

Fall 2008

NCICG
North Central Illinois Council of Governments

EDD News

Economic Development District



Special Interest Articles:

- Business Retention
- Marshall County Economic Development Council
- Website Update
- Princeton Economic Development Summit
- North Central Illinois Logistics Council

Websites:

Synchronist Program:
www.blanecanada.com

Business Retention and Expansion International (BREI) - www.brei.org

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We're on the Web!
Come see us at:
www.ncicg.org

North Central Illinois Council of Governments
110 North Main * Princeton IL 61356 * (815) 875-3396

Business Retention & Expansion Program

- Synchronist

"In Rural Areas existing business account for 86-90% of new jobs and capital investment."

~Eric Canada of Blane, Canada Ltd



Have you sat down and talked with the existing businesses in your community lately? Business Retention and Expansion programs focus on what a community already has for companies and how jobs and investment can come from those existing companies.

There are 4 elements to a comprehensive existing business program.

Responsive Retention

- Respond to the problems/ needs of individual companies

Attention Retention

- Create opportunities to shower attention on existing employers

Executive Contact

- Conduct personal interviews or surveys to identify company and community issues
- Collect company-specific strategic information

Business Development

- Provide support and services to help individuals and groups of companies to increase sales and grow in the community

Webinars are held monthly on the Synchronist program. The topics of the webinars include the basics, reporting, x-tool and interviewing techniques. For a list of the upcoming dates check out the website at <http://www.synchronist.com>.

The Synchronist system provides a list of 45 interview questions to ask during a businesses retention visit. The program also provides a business information form and a post visit form to use. The program can provide 55 preformatted reports.

If you are a community already doing business retention visits or have been thinking about starting a program we encourage you to utilize the forms from the Synchronist program. From the data entered, reports for the region and/or your community can be generated.

If you would like more information or want to start utilizing the interview forms contact Kevin at 815/875-3396 or klindeman@ncicg.org. Portions of this article are from Blane Canada Website.

Business Retention Training and Conferences:

BREI - Conference 2009 - Des Moines, Iowa - May 13-15, 2009
Upcoming Courses - BREI Basic Course, May 11-13, 2009, Des Moines, IA

Economic Development Council formed in Marshall County

The Council is made up of representatives from the County Board, the municipalities, the U of I Extension, and the Farm Bureau. The groups has been working together for more than a year and are in the process of filing formal paperwork for the formation of non-profit corporation.

The purpose of the council is to promote development, retention, education and establishment or expansion of industries and businesses in Marshall County.

Website to Be Updated With More Economic Development Information on the Region

Soon a new look and more information will be coming to the NCICG website at www.ncicg.org. The redesigned website will include more economic development information for those looking to relocate or expand in the region.

Information explaining the benefits of locating and doing business in our region will be added to the sites. Also added to the site will be demographics, workforce, cost of doing business, transportation, and regional access information to assist site selectors. The website will also add several maps of the region.

Princeton Holds Economic Development Summit

The City of Princeton along with the Princeton Area Chamber of Commerce and Main Street held an Economic Development Summit in October. The summit was to give business owners an introduction to business development assistance including consulting services, grants, low interest loans, incentives, promotional and networking opportunities.

Speakers included Bev Malooley - IVCC Small Business Development Center; Erika Robbins - Princeton Chamber of Commerce; Lee Trotter - Illinois Department of Commerce and Economic Opportunity; Nora Fesco-Ballerine and Kevin Lindeman - NCICG; Jason Bird, Jeff Fiegenschuh and Pete Nelson of the City of Princeton.

North Central Illinois Logistics Council: upcoming meetings

January 15, 2009 - Mr. Mike Neubauer, Regional Director for Human Resources/Advantage Logistics, will be speaking on "Recruiting and Retaining Hourly Employees".

February 19 - Mr. William Gahlberg, William E. Gahlberg & Associates, will be speaking on the future of the Logistics Industry in the North Central Illinois area.

Both meetings will start at 8:00 a.m. and will be held at Illinois Valley Community College. Any one interested in attending should contact JoAnn Johnson at (815) 224-7930.

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