

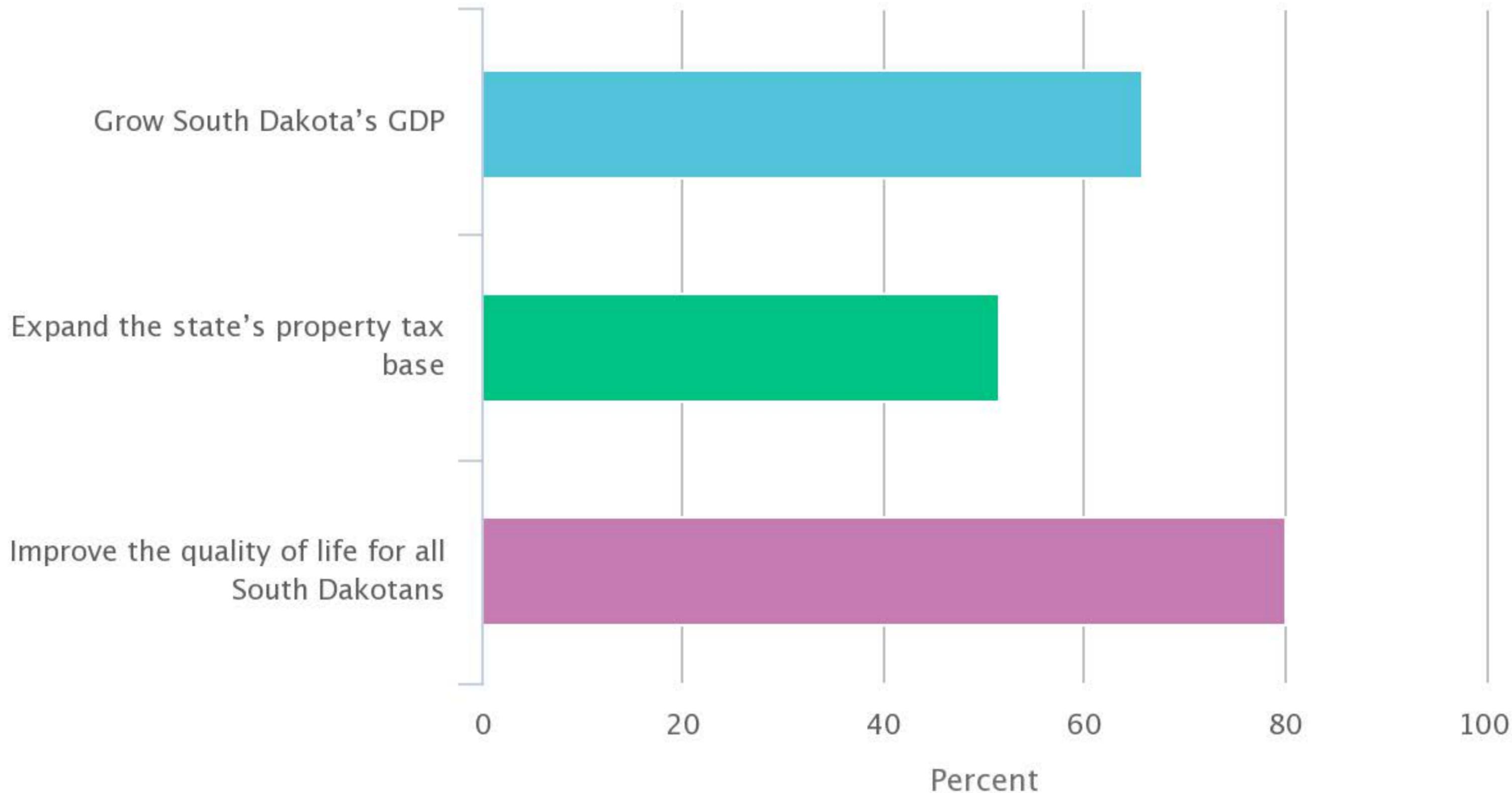


Where we've been.

WHERE WE'RE GOING

January 4, 2018

Which of the following are included in the GOED vision statement?



2017

WHAT DID WE DO?

WHAT DID WE LEARN?

WHAT WE LEARNED: BY THE NUMBERS



Cap X



Jobs



Retention & Expansion Visits



Community Visits



Significant wins

Significant Wins:

A window into why we do what we do

- **Hendrix Genetics**
- **VRC Metal Systems**
- **BalCon Enterprises**

WORKFORCE

- **Workforce Marketing**
- **Workforce Housing**

WHAT WE DID.
LESSONS LEARNED.
KEY TAKEAWAYS.



Targeted Industries

and why we selected them



BIO

Financial Services



Value-Added Ag

HOW WE MARKETED TO THEM

WHAT WE DID.
LESSONS LEARNED.
KEY TAKEAWAYS.

COMMUNITY DEVELOPMENT

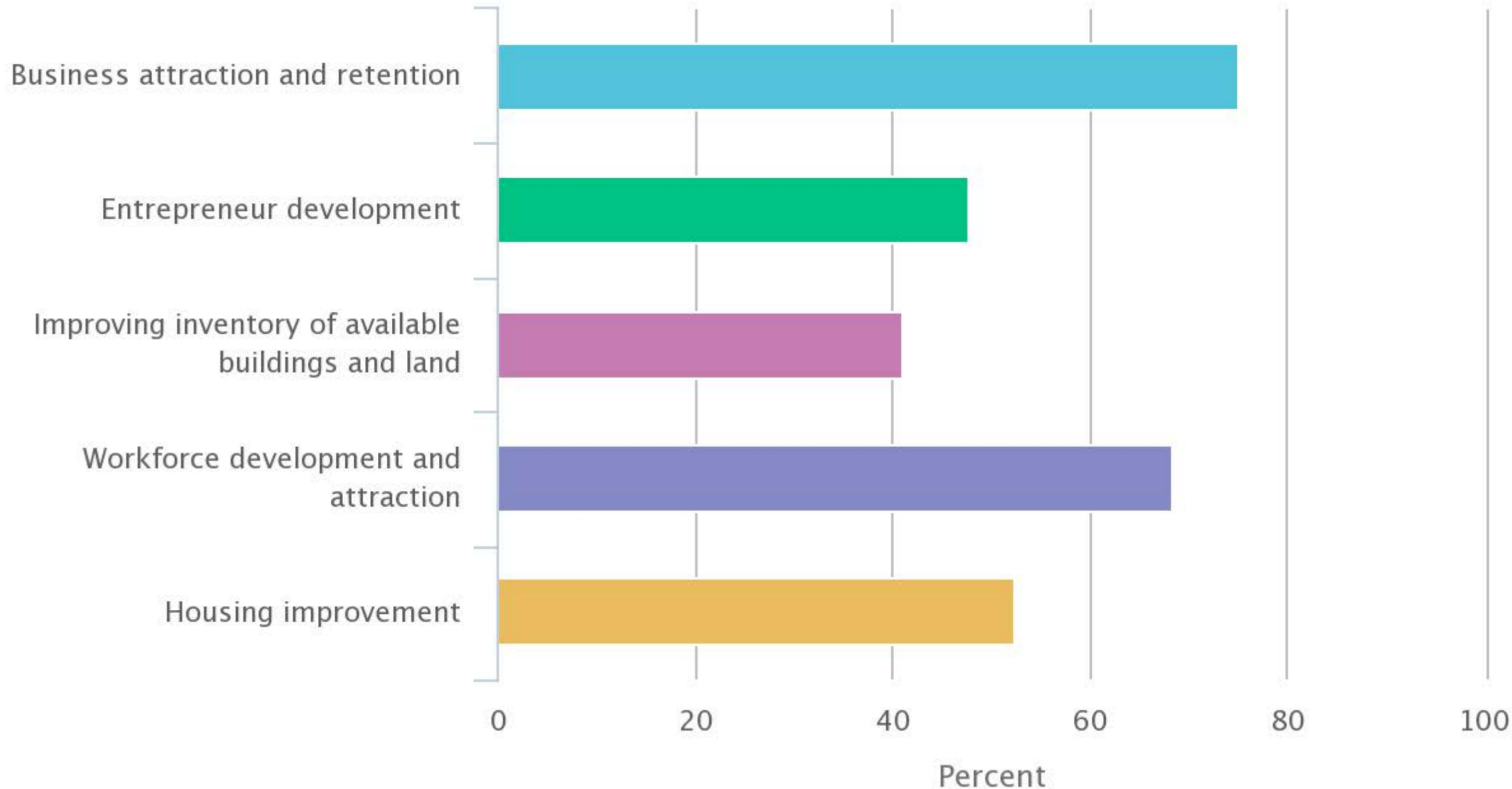
WHAT WE DID.
LESSONS LEARNED.
KEY TAKEAWAYS.

THEMES FOR

2018



What will your organization focus on in 2018? Select only the top 3.



COMMUNITY DEVELOPMENT

EXPANDED OUR EFFORTS.

SERVE AS COMMUNITY RESOURCES.

FORM STRONGER PARTNERSHIPS.

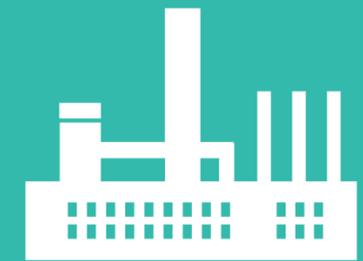
Targeted Industries

Advanced Manufacturing

BIO

Financial Services

Value-Added Ag



MARKETING/BUSINESS DEVELOPMENT

- Earned Media-National & industry specific
- Delta Sky publication
- Digital efforts - LinkedIn
- Marketing outreach - the personal touch
- Events
- Illinois Blitz

Here's where we're going

HERE'S HOW WE NEED



YOUR HELP

**We're here if you
need us...**

Think

BIG

Considering all factors (US economy, taxes, local factors, etc.), will your local economy be better in '18 than in '17?

