



2022 YEAR IN REVIEW



Springfield
Sangamon
Growth
Alliance

ThriveInSPI.org

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ECONOMIC DEVELOPMENT

PROJECT PROGRESS

SSGA has worked to advocate for, advise and connect developers and resources for advancement of the following projects across our past 3 years. This year marks significant progress for:

- **Double Black Diamond Solar:** construction has begun
- **Lincoln Land Energy Project:** final construction permit issued
- **Pillsbury Mills:** demolition underway
- **Scheel's Sports Complex:** groundbreaking expected in 2023
- **Adirondack Residential Development:** finalizing financing and governmental incentives
- **Downtown Springfield / Mid-Illinois Medical District Master plan:** the City, SSGA, and Community Foundation collaboration has begun to develop a blueprint for the area's strategic growth

HOSTED

- Enterprise Zone Conference tour and reception
- Central Illinois Familiarization Tour for National Site Selectors
- Federal Home Loan Bank Bus tour in Sangamon County

COMMUNITY GROWTH

UIS finalized the purchase of the former Sheriff's Association building for a new innovation center in downtown SPI.

- ✓ Riverton TA Truck Stop opens
- ✓ Abraham Lincoln Capitol Airport 75th Anniversary
- ✓ County Transportation HUB Greyhound station relocation
- ✓ 5th & 6th Street Rail project overpasses completion



ATTENDED

95 Business Retention and Expansion Visits

25+ Community presentations

15 Conferences attended

ADVOCATED for **5** additional solar projects in Sangamon County

In conjunction with the Black Chamber of Commerce and The Springfield Project, **SUPPORTED** the CAP 1908 Southtown initiative to provide opportunities for growth and development to small businesses and startups in a lower income community.

GRANTS & AWARDS

- The City of Springfield was selected to receive a **\$150,000 grant** in support of the Downtown Springfield / Mid-Illinois Medical District Master Plan project
- Lincoln Land Community College received a **\$5 million grant** to expand EMS, truck driver, diesel technologies and ag programs and facilities, and additional grant funding for career and technical training expansions



HOW WE THRIVE IN SPI

We welcomed new SSGA Investors: Comcast, Rural Electric Cooperative & Springfield Clinic

- Completed feasibility study for County Broadband project
- Engaged CBRE for promotion of the Mid-Illinois Med District; Tech & Development
- Advocated to State of IL for funds to finalize the UIS innovation center building purchase



VIDEO PRODUCTION



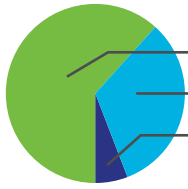
- History Reborn Documentary: The Restoration of the Old State Capitol
- The Next Ten community project
- ThriveInSPI Healthcare, Workforce attraction

SSGA INFRASTRUCTURE IMPROVEMENTS

- Salesforce Implementation
- Added e-commerce capabilities to thriveinspi.org

MARKETING

WEBSITE



WEBSITE VISITS

15,980 from social media
8,399 from organic search
1,484 from paid search

WEB TRAFFIC

42,405 new website users in 2022
+23% over 2021 (direct traffic to thriveinspi.org +25%)

475+

views of online Thrive Magazine in addition to hardcopy circulation

50+

Media Appearances

LAUNCHED

Regional & National Site Selector Email initiatives



SOCIAL MEDIA



+171 NEW FB followers

Paid social ads reached **816,861 people** (+8% over 2021)

Paid social videos were viewed **1,682,504** times

Click-through rate was **+216%** over 2021

+176 NEW LinkedIn followers

Thrive Ally LinkedIn ad link click **+54%** over 2021 | LinkedIn ad clicks **+31%**

Geofencing ads served to site selector conferences = **151 CLICKS TO ThriveInSPI.org**

WORKFORCE ATTRACTION

OUTLOOK: The labor force is returning to work, yet both globally and locally there are fewer active workers in the workforce. In the Springfield MSA:

OF EMPLOYED PEOPLE

compared to 2019:
+1,700

compared to 2021:
+2,900

Strong Demand for workers continues

AVG. PRIVATE HOURLY WAGE

pre-pandemic:
\$25.58

currently:
\$30.48

Avg. wages have increased 20% since the pandemic began

Out-of-region digital marketing resulted in reaching **498,799 people**



+21,129 link clicks
+754,330 video views



BUSINESS COMMUNITY SUPPORT

- Re-developed Mid-Illinois Medical District website
- Supported the economic impact study of the Memorial Health Championship presented by LRS
- Hosted national speaker, Scott Stratten "UnMarketing"
- Presented SSGA resources to State of IL employee recruitment leaders
- Provided resources and assistance to 10+ villages and local governments
- Hosted Thrive Ally Night at the Springfield Lucky Horseshoes
- Sponsored over 10 local business and community events



Springfield Sangamon Growth Alliance

ThriveInSPI.org

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

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

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



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