

2019



Springfield
Sangamon
Growth
Alliance

ANNUAL REPORT



FEATURED SITES

Identified potential locations for 2 major industrial sites. Gathered data & organized info packets to enhance proactive efforts for attracting major industrial development to Springfield & Sangamon County



MARKETING STRATEGY

Worked with economic development consultant, Ady Advantage, to gather stakeholder input & conduct research for developing a branding & marketing strategy that led to our name & brand identity change

2 NEW STAFF

Grew staff by 2:

- Director of Marketing & Communications
- Executive Assistant



NEW OFFICE

Moved into new office space at 531 East Washington Street. We occupy the 5th floor, overlooking the Old State Capitol Building Plaza



OPEN HOUSE

Hosted new office open house & introduced Dr. Somnath Bhattacharya, Dean of the UIS College of Business & Management, to the business community

4

SOCIAL MEDIA

Launched four social media channels with the new name and brand identity roll out



UNITED AIRLINES FEATURE

Partnered with the SCVB to place a prominent feature article of Springfield & Sangamon County in United Airlines' Hemispheres Magazine

65 MEETINGS

Engaged with more than 65 site selection consultants through trade shows, conferences and direct meetings

NEW BUSINESS

Continued progress in advancing the Lincoln Land Energy Center project targeted for Pawnee



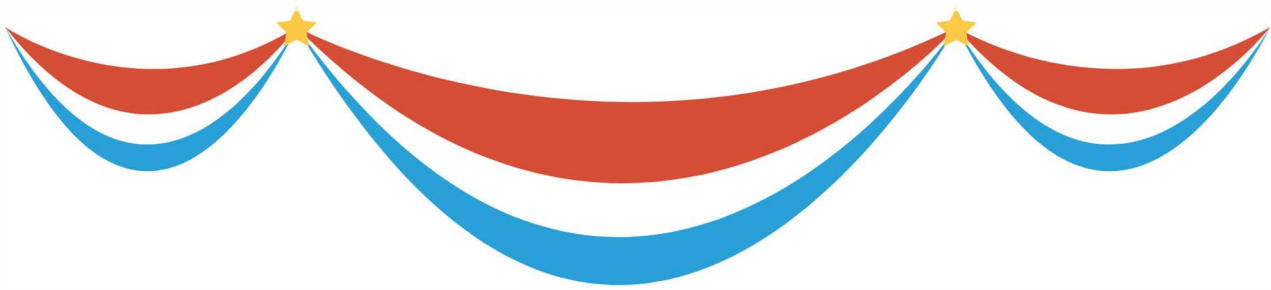
PLANNING

Identified potential locations for attracting future data center projects



NETWORKING

Met with site selectors at an event organized by the IL Economic Development Association to establish relationships & gain intelligence regarding their specific industry specialty



Organized joint advocacy trip to Washington, DC with representatives from the City of Springfield, Sangamon County, private sector business and local military leadership from the IL Air National Guard



GUARD MISSION

Lobbied support for placing a permanent mission for the 183rd Air National Guard



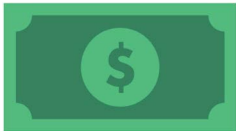
RAIL IMPROVEMENTS PROJECT

Coordinated efforts for continued support & funding of the Springfield Rail Improvements Project



ROUTE 66

Promoted plans for expansion of our National Park presence to include the Route 66 National Trail headquarters



FOREIGN DIRECT INVESTMENT

Attended Select USA Trade Show - largest foreign direct investment trade show in the US - initiated strategy to market Springfield & Sangamon County



SITE SELECTOR'S GUILD

Sponsored & attended Site Selector's Guild Annual Conference which provides opportunity to meet with 60 top level site selectors in the national & international arena



DOWNTOWN UNIVERSITY PROJECT

Championed efforts for a downtown university presence and coordinated discussions with State and local political leaders, property owners and the universities

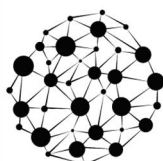
A LOOK AHEAD....2020

Newly designed & developed website



Social media content development videos

Digital content creation & distribution with syndication possibilities



Community guide and 'brag book'