









THE BIG TABLE: GREATER PEORIA

2021-2025 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

2021 Annual Report

Introduction

The Greater Peoria Economic Development Council (GPEDC) is pleased to present the CEDS Annual Report on behalf of Peoria, Tazewell, Woodford, Mason and Logan counties in Illinois. GPEDC formally adopted its new Comprehensive Economic Development Strategy in March 2021, which was quickly followed by approval of the US Economic Development Administration (EDA). The <u>Big Table CEDS 2021-2025</u> was the result of nearly two years of work and the input of over one thousand citizens who participated in Big Table outreach sessions in 2019 (in person) and 2020 (virtual). The final production, submission and adoption of the Big Table CEDS was delayed by COVID as GPEDC and its strategy team worked to better understand how the pandemic might shift the underpinnings and trajectory of the regional economy.

The strategic action plan of the Big Table CEDS was divided into four goal areas:

- Promote adaptive economic development that encourages innovation and entrepreneurship, supports existing businesses, and attracts new employers.
- Develop a more resilient, robust and equitable talent pipeline in Greater Peoria.
- Foster diverse and inclusive communities where all residents and visitors enjoy active, secure, healthy and fulfilled lives.
- Sustain and expand the economic value of the region's natural resources.

Each goal area is further broken down into four to five strategy areas. The report below describes the progress made within each goal and strategy. While the Big Table CEDS was not formally adopted until March 2021, many of the strategies incorporated existing regional economic development strategies that were partially or fully underway while the CEDS document was in its final design and approval process. The report is reflective of any related activity from January 2021 through September 2021. Future annual reports will cover activity from October to September.

Given the recency of the CEDS' development and adoption, there are no adjustments to the plan or strategy at the moment. Also, given the timing of the report so soon after the plan's finalization there are strategies for which there has been little or no progress. These are noted where appropriate and a schedule of goals for the next period is documented.

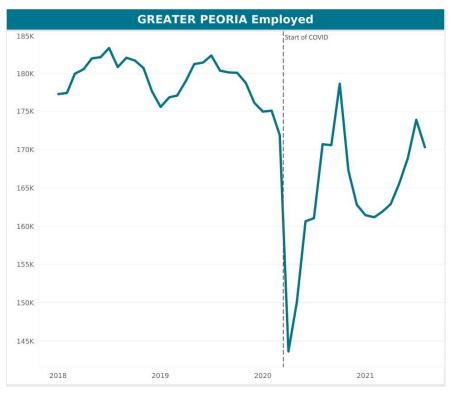
GPEDC's Strategy Committee remains largely the same as it was at the adoption of the CEDS. Two members have left due to changes in career and/or location and two have been added. Please see Exhibit 1 at the end of this report for a full list of Strategy Committee members.

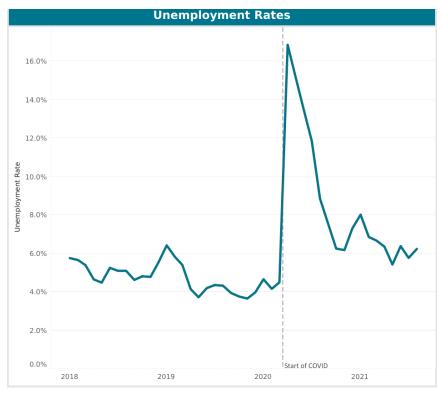
Changes to Regional Economy

Though the foundations of the regional economy remain largely the same as they were when the Big Table CEDS was adopted in March 2021, economic conditions have improved over the past six months. The COVID-19 induced recession continued to subside as restrictions were lifted and vaccinations became more widely available and administered. A spike in infection rates due to the Delta variant in late summer did dampen some economic momentum but does not seem to have had the same impact as earlier outbreaks. The three pillars of the regional economy report strong outcomes. According to the Illinois Department of Agriculture, the two most prevalent crops in the region are on pace for excellent years, with corn yields at an all time high of 210 bushels per acre and soybean yields at a record 64 bushels per acre.

Manufacturing is reporting strong numbers as well. Recently Caterpillar announced a 30% increase in revenue in the 3rd quarter of 2021 as compared to the 3rd quarter of 2020. Finally, health care continues to lead as the region's top employer, with both OSF Healthcare and UnityPoint Health announcing major investments.

One of the best measures of economic activity, though certainly flawed, is the local monthly unemployment figures. The graph on the left below demonstrates the fairly wild swings in people reporting themselves as employed. The nadir was April 2020 at the height of the pandemic and government-ordered shutdown of many small businesses. Employment figures sharply and relatively quickly recovered by October 2020 as the economy reopened but then sagged through February 2021. When the CEDS was adopted in March 2021, the Illinois Department of Employment Security reported a slight uptick in employment to 161,878. Numbers have continued to increase through the late spring and early summer to 173,914 in July 2021 before losing steam. The August 2020 unemployment report showed 170,973 employed persons in the region, better than its low point earlier that year but still well below even recent historic highs above 180,000.





Though employment numbers are still low, the real regional challenge has been filling open jobs. In September 2021, Greater Peoria Economic Development Council and Goodwill of Central Illinois organized the "GP Hiring Extravaganza," a day-long hiring fair that was conducted on site at 128 different employers. Combined, these employers reported thousands of open jobs. At the time, OSF Healthcare, the region's largest employer, reported over 700 open jobs. UnityPoint Health and Caterpillar each had over 300 positions available. Responses to the region's business retention and expansion visits and surveys over the past few months -- from restaurants to manufacturers -- have listed the lack of an available workforce as the number one barrier to growth. Prolonged labor shortages threaten the economic viability of the region. The CEDS strategies around workforce development (Goal 2 below) are aimed at addressing this shortage. While not requiring adjustment now, the local labor situation will need to be monitored to ensure the workforce development system can more quickly react to employer needs.

One area of the economy that continues to struggle is the hotel industry. The visitor economy is an important component of the regional economy, but has historically been centered on meetings, conventions and other group events. Peoria's large convention center and the region's centrality in the state made it an ideal location for state associations and similar groups to meet. With continued precautions and hesitancy around larger gatherings, this sector has struggled to regain its strength. According to STR Global Limited, hotel occupancy rates in the Peoria-Pekin market were in the high 40% range in September 2021, as compared to the low 60% range in Illinois and nationally. The combination of a lack of group events and many office-based companies like Caterpillar preserving their remote-work policies have had a very negative impact on the vitality of downtown Peoria, the heart of the region.

Another concerning area that was mentioned in the CEDS as a key regional weakness and threat was made clearer by the results of the 2020 Census. Population decline has been an ongoing problem throughout the region and the entire state of Illinois (one of only three states to lose population between 2010 and 2020). The table below shows population decline in all five Greater Peoria counties over the past decade. While the decline was slower than had been predicted, the loss of citizens is very problematic from a purchasing power and workforce perspective.

County	2010	2020	Difference	% Decline
Logan County	30,305	27,987	(2,318)	-7.6%
Mason County	14,666	13,086	(1,580)	-10.8%
Peoria County	186,494	181,830	(4,664)	-2.5%
Tazewell County	135,394	131,343	(4,051)	-3.0%
Woodford County	38,664	38,467	(197)	-0.5%
Total	405,523	392,713	(12,810)	-3.2%

As outlined below, a core CEDS strategy around talent attraction has been organized as a collaboration between Greater Peoria Economic Development Council, CEO Council, the Peoria Area Convention and Visitors Bureau, and many of the region's Chambers of Commerce. The campaign consists of a proactive marketing campaign, the development of a relocation incentive program, and welcome programming for newcomers. The strategy, titled "Greater Peoria 2030" aims to reverse the trend of population loss over the next ten years.

Progress Report

Goal #1: Promote adaptive economic development that encourages innovation and entrepreneurship, supports existing businesses, and attracts new employers.

Strategy: Promote adaptive economic development that encourages innovation and entrepreneurship, supports existing businesses, and attracts new employers.

Activities	Evaluation of Progress
 Submitted a \$2M request to EDA for completion of Distillery Labs. Distillery Labs raised \$250K in sponsorships to launch gBeta in Greater Peoria. Distillery Labs launched the Central Illinois Living Laboratory with a \$1 million grant from IDOT, Peoria County and City of Peoria. GPEDC, SBDC, MBDC and Distillery Labs created educational & promotional programs for entrepreneurs. SBDC utilized federal funding to assist local businesses create e-commerce platforms. Bradley University started a mentoring program for student businesses. 	The region continued to make great strides on the entrepreneurial front, especially as it related to building momentum with Distillery Labs. Both public and private stakeholders are beginning to support the initiative as a core economic goal.
	Schedule for Next Year
	 Finalize capital funding for Distillery Labs; secure operational support for first two years Open Distillery Labs to the public and consolidate/develop entrepreneurial programming Develop a seed fund to support start up businesses

Strategy: Develop real estate and infrastructure to make it attractive for investment.

Activities	Evaluation of Progress
 Relaunched Heart of Illinois Regional Port Authority to take advantage of state and federal funding for maritime commerce on Illinois River Submitted Illinois Corn Belt Ports (inclusive of HOI Port Authority) for inclusion as a federally recognized Port Statistical Area Continued gathering and refining information regarding prime investment sites throughout the region Began investigating passenger rail opportunities for Peoria 	Robust state funding through the Illinois capital bill directed considerable funds to the region, particularly the City of Peoria, that will help with critical infrastructure projects. Reinvigoration of the HOI Port Authority was an important development.
	Schedule for Next Year
	 Identify and submit at least two infrastructure projects for EDA applications Fully populate HOI Regional Port Authority Board and develop a strategic vision Conduct feasibility study for passenger rail connections to Chicago or elsewhere Take advantage of further state and federal capital funding

Strategy: Grow existing businesses with a focus on ones that provide goods and services beyond the region.

Activities	Evaluation of Progress
Strengthened the Greater Peoria Manufacturing Network by adding new members and capabilities; re-focussed Network marketing strategies	COVID continues to impact business growth. While nearly all restrictions have been lifted, supply chain issues and extreme labor shortages have throttled full recovery.
 Via DOD and EDA grants to the Illinois Defense Network better positioned regional manufacturers to take advantage of defense contracting opportunities Established the Community Navigator program to connect local business-focussed nonprofits (eg chambers of commerce) to assist local businesses with COVID relief programs and other resources Reorganized Foreign Trade Zone #114 to operate under an Alternative Site Framework Continued implementing a Business Retention and Expansion (BRE) outreach program 	Launch new marketing campaign for GP Manufacturing Network to connect local companies with contracting opportunities outside the region Identify at least one additional user of FTZ #114 Better understand and begin to strategize around supply chain issues, challenges & opportunities in the electric vehicle market Expand Community Navigator program beyond the initial goal of promoting the state's Back to Business grant
	Conduct at least 50 BRE visits with interregional businesses

Strategy: Attract investments to the region from national and international companies that lead to job growth.

Activities	Evaluation of Progress
 Launched the Peoria Bio-Made initiative to position the region to be a hub for biomedical manufacturing Attracted private foundation funds to support Bio-Made Developed specific marketing materials for prime investment sites in Pekin and Peoria Actively built relationships with site selectors, foreign consulates and Illinois business attraction staff to position the region for investment Provided responses to 36 site selector requests for proposal Organized charette style strategy sessions to evaluate and plan for future industrial development. 	Excellent progress, especially around investigating a new industry of bio-medical manufacturing through Peoria Bio-Made.
	Schedule for Next Year
	 Hire a Peoria Bio-Made director and further study and finalize the concept of a biomedical manufacturing facility Improve collection and display of available buildings and sites Create and share qualitative and quantitative information on region's assets in a centralized website Continue efforts to connect to external markets through relationship building and targeted marketing Understand opportunities for external investment and supply chain needs around an emerging electric vehicle manufacturing cluster

Goal#2: Develop a more resilient, robust and equitable talent pipeline in Greater Peoria.

Strategy: Remove barriers that prevent people from connecting to family-sustaining employment.

Activities	Evaluation of Progress
 Launched GPEAK to provide, track and certify individual job seekers in essential skills Created the Cradle-to-Career Initiative to provide wraparound services to residents in the 61605 zip code, one of the poorest zip codes in the US Applied for a Dept of Education Promise Neighborhoods grant to support the Cradle-to-Career Initiative (application not awarded) Created Regional Job Board with company location and available positions as part of regional hiring fair (GP Hiring Extravaganza) Increased awareness of impact of digital literacy and internet connectivity to job prospects; began planning to address gaps 	Solid progress with the GPEAK program gaining traction. Retirements of leadership of the multiple barriers committee of Regional Workforce Alliance (RWA) impacted wider success.
	Schedule for Next Year In the absence of federal funding, create local funding mechanisms to implement the Cradle-to-Career Initiative Identify leadership for the multiple barriers committee of RWA. Improve internet connectivity in urban and rural areas (see below) Develop an automated regional job board website to provide one-stop information on job openings

Strategy: Develop opportunities and mechanisms to provide citizens with the skills they need to be gainfully employed.

Activities	Evaluation of Progress
 Illinois Central College (ICC) led a Workforce Equity Initiative to provide "earn and learn" opportunities to low income residents with a goal to train 350 in first two years Identified and began utilizing "Talent Pipeline Management" model to align employer needs with the regional workforce development system Illinois Central College finalized fund for its new Workforce Sustainability Center which will provide training in 13 occupations A collective of five central Illinois regions jointly submitted an EDA Build Back Better grant that included support for a manufacturing academy to help train residents in advanced manufacturing careers Created pilot program for formerly incarcerated individuals to secure employment and training with regional companies Acknowledged the need for digital literacy programs in the area and began 	 ICC's workforce equity initiative proved to be a best practice for connecting low income individuals with family sustaining wages. Schedule for Next Year Apply for an EDA Good Job Challenge grant focused on information technology jobs Launch Talent Pipeline Management system with an initial focus on manufacturing and health care careers Map regional system of providing information technology skills and certifications in computer-related careers Officially begin teaching digital literacy certification classes in multiple different areas with multiple partners.
employment and training with regional companies	Officially begin teaching digital literacy certification classes in multiple of the control

Strategy: Increase the graduation rate for regional high schools and assist schools in meeting college and career expectations.

Activities	Evaluation of Progress
 Developed and offered a virtual CareerSpark, a career expo for all 8th grade students in the region Hosted a resource day for area educators to explore options for career planning tools and align curriculum with IL state PACE framework Expanded early college credit programs in public high schools by partnering with local community colleges and Emerging Workforce Alliance 	Good progress, but COVID restrictions have impacted ability for more robust in-person learning opportunities like Career Spark and internships. Concerns about long term impact of a missed school year.
	Schedule for Next Year
	 Create and launch the "You're Hired" on-line hiring event to connect high school seniors with internships and job opportunities Return to in-person CareerSpark event for 8th graders as well as an in-person "You're Hired" event

Strategy: Address talent gaps and population loss by positioning Greater Peoria as a desirable place for people to relocate.

Activities	Evaluation of Progress
 Launched GP2030 talent attraction marketing campaign to deliver the message of an affordable quality of life in Greater Peoria to external audiences Hosted two "transplant parties" to welcome new residents of the region Began development of a "Welcome Wagon" plan to provide HR departments and real estate professionals a toolkit for orienting newcomers to the area. Continued exploration of a relocation incentive program. 	The results of the 2020 Census helped galvanize efforts to create a collaborative talent attraction campaign. A strong partnership of regional organizations helped to shape the strategy and launch its first marketing campaign.
	Schedule for Next Year
	 Implement another round of targeted marketing to the Chicago area; conduct fundraising efforts to target other markets Work with public and private funders to create a relocation incentive package to complement strong brand and messaging Launch a formal "Welcome Wagon" program to welcome new residents Develop a handbook for realtors, HR professionals and other influencers Produce and produce a video documentary to break down the CEDS and encourage community members to work alongside decision makers to showcase the desirability of living and working in the region.

Goal #3: Foster diverse and inclusive communities where all residents and visitors enjoy active, secure, healthy and fulfilled lives.

Strategy: Foster and facilitate healthy lifestyle choices for improved health outcomes and individual prosperity.

Activities	Evaluation of Progress
 The Partnership for a Healthy Community developed and disseminated the Community Health Needs Assessment survey to gather data regarding health outcomes in Peoria, Tazewell and Woodford counties Community Foundation of Central Illinois continued implementing its Ending Hunger Together initiative to fund collaboration in "healthy eating, active lifestyles" programming 	Good progress, especially in improving access to healthy foods through HEAL Partnership and emerging Market 309. Community Health Needs Assessment data will help shape new strategies.
	Schedule for Next Year
	Evaluate Community Health Needs Assessment responses and craft/revise strategic initiatives

Strategy: Increase investment in the region's town centers.

Activities	Evaluation of Progress
 CDBG RLF Refund dollars utilized to make ADA improvements to public buildings and sidewalks in Tazewell and Woodford counties. Developed awareness, access and technical assistance to communities and businesses to improve downtowns and Main Streets Major state capital funds invested in downtown Peoria and Pekin; other smaller but important projects in Washington, Morton and Havana Havana continued attracting development of second story short-term rentals in its downtown 	Slower economy at the beginning of the year hampered some efforts, but injection of state funds will help transform some downtowns.
	Schedule for Next Year
	 Position individual communities to take advantage of Illinois' Revitalize Main Streets & Downtown grant Provide information and assistance to communities wishing to improve their downtown infrastructure Provide educational forums and assistance to communities regarding complete streets and active transportation

Strategy: Actively promote the region's assets to residents to improve perceptions of quality of life in the region.

Activities	Evaluation of Progress
 Launched the GP2030 talent attraction campaign which has the dual purpose of attracting new residents and providing positive messaging about the region to current residents A variety of regional organizations (GPEDC, chambers of commerce, visitors bureau, CEO Council) collectively utilized their social media channels to promote good news 	GP2030 should help create a platform for positive messaging, but battling social media negativity will continue to prove difficult.
	Schedule for Next Year
	 Host a Big Table event to increase positive conversations about the region Create a "good news" channel to share positive stories about the region Promote Angie TikTok video showcasing the great things about Peoria, why new residents moved here and what they love about the region. Develop private grant-making opportunities to support the arts

Strategy: Provide high-speed internet to every home, business and institution.

Activities	Evaluation of Progress
 Tazewell County and GPEDC awarded an Illinois Connected Communities planning grant to outline issues of rural broadband in that county Lead for America selected region to place an American Connection Corps fellow to assist with rural broadband planning and implementation and digital inclusion efforts At least two counties (Peoria, Tazewell) considering using a portion of ARPA funds to improve broadband Developed relationships with internet service providers in the region (i3 Broadband, MidCentury) 	Strong progress in a relatively new area of work with the awarding of a state planning grant and securing an American Connection Corps fellow to shepherd work over next two years.
	Schedule for Next Year
	 Monitor state and federal funding opportunities for broadband expansion Develop and lead local committees to investigate broadband needs and funding options Secure at least one grant to improve broadband in a rural area Develop programming to increase computer access and digital literacy

Strategy: Ensure residents have quality, income-appropriate housing choices.

Activities	Evaluation of Progress
affordable housing to residents of the former Taft Homes	Modest progress but more comprehensive, regional planning needed in this area.
	Schedule for Next Year
	Better utilize local financing tools such as the Tri-County River Valley Development Authority to increase availability of affordable housing

Goal #4: Sustain and expand the economic value of the region's natural resources.

Strategy: Develop a supportive and equitable business development environment for beginning farmers and other enterprises sustainably utilizing or enhancing the region's agricultural, water, or other natural resources.

Activities	Evaluation of Progress
No activities in this area	Relatively new and unformed strategy that will be addressed more in coming year.
	Schedule for Next Year
	 Identify stakeholders and organizations working in this area (i.e. farm bureaus) Develop action plan

Strategy: Implement existing conservation and sustainability plans for the region's key natural resources to maintain their availability for responsible economic development uses.

Activities	Evaluation of Progress
 Investigated beneficial use of sediment dredged from the Illinois River to discover commercial opportunities First regional business processing Asian carp caught in the Illinois River opens (Sorce Freshwater) New fishermen's cooperative to catch Asian carp in Peoria Lake 	Development of Sorce Freshwater was a great regional win and should provide a framework for other success.
	Schedule for Next Year
	 Successfully advocate to Illinois Department of Natural Resources to restore and repair the Asian carp fishing subsidy Increase size of fishermen's cooperative

Strategy: Create and promote commercial opportunities and experiences connected to the region's natural assets that are valued and used both by residents and visitors.

Activities	Evaluation of Progress
 Sankoty Resort, a camping, RV and outdoor recreation facility, opened along the Illinois River in Woodford County The City of Havana began developing plans for an improved Illinois River Biological Station (IRBS) that would be a combination visitors center and research facility Discover Peoria created a number of marketing campaigns which highlighted the region's natural assets to align with the behavior of tourism throughout the time of COVID recovery Developed campaigns around road trips for Illinois state marketing efforts 	Post-COVID, the local visitors' bureau did a great job pivoting its marketing strategy from groups/events/meetings to focussing on outdoor recreation.
	Schedule for Next Year
	 Host a roundtable discussion with owners/operators of businesses and attractions along the Illinois River to discuss the needs of improved river infrastructure as it pertains to tourism, particularly the effects that sediment and Asian Carp have on the potential of increased river tourism. Secure funding for Illinois River Biological Station

Diversity, Equity and Inclusion

The Big Table CEDS 2021-2025 committed to applying an equity lens to all of its goals and strategies to ensure that economic success is equally available to all people in the region. Greater Peoria, particularly the more urban areas of Peoria County, has pockets of persistent poverty, often among its Black population. In mid-2021, the City of Peoria and Peoria County formed the Joint Commission on Racial Justice and Equity. The vision of the Joint Commission on Racial Justice and Equity is to achieve racial equity and justice across our community. The mission of the Commission is to accelerate efforts to institutionalize racial justice and equity within county and city governments and to advance its adoption throughout the region.

The Commission is broken into eight subcommittees, each with between 15 and 20 members:

- Economic Development and Jobs
- Justice
- Child and Youth Development
- Quality Housing
- Transportation and Mobility
- Information Technology
- Health and Human Services
- Environment and Climate

These subcommittees formed and began meeting in early fall of this year. As subcommittees establish recommendations on policies, programs and initiatives these will be folded into the larger CEDS strategies outlined above and may lead to an adjustment in the overall strategy.

EXHIBIT 1: BIG TABLE CEDS 2021-2025 STRATEGY TEAM MEMBERS

Deletions and Additions

Chair: Clint Heinold, CORE Construction

Amanda Beadles, City of Chillicothe
Dave Blankenship, Logan County Board

Bill Blessman, Mason County

Leigh Ann Brown, Morton Economic Development Council

Rueben Cummings, Nerevu Group

JD Dalfonso, Peoria Area Convention & Visitors Bureau Jimmy Dillon, West Central Illinois Building Trades

Jim Drew, Logan County Farm Bureau

Matt Fick, City of Pekin and Village of Delavan Nicole Frederick, Heart of Illinois United Way Jane Genzel, Peoria Opportunities Foundation

Patti Gratton, Community Workshop Training Center

Jake Hamman, Peoria Innovation Alliance

Mike Hinrichsen, Private Citizen

Curt Jibben, Mason County Health Department

Jim Johnson, Private Citizen

Michael Joseph, UnityPoint Health

Audrey Kamm, CEO Council Paul Leamon, Distillery Labs

Ray Lees, Tri County Regional Planning Commission

Yvonne Long, Hawk-Attollo, LLC

Leslie McKnight, Peoria County Health Department Denise Moore, Minority Business Development Center

Paula Nachtrieb, Illinois Central College Chuck Nagel, Woodford County Board Rachael Parker, Sweet Cakes by Rachael

Deborah Roethler, City of Peoria

Mark Roberts, Community Foundation of Central Illinois

Ann Sasso, Village of Germantown Hills

Fred Stewart, LISC Peoria Cesar Suarez, City of Peoria David Vaughn, CareerLink

Jonathan Williams, Commerce Bank

Mike Waight, Illinois Manufacturing Excellence Center

^{*} Names in **bold** represent new members of the Strategy Team since adoption of the CEDS. Strikethrough represents former members.