



# 2024 YEAR IN REVIEW



Springfield  
Sangamon  
Growth  
Alliance

[ThriveInSPI.org](https://ThriveInSPI.org)<sup>↑</sup>

# 2024 YEAR IN REVIEW

## ECONOMIC DEVELOPMENT

**\$1.75 Billion** in regional Economic Development opportunities since SSGA was formed

**100+**

Business Retention and Expansion visits

**51**

Site searches for local relocations / expansion projects + new business attraction

**19**

Development and Site Selector Conferences and in-person meetings

## DEVELOPMENT SUPPORT



Frito-Lay Warehouse / Distribution Center



Amazon Warehouse / Distribution Center



Double Black Diamond Solar



Scheels Sports Park at Legacy Pointe



Pillsbury Mills Redevelopment



Lincoln Land Energy Center



Larkspur Apartments at Town and Country



Downtown Springfield & Mid-Illinois Medical District Master Plan Completion

## WORKFORCE ATTRACTION

**+1,000**

# of people employed compared to '19

**+1,300**

# of people employed compared to '23

**\$30.88**

Average private hourly wage currently

**+20%**

Wages % since pandemic

# MARKETING

## New TV spots and brand elements for ThriveInSPI campaign

- 1** New Media Partnership with Capitol City Now
- 3** New SSGA Testimonial Videos created with I-55 Stables & Arena, Pillsbury, Scheels

## WEBSITE



## WEB TRAFFIC



## PAID SEARCH

**+25%** engagement rate on paid search year-over-year

## YOUTUBE

**61%** of users did not hit the Skip button and watched the SSGA videos in their entirety

## SOCIAL MEDIA



New followers **+249**  
 Ads reached **820,562**  
 Video views **556,235**



Users clicked on ads at a **35%** higher rate compared to '23

## LinkedIn

New followers **+142**  
 Ad clicks **18,114**

Ad click-through rate has improved **25%** year-over-year



**80,819** geofenced ads served at Site Selector conferences

## SPONSORSHIPS

**13** Community Sponsorships

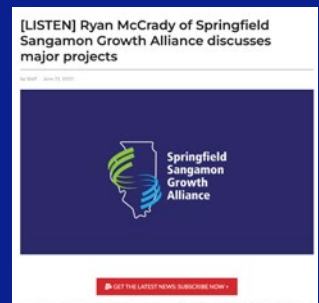


## EVENT HOSTING

- New Markets Tax Credit - Alternative Capital and Economic Development Update
- Thrive Allies and RISE at Springfield Lucky Horseshoes
- Co-hosted Washington DC Advocacy Trip



## PUBLIC RELATIONS



**28** TV and Radio Segments

**6** News Articles

**\$70,681** Earned Media and Added Value



# ALLIANCE INVESTORS

Renewed recruitment efforts with updated marketing materials

## 4 NEW INVESTORS WELCOMED



## COMMUNITY INVOLVEMENT

9th Street / Peoria Road Planning  
Citizens Club  
City's Recompete EDC  
Grant Committee  
Connect Plan – Sangamon County's  
Active Transportation Study

Convention Center Expansion  
Dana Thomas House Foundation  
Local First Springfield  
MacArthur Boulevard Association  
Membership

Moving Pillsbury Forward  
Mid-Illinois Communications  
Association  
Sangamon County Broadband  
Expansion Committee  
SIU School of Medicine

## BUSINESS COMMUNITY SUPPORT

### SSGA PROVIDED LEADERSHIP, ADVOCACY, AND SUPPORT FOR

Development Policy Council  
Mid-Illinois Medical District  
City of Springfield Office of Planning  
and Economic Development  
Springfield Sangamon County  
Regional Planning Commission

Passenger air service from  
Abraham Lincoln Capital Airport  
Breeze Airways  
Springfield Race Riots National  
Monument

TIF District and Business District for  
Village of Jerome  
Senator Duckworth's meetings with  
local medical institutions  
Scheels Sports Park  
Levitt AMP Music Series



**Springfield  
Sangamon  
Growth  
Alliance**

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

[ThriveInSPI.org](http://ThriveInSPI.org)<sup>↑</sup>

Created by **BAM**