

Fund:
GENERAL

Department:
GENERAL GOVERNMENT

Division:
ECONOMIC DEVELOPMENT

Division No.: **40006**

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

new and expanding businesses.

- e. Promote the Oakland-Sycamore TIF #3 to new and expanding businesses.
- 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 Web Site 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.

GOAL:

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

Objectives

- 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.
- 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, 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.

PROGRAM HIGHLIGHTS:

The Jackson County-Murphysboro-Carbondale Enterprise Zone (EZ) continued to be the driving force for economic development during FY 2014. A total of 26 EZ projects were completed in FY 2014 with an estimated value of \$4.7 million. Southern Illinois University completed a major project during the year with the completion of the \$36 million New Student Services Building which houses admissions and registration departments.

The Illinois-University Corridor TIF #2 saw several new agreements in FY 2014 in its first year of operation. Redevelopment agreements were completed for properties at 114 S. Illinois Ave. (former Mary Lou's), 126 S. Illinois Ave. (future Tourism office), 703 S. Illinois Ave. (Reema's Indian Cuisine), 116 N. Illinois Ave. (Virginia Building) and 901 S. Illinois Ave (Harbaugh's). A single agreement was executed in TIF #1 at 104 S. Marion St (SmithWorks). In total, these redevelopments account for \$647,000 of private investment and the creation or retention of 24 jobs.

Carbondale has many unique eating establishments. Restaurants that opened in FY 2014 include La Fogata, McAlister's Deli, Qin Guan, Reema's Indian Cuisine, Wendy's, Delish and Curbside.

During FY 2014, Carbondale’s east side saw several new business openings and expansions including Ulta Beauty, TJ’s Fine Jewelry, Lane Bryant, Fresnius Dialysis Center and Things Remembered.

In FY 2014, other openings in Carbondale included Locally Important Produce, Main Street Plaza, Sabens Martial Arts Academy, Screaming Owl Records, Shawnee Dental Clinic, The Candy Factory, The Shop Hair Salon and Tower Loan.

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 2014.

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 2015, activities will include attendance at ICSC regional events in St. Louis and Chicago. 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 2015. 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 Economic Development Coordinator, the weekly radio program showcases Carbondale businesses as well as community events. The show will continue to be offered in FY 2015.

Also in FY 2015, the Economic Development Division will continue 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. FY 2014 produced an exciting announcement from CCI when the loan fund was certified as a Community Development Financial Institution (CDFI) which will create additional opportunities for small businesses to access capital in Carbondale. The Economic Development Division will continue to participate on the CCI Board in FY 2015. Finally, 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 2013	AUTHORIZED BUDGET FY 2014	ESTIMATED ACTUAL FY 2014	BUDGET FY 2015	\$ AMOUNT BUDGET FY 2015
Economic Development Coordinator	1.00	1.00	1.00	1.00	\$59,299
TOTAL	1.00	1.00	1.00	1.00	\$59,299

Fund: GENERAL

Division: ECONOMIC DEVELOPMENT

Department: GENERAL GOVERNMENT

Division No.: 40006

EXPENDITURE CLASSIFICATION	ACTUAL	AUTHORIZED	ESTIMATED	BUDGET
	FY2013	BUDGET FY2014	ACTUAL FY2014	BUDGET FY2015
PERSONAL SERVICES				
100 Employee Salary and Wages	56,651	58,130	58,130	59,299
102 Accrued Vacation Leave	168	0	0	0
130 Employee Health Ins. Benefits	7,367	6,678	6,678	6,733
131 Employee Retirement Benefits	11,556	12,214	12,498	13,100
140 Employee Work Comp. Benefits	54	166	170	188
TOTAL PERSONAL SERVICES	75,796	77,188	77,476	79,320
DIRECT OPERATING CHARGES & SERVICES				
210 Publishing and Filing Fees	2,254	2,500	1,495	1,495
220 Communications-Telephone	180	720	720	720
222 Communications-Postage	242	250	25	50
240 Travel, Conferences, Training	1,785	5,200	5,366	5,900
270 Outside Printing Services	0	100	100	100
271 Other Outside Services	125	2,134	1,125	1,000
272 Office Supplies	282	869	300	579
273 Operating Supplies and Materials	199	508	300	500
280 Subscriptions and Memberships	17,850	21,212	20,667	31,717
299 Operating Equipment	0	0	0	0
TOTAL DIRECT OPER. CHRGS & SRVCS	22,917	33,493	30,098	42,061
TOTAL EXPENDITURES	<u>98,713</u>	<u>110,681</u>	<u>107,574</u>	<u>121,381</u>