

Fund:
GENERAL

Department:
GENERAL GOVERNMENT

Division:
ECONOMIC DEVELOPMENT

Division No.: **40006**

- f. Promote the revitalization of the City's East and 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 real estate development and light manufacturing, especially high tech/digital enterprises and promote 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 promotional materials relating to the Tax Increment Redevelopment Districts 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 website to include up-to-date economic development information
- f. Coordinate the use of the City's GIS System for economic development projects
- g. Utilize social media to promote Carbondale

MISSION:

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

SERVICES:

The Economic Development Division is responsible for the coordination of the City's economic development activities and provides a centralized office for economic development projects. The division 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 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 division 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.

GOAL:

- B. Develop public-private relationships that foster economic development

Objective:

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

Strategies:

- a. Provide administrative staff support to the CBDC
- b. Collaborate with CBDC to encourage redevelopment of City-owned properties at Walnut and Washington Street and throughout downtown.
- c. Coordinate CBDC information activities and meetings

Objective:

- 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, Greater Egypt Regional Planning & Development Commission, Champion Community Investments and the Delta Regional Authority and other regional economic development organizations

GOAL:

- C. Improve appearance of downtown and coordinate communications between the City and downtown businesses to enhance 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. Promote TIF #2 to downtown businesses and communicate the benefits of TIF to property owners.

- d. Work with Public Works and Development Services departments to initiate special projects that enhance the appearance and curb appeal of the community.
- e. Work with Carbondale Community Arts and the SIU School of Art and Design to develop ideas to integrate public art downtown and community-wide.

PROGRAM HIGHLIGHTS:

The Jackson County-Murphysboro-Carbondale Enterprise Zone (EZ) was a driving force for economic development during FY 2016. We have issued enterprise zone certificates for 19 projects with a total construction value of \$17,446,199.

The Illinois-University Corridor TIF #2 saw several new redevelopment agreements in FY 2016 in its third year of operation. Redevelopment agreements were completed for properties at 400 S. Illinois Ave. (Vern Cornell), 700 S. Illinois Ave. (Evolve), and 211/213 W. Main Street (Aaron & Lindsay Hanks).

Carbondale has many unique eating establishments. Restaurants that opened in FY 2016 include Aban Kitchen, Sabor del Gourmet, Underground Barrel Room, Insomnia Cookies, and Dunkin Donuts.

During FY 2016, Carbondale saw several new business openings and expansions including Southern Illinois Gymnastics Academy, Five Below, Carbondale Community Arts, Charter Media, Sun Angels, Urban Artsy, Fast Lane Express, Pure Pet, and Axe Monkey.

The economic development office was successful in marketing City-owned sites in FY 2106. City-owned property at 200 W. Elm was sold to a group of local investors that plan to develop a Hilton Home2Suites hotel downtown.

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. Two Revolving Loan Fund applications were reviewed and approved in FY 2016.

Membership was maintained in the International Council of Shopping Centers (ICSC) in support of the goal to identify and recruit regional and national retail and restaurant businesses. In FY 2016, activities will include attendance at ICSC regional events in St. Louis. 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 in continuing the program in FY 2017. Another partnership that emerged from the Chamber collaboration in FY 2014 was a weekly radio program that is aired in cooperation with WDBX community radio. Hosted by the Chamber Director and the Assistant City Manager for Economic Development, the weekly radio program showcases Carbondale businesses as well as community events. The show will continue to be offered in FY 2017.

Also in FY 2016, the Economic Development Division continued to represent the City in the Jackson Growth Alliance, Greater Egypt Regional Planning Commission, Champion Community Investments (CCI) and other regional economic development organizations. Together with the Small Business Development Center at Southern Illinois University, the following services are provided to new and expanding businesses: the creation of business plans, securing financial assistance and locating potential sites for development.

In FY 2017, the City will continue its partnership with Carbondale Tourism to market the City as a vacation destination and retirement community.

NUMBER OF FULL-TIME EQUIVALENT EMPLOYEES:

POSITION TITLE	ACTUAL FY 2015	AUTHORIZED BUDGET FY 2016	ESTIMATED ACTUAL FY 2016	BUDGET FY 2017	\$ AMOUNT BUDGET FY 2017
Asst. City Manager for Economic Development	0.25	1.00	0.47	1.00	\$81,474
Economic Development Coord.	0.75	0.00	0.00	0.00	\$0
TOTAL	1.00	1.00	0.47	1.00	\$81,474

Fund: GENERAL

Division: ECONOMIC DEVELOPMENT

Department: GENERAL GOVERNMENT

Division No.: 40006

EXPENDITURE CLASSIFICATION	ACTUAL	AUTHORIZED	ESTIMATED	BUDGET
	FY2015	BUDGET FY2016	ACTUAL FY2016	BUDGET FY2017
PERSONAL SERVICES				
100 Employee Salary and Wages	60,483	63,475	33,789	81,474
102 Accrued Vacation Leave	96	0	0	0
130 Employee Health Ins. Benefits	6,706	7,052	3,506	7,585
131 Employee Retirement Benefits	12,943	13,111	6,826	16,367
140 Employee Work Comp. Benefits	143	136	123	136
TOTAL PERSONAL SERVICES	80,371	83,774	44,244	105,562
DIRECT OPERATING CHARGES & SERVICES				
200 Professional and Consultant Fees	0	34,500	0	0
210 Publishing and Filing Fees	1,589	1,495	12	1,495
220 Communications-Telephone	662	720	720	720
222 Communications-Postage	373	250	20	50
240 Travel, Conferences, Training	5,829	5,255	1,904	1,660
270 Outside Printing Services	452	492	116	250
271 Other Outside Services	485	800	42	9,750
272 Office Supplies	285	579	42	260
273 Operating Supplies and Materials	222	500	903	200
280 Subscriptions and Memberships	32,101	31,970	32,119	22,220
TOTAL DIRECT OPER. CHRGS & SRVCS	41,998	76,561	35,878	36,605
TOTAL EXPENDITURES	<u>122,369</u>	<u>160,335</u>	<u>80,122</u>	<u>142,167</u>