

Fund:
GENERAL

Department:
GENERAL GOVERNMENT

Division:
ECONOMIC DEVELOPMENT

Division No.: **40006**

MISSION:

The mission of the Economic Development Office is to promote and enhance economic development in Carbondale.

SERVICES:

The Economic Development Office is responsible for the coordination of the City's development activities and provides a centralized office for economic development projects. The office manages City economic development programs including the Tax Increment Redevelopment District TIF #1, Illinois-University Corridor TIF #2, Oakland-Sycamore TIF #3, the Enterprise Zone and the Community Development Assistance Revolving Loan Fund. The Economic Development staff serves as a Business Ombudsman and assists new and existing businesses by building and strengthening relationships with the City. The position also provides staff assistance to the Carbondale Business Development Corporation and participates in cooperative regional economic development initiatives.

SIGNIFICANT GOALS AND OBJECTIVES:

GOAL:

A. Promote Economic Development in Carbondale

Objectives

1. Promote new commercial development

Strategies:

- a. Identify and recruit regional and national retail and restaurant businesses
- b. Work closely with existing commercial developers in the community to enhance their ability to attract new businesses and expand existing businesses
- c. Promote the Tax Increment Redevelopment District TIF # 1 to new and expanding businesses

- d. Promote the Illinois-University Corridor TIF #2 to new and expanding businesses.
- e. Promote the Oakland-Sycamore TIF #3 to new and expanding businesses.
- f. Promote the revitalization of the City's West Main Street commercial areas

Objectives

2. Promote the development of Carbondale's industrial parks

Strategies:

- a. Market the industrial parks to potential developers
- b. Establish the Business Park East as a Southern Illinois Research Park Affiliate Site

Objectives

3. Work with existing businesses for retention and expansion

Strategies:

- a. Expand the Business Retention program co-partnered with the Carbondale Chamber of Commerce
- b. Promote City and state programs that can assist local businesses and maximize their economic opportunities
- c. Identify and encourage existing local businesses to expand their professional service, retail and restaurant businesses

Objectives

4. Use multiple means to market Carbondale for economic development

Strategies:

- a. Collect, analyze and distribute relevant and accurate data on the communities demographic characteristics and labor market
- b. Produce and distribute printed community information promotional materials relating to the Tax Increment Redevelopment District TIF #1, TIF #2, TIF #3, the Enterprise Zone and the Revolving Loan Fund
- c. Rapidly respond to all business development inquiries with personal contact and relevant information

- d. Capitalize on unique opportunities to generate interest in Carbondale, including application for recognition programs, advertising, and other efforts to promote Carbondale as a location for commercial activity
- e. Continue to enhance the City's Web Site to include up to date economic development information
- f. Coordinate the use of the City's GIS System for economic development projects

GOAL:

- B. Develop a public-private relationship that fosters economic development

Objectives

- 1. Maintain a strong partnership with the Carbondale Business Development Corporation

Strategies:

- a. Provide administrative staff support to the Carbondale Business Development Corporation (CBDC)
- b. Collaborate with CBDC to encourage redevelopment of City-owned properties at Walnut and Washington Street.
- c. Coordinate CBDC information, activities and meetings

Objectives

- 2. Develop better City-business relations in Carbondale

Strategies:

- a. Serve as Business Ombudsman assisting new and existing businesses in working with City Hall
- b. Maintain strong relations with the Carbondale Chamber of Commerce and Carbondale Main Street
- c. Participate in the Jackson Growth Alliance and other regional economic development organizations

GOAL:

- C. Improve appearance of downtown and communications between the City and downtown businesses and committees to enhance downtown revitalization efforts

Objective:

- 1. Improve building facades in downtown Carbondale

Strategies:

- a. Promote the City's Downtown Facade Improvement Loan Program through the media and Carbondale Main Street and maintain personal contacts to inform property owners of facade loan program benefits
- b. Inform property owners of Main Street's Facade Grant Program and Architectural Assistance Grant Program that can be used in conjunction with the City facade program
- c. Assist applicants with preparation of applications for facade loans
- d. Monitor implementation of facade loan improvement projects

PROGRAM HIGHLIGHTS:

The Jackson County-Murphysboro-Carbondale Enterprise Zone (EZ) continued to be the driving force for economic development during FY 2013. A total of 36 EZ projects were completed in FY 2013 with an estimated value of \$5.4 million. Southern Illinois University continued with several major enhancements to campus during the year. Construction was completed on the \$60 million Southern Illinois University Transportation Education Center at the Southern Illinois Airport, and construction began on the \$36 million new Student Services Building which will house future admissions and registration departments. In addition, a \$1 million landscaping project was completed at Faner Hall.

Carbondale has more than 110 eating establishments. Restaurants that opened in FY 2013 include Pita Alley, Lil Taste of Cuba, and Bandana's BBQ at the former Stadium Grille property.

During FY 2013, Carbondale's east side saw several new business openings and expansions including Mattress Firm, Liberty Wealth Management, Liasion Technologies, a Veteran's Administration Outpatient Clinic, Little Britches Clothing and Gear, Align Healthcare and a Wedding Events Garden at Sports Blast and Egyptian Revival Day Spa. The University Mall added Ross Dress for Less, Rogers and Holland Jewelers, Lane Bryant, Maurice's, Encore Shoe Department.

In FY 2013, openings on Carbondale's west side include Family Dollar and Dr. Alam's Sleep Clinic.

The Economic Development Division provided assistance to parties interested in Carbondale as the site of a new business. This included distributing printed material, providing data electronically, and meeting with business prospects. Applications were reviewed for Community Development Assistance Program and Revolving Loans and Downtown Facade Loans in FY 2013.

Membership was maintained in the International Council of Shopping Centers (ICSC) in support of the goal to identify and recruit regional, national retail and restaurant businesses. In FY 2014, activities will include attendance at the ICSC Spring Convention which is a key event for retail businesses and restaurants planning for expansion into new markets. The Economic Development Division will continue recruiting regional and national businesses that will enhance Carbondale's retail sector.

In FY 2013, the Economic Development Division and the Carbondale Chamber of Commerce began a business

retention program focused on improving customer relations between the City, Chamber and Carbondale businesses. One afternoon per week is devoted to meeting with business managers and owners to identify strategies to improve the economic climate in Carbondale. Based on the positive response this program has received the Economic Development Division will continue to partner with the Chamber to focus on business retention throughout FY 2014.

Also in FY 2014, the Economic Development Division will continue to represent the City in the Jackson Growth Alliance, Greater Egypt Regional Planning Commission and other regional economic development organizations. Together with the Small Business Development Center at Southern Illinois University, assistance is provided to new and expanding businesses. Such assistance includes the creation of business plans, securing financial assistance and locating potential sites for development. In addition, the City will continue its partnership with the Carbondale Convention and Tourism Bureau as a vacation destination and retirement community.

NUMBER OF FULL-TIME EQUIVALENT EMPLOYEES:

POSITION TITLE	ACTUAL FY 2012	AUTHORIZED BUDGET FY 2013	ESTIMATED ACTUAL FY 2013	BUDGET FY 2014	\$ AMOUNT BUDGET FY 2014
Economic Development Coordinator	0.73	1.00	1.00	1.00	\$58,130
TOTAL	0.73	1.00	1.00	1.00	\$58,130

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EXPENDITURE CLASSIFICATION	ACTUAL	AUTHORIZED	ESTIMATED	BUDGET
	FY2012	BUDGET FY2013	ACTUAL FY2013	BUDGET FY2014
PERSONAL SERVICES				
100 Employee Salary and Wages	41,552	56,439	56,871	58,130
102 Accrued Vacation Leave	(90)	0	0	0
130 Employee Health Ins. Benefits	5,293	7,910	7,429	6,678
131 Employee Retirement Benefits	8,052	11,162	11,481	12,214
140 Employee Work Comp. Benefits	0	0	54	166
TOTAL PERSONAL SERVICES	54,807	75,511	75,835	77,188
DIRECT OPERATING CHARGES & SERVICES				
210 Publishing and Filing Fees	3,890	4,000	2,254	2,500
220 Communications-Telephone	587	860	240	720
222 Communications-Postage	81	250	100	250
240 Travel, Conferences, Training	4,813	4,865	1,000	5,200
270 Outside Printing Services	58	100	100	100
271 Other Outside Services	8,093	1,000	1,000	2,134
272 Office Supplies	547	869	200	869
273 Operating Supplies and Materials	93	508	100	508
280 Subscriptions and Memberships	18,261	17,890	17,851	21,212
299 Operating Equipment	0	0	0	0
TOTAL DIRECT OPER. CHRGS & SRVCS	36,423	30,342	22,845	33,493
TOTAL EXPENDITURES	<u>91,230</u>	<u>105,853</u>	<u>98,680</u>	<u>110,681</u>