



2025

YEAR IN REVIEW



Springfield
Sangamon
Growth
Alliance

ThriveInSPI.org

2025 YEAR IN REVIEW

ECONOMIC DEVELOPMENT

\$2.25 Billion

in regional Economic Development opportunities since SSGA was formed

125+

Business Retention and Expansion visits

40

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

18

Development and Site Selector Conferences and in-person meetings

Springfield ranked #4

on 2025-26 Best Affordable Places to Live in the U.S. by U.S. News & World Report

DEVELOPMENT SUPPORT



SCHEELS Sports Park dome inflation & opening



Moving Pillsbury Forward demolition



CyrusOne Data Center site announcement



Double Black Diamond community benefit agreement



American Airlines new departure and arrival times at Fly SPI



Amazon warehouse opening



REEL USA Corp manufacturing site

WORKFORCE ATTRACTION

+3,600

of people employed compared to '19

+1,800

of people employed compared to '24

\$32.14

Average private hourly wage currently

+21%

Wages increase since pandemic

MARKETING

New TV spots and brand elements for ThriveInSPI campaign

- 1 updated Thrive book
- 10 Thrive In SPI videos with Divina Sha
- 2 testimonial videos created with SCHEELS Sports Park and Moving Pillsbury Forward

WEBSITE



WEB TRAFFIC

- 52,000 new website users in '25
- +12% Organic Search traffic over '24
- +8% Average engagement time per user over '24

PAID SEARCH

- +65% impression share of total site selector related searches year-over-year

YOUTUBE

- 76.78% of users did not hit the "Skip" button and watched the SSGA videos in their entirety

SPONSORSHIPS

- 9 Community Sponsorships



EVENT HOSTING

- First annual investor appreciation event at Panther Creek featuring Christy George and Kristen Richards
- State Trade Delegation to Mexico
- Co-hosted Seminar Series with CAP 1908
- Co-hosted Washington DC Fly-in to present federal funding requests



SOCIAL MEDIA



- New followers +229
- Ads reached 2,490,211
- Video views 631,013



Total video views were up **13.4%** compared to '24

LinkedIn

- New followers +145
- Ad clicks 1,310

Ad click-through rate has improved **7%** year-over-year



172,632 geofenced ad impressions at Site Selector conferences

PUBLIC RELATIONS



- 36 Radio Segments
- 2 TV Segments
- 15 News Articles
- \$99,186** Earned Media and Added Value (+29% over '24)

ALLIANCE INVESTORS

Renewed recruitment efforts with updated marketing materials

6 NEW INVESTORS WELCOMED



COMMUNITY INVOLVEMENT

9th Street / Peoria Road Planning

Citizens Club

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

Land of Lincoln Professional
Networking Group (LLPNG)

Regional Leadership Council

BUSINESS COMMUNITY SUPPORT

SSGA PROVIDED LEADERSHIP, ADVOCACY, AND SUPPORT FOR

Development Policy Council
Mid-Illinois Medical District

SCHEELS Sports Park

City of Springfield Office of Planning
and Economic Development

Springfield Sangamon County
Regional Planning Commission

Business traveler improvements from
Abraham Lincoln Capital Airport

Levitt AMP Music Series



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ThriveInSPI.org ↑

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