Economic Development Plan Process

2010 County-wide Survey

Determine Current Economic Issues

Identify Key Demographic Indicators

Conduct 2nd Business Roundtable

Oct, 2011

Develop SWOT Analysis/Strategic Initiatives

Conduct Business Roundtable

May, 2011

Conduct Public Hearing

County Board Approval

Implement Economic Development Plan
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Purpose and Focus

- 2010 County-wide Survey Results
  - Lack of employment options a large issue
  - Long commute outside the County to jobs
  - High unemployment Rate

- Proposed solutions
  - Develop a 5-year Economic Development Plan
  - Focus on the Kendall Community as a whole, with emphasis on non-retail development
  - Provide support to existing local Economic Development efforts on a regional level
Regional Context

- Key components within Kendall County area
  - I-80 Corridor
  - Rail Service
    - Burlington Northern Santa Fe
    - Illinois Railnet
    - Elgin Joliet & Eastern
  - Inland Terminal Ports
    - BNSF Logistics Park – Elwood, IL
    - Union Pacific Global IV – Joliet, IL
  - Airports
    - Aurora Municipal Airport – Sugar Grove, IL
    - Morris Airport – Morris, IL
  - The Fox River
Data provided by 2000 & 2010 Decennial Census, the 2009 American Community Survey, and 2007 Economic Census

- Demographic analysis is used as constructive criticism rather than rating scale
- Comparative analysis of Kendall County with neighboring Counties
- High unemployment Rate

Demographic Indicators include...

- Population – fastest growing County
- Education – best educated workforce vs. neighbors
- Employment – social services, retail, manufacturing, professional
- Drive time commute – 30 minutes
- Household income - $87,000 avg.
- Workforce – significant professional growth
Regional & Local Economic Efforts

Economic Development in other Counties

Local Economic Development Corporations

- Will County Center for Economic Development
- Plano Economic Development Corporation
- Grundy Economic Development Council
- Sandwich EDC
- DeKalb County EDC
- Village of Oswego
SWOT Analysis

- Determine Kendall County’s Strengths, Weaknesses, Opportunities and Threats

Core Areas of Focus
- Location
- Infrastructure
- Environmental Resources
- Human Capital/Workforce
- Government
- Economy
- Quality of Life
Strengths

- Close proximity to Chicago, I-80, I-88, Aurora Municipal Airfield, Morris Airport, & Joliet Intermodal Inland Port
- Freight Rail
- Fox River Corridor
- Good labor supply within County
- High Education levels
- Revolving Loan Program and Tax Abatement incentives
- Strong Relationship with Local Economic Development Corporations
- Route 34/Ogden Corridor
- Numerous outdoor recreational activities
- Funding for County Road Improvements
Weaknesses

- Longer Commute to and from Chicago than other collar counties
- Limited direct interstate access
- No access to Lake Michigan water
- Loss of manufacturing jobs to surrounding areas
- High state corporate tax rates
- Unemployment rate around 10%
Opportunities

- Ways to reduce overall congestion in area
- Increase rail service
- Prairie Parkway
- Water conservation and use of surface water
- Focus on key transportation corridors for job growth
- Job training programs
- Changes in state legislation for additional economic incentives
- Improved utilities
- Promote tourism
Preservation of Historic Downtown Areas
Increasing number of major companies leaving Illinois
Lack of state leadership on economic development
Reduction of funding for job training
Depletion of deep water aquifers
State and Federal funding of major infrastructure improvements
Increase in gas prices creating increase in travel costs
Economic Vision & Goals

*Kendall County will become an economically diverse, self-sustaining, and regionally integrated home to an ever expanding employment base.*

**Goals**

- Provide local jobs for local residents
- Expand access to good paying jobs
- Support major employers
- Exploit a strong entrepreneurial base
- Progress through partnerships
Strategic Initiatives

- Promote Tourism & Events
  - Local link to movies (Superman, Eagle Eye, Road to Perdition)
  - Tours (movie tours, nature tours, historical tours)
  - Enhance downtowns
  - Events (County Fair, Sandwich Fair, Hometown Days, Prairie Fest)
- Conventions, Banquets, and Meetings
- Promotion of recreation
- Potential scenic train ride
Strategic Initiatives cont’d

- Improve Existing Technology & Infrastructure
  - Evaluate existing utilities
  - Implement a transportation plan focused on economic development
  - Broadband/Fiber Optic Expansion
Strategic Initiatives cont’d

- Encourage Expansion of Higher Education Facilities
  - Workforce Development
    - Work with local community colleges to provide job and skill training programs
    - Waubonsee Community College
    - Joliet Junior College
  - Expanding Local Access to Higher Education
    - Assist local colleges with long range plans of expansion
    - Northern Illinois University, DePaul, Roosevelt University, etc.
Strengthen relationships with local economic development corporations and local businesses

- Job Fairs
  - Establish county-wide job fairs using local EDCs and businesses as a resource

- Meetings and Events
  - Hold quarterly coordinating meetings between County economic development professionals to coordinate efforts and share successes
  - Conduct annual or semi-annual roundtable discussions for businesses and local EDCs
Strategic Initiatives cont’d

- Improve the promotion and marketing of County Economic Development efforts
  - Web Site
    - Develop easy to navigate website for businesses and the public
    - Utilize ‘Quick Response’ Codes for links to special webpages
  - Brochures
    - Simple, short and informative marketing materials are important to quickly tell the story of the County’s many economic development assets and opportunities
  - Trade Shows
    - Attend economic trade shows and conventions such as AIRE (Association of Industrial Real Estate Brokers) and Midwest Small Business Expo
Strategic Initiatives cont’d

- Target Key Industry Clusters
  - Logistics
    - The I-80 Corridor is an ideal area to attract additional distribution and logistics operations
  - Manufacturing
    - Use same factors that attracted such current businesses as Menards, Plano Molding and Caterpillar to attract additional manufacturing facilities
  - Professional Services
    - Promotion of entrepreneurship
    - Attract banks, engineers and architects, and other professional service firms to locate in Kendall County
  - Healthcare
    - Access to quality health care is critical to maintaining a high quality of life in Kendall County
  - Green Technology
  - Data Centers
Implementation Work Plan

- Level I Priorities
  - Plan Endorsement by municipalities, local EDCs, School Districts, and Townships
  - Creation and Implementation of Transportation Plan
  - Develop Website
  - Access to Fiber Optic Services
  - Create brochures
  - Tradeshows
  - Business Survey
  - Job Fair
  - Evaluate Appropriate Economic Development Structure
Stonehill Industrial Park/
Stonehill Business Center

Municipality: Village of Oswego

Nearest Major Intersection: Illinois Route 71 & Illinois Route 34

Home of:
- KR&G Excavating
- LPS Pavement Company
- Dreyer Medical

Available Building Space:

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Implementation Work Plan cont’d

- Level II Priorities
  - Promote Recreation
  - Quarterly/ Annual Meetings
  - Workforce Development
  - Legislative Initiatives
  - Promote Local Events
  - Improve Utilities
Implementation Work Plan cont’d

- Level III Priorities
  - Promote link to local movies
  - Downtown Improvements
  - Expand Higher Education Access
  - Tour Promotions
  - Support area Entrepreneurship Programs
Discussion and Public Comment

What did we miss?

Target Industries?

Action Items Priorities?
Thank you!

To view the plan in its entirety, please visit: http://www.co.kendall.il.us/county_administration/economic_development.htm

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