

Regional Economic Development Report and Review

November 2016 – 3rd Quarter

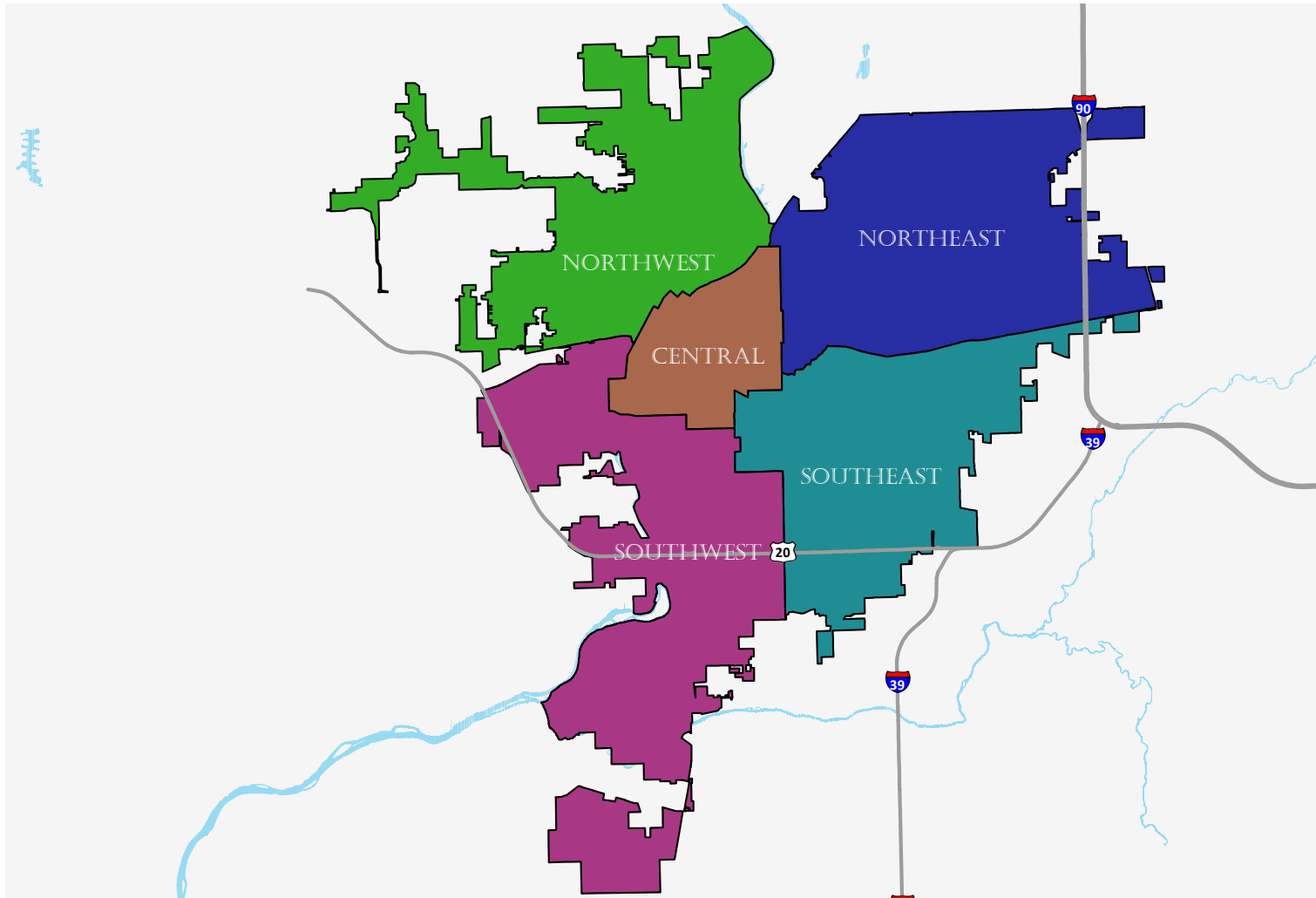
Overview of Economic Indicators

ourmap

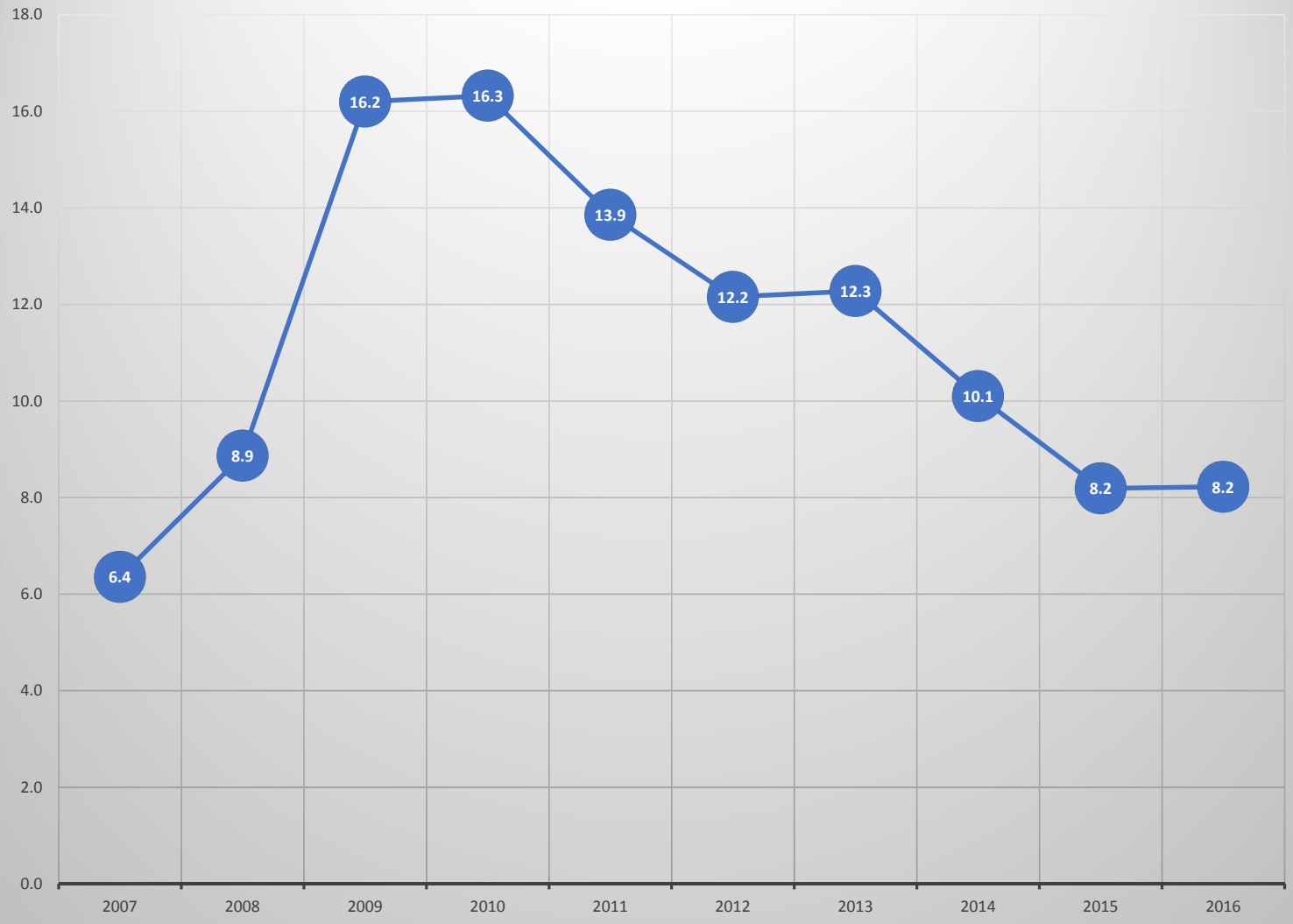
Goals

- i. To ensure the City's investment in partner organizations is returning measurable progress on key citywide and zone-based economic metrics that partners have a direct influence upon.*
- ii. To align both citywide and place-based economic development strategies to promote efficient and effective use of resources in order to drive economic success in all areas of the City.*
- iii. To communicate to residents and other partners how the economic development efforts and investment are benefitting all areas of the City.*

City of Rockford Planning Areas

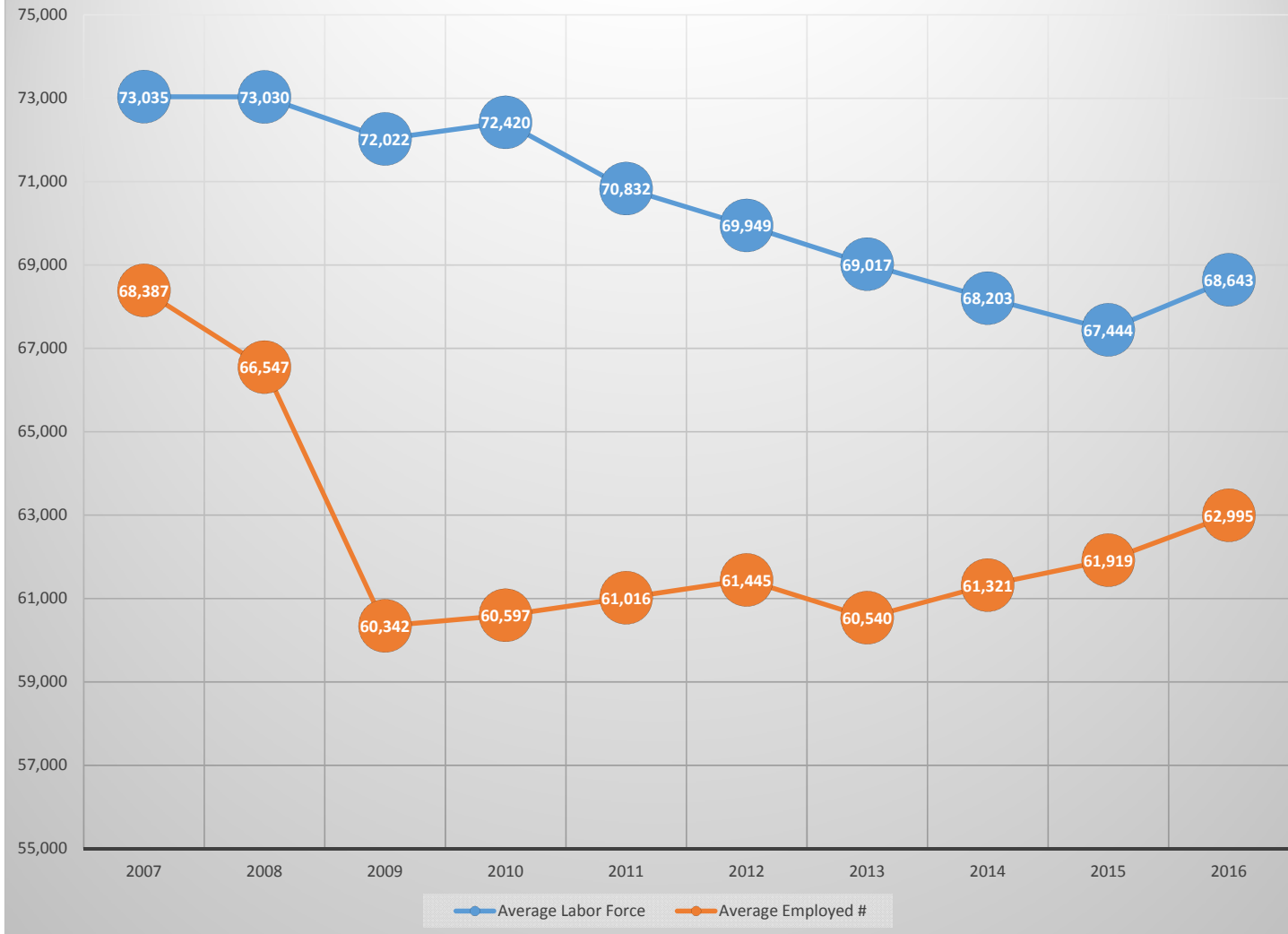


City of Rockford Average Unemployment Rate, Q1-Q3



Source: Illinois Department of Employment Security Local Area Unemployment Statistics

City of Rockford Employment Trends, Q1-Q3



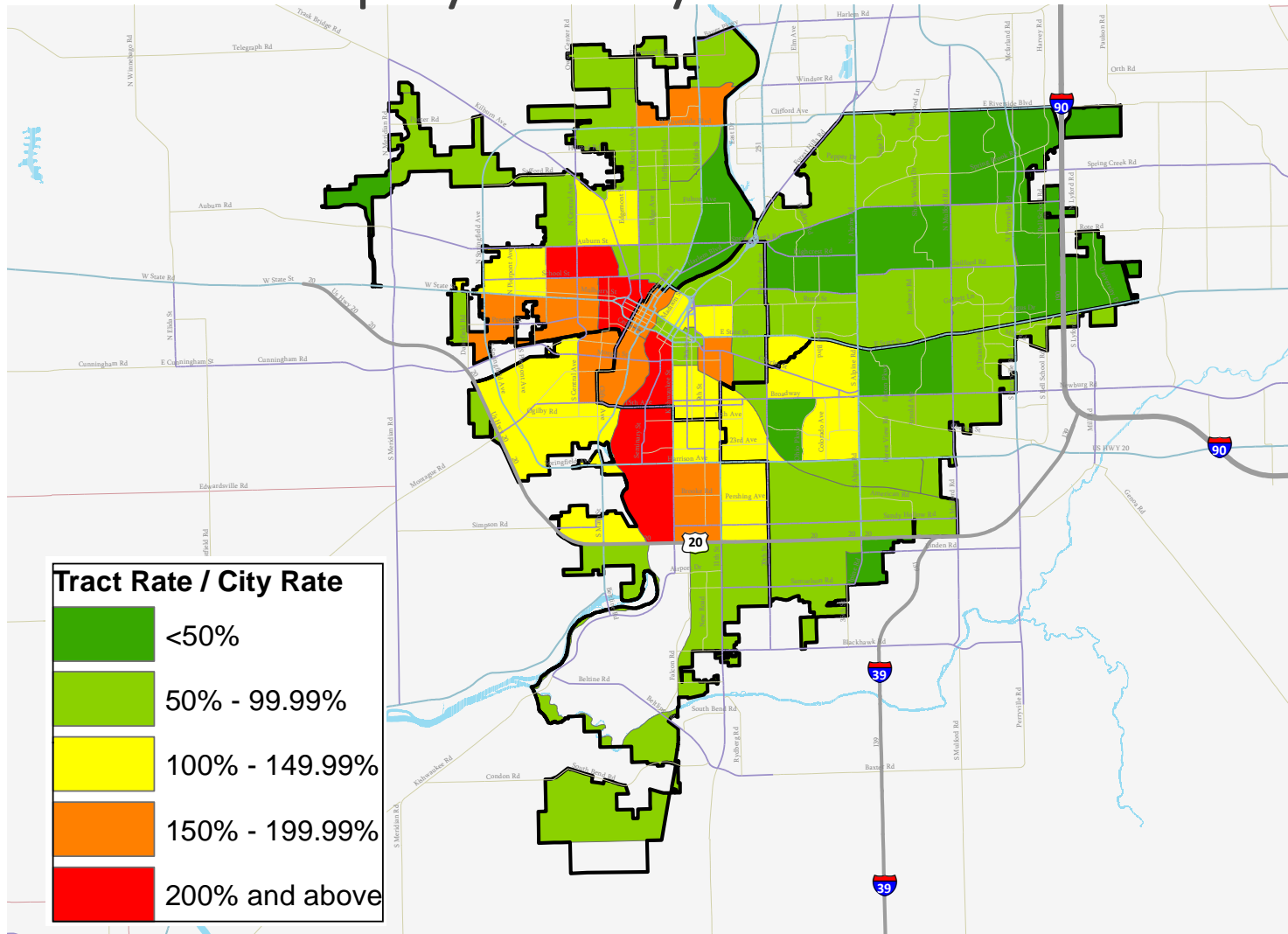
Source: Illinois Department of Employment Security Local Area Unemployment Statistics

Unemployment Rate

	YTD 2015	YTD 2016	Change
City Rockford	8.2%	8.2%	0.0%
Rockford MSA	6.9%	7.0%	0.1%
Northern Stateline	6.8%	6.9%	0.1%
Illinois	6.0%	6.1%	0.1%
U.S.A.	5.5%	5.0%	-0.5%

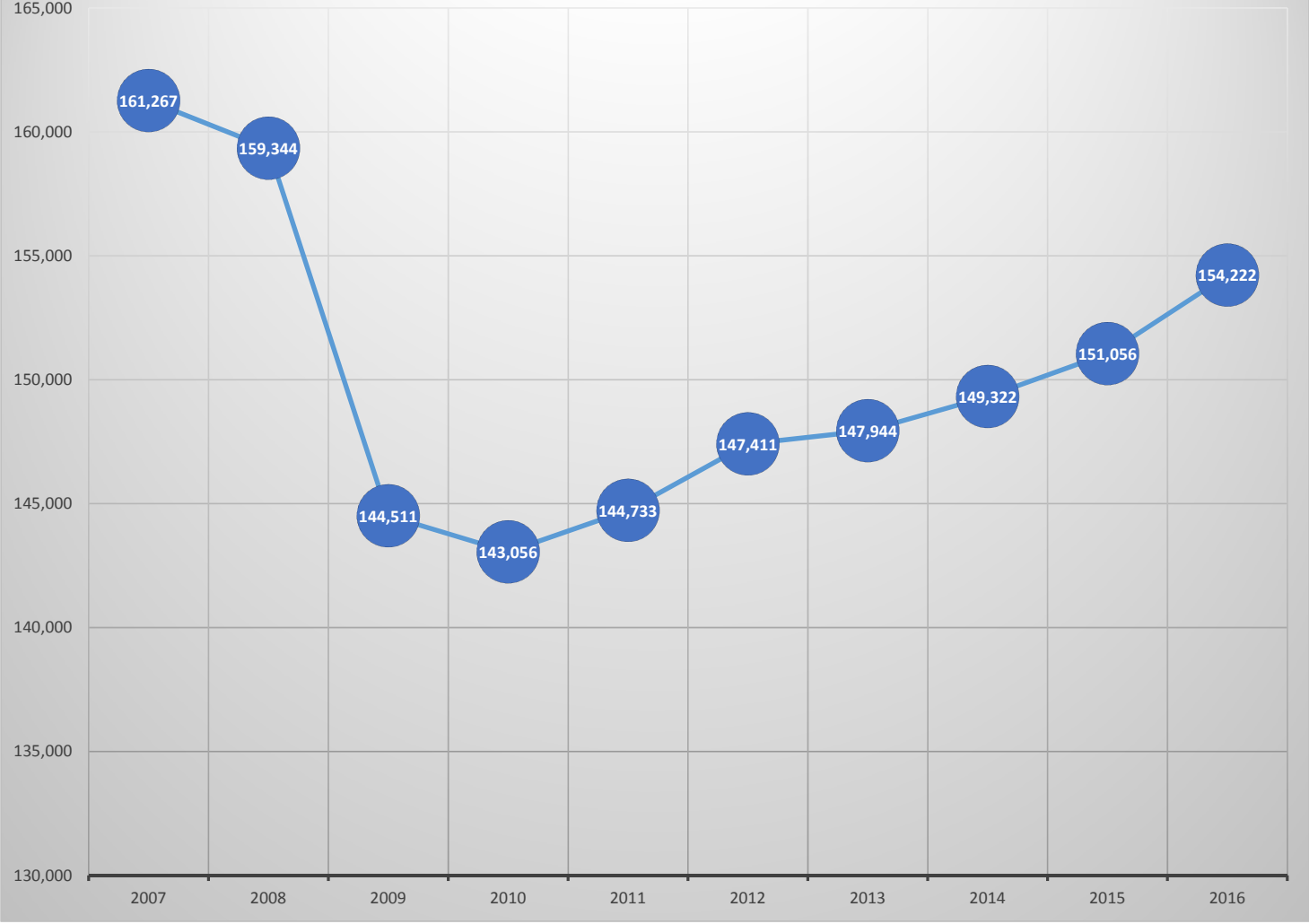
Source: Illinois Department of Employment Security Local Area Unemployment Statistics

Unemployment by Census tract:



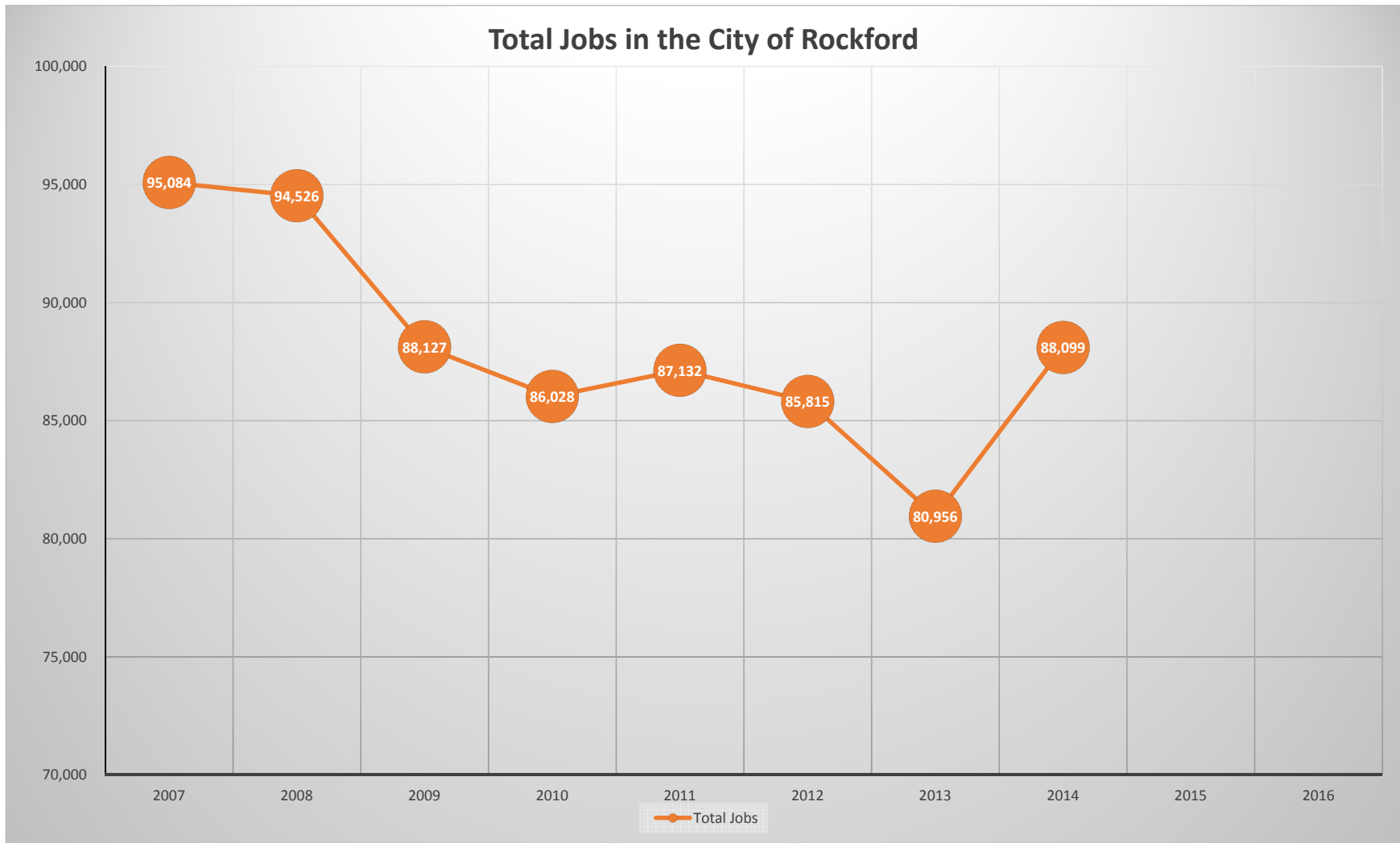
Source: U.S. Census Bureau 2010-2014 American Community Survey 5-Year Estimates and WinGIS

Rockford MSA Average Nonfarm Jobs, Q1-Q3



Source: Illinois Department of Employment Security Current Employment Statistics

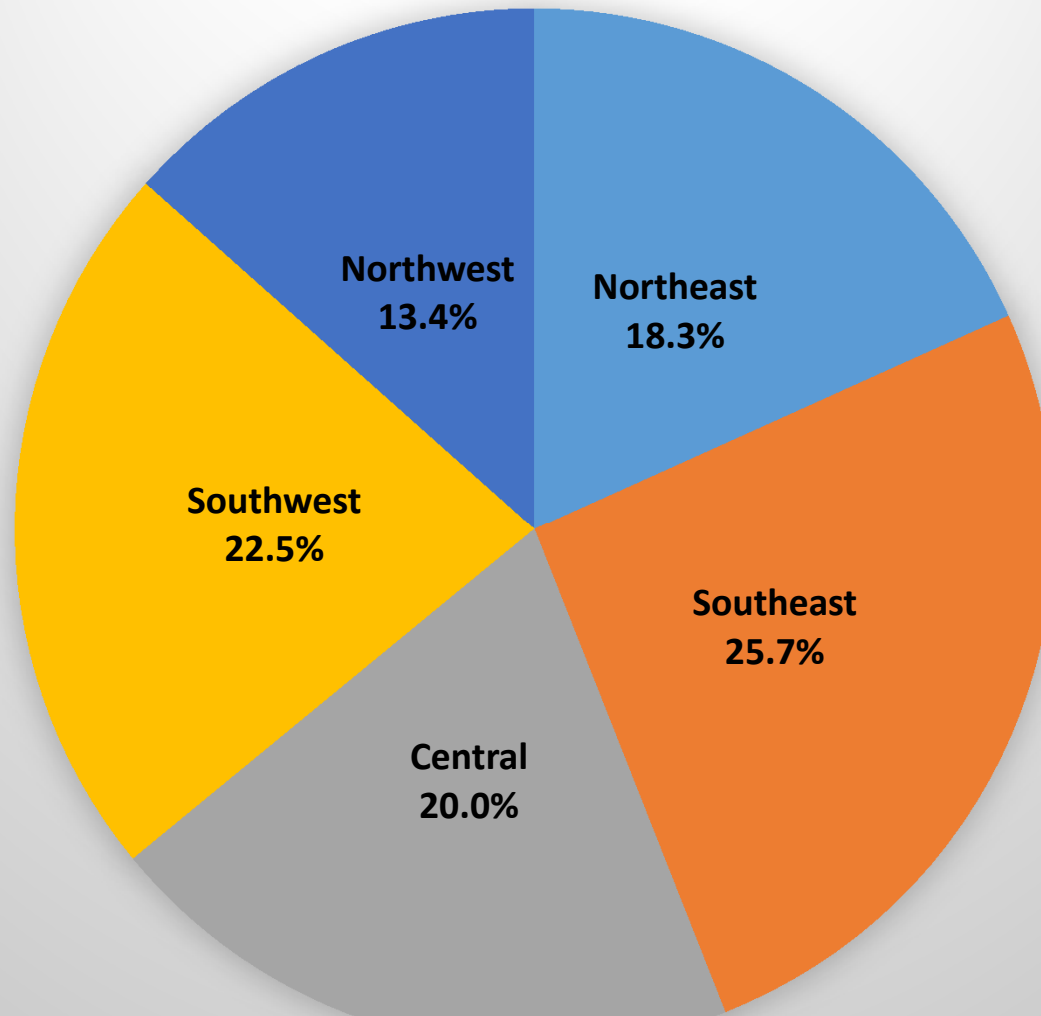
Total Jobs in the City of Rockford



Source: U.S. Census Bureau. OnTheMap application. Longitudinal-Employer Household Dynamics Program

Note: This data is not directly comparable to the previous job slides.

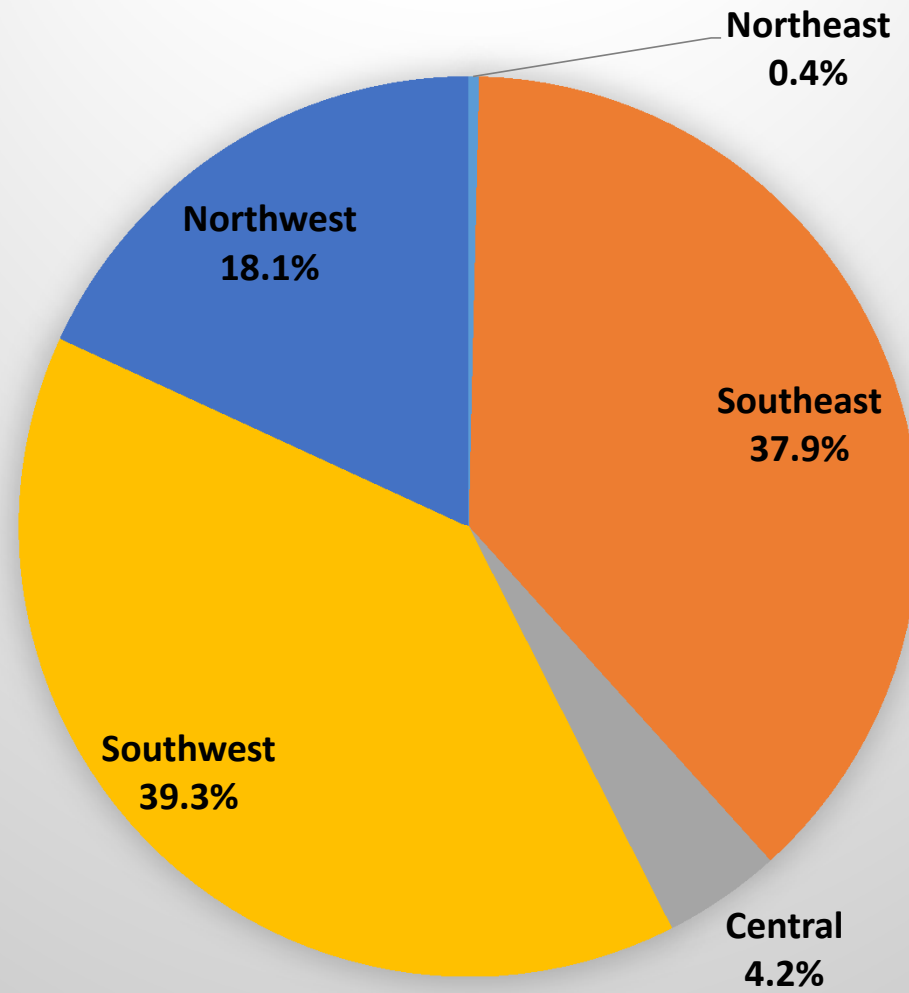
City of Rockford Jobs By Planning Area



Source: U.S. Census Bureau 2014 LEHD Origin-Destination Employment Statistics (LODES).

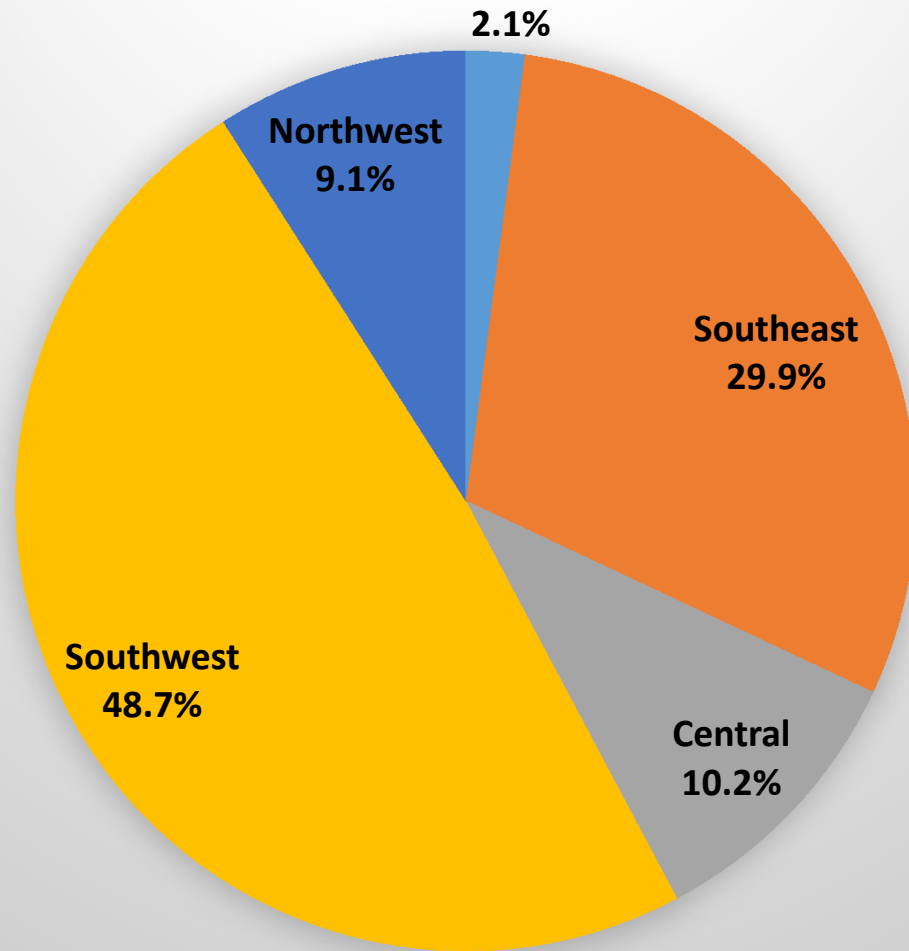
Note: Education jobs not included due to limitations of geographic data.

Manufacturing Jobs by Planning Area



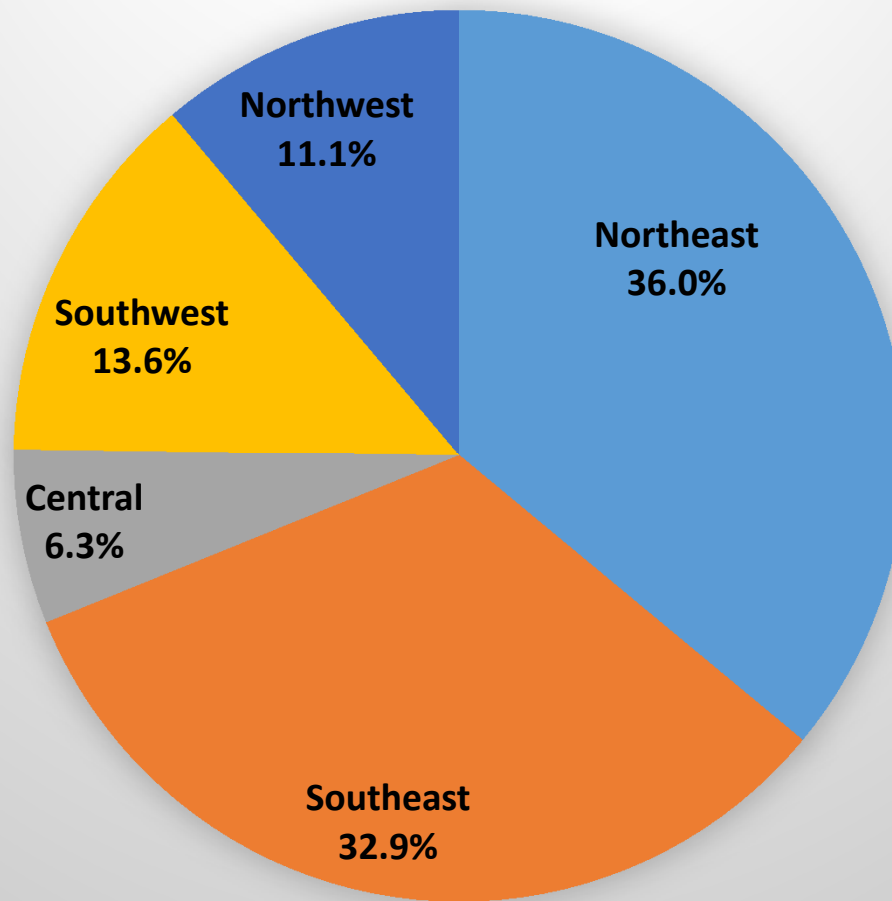
Source: U.S. Census Bureau 2014 LEHD Origin-Destination Employment Statistics (LODES).

Wholesale Trade, Transportation, and Warehousing Jobs by Planning Area



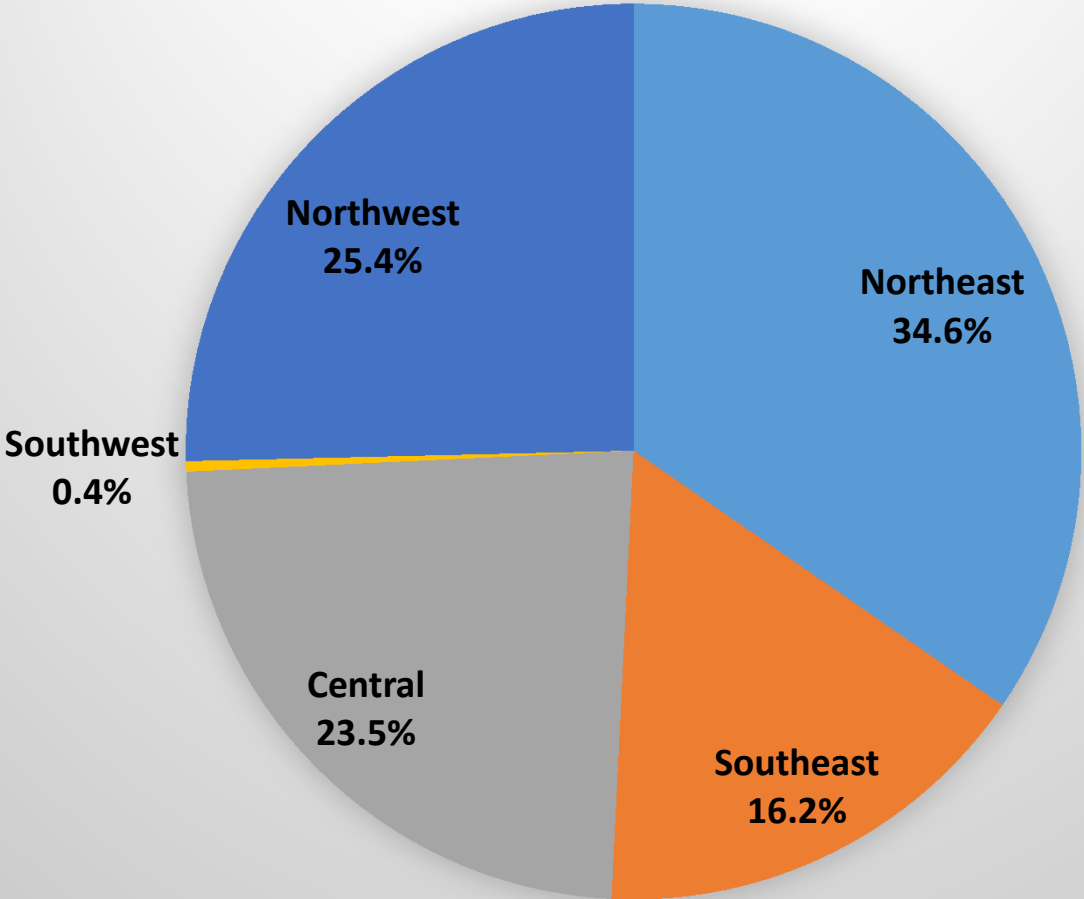
Source: U.S. Census Bureau 2014 LEHD Origin-Destination Employment Statistics (LODES).

Retail Trade Jobs by Planning Area



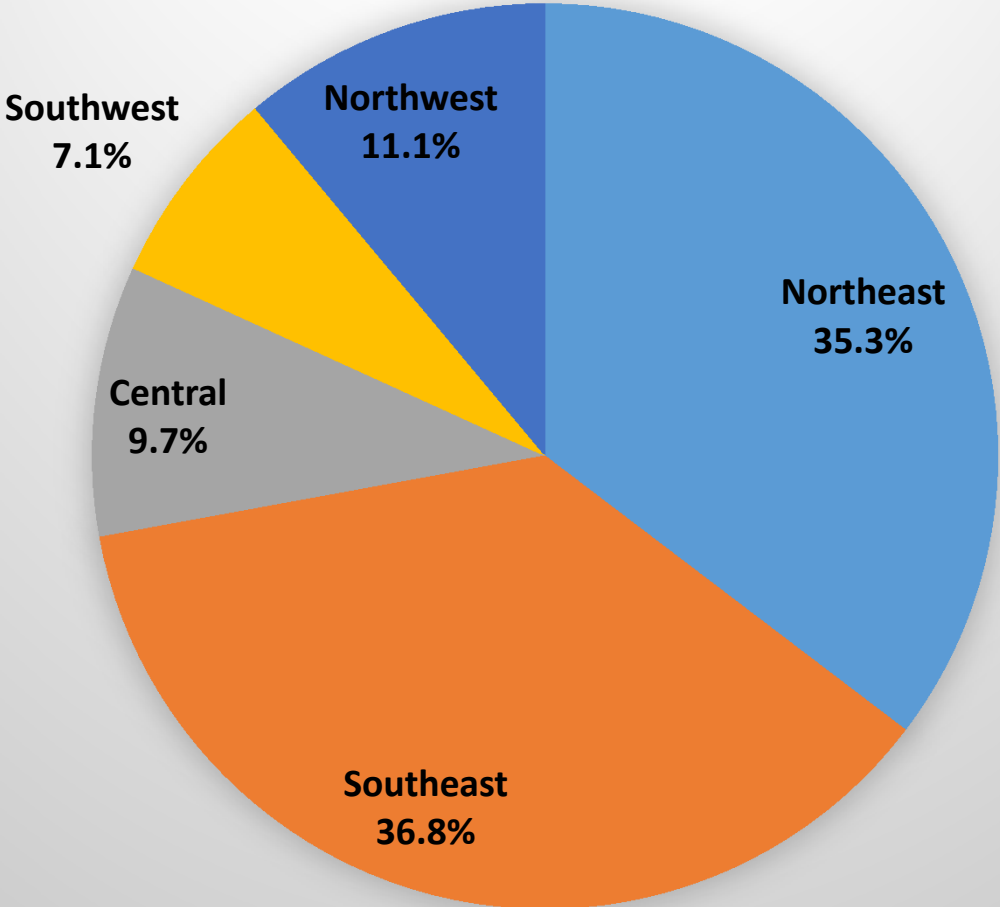
Source: U.S. Census Bureau 2014 LEHD Origin-Destination Employment Statistics (LODES).

Health Care and Social Assistance Jobs by Planning Area



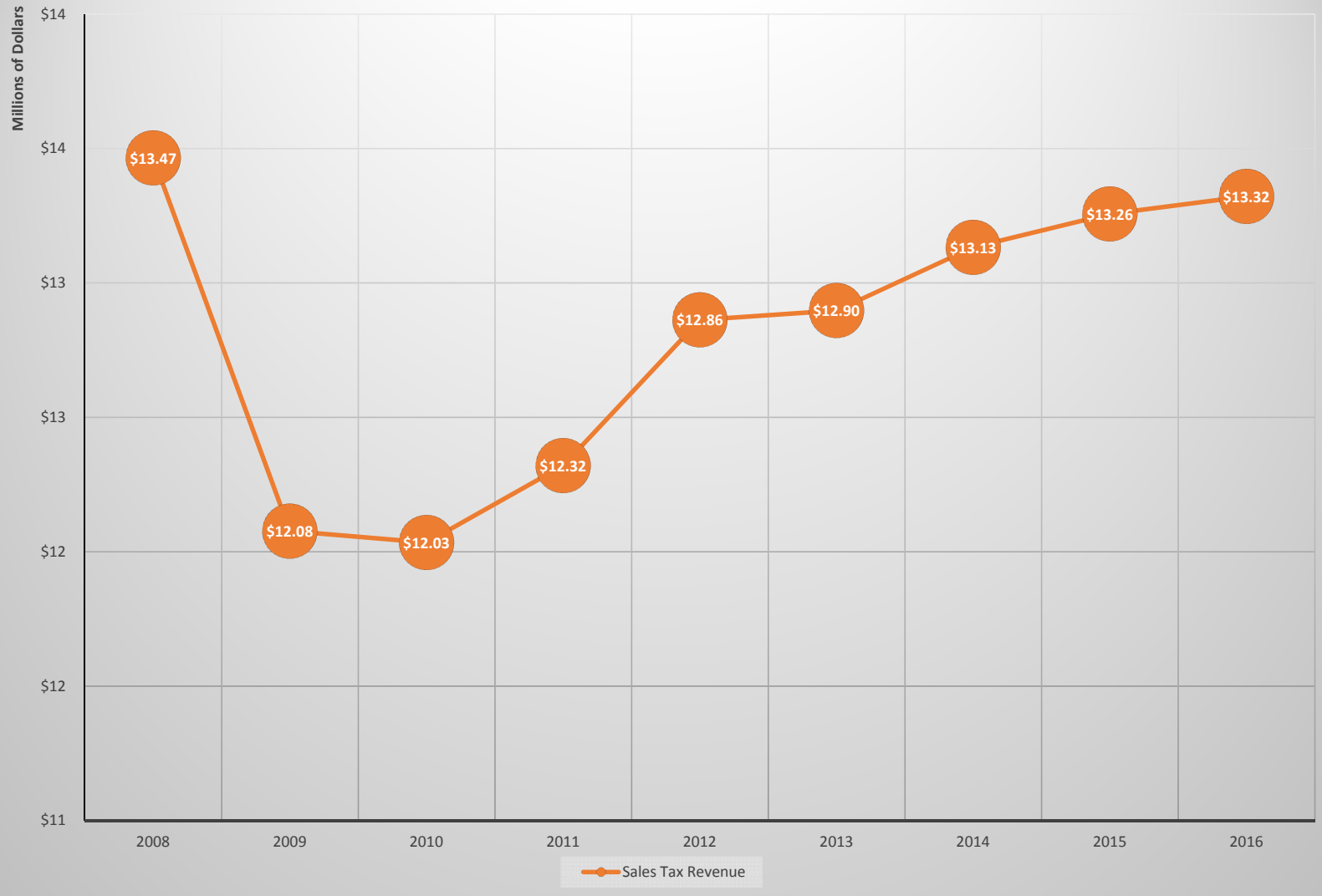
Source: U.S. Census Bureau 2014 LEHD Origin-Destination Employment Statistics (LODES).

Accommodation and Food Services Jobs by Planning Area



Source: U.S. Census Bureau 2014 LEHD Origin-Destination Employment Statistics (LODES).

City of Rockford Sales Tax Revenue, Q1-Q2



Source: City of Rockford

*Note:
Data based on sales month*

Partner Organization-RAEDC

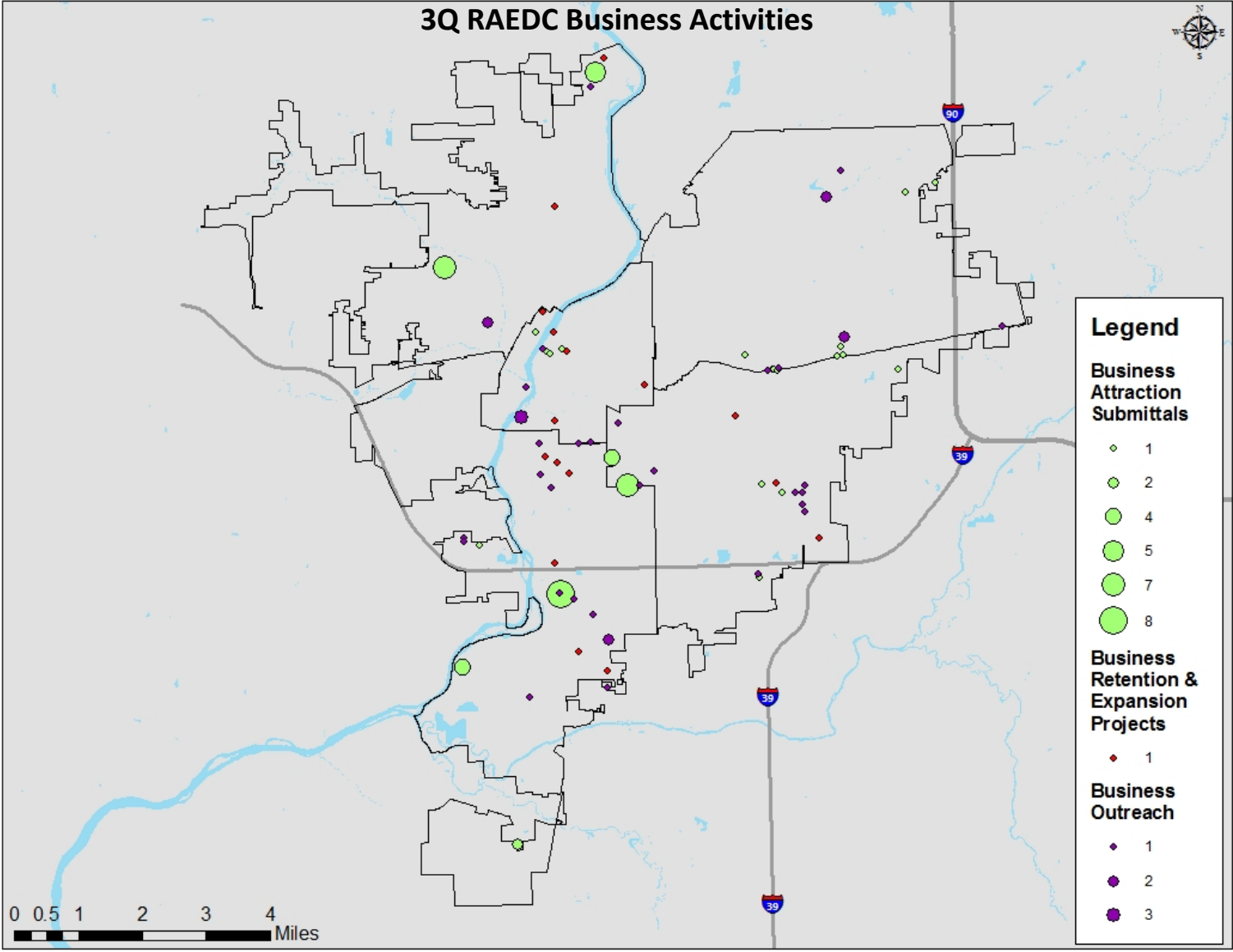
Rockford

I L L I N O I S  U S A

ROCKFORD AREA ECONOMIC DEVELOPMENT COUNCIL

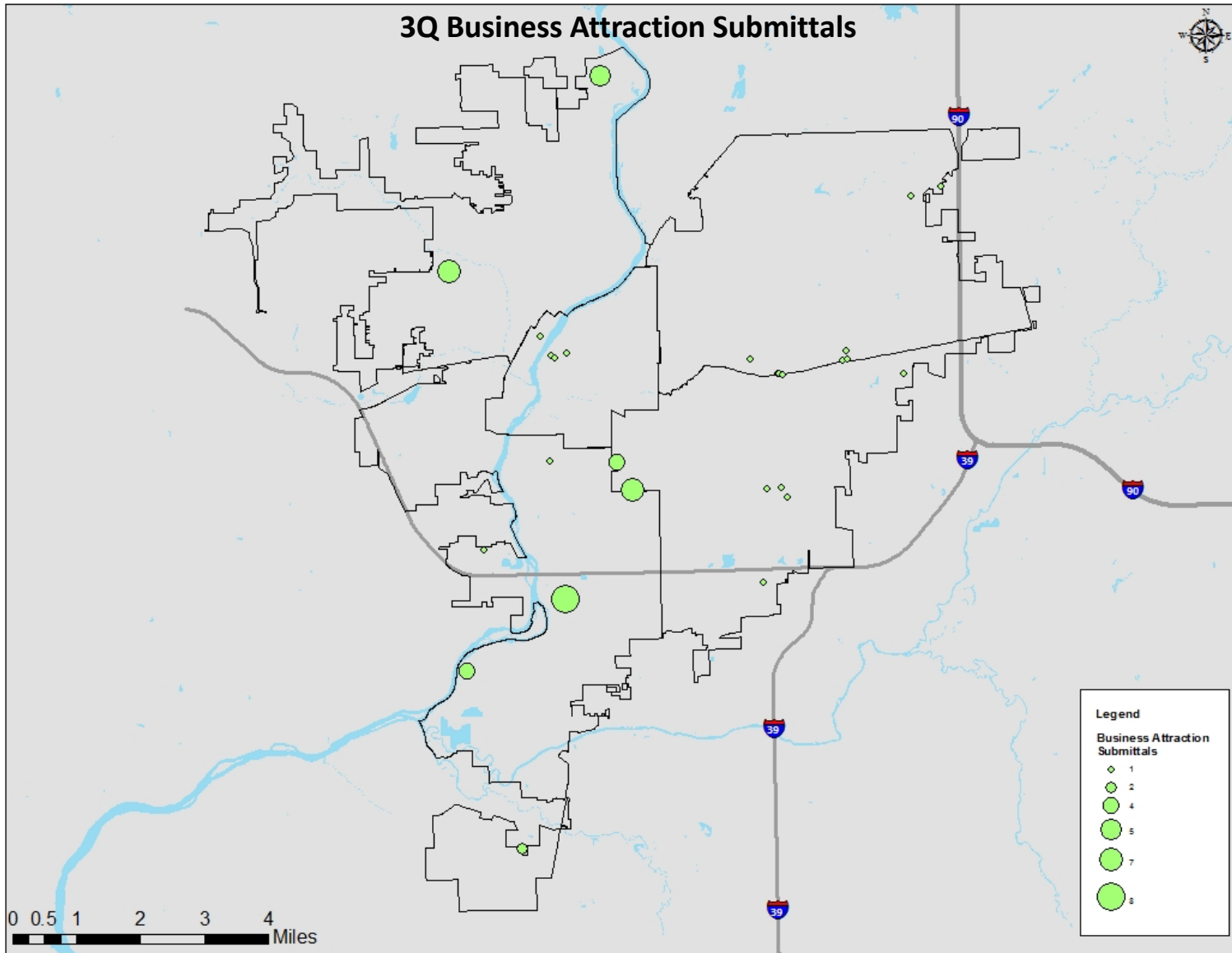


3Q RAEDC Business Activities

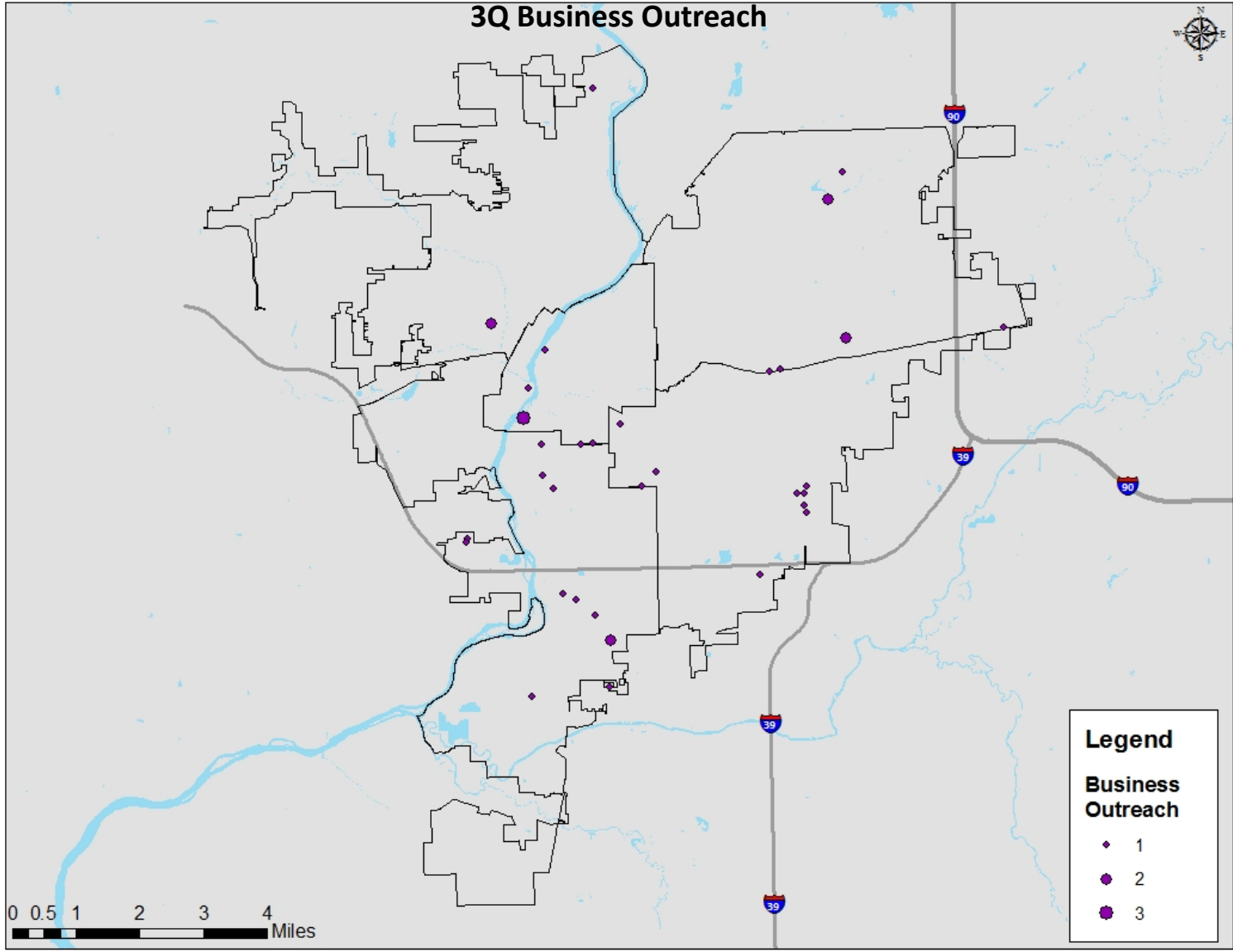


0 0.5 1 2 3 4 Miles

3Q Business Attraction Submittals



3Q Business Outreach



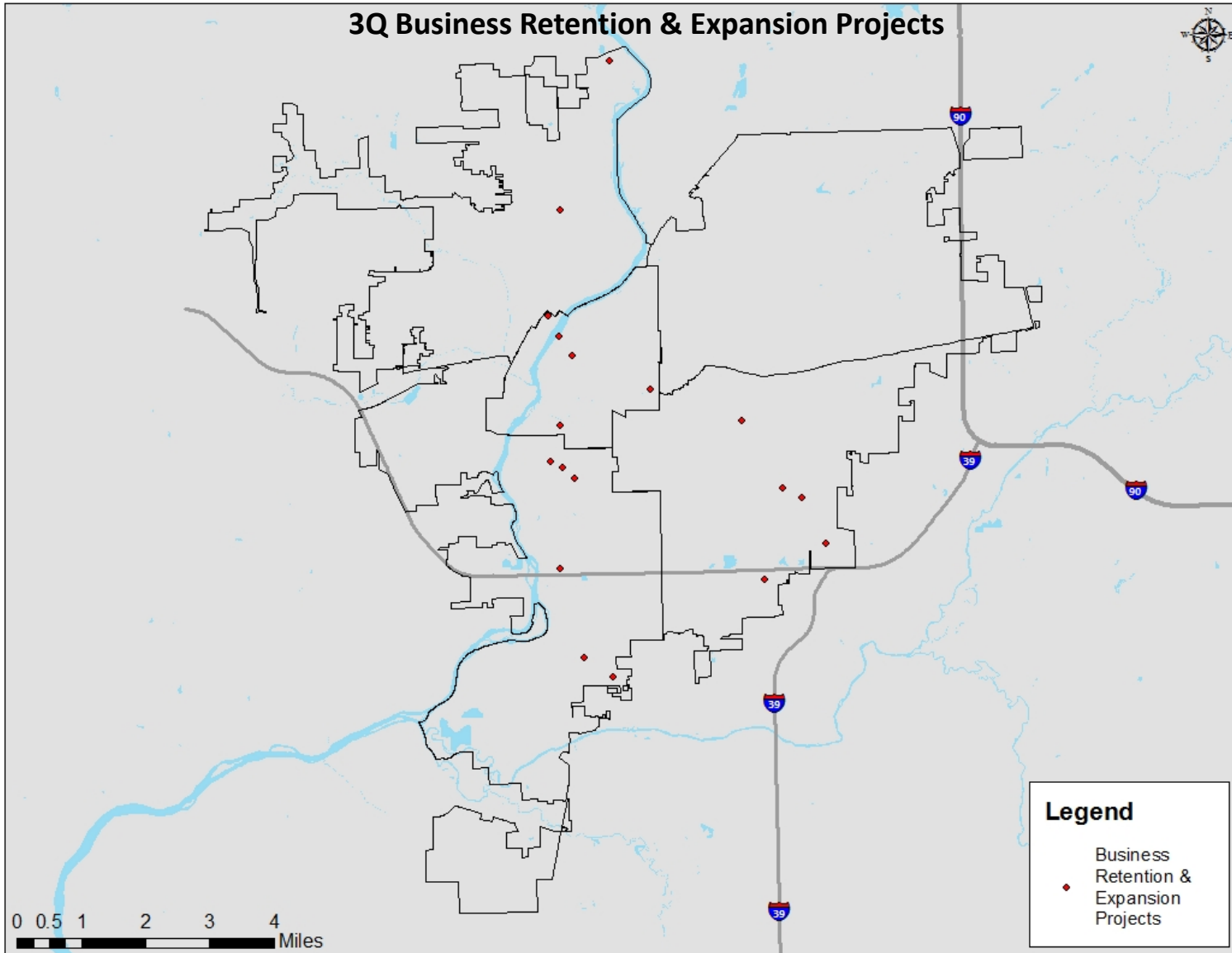
Legend

Business Outreach

- ◆ 1
- 2
- 3

0 0.5 1 2 3 4 Miles

3Q Business Retention & Expansion Projects



Legend

- Business Retention & Expansion Projects

0 0.5 1 2 3 4 Miles

Workforce Development/Education

- Partnering with RPS205 Great Lakes College and Career Pathways Initiative Grant, on travel team for WBL and internship initiative
- Workforce Pipeline Mapping Project
- To compliment and partner with WIOA/WIB Project
- Understanding competency needs by employer's side of equation... Talent Module
- Completed Chase Grant utilizing "Lean" method for Workforce Development , expanding options
- Continue to align with partners on "single point of entry" and develop regional marketing plan

Align - Global Trade Park

- Continuing to partner with the City of Rockford and the Airport in marketing the Global Trade Park (GTP)
- Aligning an initiative to form a GTP business association ... 4 businesses currently confirmed with 2 additional prospects
- Working to secure developer interest

Partner Organization – COR Economic Development Division













CEDD - Economic Development

3rd Quarter 2016 Scorecard

Economic Development 2016 Quarterly Performance		2016 Annual Target	3rd Quarter		Year to Date	
			Goal	Actual	Goal	Actual
Commercial New & Retained Projects	Total	15	4	8	8	17
Industrial New & Retained Projects	Total	12	3	7	6	16
New & Retained Jobs	Total	400	100	366	300	972
Total Investment						
	Private Investment	\$30,000,000	\$8,207,583		\$518,492,607	
	Public Investment		\$851,485		\$4,139,954	
	Public/Private Percent			10.37%		0.80%

3rd Quarter 2016 Program Dashboard

Economic Development Program		Stage 1 Initial Communitcation	Stage 2 Solution Development	Stage 3 Client Evaluation	Stage 4 Negotiation	Stage 5 Commitment to Proceed	Win/Loss
Attraction	Project Level	6	3	11	1	1	6
	# New		0				2
Expansion	Project Level	0	7	3	1	1	11
	# New	0			0		5
Retention	Project Level	0	1	0	0	0	3
	# New	0	0	0	0	0	1
Startup	Project Level	1	3	0	0	0	2
	# New	0		0	0	0	2
Property Redevelop	Project Level	2	0	2	1	3	8
	# New		0	0		0	3
Property Develop	Project Level	0	2	0	0	0	0
	# New	0	0	0	0	0	0

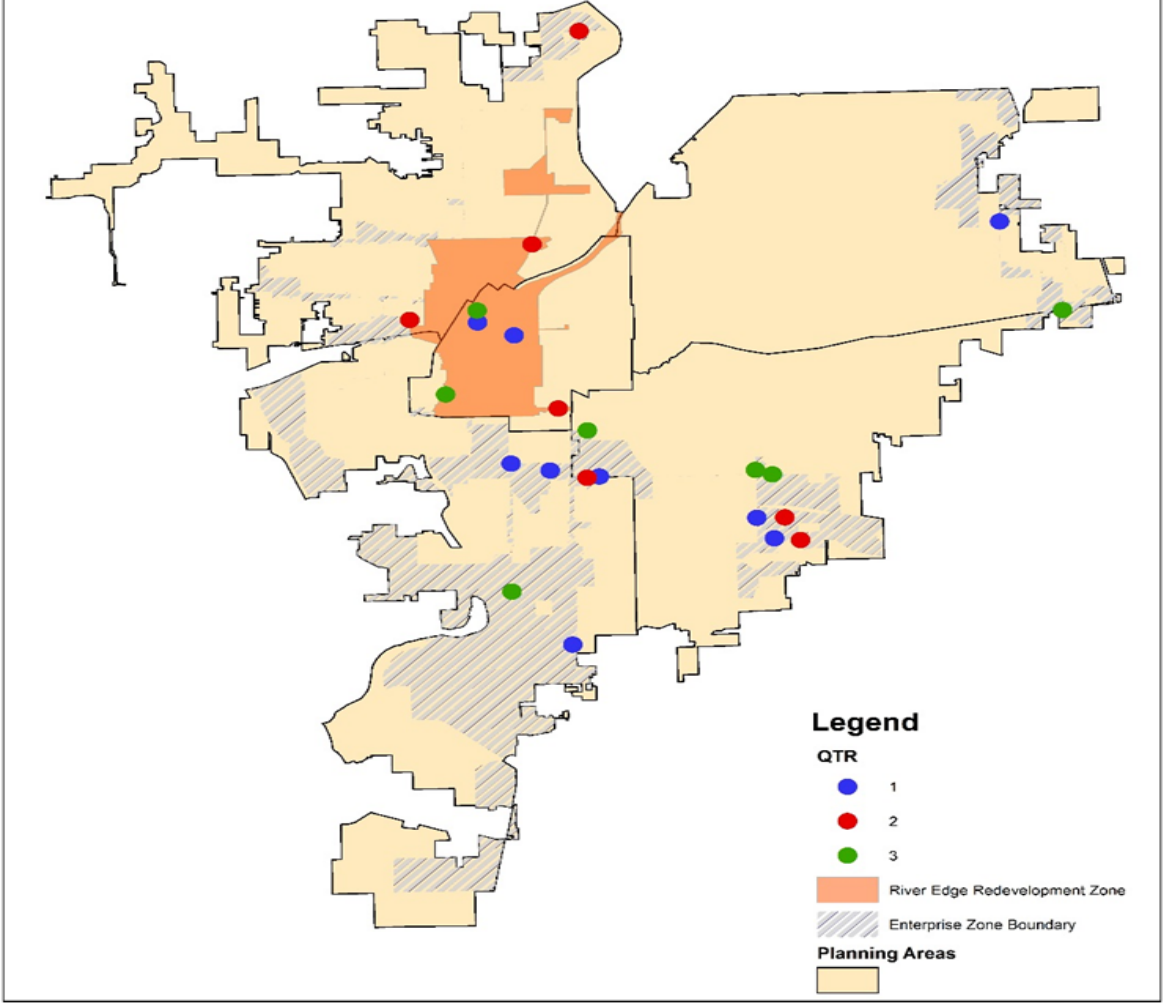
CEDD - Economic Development

3rd Quarter Enterprise Zone / River Edge Applications & Fees

2016 Sales Tax Exemption Statistics

	Rockford EZ 1				Rockford I-90 EZ				River Edge			
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
Applications Received	7	31	18	2	1	0	1	1	4	43	4	4
Applications Cancelled	0	1	0	0	0	0	0	0	1	0	0	0
Applications Complete	6	21	18	2	1	0	1	1	2	20	4	4
Applications Pending	1	0	0	0	0	0	0	0	1	0	0	0
Certificates Issued	4	32	18	2	1	0	1	1	3	43	4	3
Jobs Created	0	234	2	170	3	0	50	0	40	168	0	3
Jobs Retained	5	419	0	30	0	0	50	0	20	0	0	3
Fees Received	\$ 647	\$ 9,665	\$ 2,236	\$ 131.00	\$ 278	\$ -	\$ 1,500.00	\$ 750.00	\$ 4,673	\$ -	\$ 2,430	\$ 406
Total Building Material Cost	\$ 356,592	\$ 108,436	\$ 112,533	\$ -	\$ 55,637	\$ -	\$ -	\$ -	\$ 995,521	\$ 740,560	\$ -	\$ -
Estimated Exemption	\$ 29,419	\$ 8,946	\$ 9,283.97	\$ -	\$ 4,590	\$ -	\$ -	\$ -	\$ 82,130	\$ 61,096	\$ -	\$ -

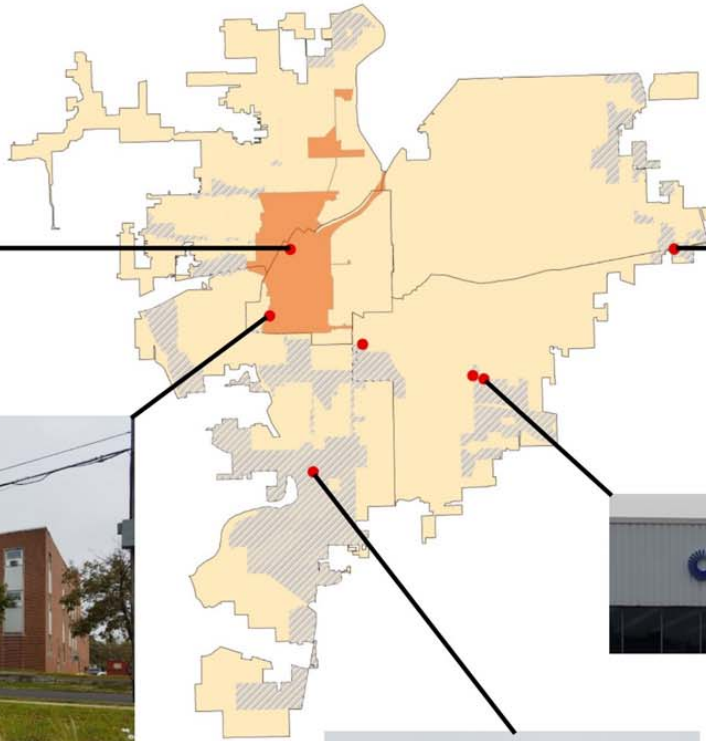
Year to Date River Edge & Enterprise Zone Projects



0 0.5 1 2 3 4 Miles



Q3 River Edge Redevelopment Zone and Enterprise Zone Projects

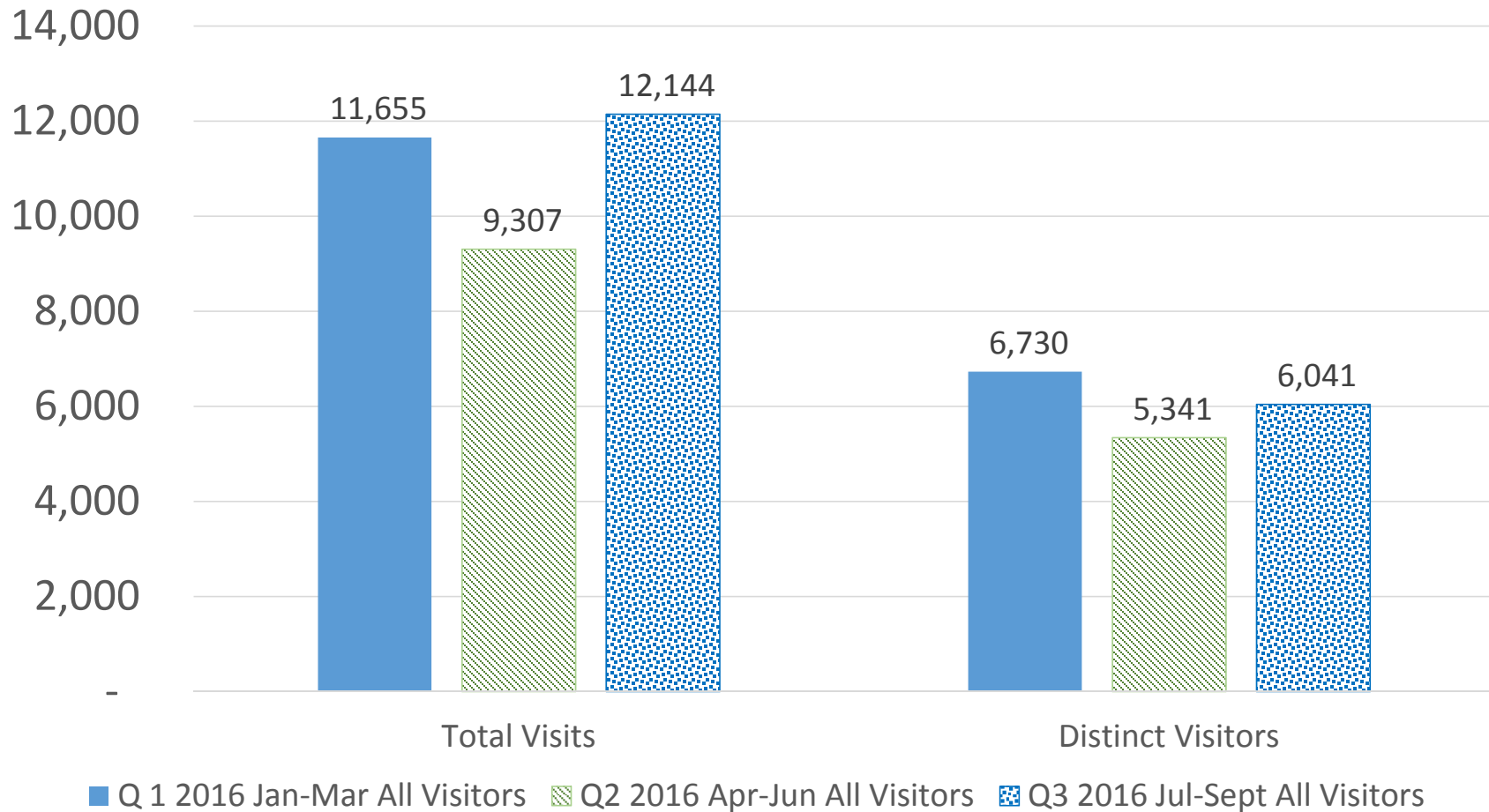


Partner Organization - Northern Illinois Workforce Alliance

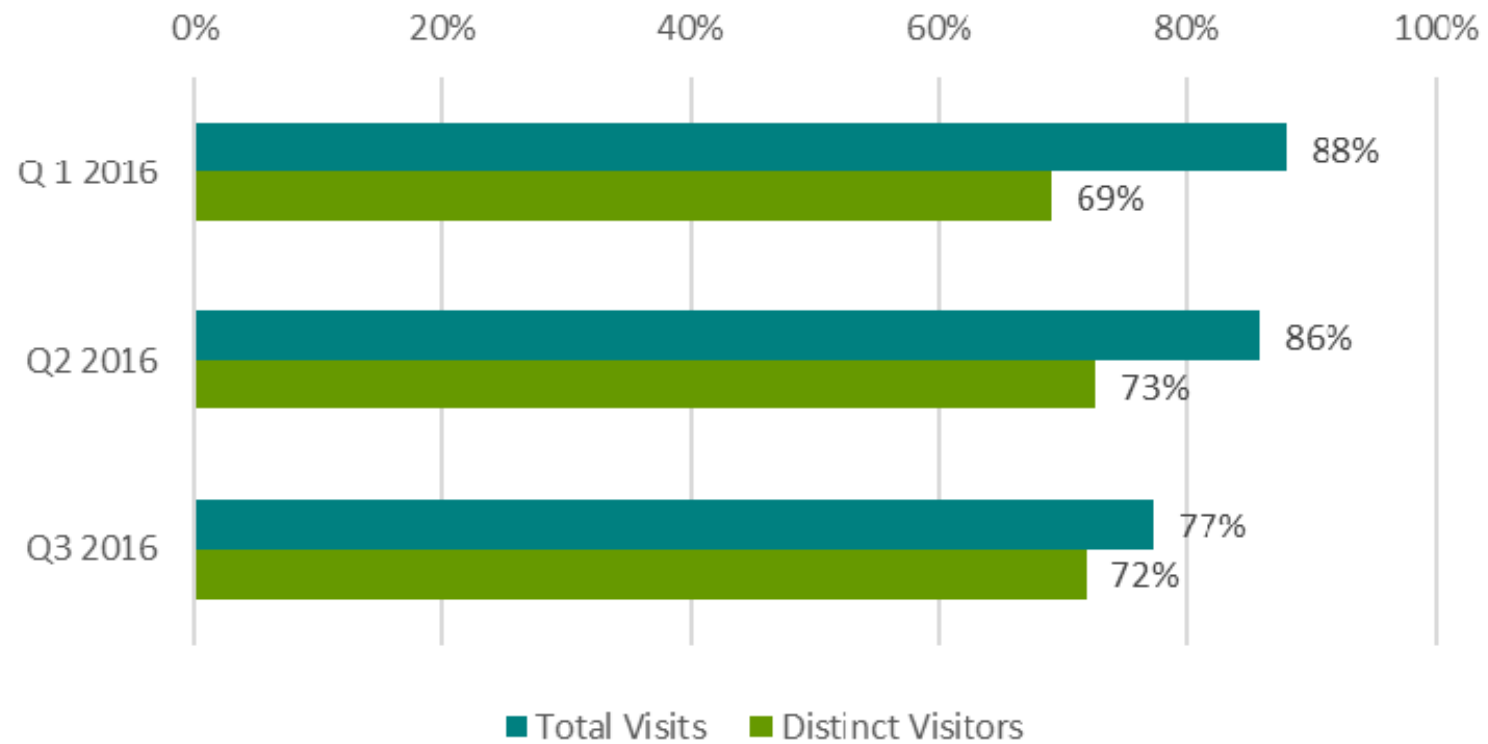


A proud partner of the [americanjobcenter](#) network

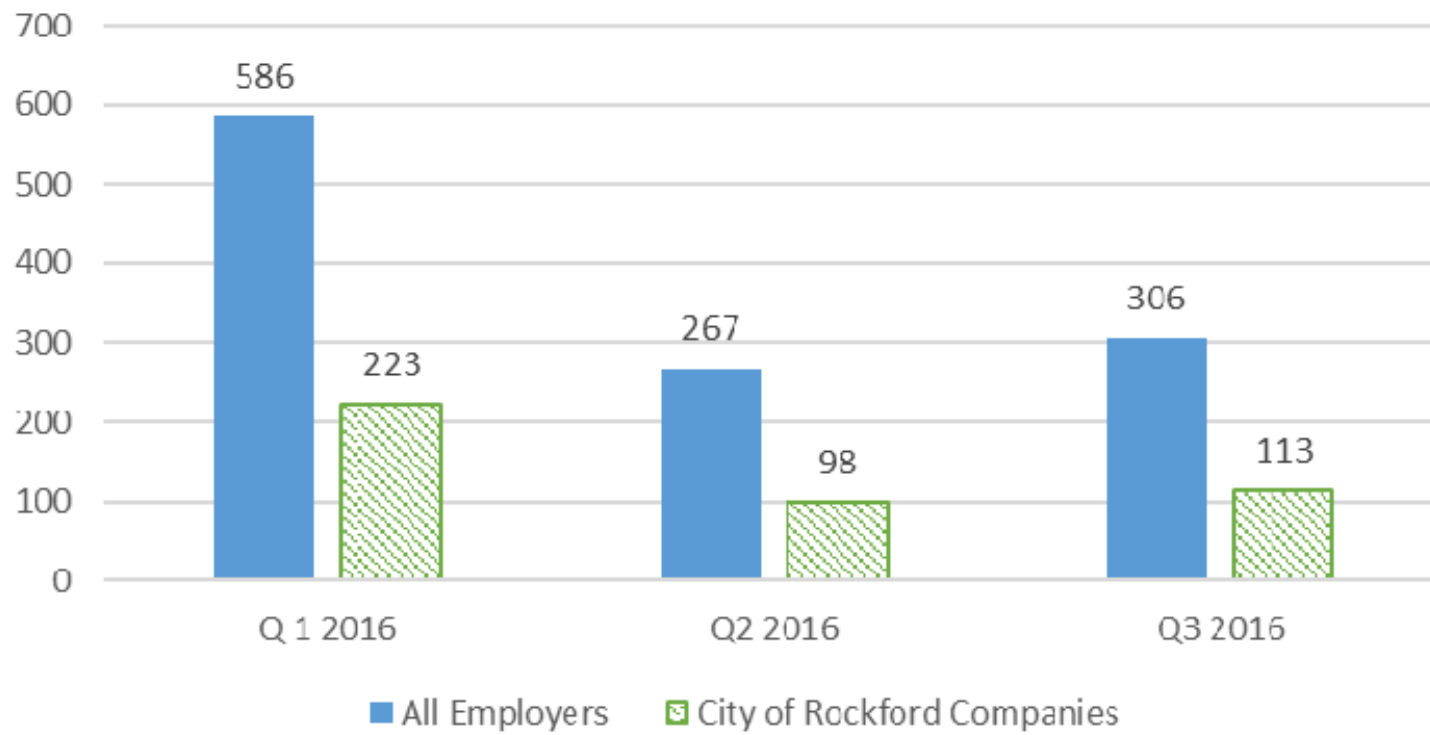
Training and Career Center Visitors



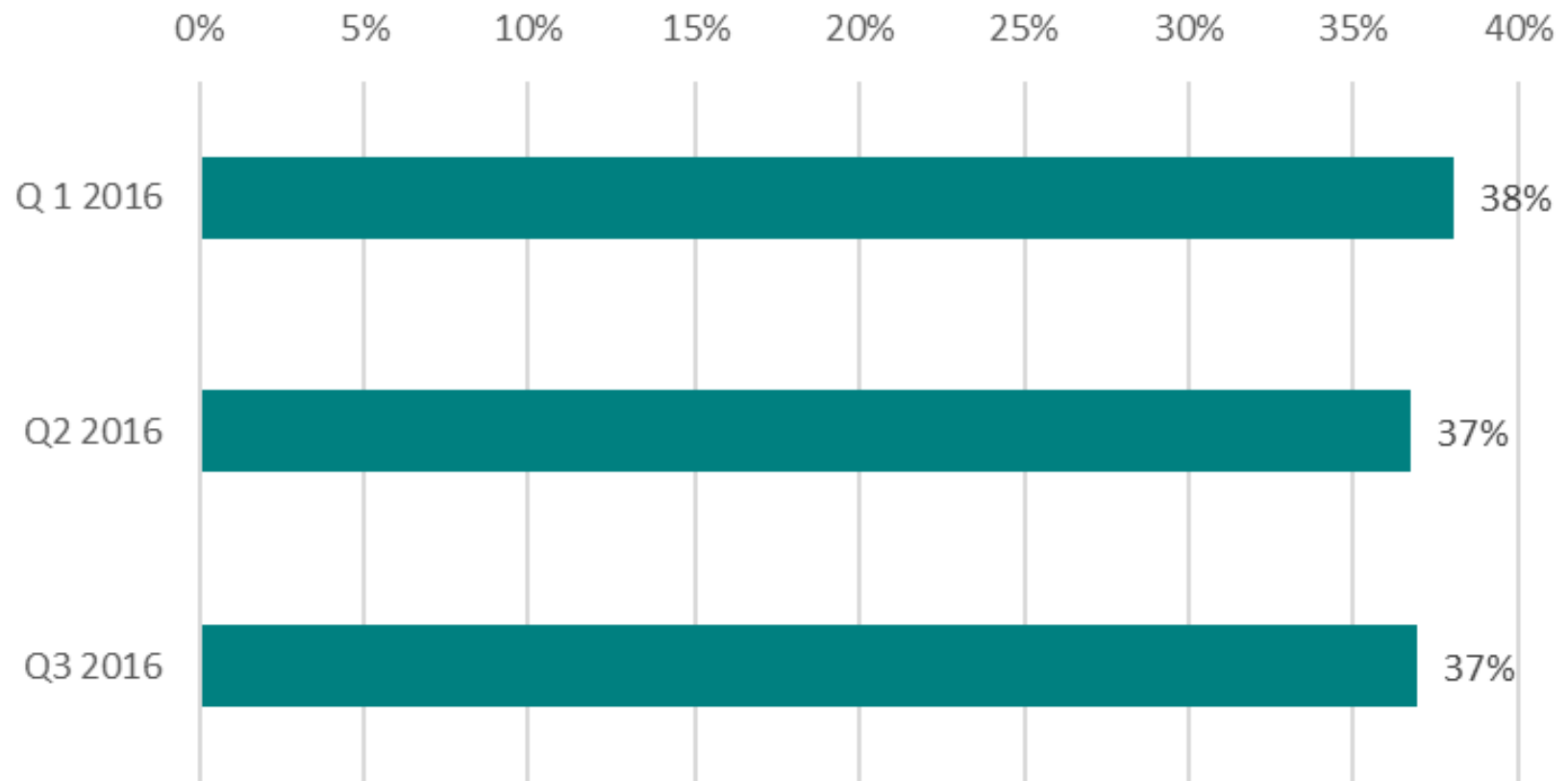
City of Rockford: Percent of Total Visitors



New Hires



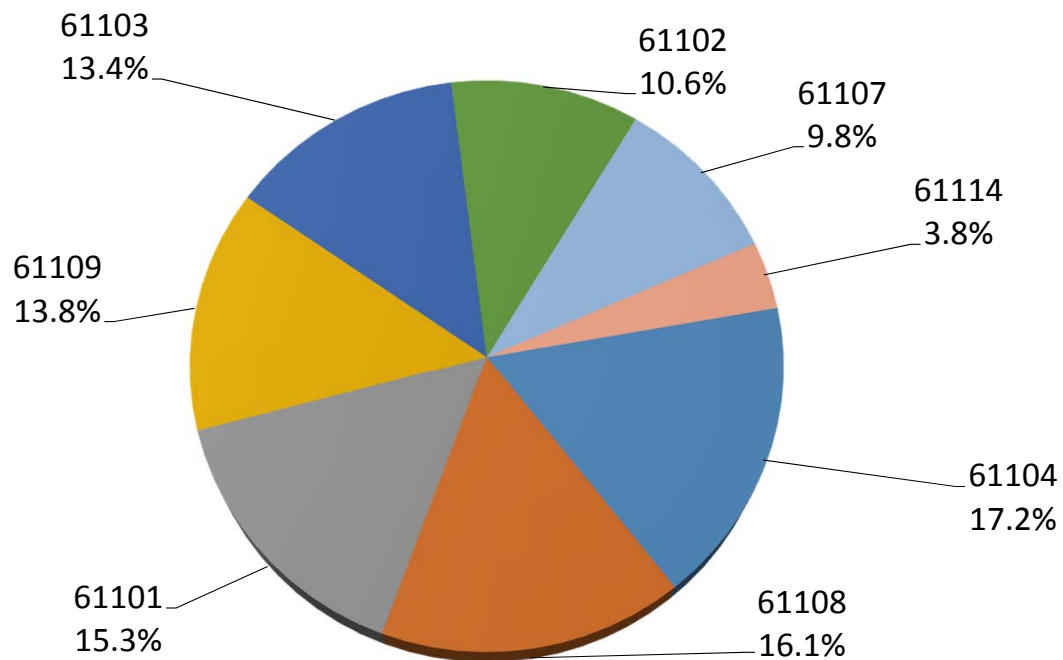
City of Rockford: Percent of Total New Hires



Workforce Development & Training Program Services July 2016-September 2016

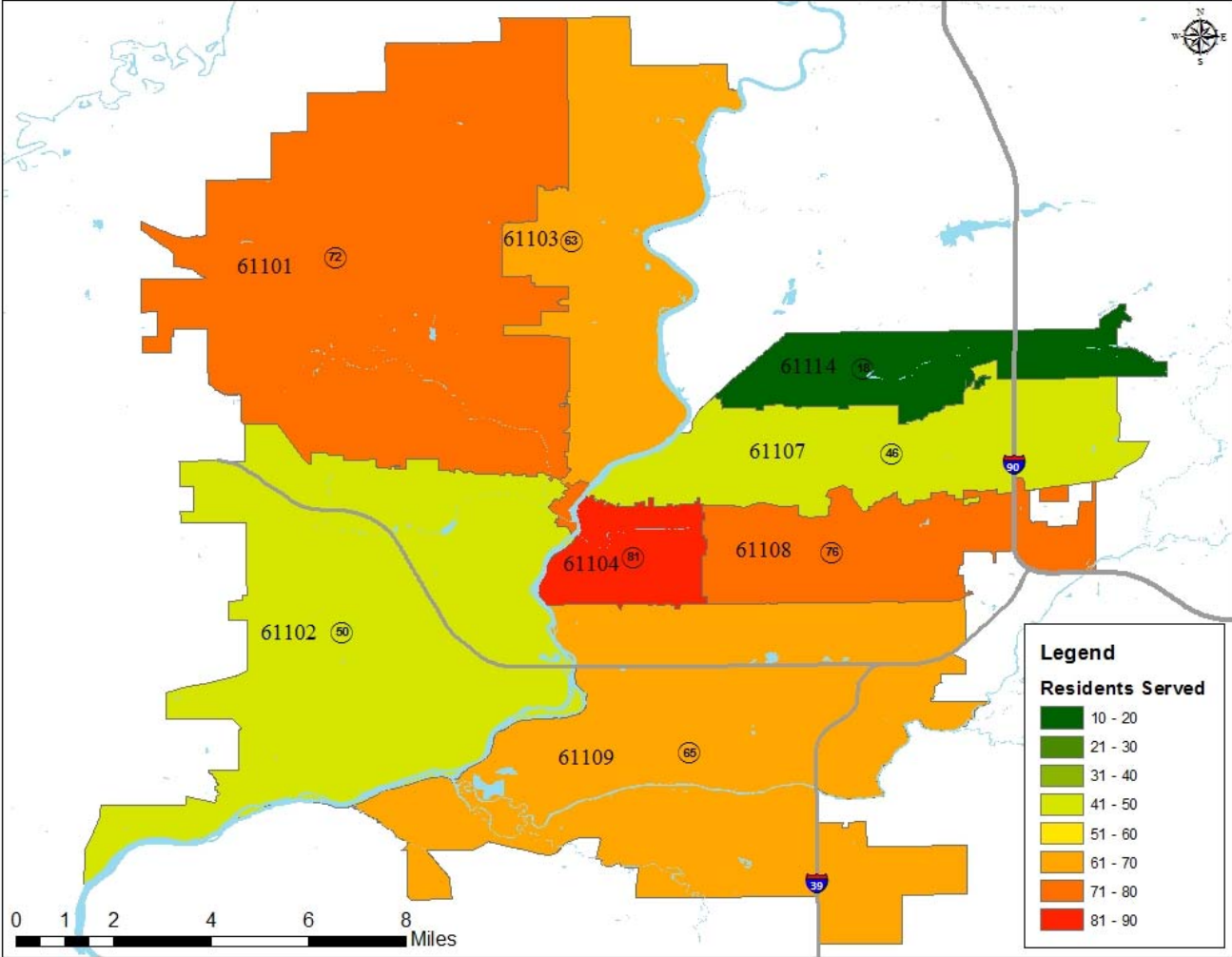
471 of 722 (**65.51%**) customers receiving WIOA-Funded Staff Assisted Services were Rockford residents.

Rockford Customers by Zip Code

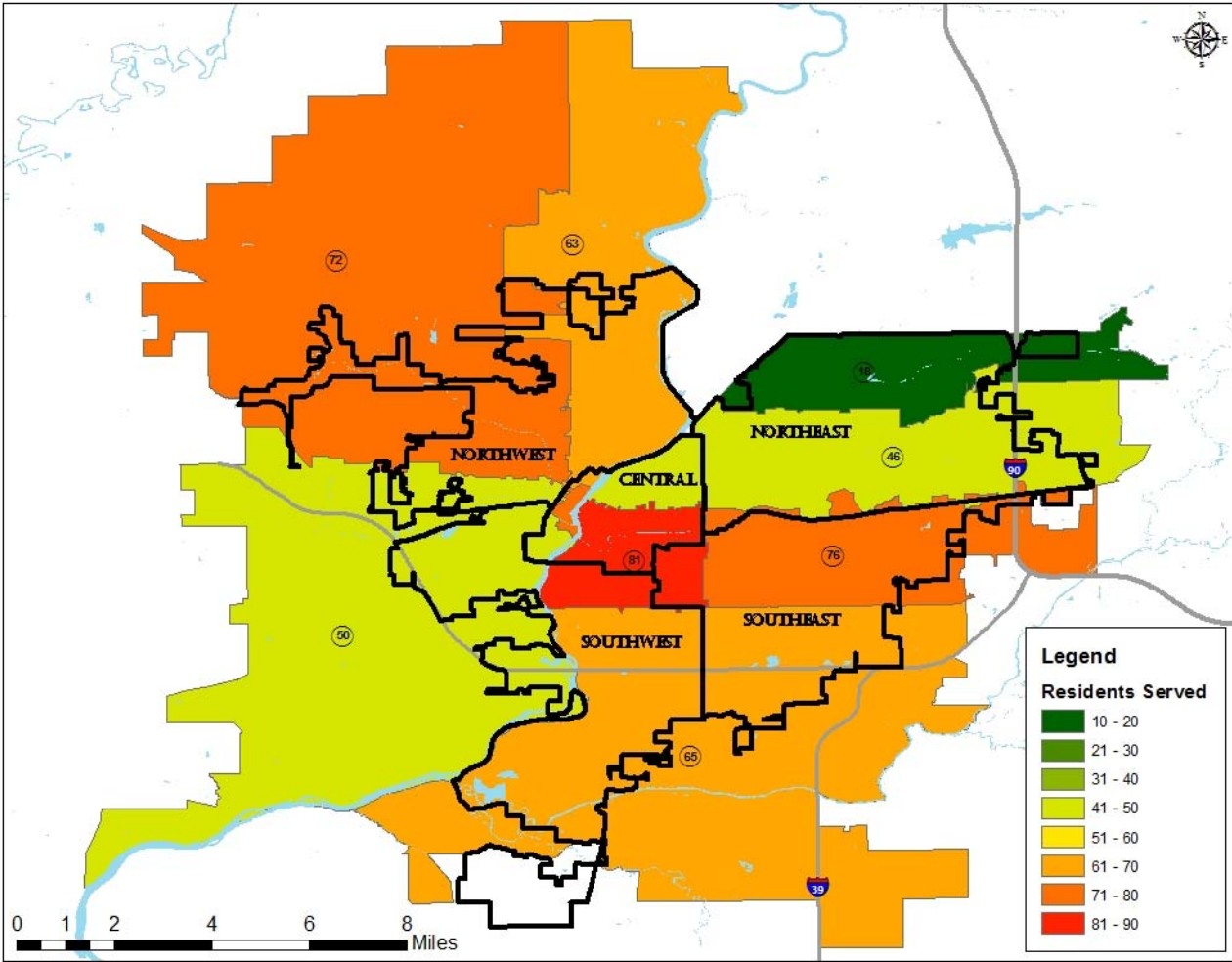


Note: Totals limited to residents with a Rockford mailing address.

Program Customers by ZIP Code



Program Customers by ZIP Code



Note: Totals limited to residents with a Rockford mailing address.

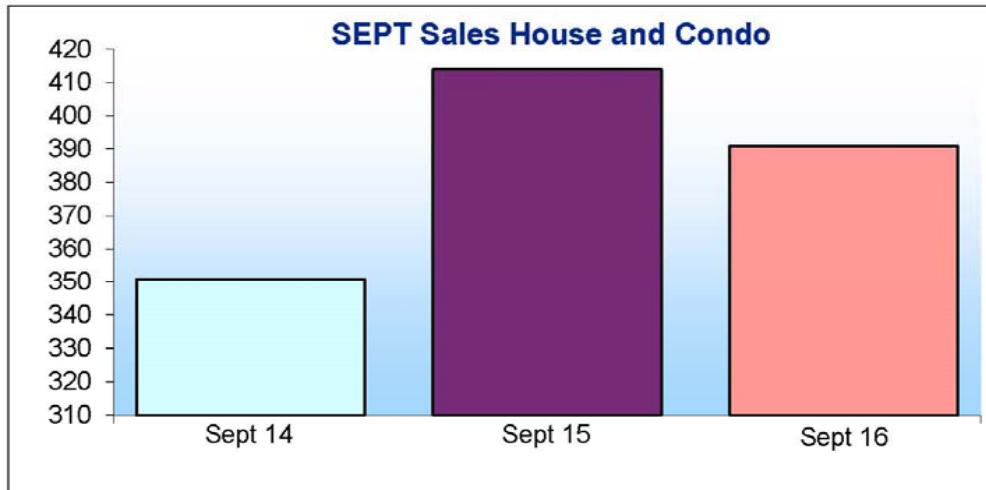
Partner Organization – RAAR



Summary of MLS Rules Section 10-13: Please review entire section.

Information provided by the MLS shall be considered confidential and exclusively for the use of Participants and real estate licensees affiliated with such Participants, provided they are MLS members. A fine of \$1,000 applies for violation of the confidentiality provisions. The data provided is considered accurate but is not guaranteed.

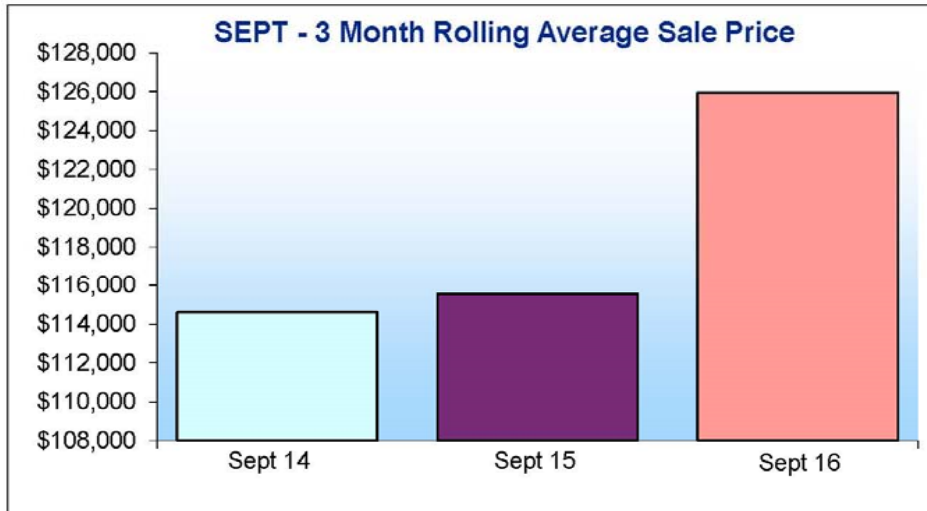




Month	Current Year	One Year Previous	Change
Oct-15	359	372	-3.49%
Nov-15	261	298	-12.42%
Dec-15	346	364	-4.95%
Jan-16	199	212	-6.13%
Feb-16	245	242	1.24%
Mar-16	340	314	8.28%
Apr-16	354	346	2.31%
May-16	408	393	3.82%
Jun-16	460	460	0.00%
Jul-16	400	421	-4.99%
Aug-16	454	416	9.13%
Sep-16	391	414	-5.56%

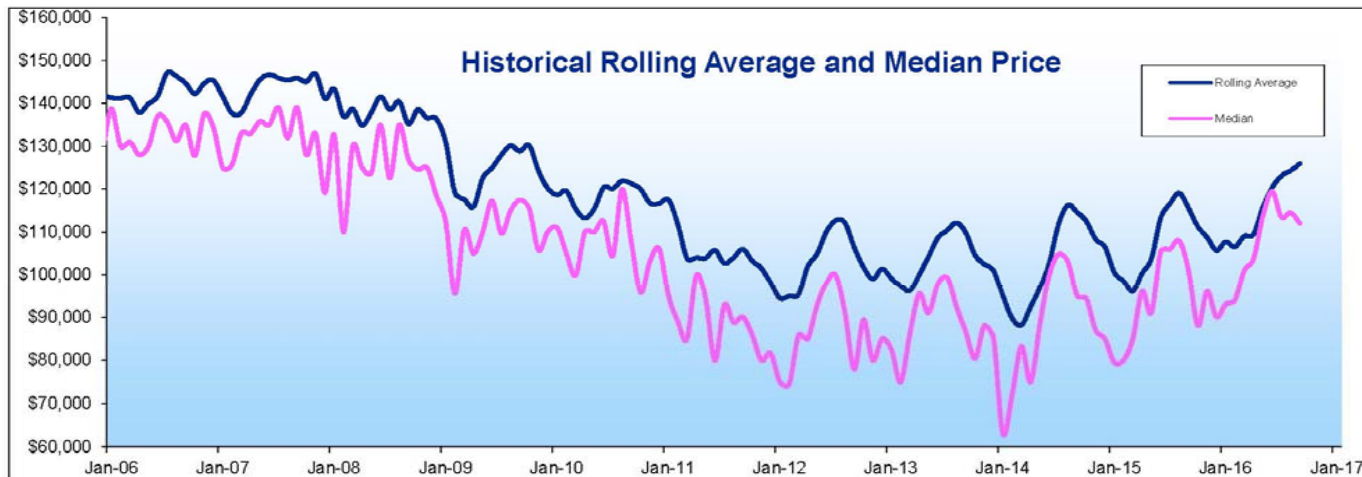


Restricted Information: See MLS Rules Sections 10 Thru 13

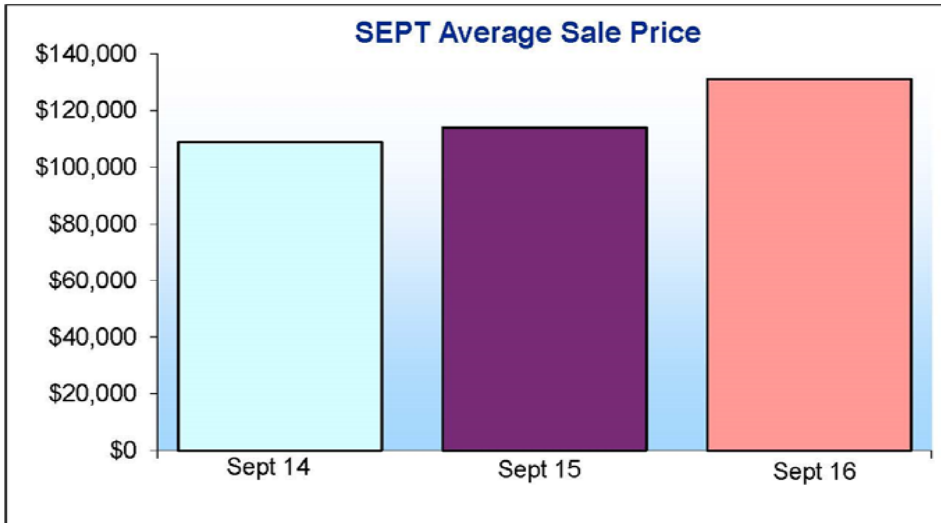


Average Prices - 3 Month Rolling Average

Month	Current Year	One Year Previous	Change
Oct-15	\$111,279	\$112,507	-1.09%
Nov-15	\$108,736	\$108,281	0.42%
Dec-15	\$105,701	\$106,508	-0.76%
Jan-16	\$107,684	\$100,610	7.03%
Feb-16	\$106,559	\$98,502	8.18%
Mar-16	\$109,050	\$96,077	13.50%
Apr-16	\$109,468	\$100,363	9.07%
May-16	\$115,753	\$103,782	11.54%
Jun-16	\$120,367	\$113,233	6.30%
Jul-16	\$123,064	\$116,616	5.53%
Aug-16	\$124,320	\$119,100	4.38%
Sep-16	\$125,948	\$115,555	8.99%

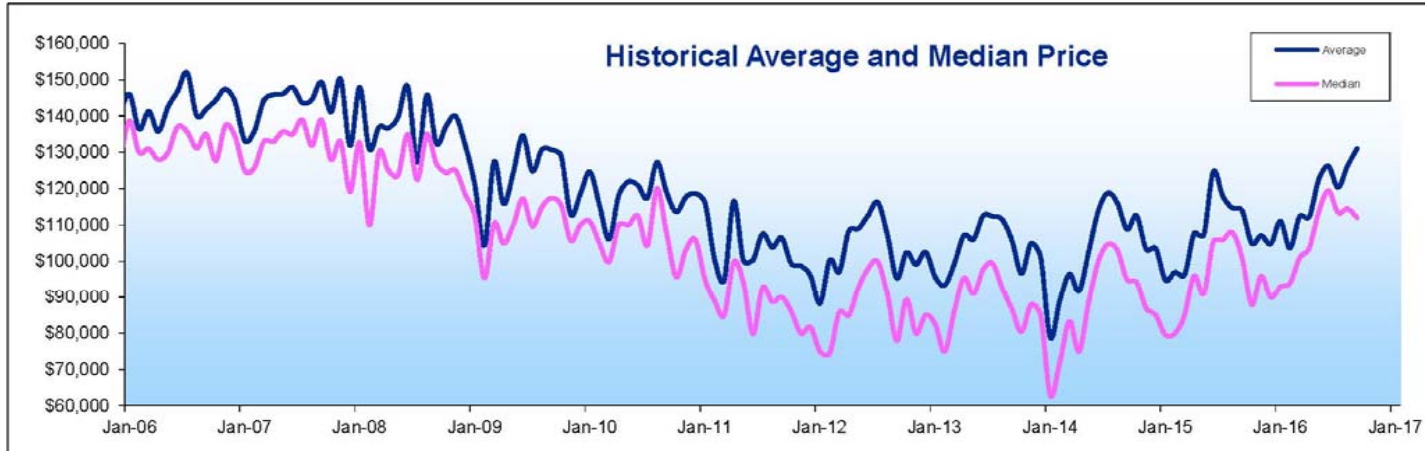


Restricted Information: See MLS Rules Sections 10 Thru 13

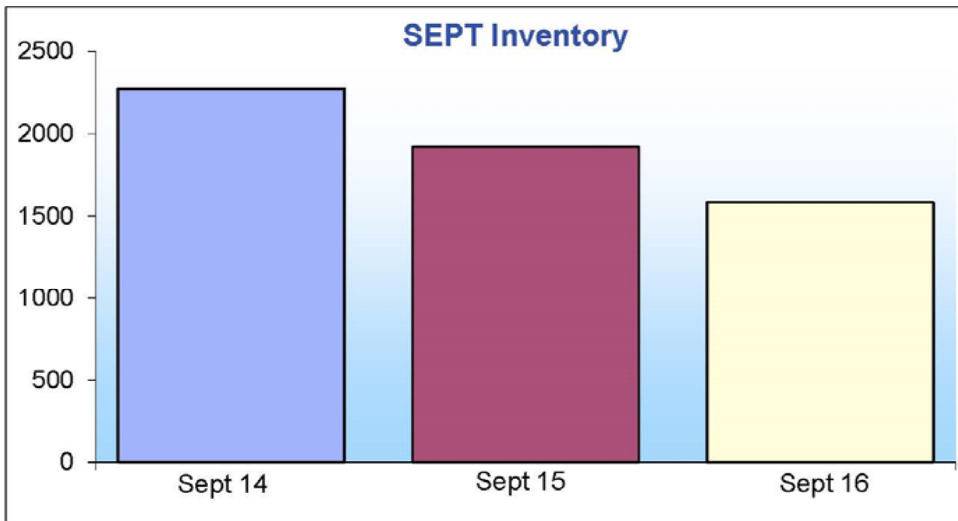


Average Prices - Single Month

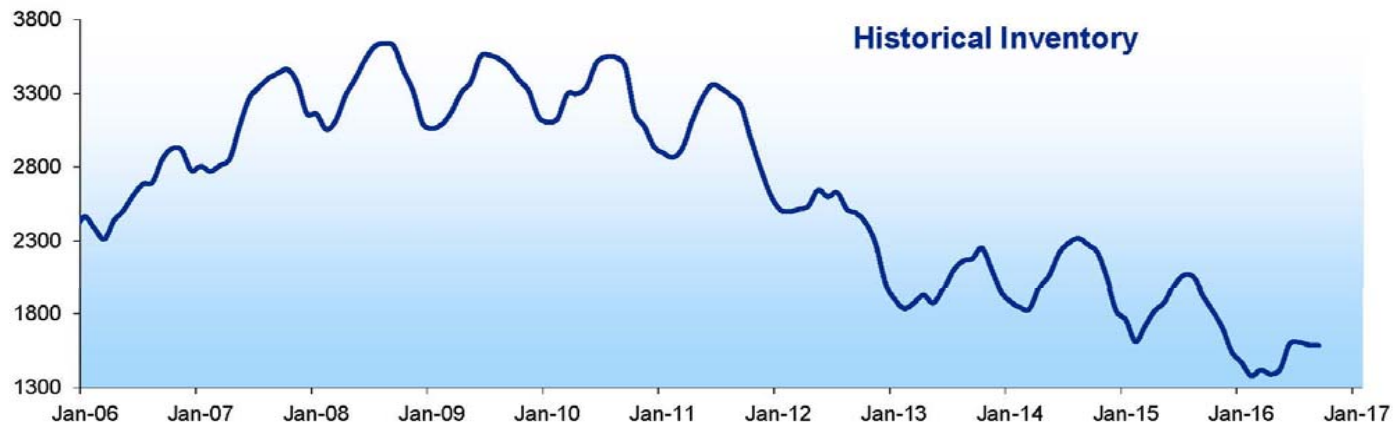
Month	Current Year	One Year Previous	Change
Oct-15	\$105,076	\$112,590	-6.67%
Nov-15	\$107,112	\$103,358	3.63%
Dec-15	\$104,914	\$103,575	1.29%
Jan-16	\$111,027	\$94,898	17.00%
Feb-16	\$103,735	\$97,032	6.91%
Mar-16	\$112,387	\$96,302	16.70%
Apr-16	\$112,283	\$107,755	4.20%
May-16	\$122,590	\$107,289	14.26%
Jun-16	\$126,229	\$124,656	1.26%
Jul-16	\$120,374	\$117,904	2.09%
Aug-16	\$126,358	\$114,740	10.13%
Sep-16	\$131,112	\$114,020	14.99%



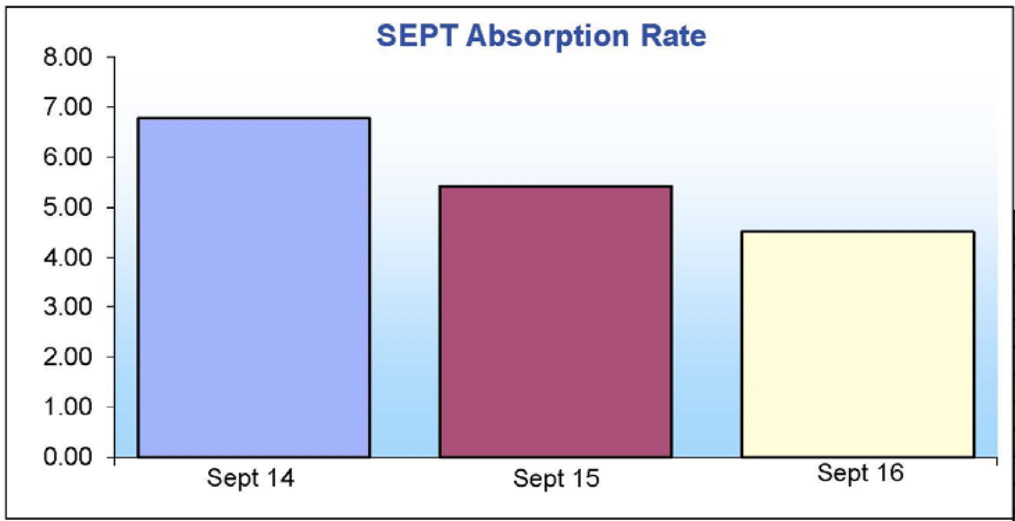
Restricted Information: See MLS Rules Sections 10 Thru 13



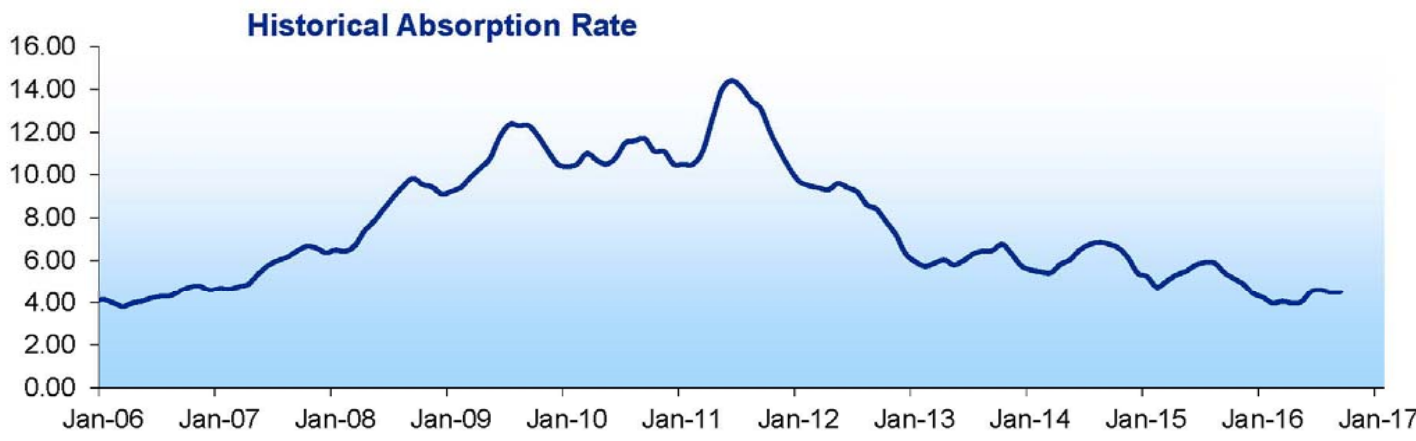
Month	Current Year	One Year Previous	Change
Oct-15	1818	2215	-17.92%
Nov-15	1706	2039	-16.33%
Dec-15	1540	1818	-15.29%
Jan-16	1470	1757	-16.33%
Feb-16	1379	1611	-14.40%
Mar-16	1419	1716	-17.31%
Apr-16	1391	1818	-23.49%
May-16	1422	1875	-24.16%
Jun-16	1595	1999	-20.21%
Jul-16	1606	2067	-22.30%
Aug-16	1588	2048	-22.46%
Sep-16	1585	1920	-17.45%



Restricted Information: See MLS Rules Sections 10 Thru 13



Month	Current Year	One Year Previous	Change
Oct-15	5.15	6.59	-21.95%
Nov-15	4.87	6.14	-20.67%
Dec-15	4.42	5.41	-18.37%
Jan-16	4.23	5.24	-19.22%
Feb-16	3.96	4.75	-16.49%
Mar-16	4.05	5.02	-19.24%
Apr-16	3.97	5.32	-25.38%
May-16	4.04	5.49	-26.40%
Jun-16	4.53	5.77	-21.44%
Jul-16	4.59	5.90	-22.28%
Aug-16	4.49	5.87	-23.39%
Sep-16	4.51	5.42	-16.76%



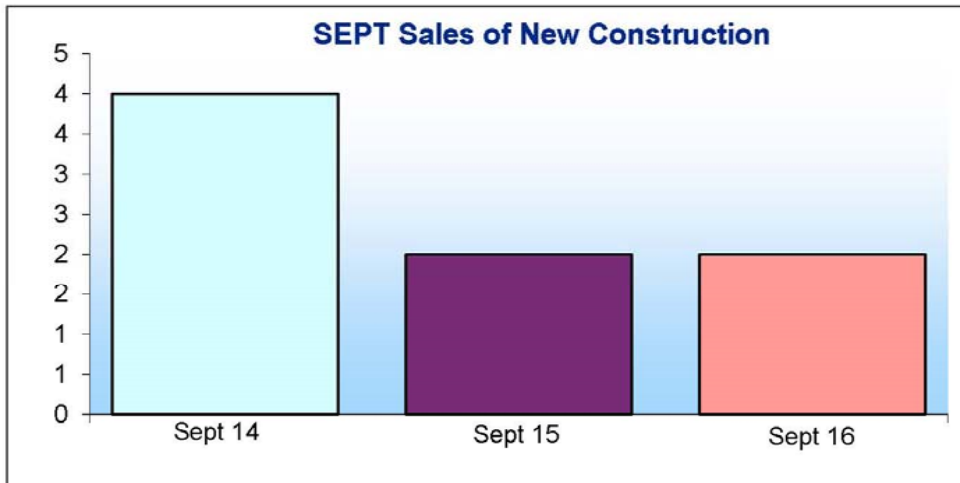
Restricted Information: See MLS Rules Sections 10 Thru 13



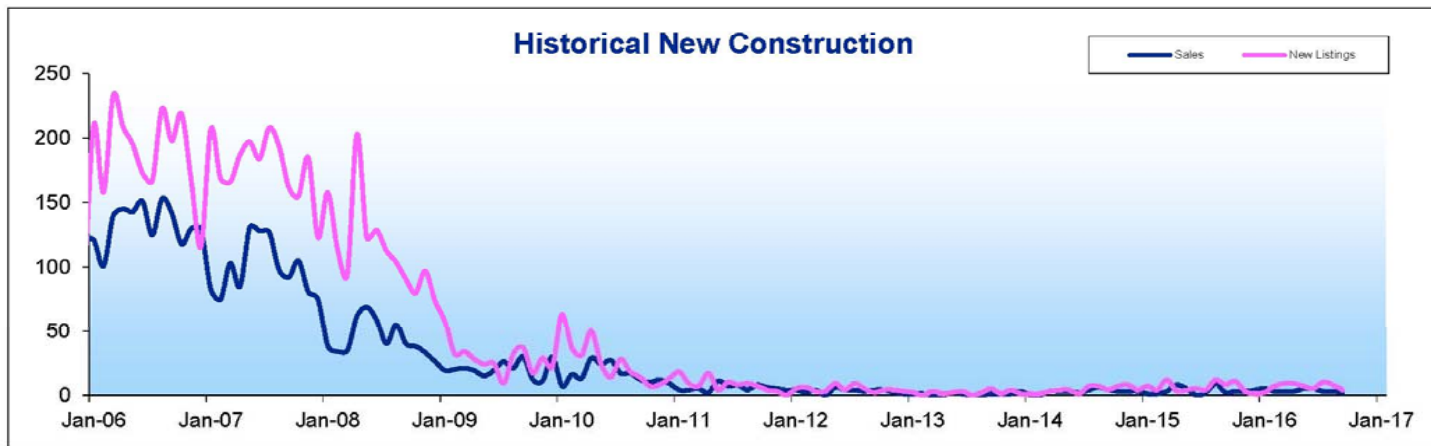
Month	Current Year	One Year Previous	Change
Oct-15	455	523	-13.00%
Nov-15	370	373	-0.80%
Dec-15	269	294	-8.50%
Jan-16	359	369	-2.71%
Feb-16	392	394	-0.51%
Mar-16	588	607	-3.13%
Apr-16	606	688	-11.92%
May-16	627	603	3.98%
Jun-16	684	717	-4.60%
Jul-16	529	655	-19.24%
Aug-16	545	569	-4.22%
Sep-16	504	478	5.44%



Restricted Information: See MLS Rules Sections 10 Thru 13

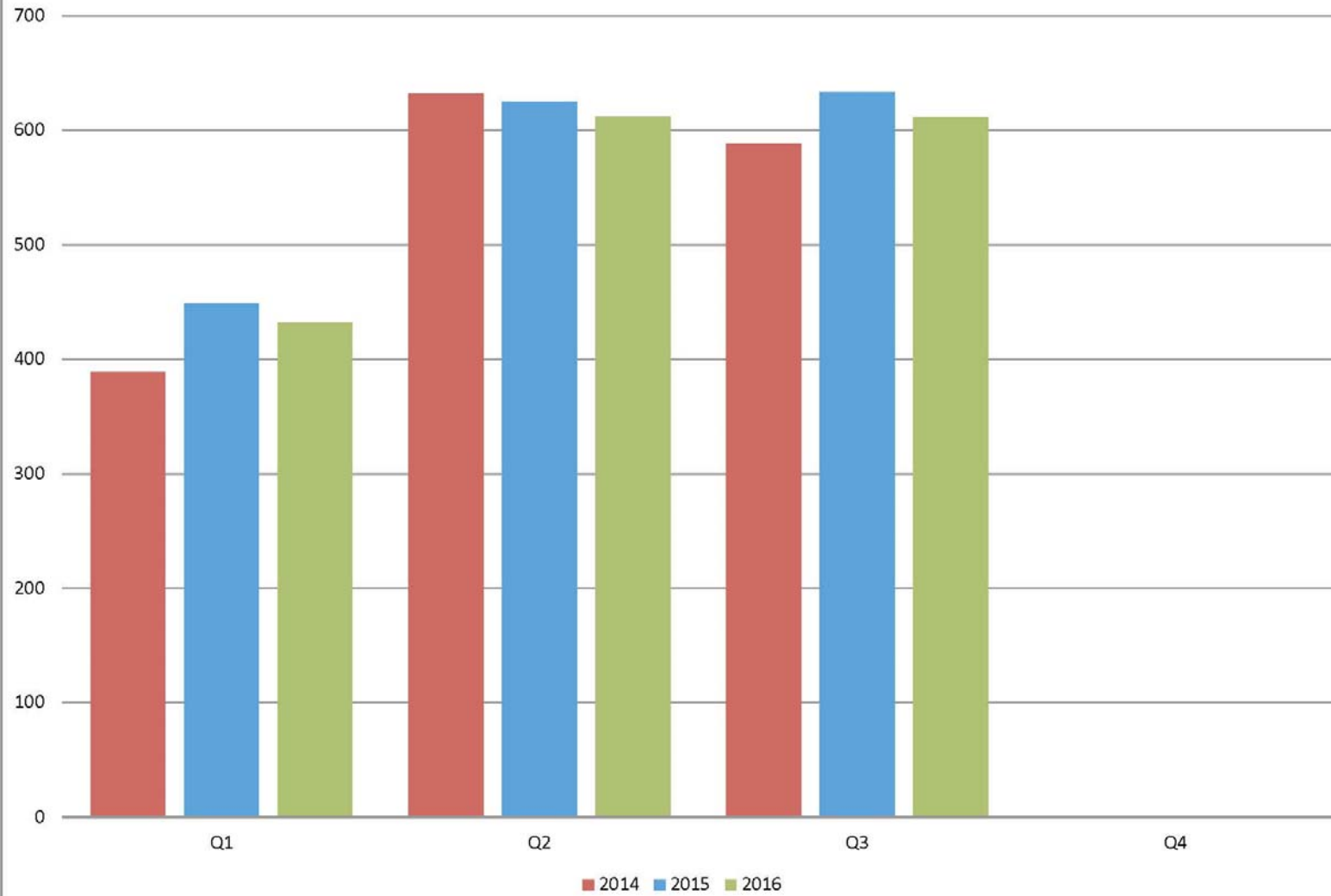


Month	New Listings	Sales	Inventory Unit Change
Oct-15	11	3	8.00
Nov-15	3	3	0.00
Dec-15	1	4	-3.00
Jan-16	2	5	-3.00
Feb-16	7	3	4.00
Mar-16	9	3	6.00
Apr-16	9	3	6.00
May-16	7	5	2.00
Jun-16	5	5	0.00
Jul-16	10	3	7.00
Aug-16	8	3	5.00
Sep-16	4	2	2.00

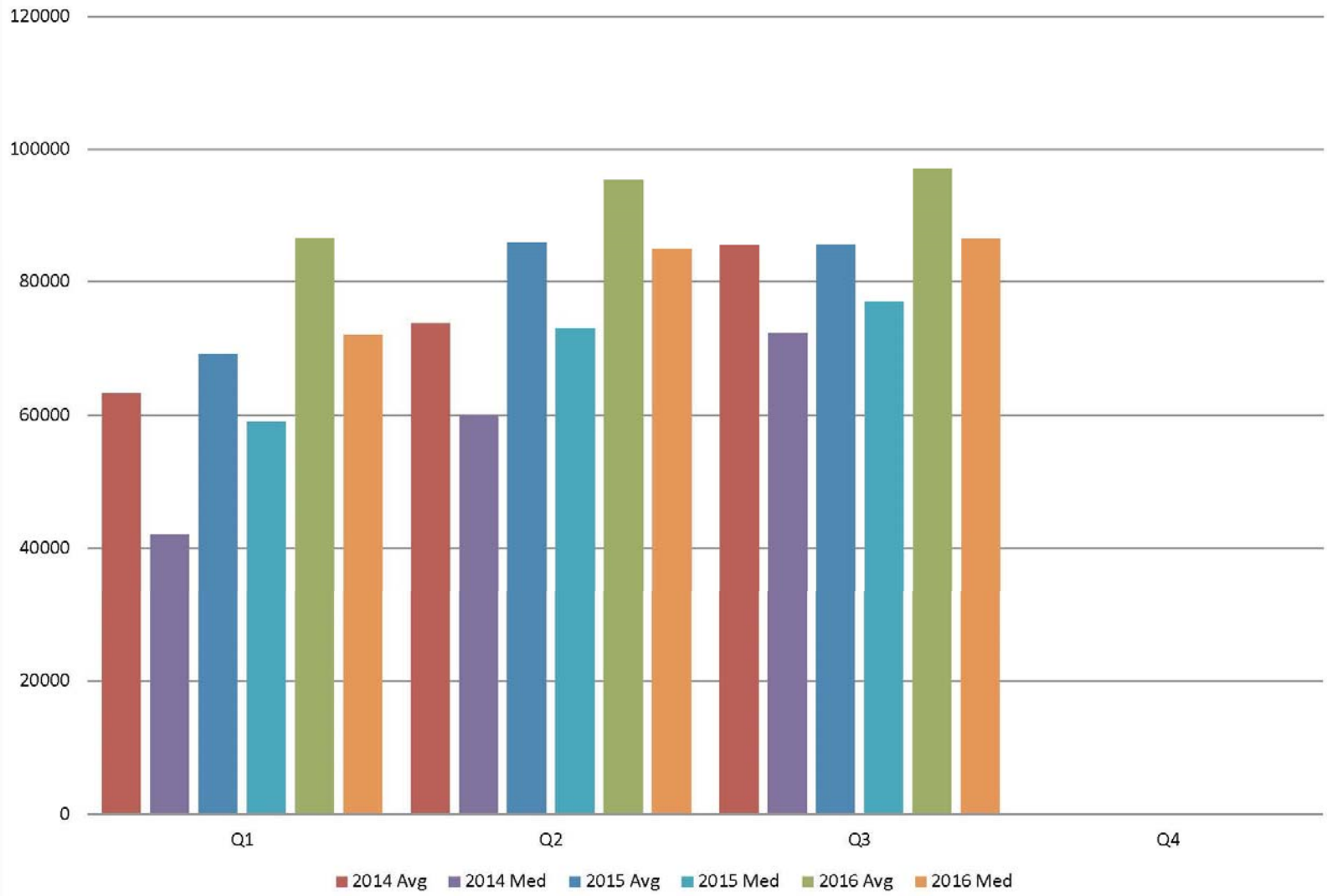


Restricted Information: See MLS Rules Sections 10 Thru 13

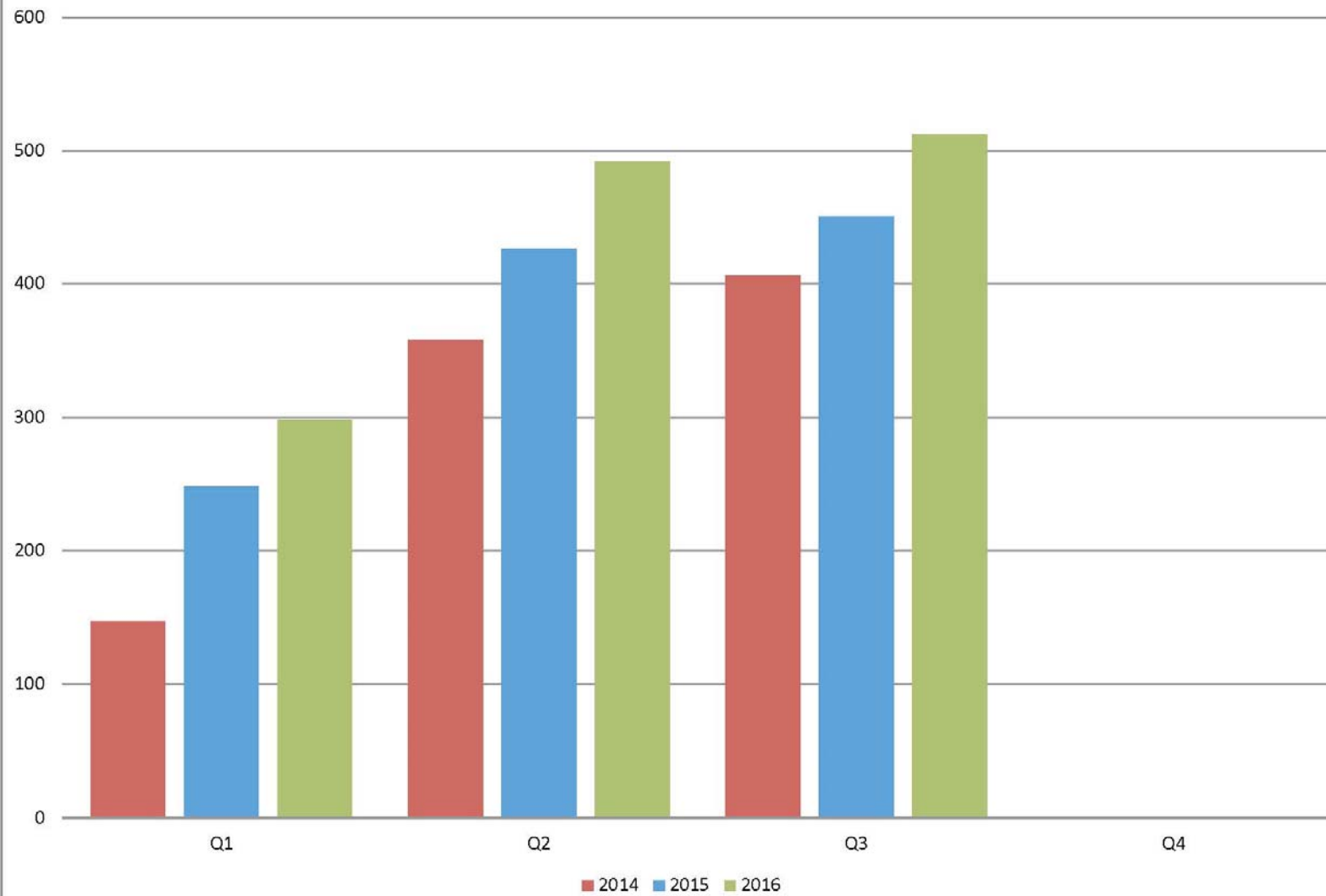
TOTAL SALES - Rockford



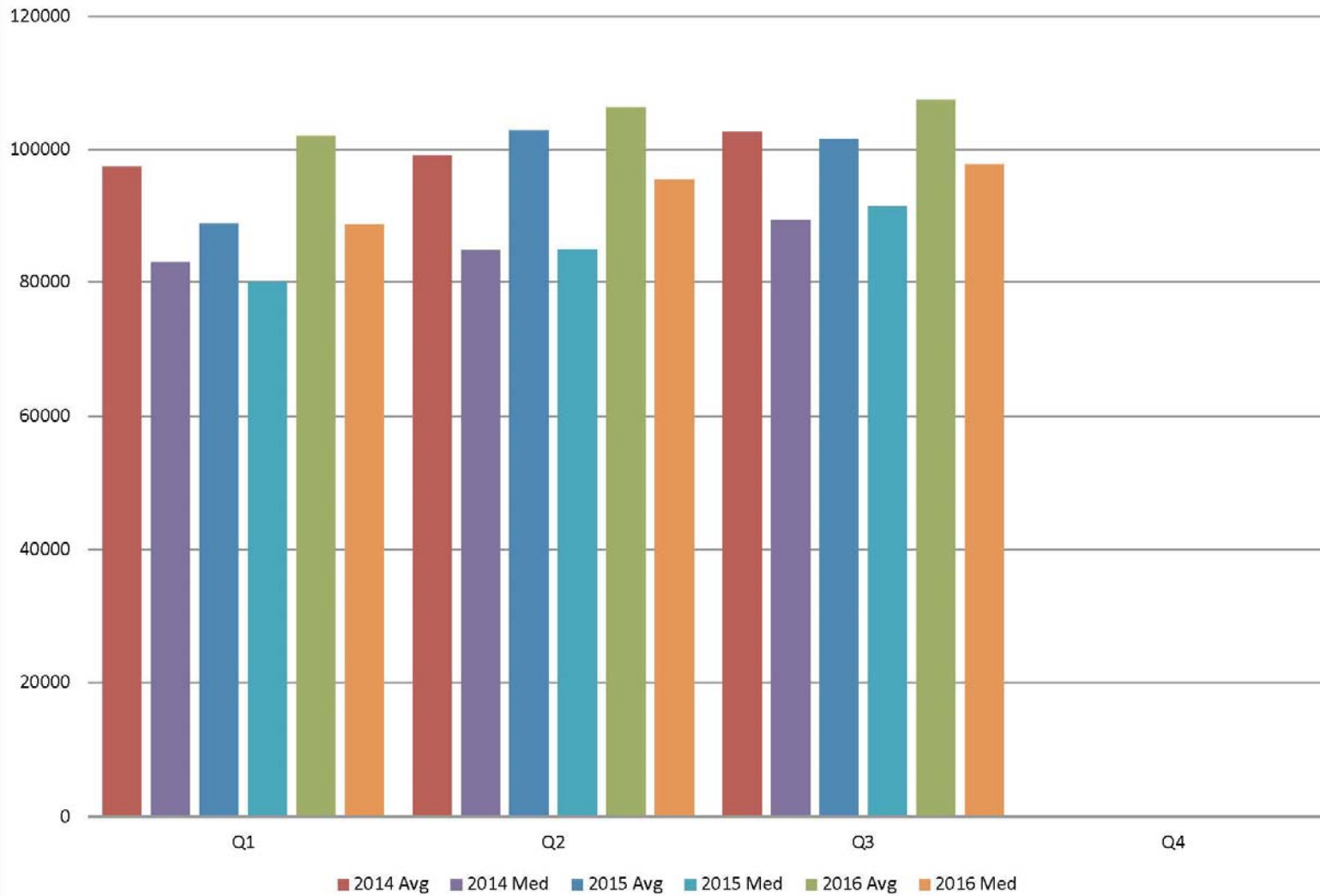
Average and Median Price for All Sales - Rockford



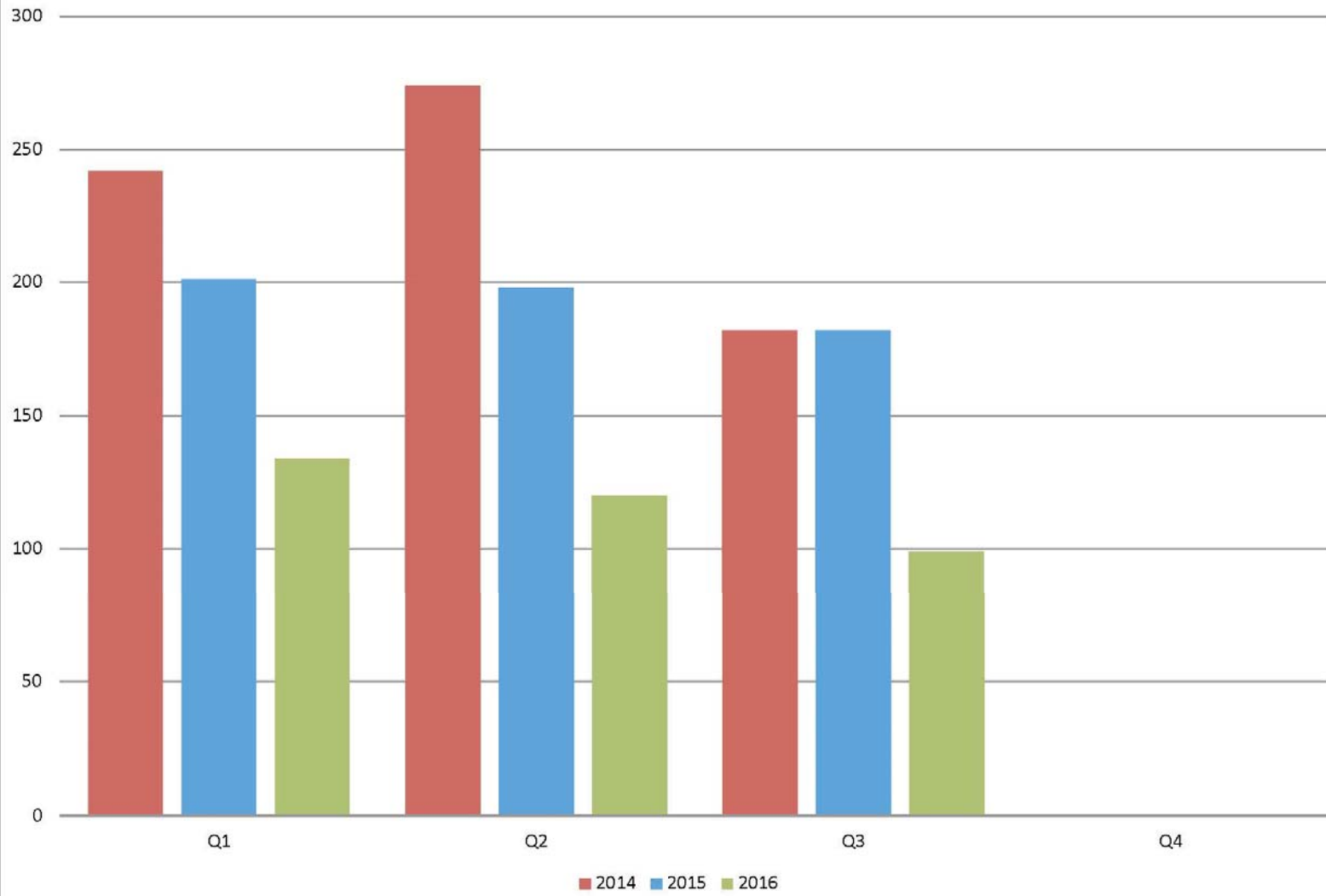
NORMAL SALES - Rockford



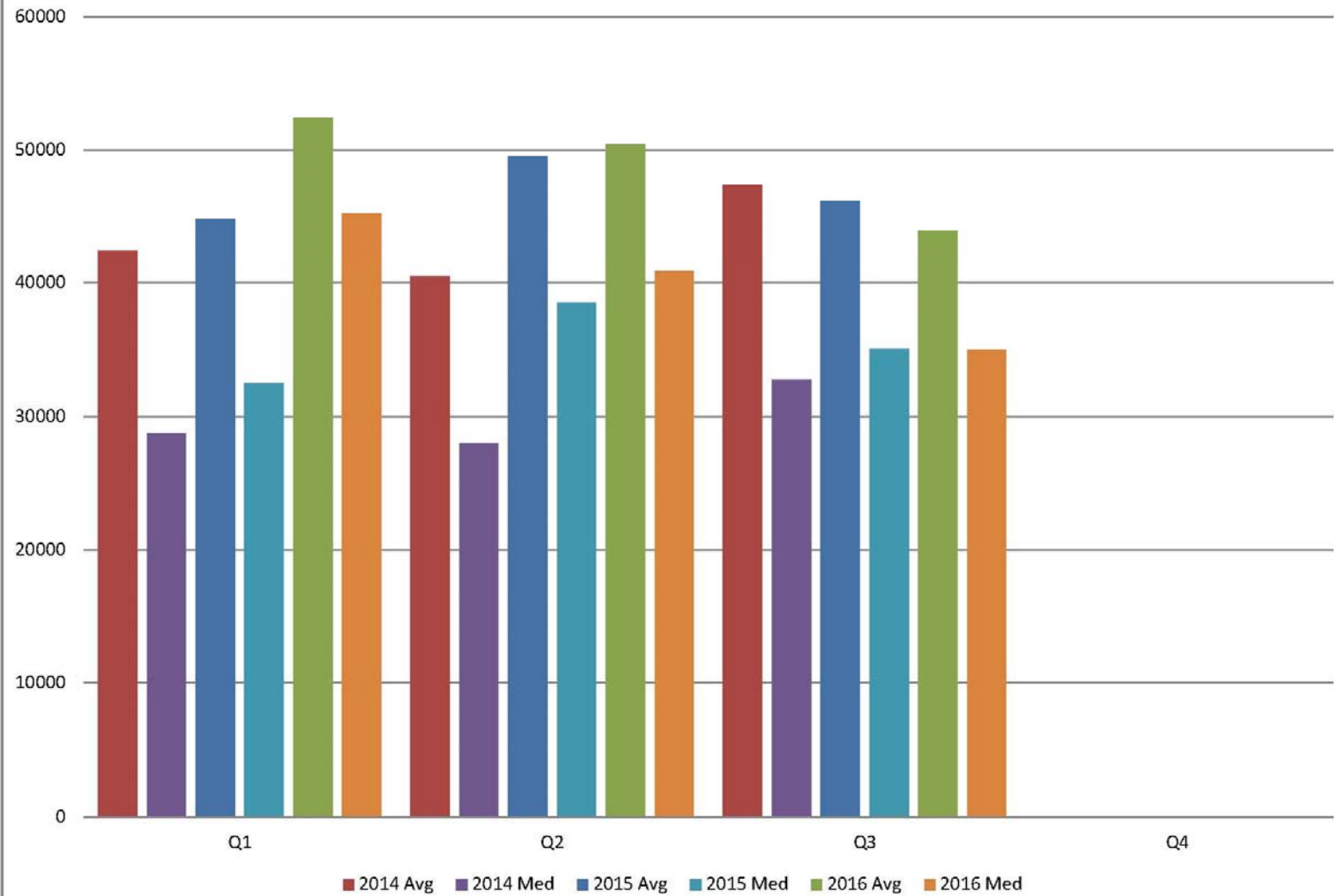
Average and Median Price for Normal Sales - Rockford



DISTRESSED SALES - Rockford



Average and Median Price for Distressed Sales - Rockford

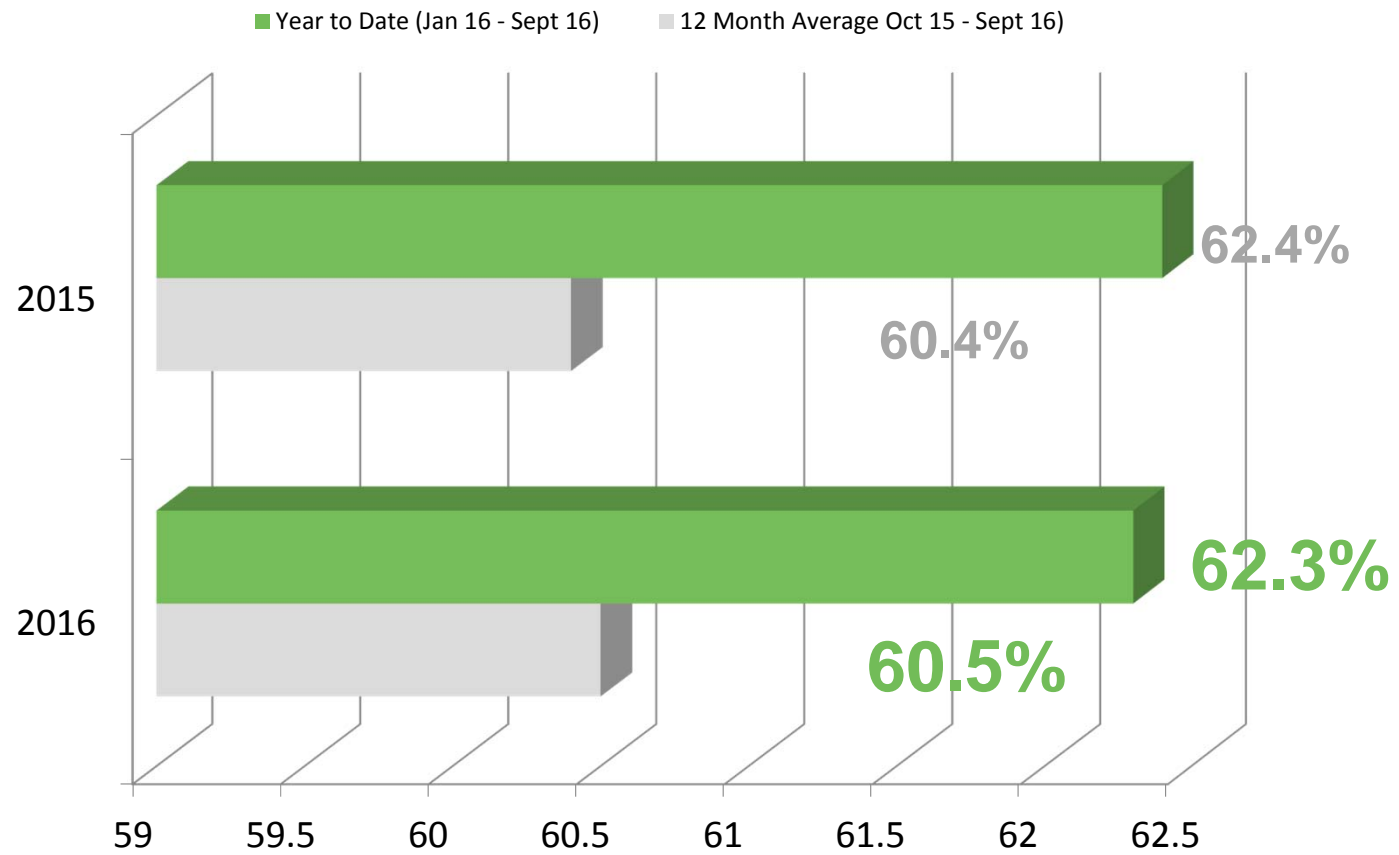


Rockford Area Convention & Visitors Bureau



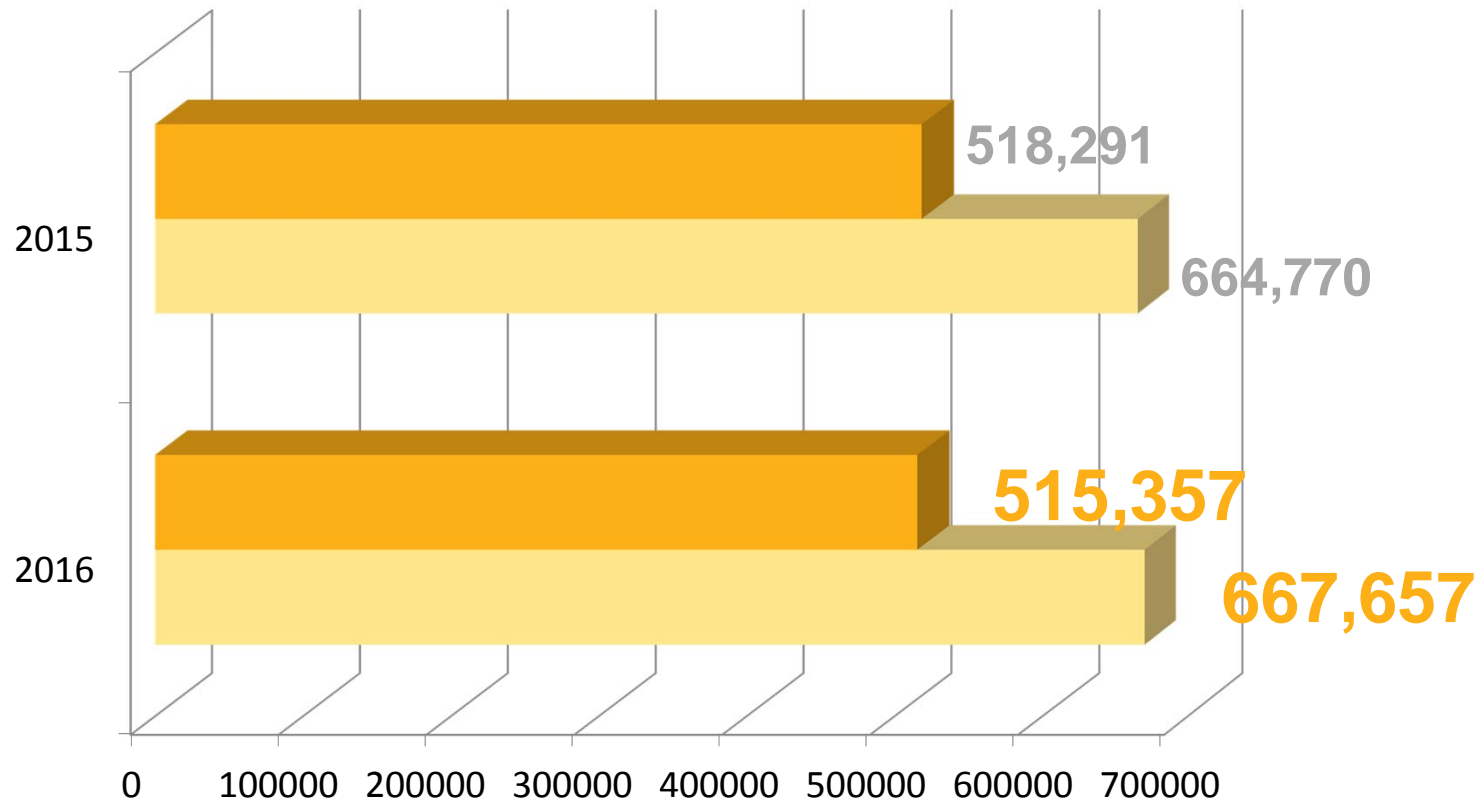
Rockford Area Convention & Visitors Bureau

Year to Date Hotel Occupancy



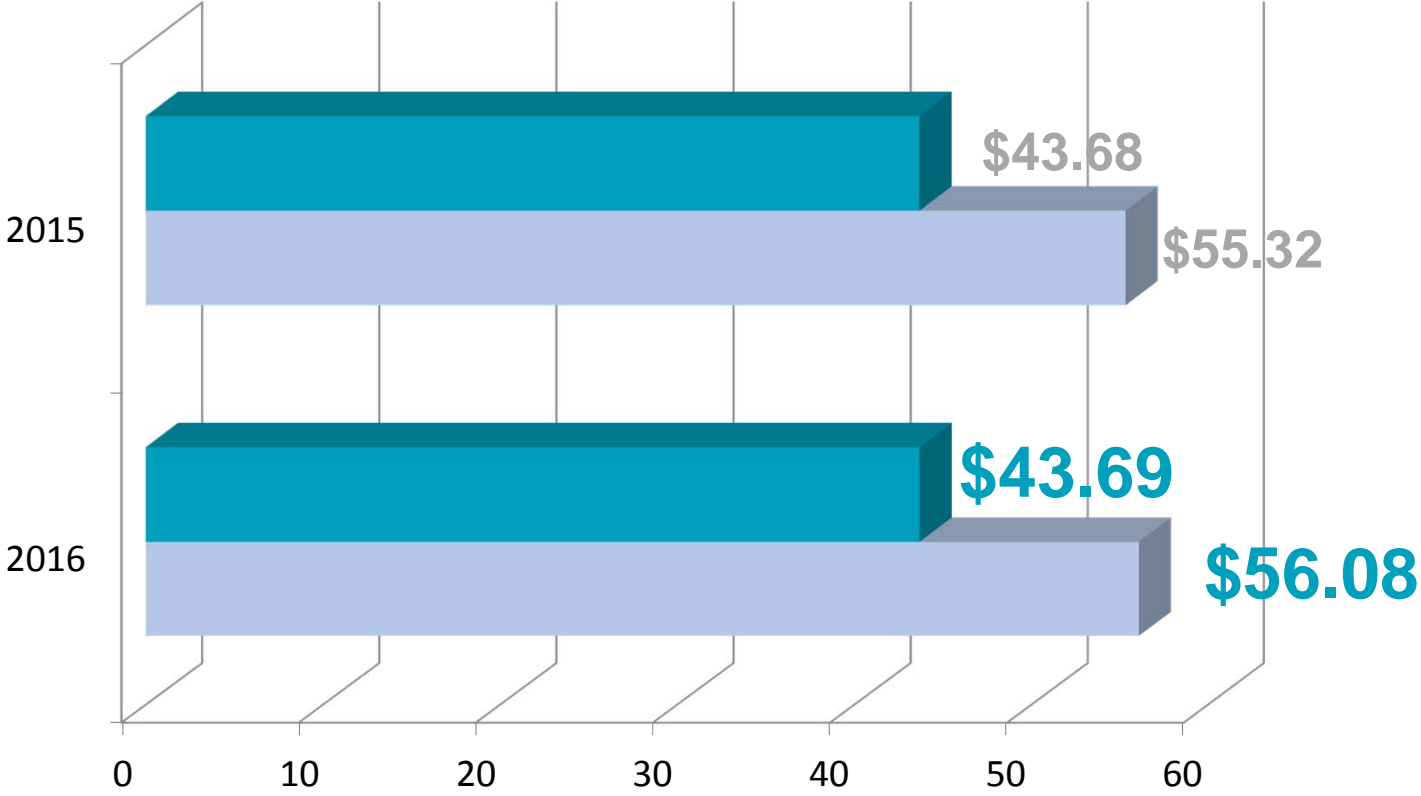
Year-to-Date Hotel Room Demand

■ Year to Date (Jan 16 - Sept 16) ■ 12 Month Total (Oct 15 - Sept 16)

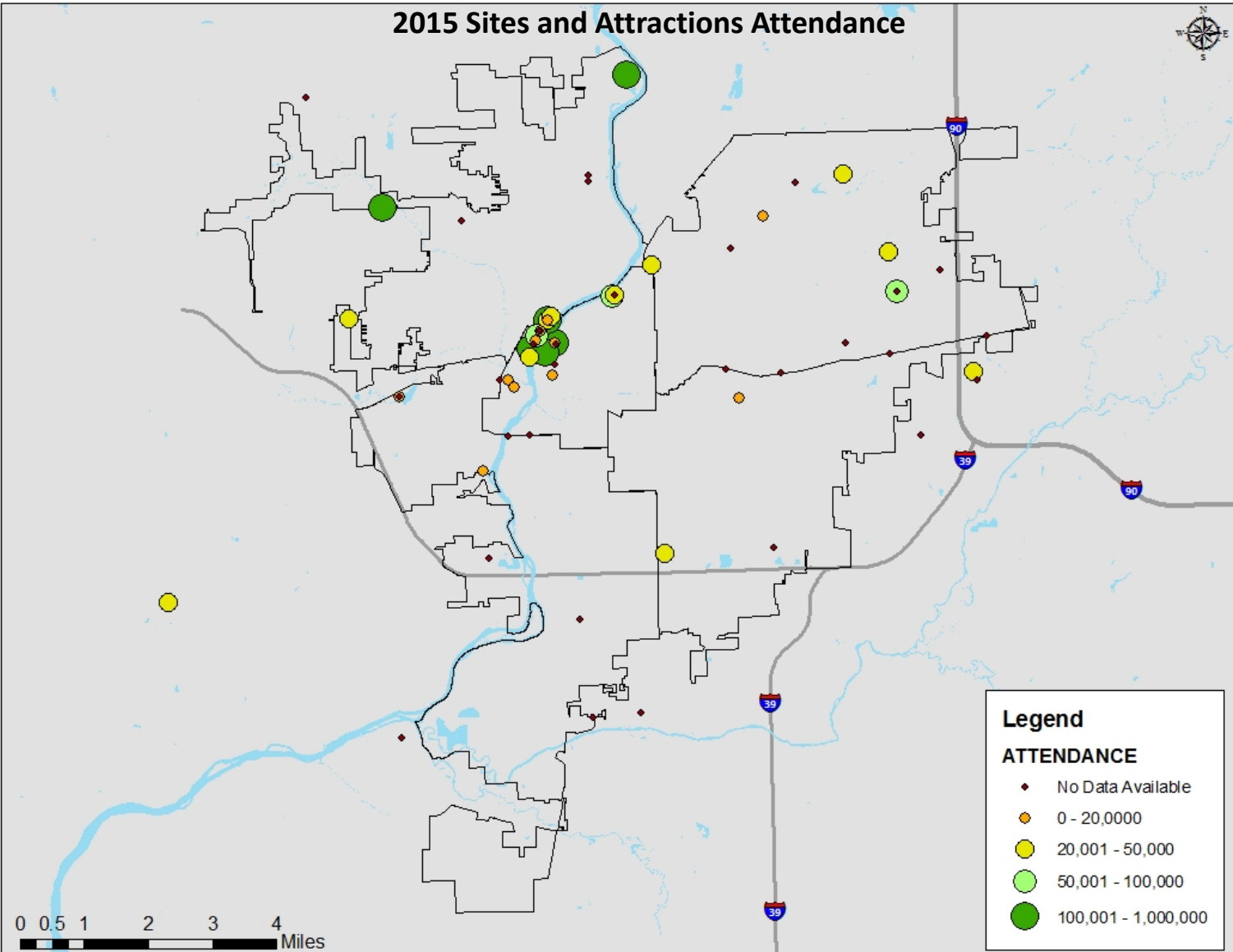


Year to Date Revenue (in millions)

■ Year to Date (Jan 16 - Sept 16) ■ 12 Month Year to Date Oct 15 - Sept 16



2015 Sites and Attractions Attendance



0 0.5 1 2 3 4 Miles

Legend
ATTENDANCE

- ◆ No Data Available
- 0 - 20,000
- 20,001 - 50,000
- 50,001 - 100,000
- 100,001 - 1,000,000

2017 U.S. Synchronized Skating Championships

Date: February 23-25, 2017

Location: BMO Harris Bank Center; **Central**

Attendance: 96 teams and 5,000 total visitors expected

Economic Impact: \$630,000 + in visitor spending

Hotel Room Impact: 3,500 Room Nights



AAU Midwest Regional Gymnastics Championships

Date: May 5-7, 2017

Location: UW Health Sports Factory, **Central**

Attendance: 400-500 and 1,500 total visitors expected

Economic Impact: Estimated 485 room nights and \$87,300



Premier SuperCopa Soccer

Date: June 9-12, 2017

Location: Mercyhealth Sportscore Two, **Northeast**

Attendance: 156 teams, 6,000 total visitors

Economic Impact: 10,000 room nights and \$1,800,000



Elite Clubs National League Playoffs

Date: June 22-27, 2017

Location: Mercyhealth Sportscore Two, **Northeast**

Attendance: 240 teams, 10,000 total visitors expected

Economic Impact: 14,000 room nights and \$2,520,000 EEI



Discussion and Q&A