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## **2007 ACTIVITIES**

**MISSION STATEMENT:** DCEDC is a public/private partnership working to facilitate sustainable and diversified economic growth within DeKalb County.

### **GOAL 1: Continue efforts directed toward industrial retention, expansion and attraction.**

**Objective:** Monitor existing industrial base of DeKalb County.

***Activities:***

- Participate and communicate with local, state, and community development, economic development, chamber and other business associations in the county to facilitate development of a sound business climate
- Monitor status of key county companies and report on issues regarding retention and expansion
- Encourage networking among local industrial and business leaders through DCEDC and other organizations' programs; publish annual Industrial Directory

***Measurement:*** Regular and consistent participation in networking events and professional organizations; speaking engagements.

**Objective:** Attract new industry and business to DeKalb County.

***Activities:***

- Participate in the Chicago Chapter of CoreNet Global (former IDRC & NACORE)
- Participate in MEGA Chicago
- Undertake marketing projects utilizing a public relations consultant directed toward Chicago metro area residents, industry owners and managers, real estate agents, developers, utility companies, and the Illinois Department of Commerce and Economic Opportunities (DCEO) aimed at target industries and influence groups;
- Participate in target industry trade associations
- Participate in the I-39 Logistics Corridor marketing programs to target warehousing and distribution businesses
- Maintain current inventories of sites and buildings in the county and publish listings on the web site
- Maintain a database of labor market, transportation, utilities, wage, and other information for response to serious prospect inquiries
- Provide prospect response and follow-up services in conjunction with local and state community and economic development, utility company, chamber and other similar economic development associations

***Measurement:*** Participation in networking activities related to target audiences; track web site hits.

**Objective:** Assist county communities in developing prepared industrial sites and business parks.

***Activities:***

- Update information on county development issues such as municipal utility capacity, municipal incentives, municipal taxes, and school, vocational, and educational programs

***Measurement:*** Self-evident – see community profiles, etc.

**Objective:** Organize and structure the office for efficient, effective daily operation.

***Activities:***

- Provide for staff development training in Quick Books, Microsoft products, Dreamweaver, and other software as needed for producing improved financial reports and communications with clients and contributors

***Measurement:*** Self-evident.

**GOAL 2: Continue participating in workforce development efforts**

**Objective:** Facilitate relationships between private employers and public/private training, retraining, and educational organizations including the implement of the Workforce Investment Act.

***Activities:***

- Support activities to reorganize the Illinois Employment and Training Center (IETC) at Kishwaukee College in connection with services funded by the River Valley Workforce Investment Board
- Encourage participation by county companies in the activities of the Kishwaukee Education Consortium (KEC) and Indian Valley Vocational Center (IVVC) in career and technical educational partnerships
- Facilitate interaction between welfare and education organizations and private employers
- Promote employers' use of training resources available through Kishwaukee College, Waubensee Community College, KEC, IVVC, and NIU
- Facilitate board involvement in workforce development activities

***Measurement:*** Consistent attendance at meetings of groups and agencies and evidence of meetings with local employers.

**Objective:** Assure availability of workforce that meets the needs of local industry by pinpointing skills that are in demand and pay a living wage.

***Activities:***

- Build awareness of the value of industrial work
- Facilitate staff capability at the DeKalb IETC to take the initiative for developing partnerships with local employers for training and recruitment projects
- Monitor the 25-person enrollment objective for the DCEO grant to re-equip the Manufacturing & Engineering Technology Academy
- Continued participation in organizing Linking Leaders and the Educator Internship Programs of KETCP

***Measurement:*** Self-evident.

**Objective:** Maintain a clearinghouse of information on workforce development statistics.

***Activities:***

- Act as a resource for local news media and secondary educators on the importance of workforce development
- Undertake a wage and salary survey; and publish news and information on the web site

***Measurement:*** Self-evident.

**Objective:** Provide support and encouragement for affordable housing, which will produce an expanded workforce.

***Activities:***

- Support development of affordable housing projects as long as they are planned and managed within municipal, county, and school growth capabilities
- Monitor housing stock growth and sales and commuting patterns to facilitate recognition of housing market opportunities

***Measurement:*** Self-evident.

**GOAL 3: Facilitate public/private partnerships to achieve economic vitality.**

**Objective:** Generate networking opportunities for business, government, and educational officials.

***Activities:***

- Collaborate with other associations and groups to organize economic development programs as needed

***Measurement:*** Self-evident

**Objective:** Foster and facilitate interaction between industry and local government, education and business organizations.

***Activities:***

- Work cooperatively with local chambers of commerce, economic development commissions and other local business organization initiatives
- Participate in regional economic development activities such as the I-39 Logistics Corridor Association, MEGA Chicago, and the regional strategies from the Illinois DCEO

***Measurement:*** Self-evident.

**Objective:** Produce public relations and marketing information for use in identifying the direction of growth in DeKalb County.

***Activities:***

- Publish monthly articles in NI Business Connections for distribution to DCEDC membership Circulate Director's Report of confidential information on activities and operations of DCEDC
- Maintain accurate and up-to-date data and information about sites and buildings, demographic and other workforce development information on the web site
- Organize links between industry and other businesses, education, and associations with DeKalb County through DCEDC's web site
- Provide Annual Report summarizing economic growth and vitality in the county as part of Annual Meeting

***Measurement:*** Self-evident.

**GOAL 4: Continue to expand the funding base and mix of DCEDC.**

**Objective:** Generate new contributors to DCEDC each year.

***Activities:***

- Target new contributors and coordinate efforts to develop new long-term members
- Organize annual fundraising campaign and assist board members and fundraising committee with visits
- Update the annual list of contributors and use marketing materials to augment fundraising activities
- Assist fundraising committee with implementing new ideas to increase contributions

***Measurement:*** Self-evident.

**Objective:**

Increase awareness of DCEDC's membership benefits, and better present them to contributors and potential contributors.

***Activities:***

- Highlight members in the Industrial Directory and on web site
- Highlight member activity and involvement in economic development retention, attraction and municipal preparedness activities

***Measurement:*** Self-evident.

**GOAL 5: Provide private sector leadership as part of the non-profit public/private partnership.**

**Objective:** Provide suitable balance in the organization of the Board.

***Activities:***

- Recruit board members that represent a cross-section of the industrial, business, government, and education constituencies of the organization
- Balance the membership of the board geographically from the county

***Measurement:*** Self-evident.

**Objective:** Develop a plan for succession to leadership positions of the Board.

***Activities:***

- Link the officer and committee chair functions to the leadership positions of the board
- Organize board membership to provide opportunities for participation in governance of the organization

***Measurement:*** Self-evident.