

# 2021 YEAR IN REVIEW



531 East Washington Street  
Springfield, IL 62701

## ECONOMIC DEVELOPMENT

- Hosted potential investors from multiple countries
- Became a Site Selectors Guild partner
- Completed comprehensive Econ Dev Strategy for Sangamon County
- Applied for Federal BBB Grant with local EDC collaborators
- Achieved the NextSite Agreement for commercial and retail growth
- Actively supporting the redevelopment of Pillsbury Mills site

**11** Conferences attended



Helped negotiate **LARGEST SOLAR** development in IL

## WELCOME TO THE TEAM



**ABBY POWELL**  
Director of Business Development

## HOW WE THRIVE IN SPI

### NEW PARTNERS & INITIATIVES

- Welcomed SSGA Investors: BRANDT & Carollton Bank
- Joined The SPI Inequity Gap Initiative

### LAUNCHED

**INSiDE Track** Inside Track Portal for HR professionals & **THRIVE IN SPI ALLY** Community Advocate Program | **LIVE - WORK - PLAY** THRIVE IN SPI

## WORKFORCE ATTRACTION

- Find A Job & Internship portals added to our website
- Out of region digital marketing resulted in...

**+ 414,980** reached  
**+ 19,123** link clicks  
**+ 223,551** video plays



## BUSINESS & COMMUNITY SUPPORT



Added Cost of Living Calculator to Website



Facilitated Sector Partnership meetings for IT and Manufacturing industries



Continued advocacy for the downtown Universities project

## MARKETING

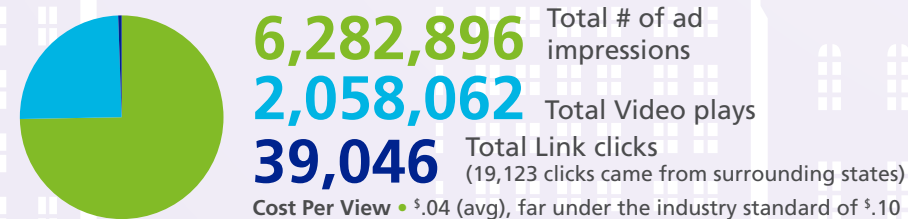
**CONTINUED PARTNERSHIP** with BAM Marketing Agency for implementation of a multi-layered marketing plan and paid promotion of the Thrive in SPI community marketing campaign.

### SITE SELECTOR ENGAGEMENT

Served **3,535** digital ads to conference attendees; with **34** resulting link clicks

Deployed **1:1** Targeted Email Campaigns

### DIGITAL MARKETING



**180** new FB/Insta followers | **+40%** FB followers  
**587** LinkedIn followers | **+200%** LinkedIn followers

**+ 362.37%** Website Traffic  
**+ 411.79%** Direct Traffic to ThriveInSPI.org  
**+ 72.33%** Organic (Google) Traffic

**59** community engagement events / presentations  
**50+** media appearances

## PARTNERSHIPS

### REGIONAL AIRPORT

- + Facilitated creation of Executive Air Service advisory council
- + Advocated for current and additional air service = new Allegiant Air AZ flight



**INITIATED** the Old State Capitol Historical Video Project in partnership the State Historic Sites in Springfield, IDNR Office of Land Management

### SUPPORTED ✓

- The Next 10, as Champion
- Community Navigator Program
- Mid-IL Medical District Staff Support

### SPONSORED ✓

- Chamber Small Business Awards
- DSI Annual Dinner

### DEVELOPED ✓

- Created tiered website development support for Sangamon County municipalities

### FOSTERING PROJECTS

- + Land of Lincoln Energy Center
- + SCHEEL'S Sports Park
- + CAP 1908
- + Double Black Diamond Solar
- + Riverton TA Truck Stop

**5**



**877** square miles of **POSSIBILITY**

**THRIVE IN SPI.org**

