

# Northern Illinois Region Comprehensive Economic Development Strategy

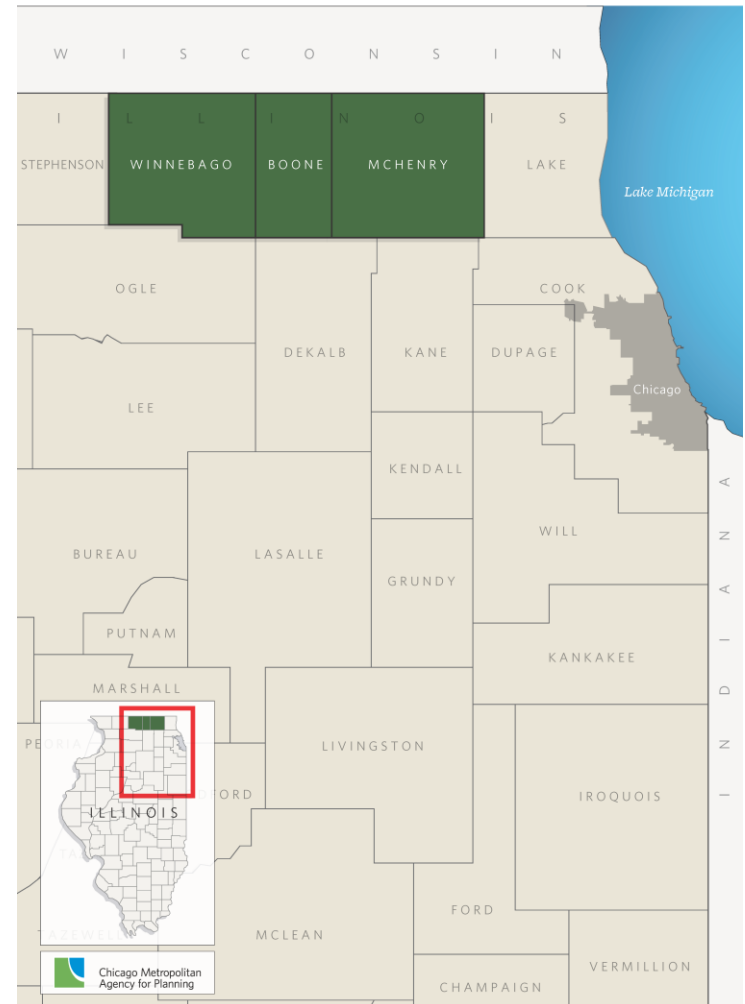
January 20, 2016



# What is a CEDS?


- A three county partnership to develop a joint plan for economic development
- Builds off a 2010 joint plan for Boone and Winnebago

A Comprehensive Economic Development Strategy for Boone, McHenry, and Winnebago Counties



# Process

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- January 2015 – Kickoff project
- February–June 2015 – Initial analysis, explore strategies
- July 2015 – Public feedback on draft strategies
- August–November 2015 – Create draft plan
- November-December 2015 – Draft review
- January-February 2016 - Adoption 

# Plan structure

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- Introduction
- Background
- Strengths, Weaknesses, Opportunities, Threats
- Targeted Industries
- Economic Resilience
- Tactical Plan
- Implementation and tracking

# Major issues/ Key findings

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- More ways needed to speak and act as one
- While employers like the workforce, the region must confront long-term concerns
  - Education level
  - Growth/ migration
  - Age
- Land use decisions play a critical role in workforce and business attraction
- A strong manufacturing base across the three counties offers opportunities for future growth
- Challenging business environment

# Key recommendations

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- Speak and act with one voice
  - Regional plan commission
  - Collaborative site selection responses
  - Common business and workforce outreach efforts and data collection
  - Jointly advocate for priority infrastructure projects
- In-depth target industry analysis

# Key recommendations

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- Workforce issues
  - “Live here/work here” campaign
  - Link workforce and business development efforts
  - Support local housing diversity, particularly in downtowns
- Business environment
  - Advocate as one group at the state level
  - Tax-value proposition
  - Continue to maintain the County’s urban/rural balance

# Implementation

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- A subset of 19 tactics to be implemented in 2016 and 2017
  - MCEDC already working with County staff to add these into the 2016 Action Plan
  - Subset includes actions such as:
    - The regional plan commission
    - Regional site selection responses
    - A common business and workforce outreach system
    - The in-depth target industry analysis