

COMMUNITY
OF
PARTNERS
NEIGHBORS • BUSINESSES

Village of
Romeoville
Where Community Matters

MISSION STATEMENT

Mission Statement of the Romeoville Economic
Development Commission (EDC) –

“To facilitate balanced economic growth that enhances the
quality of life in Romeoville.”

The Village of Romeoville recognizes the value and importance of economic development and has initiated a comprehensive economic development strategy to focus our efforts.

The plan addresses the allocation of available economic development resources, sets the framework to achieve the goals of the program, and aims to improve the coordination among the many organizations responsible for implementing economic development activities in the Romeoville area.

This plan was made possible through the diligent work of the Romeoville Economic Development Commission (EDC) to help define the community's strengths, weaknesses, opportunities, and threats.

The community has numerous and wide ranging strengths including strong infrastructure, good transportation access, a positive view of development and a willingness to be flexible. The plan plays on the community's strengths.

PROCESS

The planning process began with an analysis of the current situation of the community. The EDC and Village staff participated in a series of workshops where they discussed the community's strengths, weaknesses, opportunities, and threats and discussed their role.

From this analysis, the following critical elements were identified:

CRITICAL ELEMENTS

- Partnering with Schools & Businesses for Skilled Workforce
- Market the Brand
- Attracting Visitors and Businesses from Outside the Community
- Retain & Expand Existing Businesses

PARTNERING WITH SCHOOLS & BUSINESSES FOR SKILLED WORKFORCE

Primary Goals

1. Partner business and education to deliver opportunities to workplace and workforce development

- Get word out on who/what is available
- Create affiliations
- Leverage activities already taking place
- Create Resource Contact Sheet
- Create opportunities to inform businesses of the resources available
- Develop brochure or flyer to showcase services available

PARTNERING WITH SCHOOLS & BUSINESSES FOR SKILLED WORKFORCE

Primary Goals

2. Prepare students and workers for skilled jobs of the future

- Increase Internship opportunities
- Create joint development projects to provide exposure to businesses and schools as to competencies they can contribute to each other
- Coordinate various initiatives occurring independently of one another

MARKET THE BRAND

Primary Goals

1. Identify new opportunities and enhance frequency for information

- Social Media
 - Work with various resources to share our success stories on social media
- Create bi-annual advertisement in professional development magazines
- Research opportunities to market specific uses
- Market potential benefits available to preferred uses

MARKET THE BRAND

Primary Goals

1. Identify New Opportunities and Enhance Frequency of Information (Continued)

- Monthly Development Newsletter
- Consider various media outlets for additional advertising
- Partner with residential builders, businesses, etc.
- Contact desired uses directly
- Share success stories at various special events

MARKET THE BRAND

Primary Goals

2. Enhance Existing Partnerships to Promote Romeoville
 - Develop an ambassador email newsletter for VOR stakeholders
 - Integrate Romeoville Chamber business relationships
 - Partner with the Will County Center for Economic Development
3. Recruit Residents, Businesses and Developers to Romeoville
 - Outreach to Real Estate Brokers
 - Assess additional opportunities for trade show, conferences to promote Romeoville

MARKET THE BRAND

Primary Goals

4. Continue to use Partners Brand
5. Creating Marketing tools for Specific Desired Uses/Target industries
 - Advanced Manufacturing
 - Food Processing
 - Global Transportation
 - Life Sciences
 - Technology
6. Promote existing Testimonials

ATTRACTING VISITORS and BUSINESSES FROM OUTSIDE THE COMMUNITY

Primary Goals

1. Promote existing tourist attracts and identify additional opportunities
 - Event Center
 - Concerts
 - Golf Club
 - Educational Facilities
 - Airport
2. Encourage investment in tourist venues
3. Creating additional opportunities for business partnerships with existing venues
4. Work with Special Events Committee to identify additional opportunities
5. Continue to update and distribute demographics

RETAIN & EXPAND EXISTING BUSINESSES

Primary Goals

1. Demonstrate support for local businesses and opportunities for
2. Develop a Business Retention Program
3. Develop opportunities for businesses to expand or enhance property
4. Create partnerships
5. Cooperative purchasing programs and training programs