SWIL GROWTH COLLABORATIVE

A monthly newsletter brought to you by the Leadership Council Southwestern Illinois | www.leadershipcouncilswil.com

VOL. 1, ISSUE 1 3/2021

2021 Economic Development Refresh

Expertise

During the global pandemic, the Leadership Council's Economic Development Leadership Team has been extremely busy in conducting research and developing new strategic planning for the post COVID recovery. First, Steve Zuber, Principal at the BarberMurphy Group and SIOR Leader, and Eric Whitfield, Ameren Illinois Economic Development Manager have stepped forward to serve as the Chairman and Vice Chairman of the Leadership Council's Economic Development Committee, respectfully. Steve Zuber brings years of industrial real estate expertise in helping businesses to grow, expand, and locate in SWIL! Steve has in-depth knowledge of this marketplace and thrives on bringing new businesses and closing deals in SWIL. Similarly, Eric Whitfield brings a wealth of economic development expertise and experience to the table having worked within Ameren's ED team for many years. In 2019, Ameren Illinois made a commitment to its service territory in Illinois by building a new economic development team consisting of 16 highly qualified ED professionals focused on driving ED activities in Central and Southern Illinois.

Strategic Planning and Measurable Progress

According to Steve Zuber, "One of the goals we had for 2021 was to build a solid working relationship with DCEO and Intersect Illinois to take advantage of the resources available to us thru those organizations. I am happy to announce that Tracey Glenn – Illinois DCEO SWIL Regional Representative is now a member of our ED committee and Alya Woods the acting CEO for Intersect Illinois have agreed to meet with us on a monthly basis to discuss programs and opportunities to work together." These developing new relationships are very exciting to bring more state of Illinois attention and resources to SWIL communities. Further the ED Refresh team is focusing its attention on Business Retention & Expansion (BR&E) activities which account for approximately 80% of business growth within our region. Eric Whitfield indicated, "Our plan is to work with all ED practitioners in our region to assist with business retention meetings in their communities. Our goal is to gain competitive intelligence information using a survey format to appropriately assist with solving problems that are of concern for businesses in the region. The program will improve communications with key businesses and assist in identifying opportunities and threats. We will collaborate with other Leadership Council Committees as needed to work together and solve problems as they are brought to our attention." From the initial planning of the ED Refresh activities, every aspect of economic development has been thoroughly evaluated and new strategies have been developed move our region forward with measurable results and data driven progress!

Future Outlook

In future updates, we will discuss strategic planning for business attraction, familiarization visits/tours, business incentives, workforce development, community activities, marketing/ communications efforts, etc. To further expand entrepreneurial mentorship, we are developing a Quickstart program in coordination with SIUE SBDC Metro East Startup Challenge to help emerging and start-up businesses to succeed in SWIL! More to follow on this exciting front, so please look for future editions of this SWIL Growth Collaborative – Unite SWIL for Growth!

Steve Zuber, BarberMurphy, SIOR, CCIM
Principal
steve@barbermurphy.com
Leadership Council Economic Development Chair

Eric Whitfield, Ameren Illinois
Manager, Economic Development
jwhitfield@ameren.com
Leadership Council Economic Development Vice Chair

SWIL GROWTH COLLABORATIVE

A monthly newsletter brought to you by the Leadership Council Southwestern Illinois | www.leadershipcouncilswil.com

In future editions of this newsletter, we will highlight economic development activities. If you would like a project featured, please let us know and we will be happy to put it in the list for future opportunities. We will also be featuring economic development activities in a 3-5 minute podcast version called ***The Leader's Brief***, so this is another opportunity to share great information with other leaders in SWIL! Today, we are featuring the tremendous growth of Gateway Commerce Center located in Edwardsville, IL.

"Gateway Commerce Center first opened its doors in 1996, with superior scale, location, access, facilities, labor, and economic incentives. Since then, there has been over one billion dollars invested into the park along with over 7,000 daily employees as a result. The park, which covers 2,300 acres and houses over 16 million square feet under roof, is home to a diverse range of businesses, including Amazon, World Wide Technology, P&G, Unilever, Dial, Lowes, Geodis, Save – A- Lot, and Hershey," said Eric Gowin, chief executive officer at Contegra.

Southwestern Illinois
The Center of Innovation and Transportation

Watch the video today!

SAVE THE DATES: Economic Development Network Meetings

- 5/19/21—11:00 a.m.—12:30 p.m. - 8/18/21—11:00 a.m.– 12:30 p.m. - 11/17/21—11:00 a.m.—12:30 p.m.

104 Magnolia Drive, Suite B | Glen Carbon, IL 62034

Office@leadershipcouncilswil.com

Leadership Council Southwestern Illinois