

COMMUNITY PARTNERS ENGAGEMENT

Economic development is a team sport. The SSGA cannot accomplish economic growth by itself. It only happens with the support of and collaboration with a number of community partners. We've had the pleasure of working on specific projects this year with the community partners listed below, but there are so many others that have also been critical to supporting the work of the SSGA, and we are grateful for their partnerships.

Black Chamber of Commerce – CAP 1908 project
Commercial Real Estate Network
DSI Momentum on Mainstreet Steering Committee
MacArthur Boulevard Association engagement
Sangamon County Reentry Council

Springfield Urban League
UIS Liberal Arts & Science Department
UIS Innovation Center rebranding committee
UIS Innovation Center Site Selection Committee
Workforce Investment Board,
oversees IL WorkNet Center activities

ADDITIONAL PARTNERS

Innovate Springfield
Downtown Springfield, Inc.
The Community Foundation for the Land of Lincoln
City of Springfield, Office of Planning
and Economic Development
City of Springfield, Convention and Visitors Bureau
Illinois Department of Commerce
and Economic Opportunity
Illinois Small Business Development Center
The Greater Springfield Chamber of Commerce

RISE Springfield Young Professionals
Springfield Black Chamber of Commerce
UIS, Continuing and Professional Education
UIS, Economic Development and Innovation
Lincoln Land Community College
Regional Leadership Council
Springfield Sangamon County
Regional Planning Commission
Illinois Hotel and Lodging Association
Mid-Illinois Medical District



**Springfield
Sangamon
Growth
Alliance**

531 East Washington Street, 5th Floor
Springfield, IL 62701

ThriveInSPI.org



2023 YEAR IN REVIEW



**Springfield
Sangamon
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Alliance**

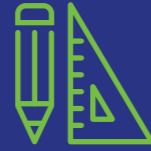
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2023 YEAR IN REVIEW

ECONOMIC DEVELOPMENT

PROJECT PROGRESS

Since its inception in 2018, SSGA has worked to advocate for, advise and connect developers and resources for advancement of the following projects. This year marks significant progress for:



- **Scheels Sports Park at Legacy Pointe:** groundbreaking September 2023
- **Double Black Diamond Solar:** construction underway
- **Lincoln Land Energy Project:** groundbreaking expected in 2024
- **Illinois State Fairgrounds:** capital construction investment
- **Springfield Public Schools District 186 Facilities Master Plan:** Memorial Stadium completed 2023
- **Pillsbury Mills Redevelopment**
- **Adirondack Residential Development:** groundbreaking expected in 2024

SPONSORSHIPS

SSGA was proud to sponsor the following organizations and events in 2023:

- Women Entrepreneurs of Central IL – Women’s Business Showcase
- IL Women in Leadership – Women’s Symposium
- Levitt AMP Springfield Music Series
- Springfield Chamber of Commerce:
 - Small Business Awards
 - Economic Dev Outlook Breakfast
 - Elected Officials Reception
 - Shoes, Brews and Biz
- DSI Annual Friends of the Farmers Market Street Dinner
- Springfield Lucky Horseshoes
- Orthopedic Center’s Annual Golf Outing Fundraiser
- Springfield Youth Performance Group – The Nutcracker
- The Legacy Theater

GRANTS & AWARDS

- Assisted City to **WIN** EDA ReCompete Grant
- Nominated for Mid-America Regional Emmy for the “History Reborn” documentary
- Consulted with DSI’s Drive Grant nominees on their pitches



DOWNTOWN REVITALIZATION

Downtown Springfield / Mid-Illinois Medical District Master Plan in final review
 Illinois State Capitol complex renovations
 University of Illinois Springfield Innovation Center

TRANSPORTATION IMPROVEMENTS

Illinois Department of Transportation project in Sangamon County
 Rail improvement project
 Sangamon County Transportation HUB

ATTENDED



100 Business Retention and Expansion Visits
25+ Community presentations
15 Conferences

COORDINATED

with Greater Springfield Chamber and local officials on advocacy trip to Washington, DC in June 2023

INVITED

by the Lt. Governor to attend the Mid-West/Japan International Conference in Tokyo, Japan, and profile women leaders in the State of Illinois and business community

JOINED

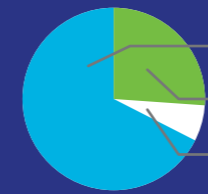
Chamber and local officials on advocacy trip to Washington, DC

HOSTED

- US-EPA reception for the Pillsbury redevelopment study
- “Talking Talent” seminar for HR professionals
- “Leveraging the Library” 4-part series with the Lincoln Library
- Enterprise Zone Conference
- Illinois Tax Increment Association Conference
- Networking Breakfast for the Chamber’s RISE Young Professionals
- 2nd annual Thrive Ally Night at the Springfield Lucky Horseshoes with RISE Young Professionals and Thrive Allies

MARKETING

WEBSITE



WEBSITE VISITS

25,089 from social media
9,717 from organic search
2,345 from paid search

WEB TRAFFIC

62,709 new website users in 2023
+48% over 2022 (direct traffic to thriveinspi.org +70%)

SOCIAL MEDIA

+340 new Facebook followers
+171 new LinkedIn followers

- Paid social ads reached **1,066,316 people** (+31% over 2022)
- Paid social videos were viewed **918,043 times**
- LinkedIn ad clicks **+104%** over 2022

Geofencing ads served to site selector conferences = **58,265 CLICKS TO ThriveInSPI.org**

440

views of online Thrive Magazine in addition to hardcopy circulation

50+

Media Appearances



WORKFORCE ATTRACTION

OUTLOOK: Strong demand for workers continues.

OF EMPLOYED PEOPLE

+2,700 compared to 2019
+1,700 compared to 2022



AVG. PRIVATE HOURLY WAGE

\$25.58 pre-pandemic
\$30.45 currently

Average wages have increased 19% since the pandemic began

Out-of-region digital marketing resulted in reaching **664,625** people
43,492 link clicks
232,910 video views



BUSINESS COMMUNITY SUPPORT

SSGA provided leadership and support for:

- Steering Committee for Broadband Feasibility Study and RFI Reviews for Sangamon County
- Master Plan Project for Downtown and Mid-Illinois Medical District
- Steering Committee for Route 66 and 9th Street Corridor plans
- Expanding C-PACE designation to Sangamon County
- Legacy Pointe Developers with planning/execution for Sports Park Groundbreaking
- Group advising UIS iCenter Branding Committee
- City’s Office of Economic Development during administration transition



HOW WE THRIVE IN SPI

NEW INVESTORS SSGA WELCOMED IN 2023

- Johnson Controls

BREEZE AIRWAYS SERVICE FROM SPI

- Supported securing new flights to MCO and TPA
- Provided marketing and promotion of new flights
- Helped plan and fund service kick-off events

THRIVEINSPI TV

- New spots shot and produced for 2024 launch

HISTORY REBORN

- Red Carpet Premiere Event in January
- PBS Broadcast in February
- Mid-America Emmy Nomination

VIDEO PRODUCTION

- Produced videos with community partners in support of new construction projects like the Scheels Sports Complex

