

# » CHAMPAIGN COUNTY EDC

City of Urbana  
October 19, 2020



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## » Who We Are + What We Do

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*We are a public-private partnership dedicated to fostering a cooperative, county-wide approach to economic development that works to improve the economic well-being of Champaign County through efforts that entail job creation, job retention, tax base enhancements, small business development, and quality of life, and brings together community partners to support economic development by aligning interests through productive relationships, open dialogue, and advocacy efforts.*

### Areas of Focus:

- Business Outreach & Industry Engagement
- Workforce Development
- Regional Promotion & Talent Attraction
- Transportation & Logistics
- Small Business Development
- Regional Collaboration



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# » Business Outreach & Industry Engagement

- » 43 RFPs (attraction / retention): new and existing businesses
- » 89 Outreach Visits: structured and one-on-one
- » 17 Roundtables / Panels: Recruiting / Talent Attraction, Manufacturing, Defense, Immigration, AgTech, Tech, DCEO, etc.
- » 300+ data reports to communities & area businesses: economy overview, wage data, occupation snapshots, economic impact
- » DC3: Defense Coalition of Champaign County
- » Chancellor's Economic Development Advisory Council
- » EDC Economic Development Council



# » Champaign-Urbana Business Cluster Report

» The University of Illinois Office of Corporate Relations, the University of Illinois Research Park, LLC and the Champaign County Economic Development Corporation are jointly commissioning a study to affirm local targeted industry clusters, local challenges to business growth, attraction opportunities, and talent development in the sectors. Key sectors for the study:

- » AgTech and Agribusiness
- » FinTech (Insurance and Financial)
- » MedTech (engineering and medicine)
- » Data Sciences and Computing
- » Defense (simulation, modeling, transportation, security)
- » Manufacturing



# » Workforce Development

- » Early College & Career Academy (ECCA)
  - » Education Pathway starting Fall 2020
- » ICATT Apprenticeship Program
  - » New videos highlighting initial cohort & company trainers
- » Partnerships with UIUC and Parkland College – connections & engagement with employers
  - » Short-term training & industry credentials
- » Workforce Innovation Board
- » Data Resource



CHAMPAIGN  
ICATT Apprenticeship Program in Champaign County: Silgan Closures

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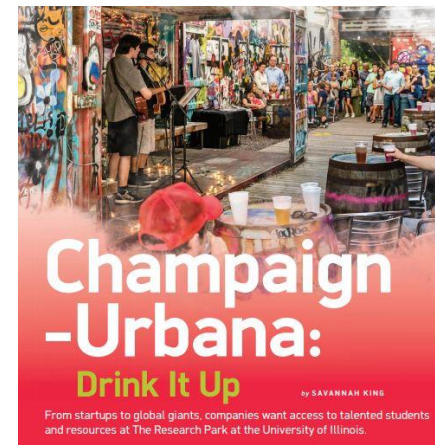
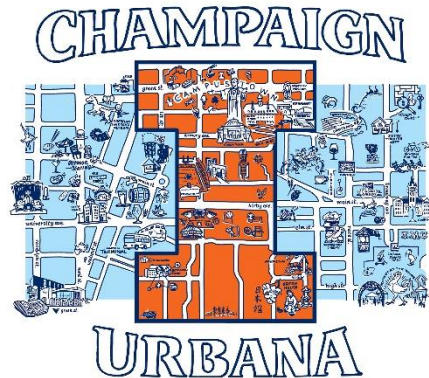
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# » Regional Promotion & Talent Attraction

- » ChambanaProud.com
- » Champaign County Recruiters
  - » Talent Attraction Reports
  - » New Hire Checklists
  - » Roundtables & Networking, Slack Channel
  - » Resume Sharing




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**MIDWESTERN ROOTS.  
WORLD-CLASS EXPECTATIONS.**  
CHAMPAIGN COUNTY ECONOMIC DEVELOPMENT CORPORATION

# » Transportation & Logistics

» 2019 Economic Impact Study – Willard Airport - total estimated annual impact to Champaign County is **\$99.75M**, 34% increase since 2016

» Key metrics:

» total estimated local job creation or support of 751 full-time employees with \$30M in annual payroll, an increase of 34% since 2016

» total estimated 122 visitors per day, an increase of 91% since 2016

» total estimated \$14M taxes generated, an increase of 39% since 2016



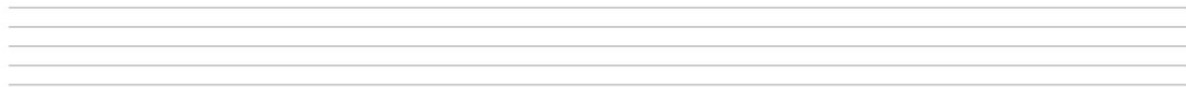
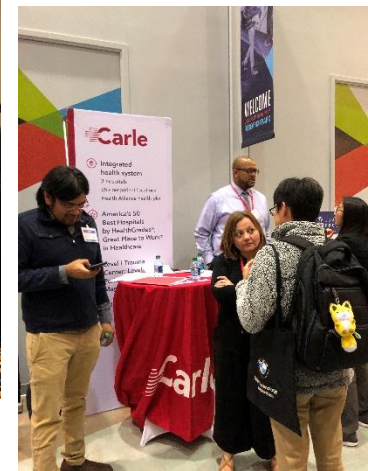
11 Airport Road  
Sevoy, IL 61874  
(217) 244-8689

**MIDWESTERN ROOTS.  
WORLD-CLASS EXPECTATIONS.**

CHAMPAIGN COUNTY ECONOMIC DEVELOPMENT CORPORATION

# » Programs & Events

- » Champaign County First, local (private & public) leaders with focus on ED projects
- » TechMix & CATALYZE, networking opportunity for local tech pros
- » Special Projects / Events
  - » Private Job Fairs
  - » First Friday
  - » National Manufacturing Day / IL Manufacturing Month





# » AgTech in Champaign-Urbana

» Champaign-Urbana has long been a hub for technology as well as agriculture. In the past decade, those two paths have converged, paving the way for the community to become an **“epicenter for AgTech.”**

» Launched new AgTech campaign – video

» Inaugural CU AgTech Week



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# » Welcome Economies Technical Assistance Pilot

» In part, the Welcome Economies Pilot was chosen to help the community in Pittsburgh closely work with immigrants to advance economic impact and

» The Welcome Economies Pilot is an advancing partnership with immigrants and regional



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come participants to Welcoming Network vision of immigrants and the WE Pilot will allow technical assistance model of building lot leverages the peer that has been so g Network, the rust g International, and

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# » Illinois Small Business Development Center

- » January – December 2019:
  - » 377 clients advised (222 new clients)
  - » 1,388 advising hours
  - » 38 business starts
  - » 360 jobs created
  - » 171 jobs retained
  - » 48 workshops/seminars, 489 attendees
  - » \$719,859 of capital infusion
- » International Trade Center
  - » 74 clients advised
  - » \$22,000,000 increase in exports
  - » 20 ISTEP grants totaling \$74,000
- » Partnerships: PTAC services, Entrepreneur Coaching Academy, Launch at Champaign Public Library, UIUC Office for Business & Community Economic Development, CobraVenture at Parkland College, iVenture Accelerator



# » Illinois Small Business Development Center

## » Urbana metrics:

Urbana businesses advised in 2020	60
Minority-owned	27
Male-owned (minority)	9
Male-owned (not minority)	22
Female-owned (minority)	15
Female-owned (not minority)	8
Male/female owned (minority)	3
Male/female owned (not minority)	3

» All clients advised in last 3 years (since 10/1/2017): 952



## » Recognizing Urbana Businesses

» The Best of Africa's Food Store - SBA's Illinois Family-Owned Small Business of the Year

» U.S. Small Business Administration's Illinois District Office

» September 18, 2020

» Wood 'N Hog – Governor Pritzker Visit to CU for BIG Round 1 Grant Announcements

» \$46M to 2,655 small businesses around the state, 50 grants in CU totaling \$910,000

» August 13, 2020

» Coming Soon: video of Serionix to celebrate Illinois Manufacturing Month



**MIDWESTERN ROOTS.  
WORLD-CLASS EXPECTATIONS.**

CHAMPAIGN COUNTY ECONOMIC DEVELOPMENT CORPORATION

# » 2020-2023 Strategic Plan

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## » Business Outreach & Industry Engagement

- » Increase awareness of WIOA
- » Identify shared skill needs to prepare joint workforce programs to serve industry clusters

## » Workforce Development

- » Identify the most critical job needs in the region and appropriate learning pathways for those jobs
- » Champaign County Welcoming Plan – Economic Integration & Employment

## » Regional Promotion & Talent Attraction

- » Collaboration opportunities with UIUC and Parkland to attract alumni back to the community
- » Welcome to Champaign County newcomer sessions (via Chambana Proud)

## » Transportation & Logistics

- » Improving challenges & taking advantage of opportunities in RPC's CU Region Freight Plan
- » Identify business opportunities as a result of new port of entry

## » Small Business Development

- » Develop – and further strengthen existing – programs that support women and minority entrepreneurs, i.e. access to capital
- » Expand PTAC services

## » Regional Collaboration

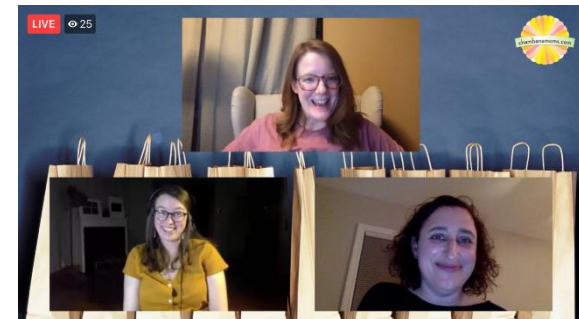
- » Create a regional +1 program across East Central IL to assist talent in locating in our region + support employers with a large regional presence
- » Restructure and launch Illini Angels, mobilize network of angel investors, including alumni

# » COVID-19 Response & Action

- » COVID-19 Website Resource Page
- » ED Leaders Group: weekly Zoom calls, started week of March 16
  - » Face Mask Drive (CUPHD) & Herff Jones mask order
- » Champaign County Rallies
  - » Live videos: bars & restaurants, retail, local art
- » Technical assistance & pivot assistance
- » Source of Information: go-to, real-time aggregator of information and resources
  - » Peer-to-peer meetings
- » Financial programs – CDBG funds & COVID-19 grants
- » Business impact surveys



**Mask Drive-Tuesday April 28th, 9am-7pm,**  
WCIA3 Backlot, off Randolph St., Champaign



# » Champaign County Reopening Team

» ChampaignCountySafe.org

» Resources:

» Champaign County Safety Pledge (400+ businesses)

» State Guidelines & Local Best Practices

» Industry Representation

» Sample Signage

» Local Suppliers & Resources: PPE, Cleaning Companies, Printers

» Wear It, Don't Share It

» New blog feature

» Dining Etiquette Video

## 5 THINGS TO DO WHEN VISITING LOCAL BUSINESSES

CHAMPAIGNCOUNTYSAFE.ORG

 <p><b>WEAR A MASK</b> IF MEDICALLY ABLE</p> <p>While dining out, masks should be worn when not eating or drinking.</p>	 <p><b>ENTER WITH CLEAN HANDS</b></p> <p>Utilize hand-washing stations or sanitizer as needed.</p>	 <p><b>ADHERE TO SOCIAL DISTANCING MEASURES</b></p> <p>Do not gather in crowds. Wait in line 6 ft. apart or wait in your vehicle.</p>	 <p><b>USE RESPIRATORY ETIQUETTE</b></p> <p>Cover coughs and sneezes. Do not go out if feeling ill.</p>	 <p><b>BE PATIENT AND KIND</b></p> <p>Businesses are working hard to keep employees and customers safe. Respect their rules.</p>
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### CONDADO DE CHAMPAIGN

#### COMPROMISO DE SEGURIDAD EMPRESARIAL

**NOS COMPROMETEMOS** a mantener empleados y clientes seguros durante la pandemia del COVID-19. Esto es lo que puede esperar al ingresar:

- Empleados con mascararas
- Empleados con manos limpias
- Limpieza y desinfección frecuente de equipos y otros elementos del entorno del negocio
- Medidas de distanciamiento social establecidas

#### Por favor sepa que nosotros:

- Alertamos a los trabajadores a quedarse en casa si están enfermos y a enviar a los empleados enfermos a casa
- Evaluamos la salud de los trabajadores a su llegada y durante la jornada laboral, incluyendo fiebre, tos, dificultad para respirar
- Alertamos a los empleados a lavarse frecuentemente las manos con agua tibia y jabón
- Alertamos a los empleados a tomar las medidas de seguridad de salud adecuadas cuando regresen de su lugar de trabajo al final de su jornada laboral y regresar a sus hogares

- LE PEDIMOS QUE USTED:**
- Use una mascarara, a menos que su uso esté contraindicado por su médico
  - Entre con las manos limpias
  - Se adhiera a las medidas de distanciamiento social
  - Use etiqueta respiratoria, incluyendo cubrirse al toser y estornudar

No nos comprometemos a seguir las pautas establecidas por los Centros para el Control de Enfermedades, el Departamento de Salud Pública de Illinois y el Distrito de Salud Pública de Champaign-Urbana.

11/11/2020

Fecha



**You must wear a mask to enter this building.**

CHAMPAIGN COUNTY SAFETY GUIDANCE

**MIDWESTERN ROOTS. WORLD-CLASS EXPECTATIONS.**

CHAMPAIGN COUNTY ECONOMIC DEVELOPMENT CORPORATION





State Farm CENTER



CHAMPAIGN  
COUNTY  
**SAFE.ORG**  
COMMITTED TO YOUR SAFETY



# » Shout-Out to our Partner Agencies

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- » Illinois Manufacturers' Association
- » IMEC
- » Illinois Department of Commerce & Economic Opportunity
- » U.S. Small Business Administration
- » LISC
- » Accion
- » University of Illinois at Urbana-Champaign
- » University of Illinois Research Park
- » Parkland College
- » Champaign County RPC
- » Champaign-Urbana Public Health District
- » United Way of Champaign County
- » Community Foundation of East Central Illinois
- » City of Champaign
- » City of Urbana
- » Village of Mahomet
- » Village of Rantoul
- » Village of Savoy
- » Champaign County
- » Champaign County Chamber of Commerce
- » Champaign County Black Chamber of Commerce
- » Champaign Center Partnership
- » Urbana Business Association
- » Visit Champaign County
- » New American Welcome Center at University YMCA
- » Champaign County Emergency Management Agency
- » Local Lenders
- » Illinois SBDC Network
- » 40 North
- » CUDO
- » EDC of Decatur & Macon County
- » Bloomington-Normal EDC
- » Tuscola Economic Development, Inc.
- » Greater Peoria EDC
- » Springfield Sangamon Growth Alliance
- » Serra Ventures
- » Meyer Capel
- » Clanin Marketing
- » Martin Hood
- » Emsi

# » COVID-19: SBDC Metrics

- » Clients Who Received Disaster-Related Counseling: 218
- » Full-time Jobs Supported of Clients Receiving Disaster-Related Training/Counseling: 1,346
- » Part-time Jobs Supported of Clients Receiving Disaster-Related Training/Counseling: 697
- » Number of Disaster-Related Webinars Conducted: 155
- » \$2,124,803, all debt financing in the form of PPP or EIDL loans
  - » EIDL -- \$580,200 (including \$45k in EIDL Advances)
  - » PPP -- \$ 1,544,603



Need assistance with your SBA  
Economic Injury Disaster Loan application?  
Learn more: [SBA.gov/disaster](https://www.sba.gov/disaster)  
We're here to help. It's free & confidential.

**SBA** U.S. Small Business Administration  
**Illinois Small Business Development Center  
at Champaign County EDC**

The U.S. Small Business Administration is offering designated states and territories - Illinois included - low-interest federal disaster loans for working capital to small businesses suffering substantial economic injury as a result of the coronavirus (COVID-19). SBA's Economic Injury Disaster Loans offer up to \$2 million in assistance and can provide vital economic support to small businesses to help overcome the temporary loss of revenue they are experiencing. These loans may be used to pay fixed debts, payroll, accounts payable and other bills that can't be paid because of the disaster's impact. The interest rate is 3.75% for small businesses, 2.75% for non-profits.

We're here to answer any questions you have, help you understand and prepare the necessary documents to apply, and assist you in the application process. Contact us to schedule an appointment: [info@cusbdc.org](mailto:info@cusbdc.org) or 217-378-8035.

CUSBDC.ORG Assistance is also available in Spanish, French, Italian, and Portuguese.



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## » Happening Now / Upcoming

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- » Illinois Manufacturing Month
- » BIG – Round 2
- » Notice of Funding Opportunities – i.e. Economic Support Program
- » Focus on IDPH Region 6 – avoid mitigation
  - » CC data back into Region 6 metrics
  - » PSAs for Market Place Mall testing
  - » Working with other counties in Region 6
  - » Roundtables with businesses
- » Illinois SBDC Network – Supplemental Funding (CARES Act), \$7.3M Total
  - » 15-20+ new programs: accounting & financial compliance, employment law, workplace health & safety, cybersecurity, marketing & e-commerce, videos, SBIR and federal contracts, grant writing support, etc.
  - » Grant agreement finalized on Friday

## » Happening Now / Upcoming

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- » Champaign County Recovery Planning & Implementation
  - » Restore health and safety confidence, retrain displaced workers, embrace innovation and link workers to new job opportunities, bolster technical assistance programs / networks, CRE, etc.
  - » Assess and pivot, act and adjust, communicate and monitor
    - » won't suddenly flip a switch back to normal
    - » how to transfer skills or reskill into a new career
    - » adaptability will be vital
  - » Sources of information:
    - » Direct feedback from businesses
    - » Surveys, including those of partner agencies
    - » Data – job analytics, unemployment, etc.
    - » UIUC and Parkland College

## Top Posted Occupations

Occupation (SOC)	Total/Unique (Mar 2020 - Sep 2020)	Posting Intensity	Median Posting Duration
 Heavy and Tractor-Trailer Truck Drivers	19,797 / 5,503	4 : 1 	33 days
 Registered Nurses	14,936 / 2,478	6 : 1 	29 days
 First-Line Supervisors of Retail Sales Workers	3,347 / 745	4 : 1 	60 days
 Retail Salespersons	3,705 / 712	5 : 1 	41 days
 Customer Service Representatives	3,984 / 618	6 : 1 	44 days
 Physicians, All Other; and Ophthalmologists, Except Pediatric	3,807 / 587	6 : 1 	38 days
 Software Developers and Software Quality Assurance Analysts and Testers	2,294 / 521	4 : 1 	24 days
 Postsecondary Teachers	1,226 / 467	3 : 1 	29 days
 Family Medicine Physicians	2,886 / 462	6 : 1 	35 days
 Stockers and Order Fillers	2,622 / 462	6 : 1 	29 days

## » Thank you! Questions?

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