit"/> <input type="button" value="View Company"/></p> <p>Visit Dates</p> <p>No company selected or no visits available</p>	<p>Current Reminders/Notices</p> <p>View Synchronist Announcements</p> <p>Current Reminders:</p> <p>Currently you have no reminders setup.</p> <p>Administrator Announcements:</p> <p>Currently you have no notices.</p> <p><input type="button" value="Refresh Panel"/></p>
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Please select the parameters for your report

Hide Company

State

[Clear State](#)

Illinois
Iowa
Michigan

City

[Clear City](#)

Addison, IL
Algonquin, IL
Amboy, IL
Beecher, IL
Bellwood, IL

County

[Clear Counties](#)

Cook County - (IL)
Grundy County - (IL)
Grundy County - (MI)
Jo Daviess County - (IA)
Jo Daviess County - (IL)

Region

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Blackhawk Hills | Blackhawk Hills Econor
CCEDC | Carroll County EDC
Chicago SouthlandEDC | Chicago South:
Chicago-Back of Yard | City of Chicago - B
Chicago-Lawndale | City of Chicago - Law

Hold Ctrl and Click to select (or unselect) multiple items.

Date Start

10/21/2001

- [Business Change Report](#)
- [Business Dynamics](#)
- [Company Rankings by Peer Group](#)
- [Economy Report](#)
- [Emerging Technology Report](#)
- [Expansion Opportunities Report](#)
- [Expansion Warnings Report](#)
- [Greatest Achievements](#)
- [International Business](#)
- [Investment Forecast](#)
- [Leased Facility](#)
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- [Workforce Training](#)
- [Workforce Skill Gaps](#)
- [Workforce Evaluation](#)
- [Local Custom Background](#)
- [Local Custom Parent](#)
- [Local Custom Onsite Visit](#)
- [Local Custom Post Visit](#)

Product/Service

1. What is your company's greatest achievement in the last three (3) years? _____ D N A V K D C I

2. Where is the company's primary product/service in its life cycle? Emerging Maturing D N A V K D C I
 Growing Declining

3. Has the company introduced new products/services/capabilities in the last five (5) years? Yes No D N A V K D C I

4. Are new products/services anticipated in the next two years? Yes No D N A V K D C I

5. As a percent of sales, how much does the company spend on R&D? 0% 3%-6% D N A V K D C I
 Under 3% Over 6%

As a percentage, approximately how is the R&D budget divided among:

New product development _____ %
 Product improvement(s) _____ %
 Production improvement(s) _____ %

D N A V K D C I

Where is the R&D facility located? _____

Product/Service Notes

Market

6. Is the company's primary market: Local Regional National International D N A V K D C I

7. Are total company sales: Increasing Stable Decreasing D N A V K D C I

8. Is the market share of the company's key product(s): Increasing Stable Decreasing D N A V K D C I

If changing, please explain: _____

D N A V K = Does not apply/know, D C I = Decline

Workforce									
	Low	1	2	3	4	5	6	7	High
27. How do you rate the availability of workers in this area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DNAK Dd
28. How do you rate the quality of workforce in this area:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DNAK Dd
29. How do you rate the stability of workforce in this area:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DNAK Dd
30. As compared to other company facilities, how would you rate productivity in this facility:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DNAK Dd
31. Is the company experiencing recruitment problems with any employee positions or skills:							<input type="checkbox"/> Yes <input type="checkbox"/> No		DNAK Dd
<i>If yes, what problems, positions, skills?</i> _____ _____ _____									
32. Is the number of unfilled positions:					<input type="checkbox"/> Increasing <input type="checkbox"/> Stable <input type="checkbox"/> Decreasing			DNAK Dd	
Estimated number of unfilled positions today: _____									
Approximately when will these jobs be filled? _____ (mm/yy)									
33. Have you experienced or do you anticipate any significant changes in the make-up of your workforce?							<input type="checkbox"/> Yes <input type="checkbox"/> No		DNAK Dd
<i>If yes, how did/will you deal with this change?</i> _____ _____									
34. Are primary recruitment problems limited to:							<input type="checkbox"/> Community <input type="checkbox"/> Industry		DNAK Dd
35. Is company investment in employee training:				<input type="checkbox"/> Increasing <input type="checkbox"/> Stable <input type="checkbox"/> Decreasing <input type="checkbox"/> None			DNAK Dd		
<i>If investing in employee training, what percentage of the training budget is for:</i>						New job skills training _____%			
						Proficiency training _____%			
						Remedial skill training _____%			
<i>Workforce Notes</i>									

2012 Voice of the Customer Executive Summary Report

The Rockford Area Economic Development Council meets with more than 100 local employers every year to engage the business community in comprehensive, detailed conversations about the business climate and economic landscape of the Rockford Region. These structured, in-person discussions are called the Voice of the Customer (VOC) Survey. VOCs are designed to answer several important questions:

- ⇒ What are the perceived competitive strengths of our region for doing business?
 - ⇒ What steps can the community take to help our businesses better compete globally?
 - ⇒ What are the perceived barriers to growth and expansion for local businesses?
- By taking the time to relay their insights, survey participants provide input for initiatives that:
- ⇒ develop targeted community growth plans
 - ⇒ prioritize improvement opportunities
 - ⇒ identify where resources and advocacy for future infrastructure and development should be allocated

2012 marks the ninth year of the VOC visitation program translating into more than 700 visits to-date. This report will provide an overview of the 2012 VOC survey results including possible approaches to overcoming common potential barriers to growth identified through the survey.

VOC Annual Visits

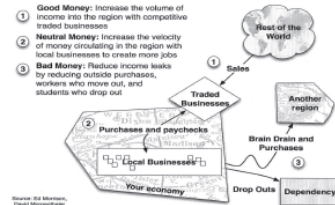


Rockford Area Economic Development Council

Survey Population

The vast majority of Voice of the Customer participants are **primary employers**, businesses that can sell goods and services outside of our region, creating wealth through an in-flow of new dollars.

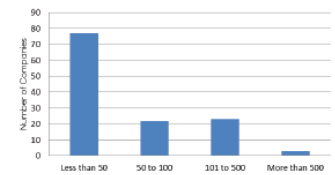
Economic Development in a Nutshell



The primary role of the Rockford Area Economic Development Council (RAEDC) is to collaboratively enhance wealth creation in the Rockford Region by helping employers retain and create quality jobs—thereby positively influencing the amount of good money that comes into the region.

A total of 125 businesses participated in the 2012 VOC. These companies represent more than 12,400 employees in our region (7% of the workforce).

2012 Survey Population by Company Size



The majority of businesses in the Rockford Region have a company size of less than 50 employees.

rockfordill.com

815.987.8118

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Authored By:
Valerie Vlk
Grundy EDC
Communications Coordinator
July 2005

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Grundy Economic Development Council

2005 Business Retention & Expansion Report

Grundy County, Illinois
Executive Summary

GRUNDY ECONOMIC DEVELOPMENT COUNCIL

Business Retention Report

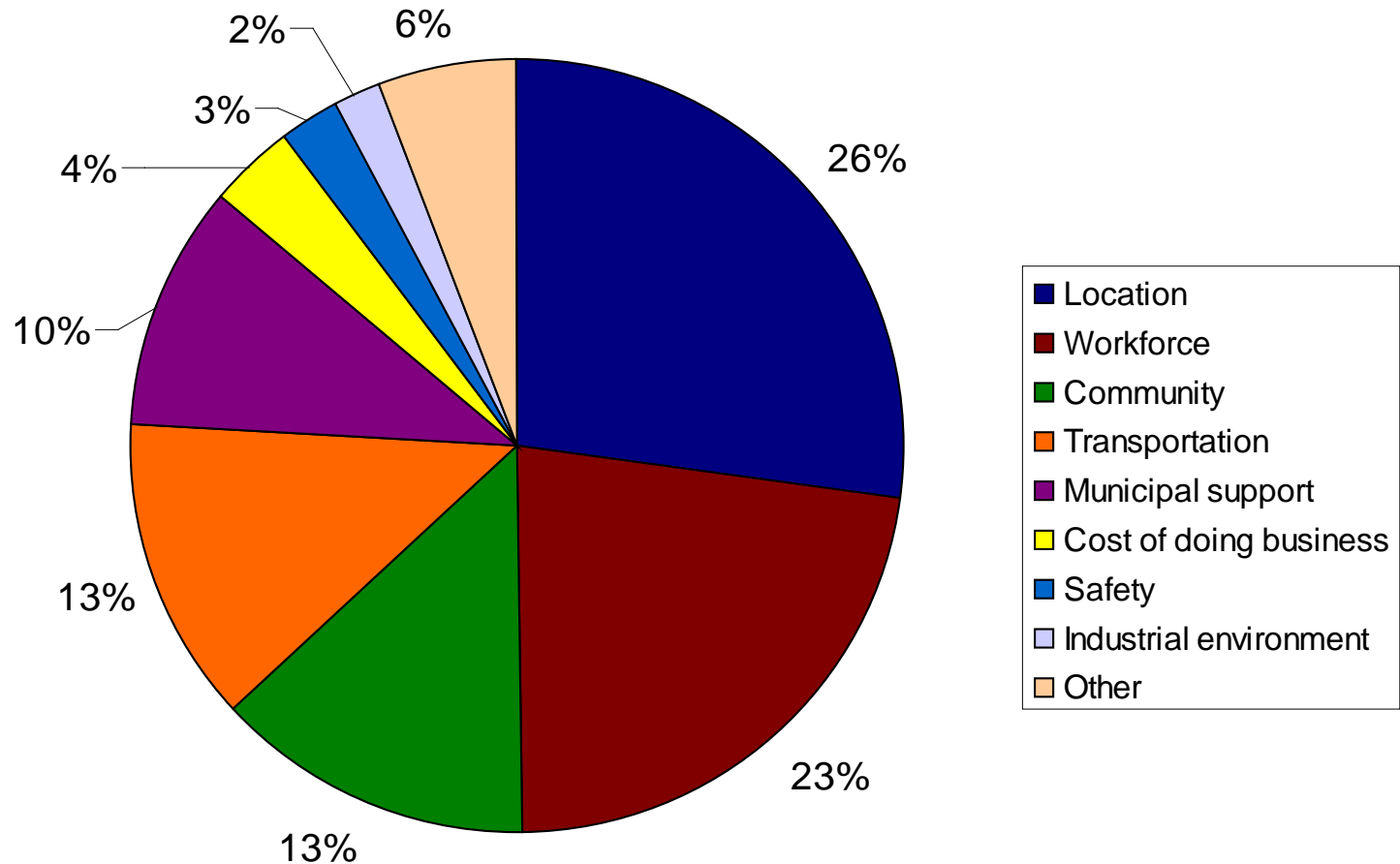
Will County, Illinois
Executive Summary



Will County
CENTER for ECONOMIC DEVELOPMENT

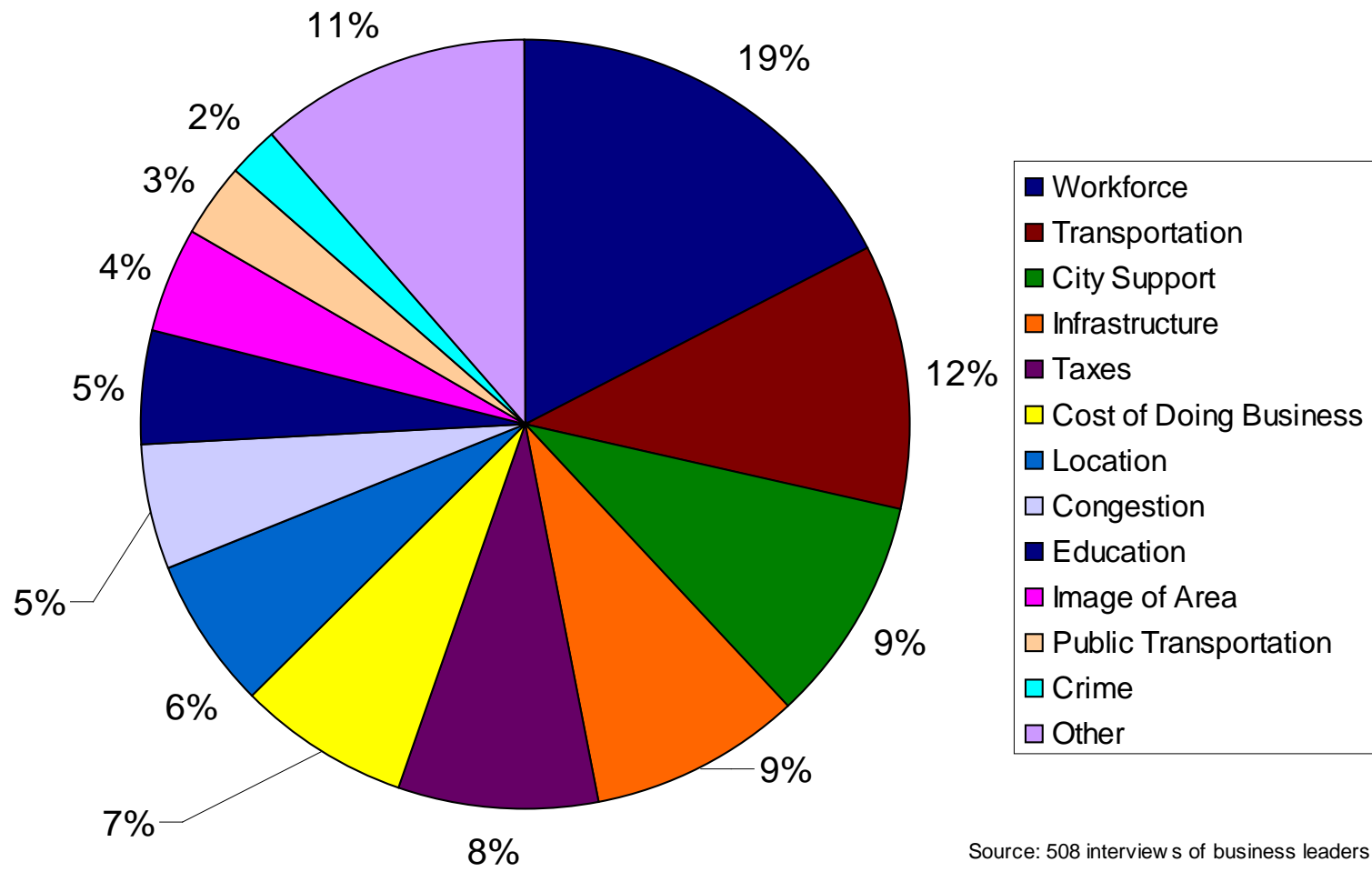
WEN
Will Economic Network

Northern Illinois Strengths



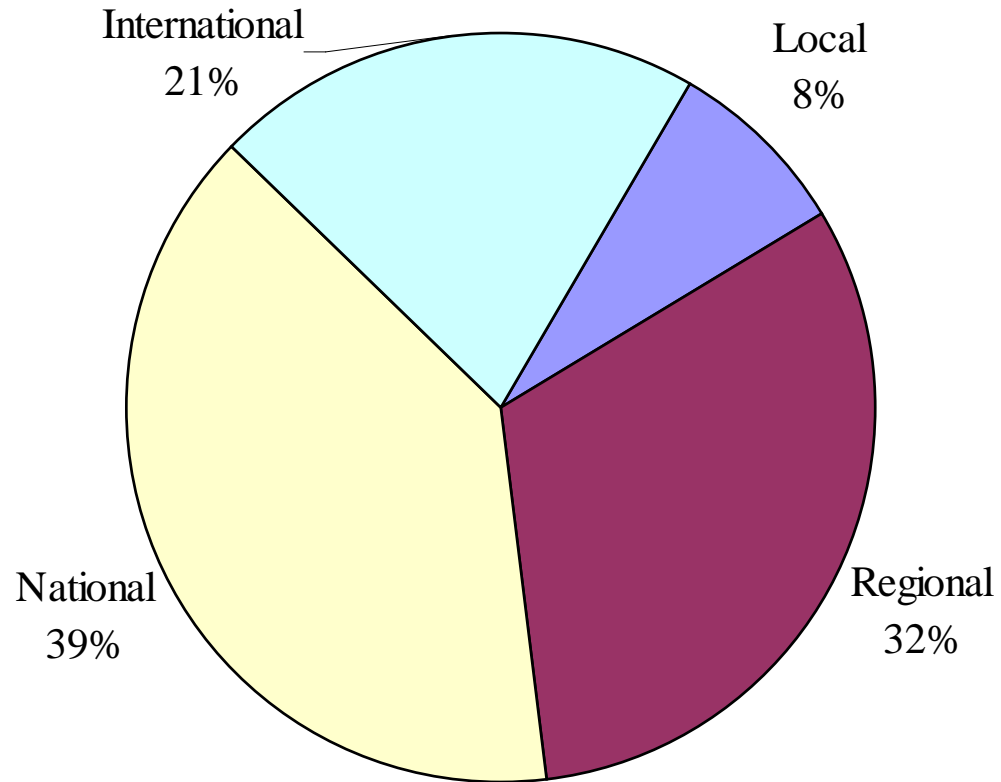
Source: 508 interviews of business leaders

Northern Illinois Weaknesses



Source: 508 interviews of business leaders

Primary Market



<i>Planned Expansions</i>			
Number of Companies	64		
Percent of Companies	48%		
Total SF Planned	3,022,310		
Total Jobs Planned	2,378		
Total Investment Planned	\$1,766,600,000		
Total SF Existing	8,617,526	35%	<i>Increase</i>
Total Jobs Existing	7,419	32%	<i>Increase</i>

- ***Existing facility size and employment is potentially at risk if the company expands at a different location other than present facility!!***