

» Champaign County Board

Study Session

Small Business
Development &
Talent Attraction

April 26, 2022



» Who We Are + What We Do

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.



» ENGAGE: 2020-2023

» Areas of Focus:

- » Business Outreach & Industry Engagement
- » Workforce Development
- » Regional Promotion & Talent Attraction
- » Transportation & Logistics
- » Small Business Development
- » Regional Collaboration
- » Economic Development in Minority Communities

champaigncountyedc.org/about-us



ENGAGE
2020-2023

Champaign County Economic Development Corporation
STRATEGIC PLAN

SMALL BUSINESS DEVELOPMENT STRATEGIES

More than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year.

- Host and work to expand the Illinois Small Business Development Center, including the International Trade Center; continue relationship with Bradley University to offer PTAC services
- Assist businesses in accessing public and private financial assistance and local, state, and federal grants
- Work closely with municipalities and community partners to develop, manage, and provide resources to small business programs that support women and minority entrepreneurs
- Advocate for the state of Illinois to implement a matching grant program for SBIR and STTR grants, and other programs that would support the growth of small businesses in our region
- Develop training and workshops around small business needs locally, as well as state and national trends
- Work with partner agencies to develop more opportunities for access to capital for small business owners
- Expand access to SBDC advisors, implement technology solutions to better accommodate schedules and client sessions
- Transition the First Friday Group into a One Million Cups chapter in partnership with community partners engaged in entrepreneurship
- Create a Small Business Task Force (with SBDC Advisory Board) that meets quarterly to share ideas, make connections, and hear updates on key programs from one another
- Programs / events / engagement:
 - Illinois Small Business Development Center at Champaign County EDC
 - National Small Business Week
 - Small Business Saturday
 - First Friday
 - Bridge, Champaign County's Virtual Incubator

» Topic 1

COVID-19 Recovery: Champaign County Small Business Microloan Fund with Justine PETERSEN

The ask: \$250,000

*Representatives: Champaign County EDC & Justine
PETERSEN*



The CDFI Multiplier Effect: Leveraging Regional Investment for Small Businesses



Justine PETERSEN: Who we are. What we do.

- Community Development Financial Institution (CDFI), SBA Microlender, HUD Certified Counseling Agency
- 25-year history, \$220 MM Deployed; 13,000+ small businesses served
- #1 SBA Microlender in Illinois

Our Work in Champaign County



- Deployed \$424k to 57 small businesses; deployed \$30,300 to 13 individuals and families; \$450k total
- Partnered with local Black Chamber, EDC/SBDC and City of Champaign
- Have multiple bank investment partners within Champaign assessment area



Capitalizing Champaign County Loan Fund

- “The Multiplier Effect” – leveraging private investment via ARPA/CDBG or other
 - Examples in Springfield, Decatur and Peoria
- “Greenlining” for specific municipality, zip code, census tract and demographics
- “Champaign County**700**” credit building initiative

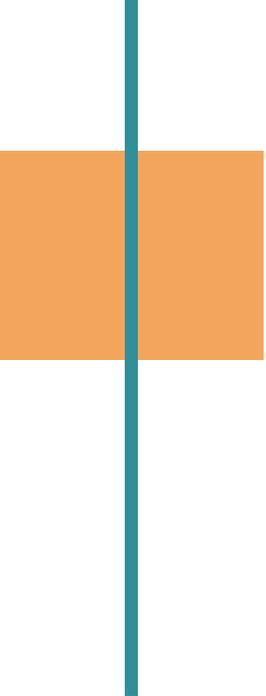


COVID-19 Recovery: Champaign County Small Business Microloan Fund



- 3-Year Program Proposal
- Request: \$200,000 loss reserve for the Champaign County Small Business Microloan Fund & \$50,000 for interest rate subsidy to New American, Minority or Low-Income qualified applicants
- Leverage: Loan Capital - \$2 MM leveraged from local, regional and national bank investment
- Results: 100 – 150 small business microloans, with an average under \$20,000
- **The fund will continue to revolve in Champaign County after the grant period.**

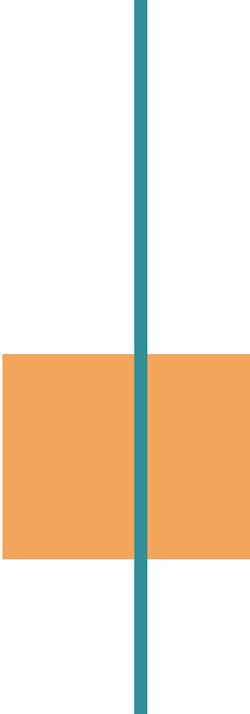




Questions?

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» Topic 2

Talent Attraction Efforts in Champaign County

The ask: \$150,000

*Representatives: Champaign County EDC & Visit
Champaign County*

Solving the TALENT ATTRACTION EQUATION

Creating Real, Sustainable Practices to Attract Top Talent and Retain Them in Our Community



LINCOLN BUILDING

KESSLER OPTICAL

THE COMMUNITY ATTRACTION TEAM



Carly McCrory-McKay

Executive Director
Champaign County Economic
Development Corporation



Terri Reifsteck

Vice President of Marketing &
Community Engagement
Visit Champaign County



Dana Cohen

Assistant Director
Dual Career Program, University of
Illinois at Urbana-Champaign



**BUSINESS SMALL & LARGE
CAN NOT FIND TALENT.**



OUR SOLUTIONS WILL
FILL JOBS.



CONTINUING TO
GROW THE POPULATION.

HOW WE STARTED

TRAININGS & TOURS

Available for talent acquisition teams and top-level recruits

RECRUITER NETWORK

Listening sessions & information sharing among over 100 area employers

JOB BOARD

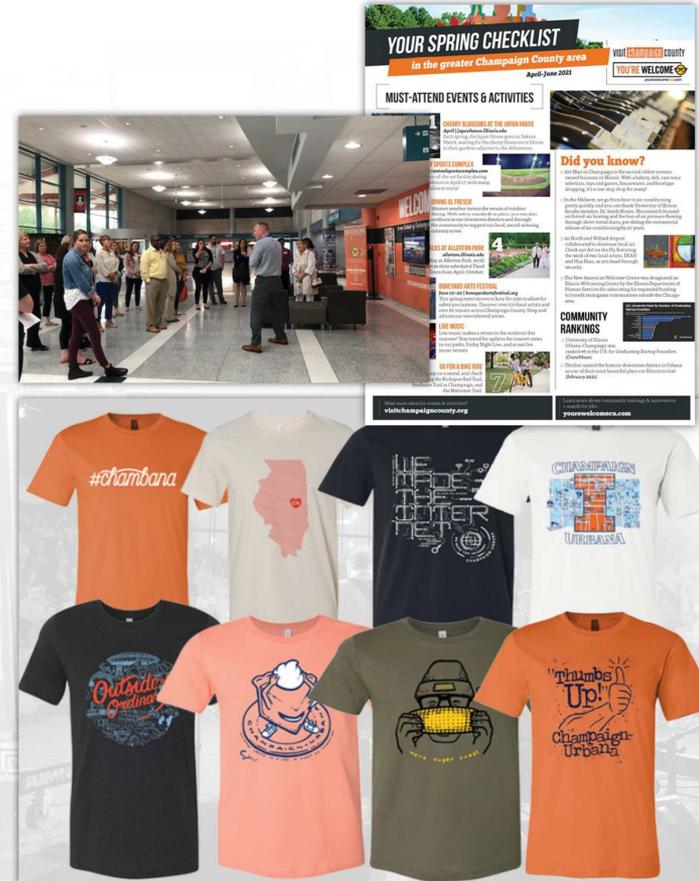
Available on YoureWelcomeCU.com

AREA RESOURCES

Seasonal Checklists, virtual tours, videos & more

CHAMBANA PROUD

Locally-themed tees & totes to showcase community pride



RECRUITERS NETWORK

Advanced Filtration Systems Inc.
Amdocs
APL Engineered Materials
Beauty Quest Group (Conair)
Birkeys Farm Stores
Busey
Carle
Caterpillar
Christie Clinic
City of Champaign
City of Urbana
Clifford-Jacobs Forging
CU Aerospace

Elite ICT
Flex-N-Gate, Guardian West
Frasca International, Inc.
Human Kinetics, Inc.
Inprentus
ISS, Inc.
JELD-WEN
Litania Sports Group
OSF HealthCare
Parkland College
Pavlov Media
PhotoniCare
Plastipak

PolyConversions, Inc. (PolyCo)
Rantoul Foods
Serionix
Silgan Closures
Starfire Industries
Taylor Studios, Inc.
The Atkins Group
The Kraft Heinz Company
Vista Outdoor
Wirco
Wolfram
Volition

CHAMBANAWELCOME CREW

Connect with new and potential residents to answer questions, share experiences, and ensure a smooth transition into our area, creating a welcoming environment and a sense of belonging.

LAUNCHED IN AUGUST 2021



COMMUNITY REPORT

Enlisted Role Call, a talent attraction consulting firm, to provide an evaluation and report on our community needs and points of differentiation. They spent four days in our community talking with area employers, hospitality staff, VCC & EDC board members, and residents to learn what our story is and how to share it.

KEY TAKEAWAYS

- Low Barriers to Entry
- Intentional Innovation in All Spaces
- Strong Community Partnerships
- Culture of Caring
- Understaffed and Overextended
- "Say Yes and Figure It Out" Attitude

See full report for details.



RECOMMENDATIONS

Community Job Application

Branding & Awareness Campaigns

Build-It Yourself Incentives

Welcoming Events & Familiarization Tours

FINANCIAL NEED: \$150,000

One time funding that will continue to produce tangible results for future years

Goal—assist local businesses in pandemic recovery, aid in staffing needs

COMMUNITY JOB APPLICATION

Grow Your Community with New Residents

Let's go! First, we want to gather basic information about the lead.

Email*

First name* Last name*

What is your desired timeline to move? Are you new to the area?

Please Select Please Select

Capture Lead

Learn more about your lead

to ask the lead about their job interests.

Email*

Which best describes your experience level?*

Please Select

What is your desired industry?*

- Education
- Engineering
- Entertainment
- Finance & Insurance
- Healthcare
- Hospitality
- Human Resources
- Manufacturing
- Sales & Marketing
- Science
- Skilled Trade
- Sports
- Technology
- Transportation

Identify More Opportunities

Finally, discover what other topics and information are important to your lead when considering moving.

Email*

What topics would you like more information on to consider moving to our community?

- Arts & Entertainment
- Diversity & Culture
- Education & Schools
- Families & Kids
- Food & Beverages
- History
- Hunting & Fishing
- Networking Groups
- Outdoor Recreation
- Things to Do & Events
- Other

Are you an active member in the military?

Online system to capture leads for job seekers and potential residents

One-time set up fee

Leads distributed to area employers based on sector

Develop applications based on targeted sectors with most need, i.e. CNS, Software Developers, Manufacturing, Hospitality, etc.

Captures areas of interest to promote quality of life

Connect directly with the Chambana Welcome Crew

COMMUNITY JOB APPLICATION

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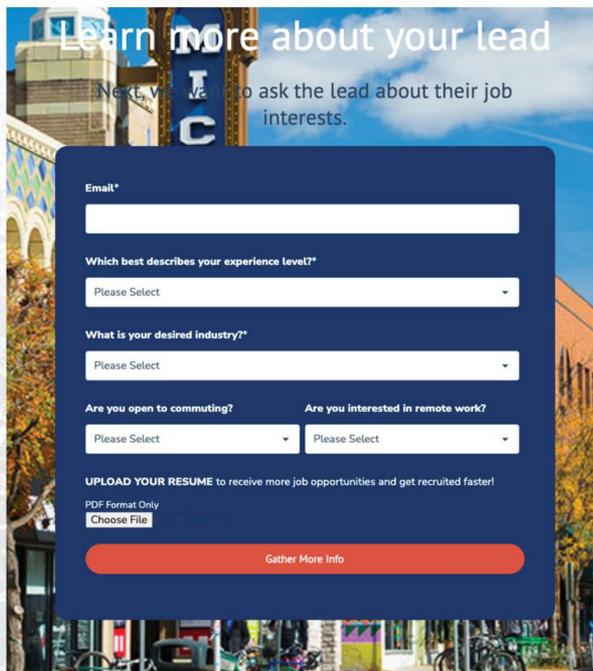
Capture Lead

BASIC INFORMATION—LANDING PAGE

This page is to get candidates into the portal. We only want to ask for easy information so we make sure they fill it out. Once the form is submitted, the candidate immediately becomes a contact in our database. We can continue to reach out to them and nurture them further down the funnel.

[SAMPLE LINK](#)

COMMUNITY JOB APPLICATION



Learn more about your lead

Next, we'll ask the lead about their job interests.

Email*

Which best describes your experience level?*

Please Select

What is your desired industry?*

Please Select

Are you open to commuting? Please Select

Are you interested in remote work? Please Select

UPLOAD YOUR RESUME to receive more job opportunities and get recruited faster!
PDF Format Only

JOB/INDUSTRY INFORMATION

This page is where we gather information on the candidates' job and industry. We also collect their resume here. If a candidate doesn't upload their resume – maybe they accessed the page on their phone – we can reach back out to them and ask for their resume later.

SAMPLE LINK

COMMUNITY JOB APPLICATION

Identify More Opportunities

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- Outdoor Recreation
- Things to Do & Events
- Other

Are you an active member in the military?

Please Select

INTEREST & HOBBY INFORMATION

This page is where we gather information on the candidates' hobbies and interests. We want to make sure we're sending them relevant content to help them make a relocation decision.

SAMPLE LINK

COMMUNITY JOB APPLICATION

SAMPLE TALENT ROSTER

Once we've collected candidates, we'll send out a Talent Roster. The linked example is an organized list of all the candidates (*none of the people in the example roster are real*). The main page has all of the candidates listed with the information from the forms in each row. The tabs on the bottom are used to organize the candidates into key local industries.

Click on Juli Cobb in the top row of the "All Contacts" tab and the "Agricultural Sciences" tab to see a sample resume.

[SAMPLE LINK](#)

BRANDING & AWARENESS



**YOU'RE WELCOME
TO GIVE US A SPIN.**

DISCOVER CHAMPAIGN COUNTY

YOU'RE WELCOME 
yourewelcomeCU.com



**YOU'RE WELCOME
TO GIVE US A TASTE.**

YOU'RE WELCOME 
yourewelcomeCU.com

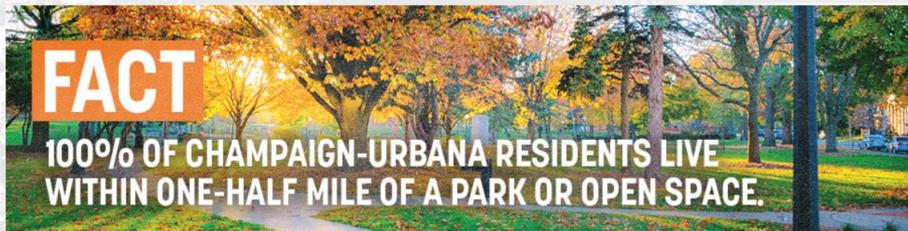
DISCOVER CHAMPAIGN COUNTY



YOU'RE WELCOME TO TUNE IN.
EXPERIENCE ACTIVE CITY LIVING AND EASYGOING AFFORDABILITY.

YOU'RE WELCOME 
yourewelcomeCU.com

DISCOVER CHAMPAIGN COUNTY



YOU'RE WELCOME TO JOIN US.
EXPERIENCE ACTIVE CITY LIVING AND EASYGOING AFFORDABILITY.

YOU'RE WELCOME 
yourewelcomeCU.com

DISCOVER CHAMPAIGN COUNTY

Digital Placements | Billboards | Print Ads | Radio Ads

INCENTIVES



RELOCATION FUNDS	<p>How about some cash to help you as you make your way to Tucson? Remote Tucson will provide \$1000 in support to help with your relocation costs.</p> <p>This support is made possible thanks to our many generous program sponsors.</p>	\$1,000 CASH
AIRBNB CREDITS	<p>Airbnb has generously donated credits that can be used for stays on their platform. Whether you need a landing pad when you get here or want to spend more time exploring your new state, the Tucson Airbnb community is excited to host you.</p> 	\$1,000 TOTAL VALUE
HOTEL NIGHTS	<p>Thanks to our hotel partner Fayth Hospitality, all those selected will receive a complimentary stay at the brand new Hampton Inn/Home 2 Suites by Hilton Downtown Tucson.</p> <p>Invite some friends or family to come for a visit!</p>  	\$500 TOTAL VALUE

Sample: Remote Tucson

We'll partner with area businesses, programs, facilities, and amenities to allow recruits to pick their own incentives. This could range from theater tickets to Krannert Center for the Performing Arts, gym memberships to the Leonhard Center, CSA's, year supply of Kraft Mac N' Cheese, area gift cards, bus passes, parking passes at Willard Airport, etc.

WELCOMING EVENTS & TOURS



With the Champaign Welcome Crew, we will host several new resident welcome events throughout the year at area attractions. Invite new residents to meet each other, as well as network with local ambassadors. We will also host bus familiarization tours during peak times of the year for new hires, i.e. during University of Illinois New Faculty Week.

HOW IT WORKS TOGETHER



GETTING STARTED

One-time funding will help us launch the Community Job Application—a critical first step to creating an infrastructure to fill jobs countywide

After a successful launch, buy-in from the private sector will sustain the marketing & project management efforts

Visit Champaign County & Champaign County Economic Development Corporation will have dedicated staff time for outreach and project management

Reporting on candidates & placements to happen quarterly

ACHIEVE GOALS

Assist small & large businesses in pandemic recovery

Aid in staffing needs and talent attraction

Promote Champaign County as a destination to live & work

Retain residents and grow population

Stay ahead of competing cities and states

» Topic 3

Small Business Grants

*Representatives: Champaign County EDC & New
American Welcome Center (NAWC)*

» Back to Business Grant (State of IL)

» Funding:

- » \$250 million to small businesses across the state that experienced losses in 2020 due to COVID-19 (with set-asides for priority industries – i.e. hotels)
- » Grants from \$5,000 to \$150,000 per business and can be used to cover a wide range of operations/staff/overhead costs (up to \$250,000 for hotels)

» Eligibility:

- » Businesses with revenues of \$20 million or less in 2019 and a reduction in revenue in 2020 due to COVID-19 (priority to certain categories – i.e. hard-hit industries)

» Process to apply:

- » Businesses with revenues of \$20 million or less in 2019 and a reduction in revenue in 2020 due to COVID-19
- » Docs necessary: a copy of 2019 AND 2020 Federal tax returns, two business bank statements, business owner ID, etc.
- » Online application portal, window to apply: August 18 – October 11, 2021



» CURE-ES (City of Champaign)

- » Goal: assist Champaign businesses with the purchase of necessary protective equipment to facilitate the safe return of customers and employees
- » Funding: reimburse any qualifying program expenses, up to a maximum of \$10,000, made by the business between March 1 and December 30, 2020 (\$800,000 total)
- » Qualifying expenses: Portable disinfectant sprayers or other decontamination equipment, Plexiglas, acrylic, or other physical dividers, Outdoor heating equipment, Professional deep cleaning services, Equipment used for delivery and curbside services, etc.
- » Program requirements: business is located within the City of Champaign, business' annual revenue in 2019 or 2020 (year to date) must not exceed \$5,000,000, business has one or more full-time employees, business is currently in business and open to the public, business does not owe any delinquent fines, fees, or taxes to the City of Champaign, business is in compliance with mitigation under the State of Illinois Restore Illinois Plan, etc.

» Successful Grant Program

- » Meets the needs of the local business community
- » Eligibility requirements and review process ensures businesses have chance of long-term success
- » Set application window (open and close), promote program in advance of application window opening (who is eligible, what you need to apply, etc.)
- » Make it easy for businesses to find help, i.e. FAQ document, helpline, community navigators, etc.
- » Collect as much information upfront as you can (i.e. W-9) – going back later eats up time
- » Have application and promotional materials available in multiple languages
- » Consider 3rd party grant administrator to review/score applications and administer grant funds
- » Work closely with community partners to ensure outreach & technical assistance
- » Have one landing page where all grant information & links can be found

The background image shows two women in traditional Mexican folk costumes. The woman in the foreground is wearing a white blouse with colorful embroidery and a yellow skirt, smiling as she dances. The woman in the background is wearing a white blouse and a red skirt with colorful stripes. The image is overlaid with a dark blue rectangular box containing white text.

BUILDING A WELCOMING ECONOMY

Champaign County Board - April 26, 2022

IMMIGRANTS IN CHAMPAIGN COUNTY

25,330

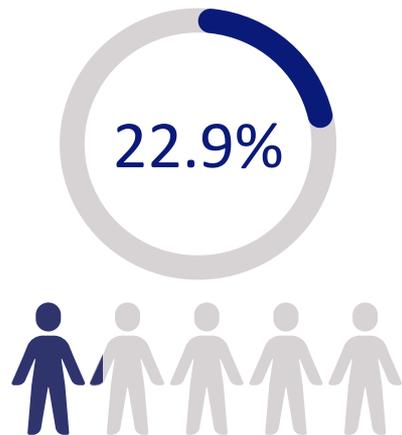
Number of immigrants living in Champaign County,
making up 12.3% of the total population.



WELCOMING
AMERICA



IMMIGRANTS ENTREPRENEURSHIP



Immigrants represent 22.9% of all business owners in Illinois.

Immigrants are twice as likely then the U.S.-born population to start a new business.



WELCOMING AMERICA



WELCOMING ECONOMIES PILOT 2020



IMMIGRANT BUSINESS RESPONSE TEAM

ASSESS & SUPPORT the needs of immigrant-owned businesses impacted by the pandemic

STRENGTHEN PARTNERSHIPS with local government and the business community

INCREASE LOCAL CAPACITY for immigrant economic development



COVID-19 IMPACT & RESPONSE

BUSINESSES

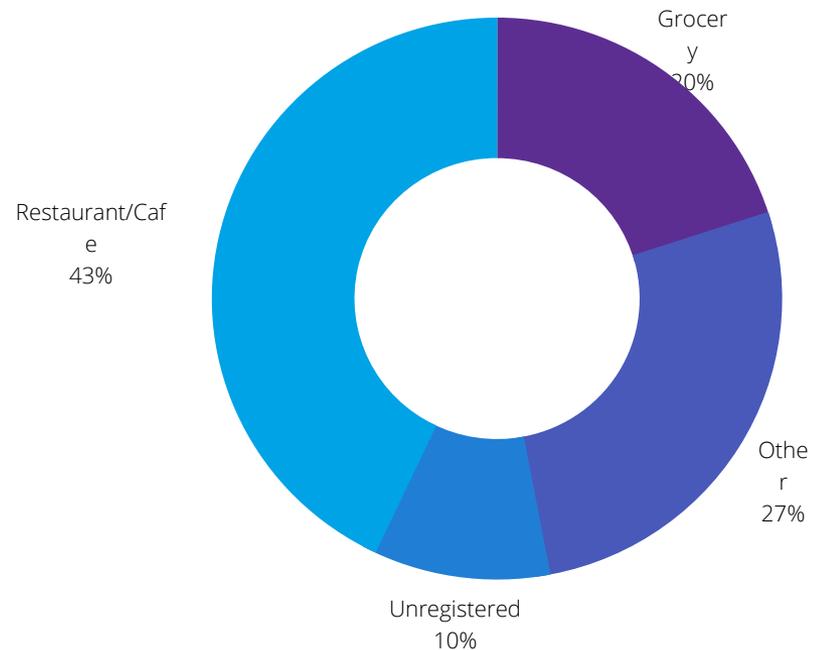
- 39 businesses interviewed
- 10 countries of origin
- 44% women-owned

OPERATIONS

- 80% high impact on revenue
- 65% laid off employees
- 27% not operating

ASSISTANCE

- 33% applied for PPP
- 85% need financial assistance



ARPA REQUEST

INTEREST
RATE
SUBSIDIES

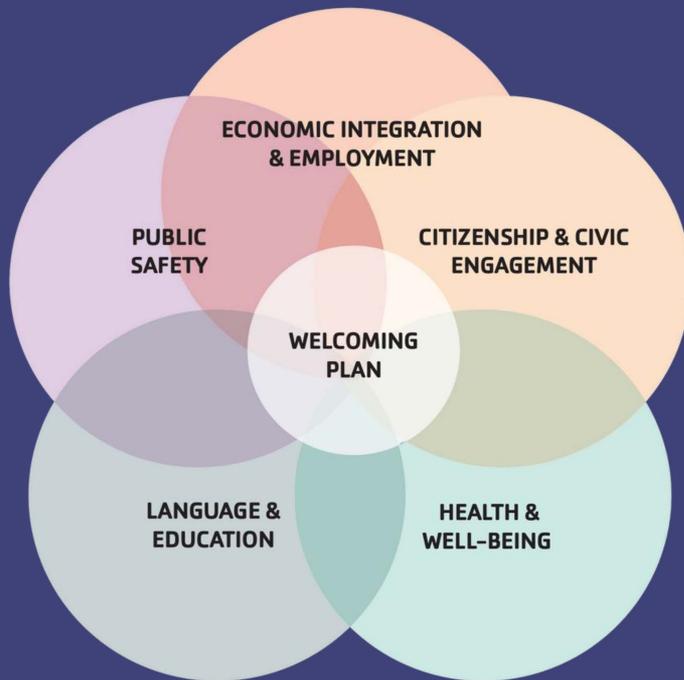
BUSINESS
ASSOCIATION
MEMBERSHIPS

ADVERTISING
MINI
GRANTS

IMMIGRANT
BUSINESS
DIRECTORY



CHAMPAIGN COUNTY WELCOMING PLAN



Building a community of belonging, where all of us — no matter where we come from — have an equal opportunity to thrive.

» Thank you! Questions?



Carly McCrory-McKay

Executive Director

carly@champaigncountyedc.org

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