

SOUTHLAND EQUITABLE RECOVERY STIMULUS PROGRAM



South Southwest
Comprehensive Strategic
Partnership Group

August 20, 2020

AGENDA

- Introductions
- Southland Development Authority
- Stimulus Program -- Overview
- Targeted and Tailored Individual Business Support
- Collaboration Opportunities
- Q & A



INTRODUCTIONS



INTRODUCTIONS

Vicki Brown

Director, Southland SBDC.
SBDC lead; Stimulus Program
Management Committee

Felicia Hardy

CEO, Intuition Enterprise, Inc.
Lead Mentor; Stimulus Program
Management Committee; SDA Board.

Bob Weissbourd

President, RW Ventures, LLC
Interim CEO, SDA; Stimulus Program
Management Committee

Today's Goal: Inform the South Southwest Comprehensive Strategic Partnership Group about the Southland Development Authority's partnership and business assistance program in order to enhance participation and impact of the program: create new ambassadors, identify and reach priority firms, add mentors and partners.



Southland Development Authority

A critical part of the region with enormous opportunity



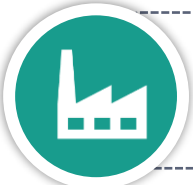
\$25B Economic Output



Concentrations in Food, Metals & TD&L Industries



700,000+ People



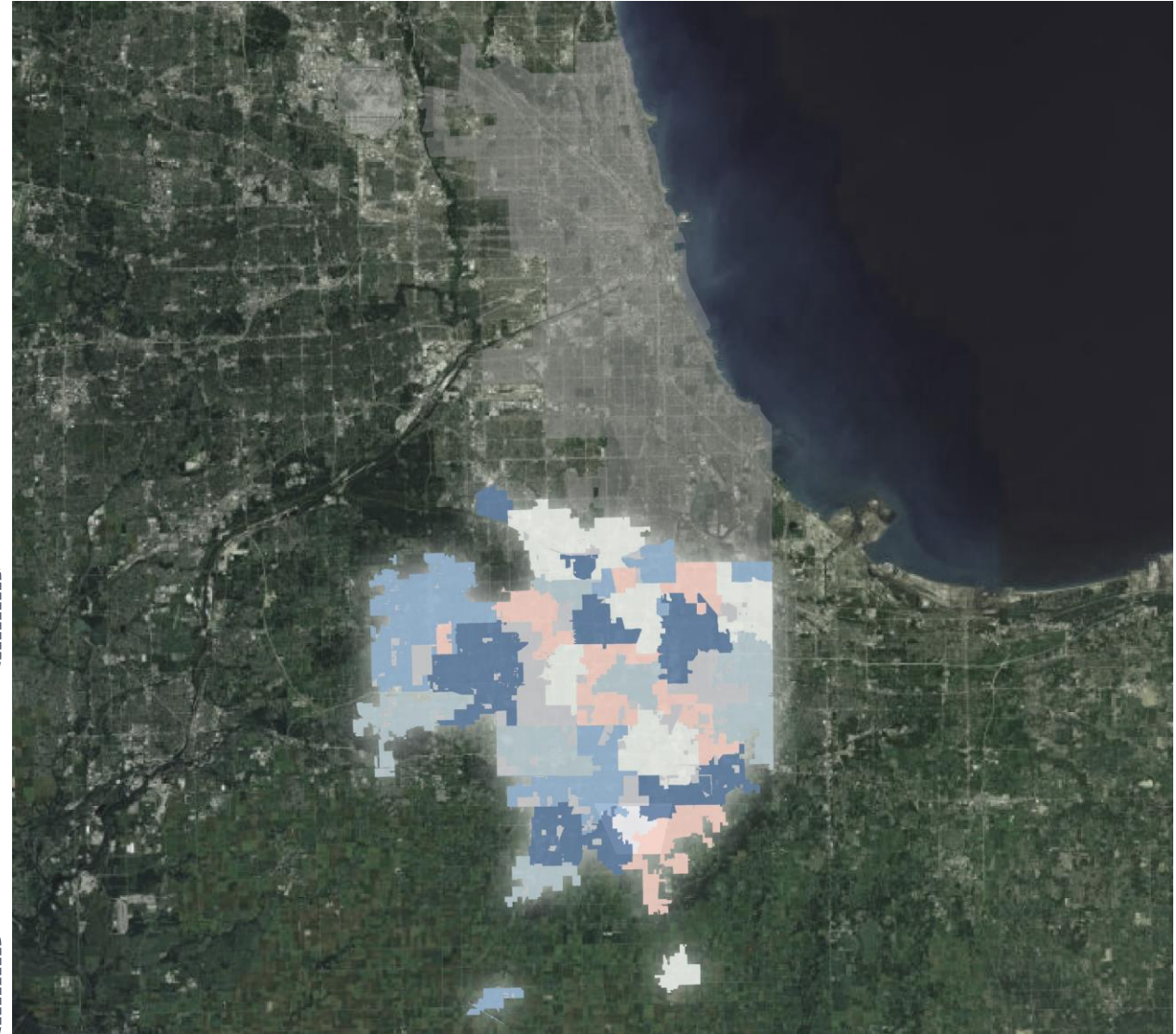
20,000 Businesses, 130,000 Jobs



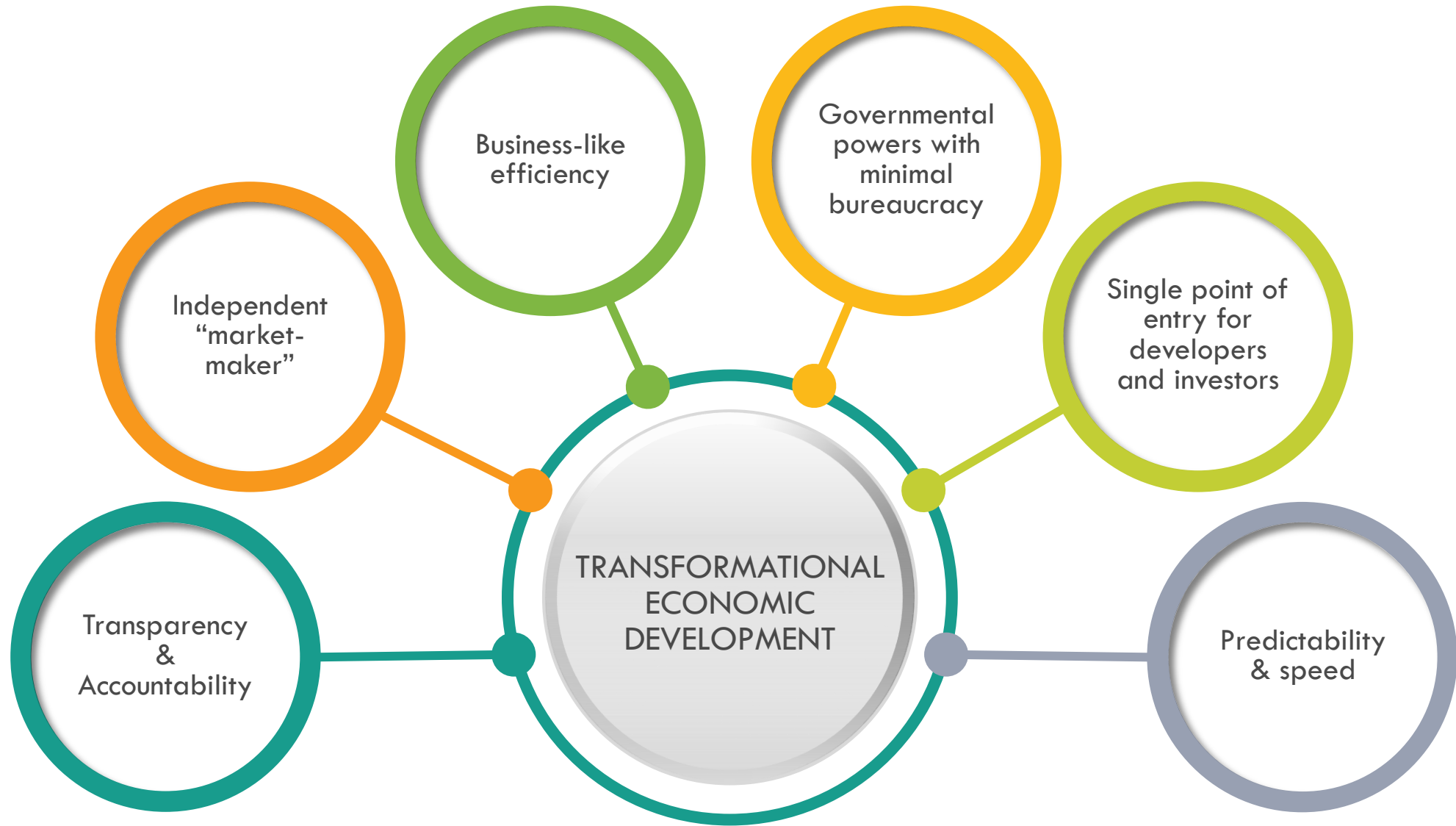
High-quality, affordable housing & rich recreational amenities



Unified Region Pulling Together



Why Have a Southland Development Authority?



SDA MISSION STATEMENT

The Southland Development Authority collaboratively designs and supports implementation of comprehensive, transformative, inclusive economic growth in Chicago's South Suburbs. It aims to:

Build management and financial capacity to undertake transformative economic development

Address south suburban economic development comprehensively

Bring new resources to the Southland

Strengthen institutional capacity for economic development

Act at the leading edge of the market

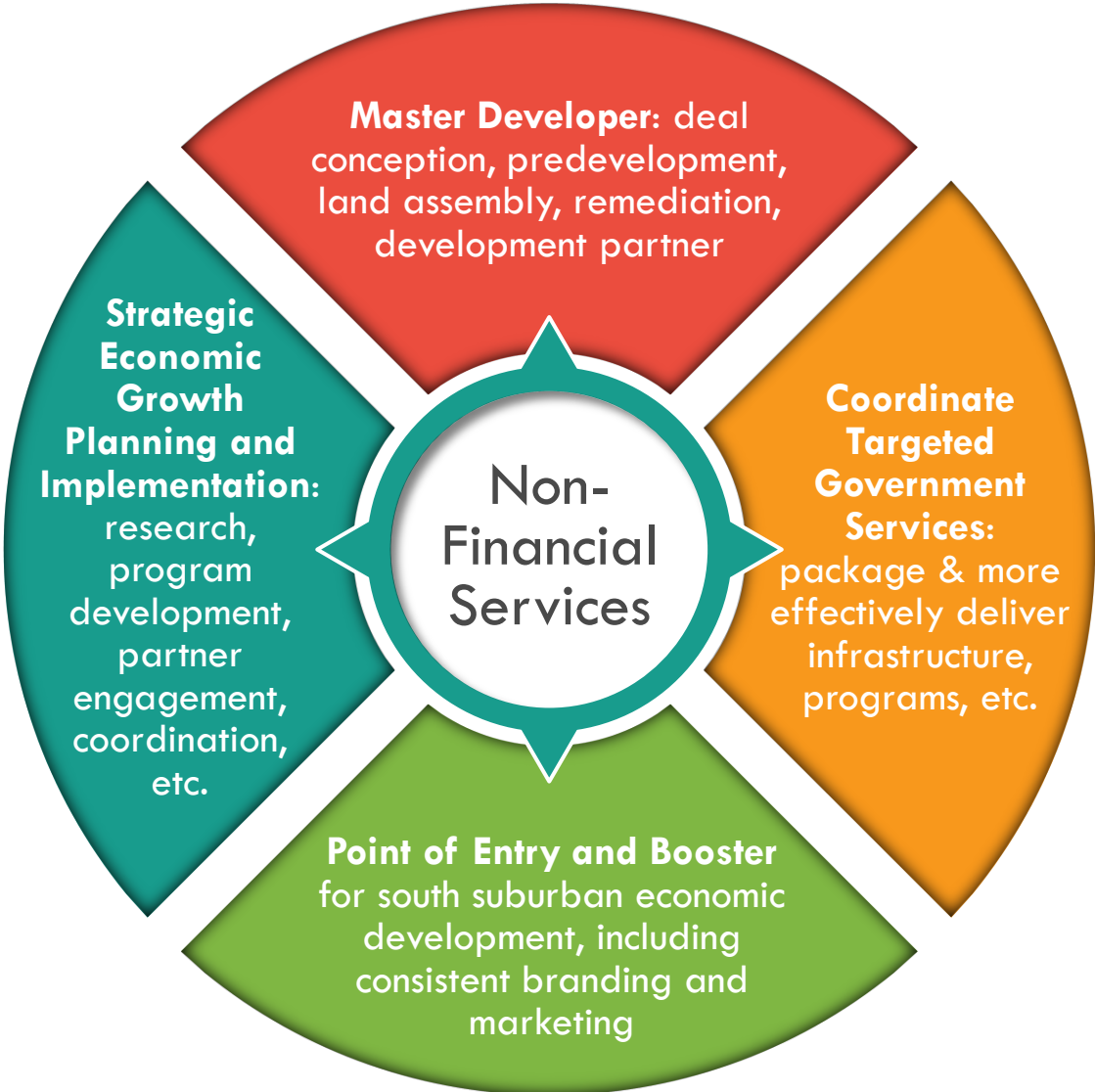
Effectively brand and market the Southland

Development Authorities Represent a Powerful Tool



The Southland Development Authority (SDA) provides the institutional capacity to drive the strategic, large-scale investment that is necessary to propel Cook County's south suburbs forward.

Products & Services



Founding Board of Directors

David Agosto

President,
Abide Capital LLC

David Doig

President, Chicago
Neighborhood Initiatives

Steve Koch

Managing Partner, Bowline
Group; Former Deputy
Mayor, City of Chicago

Russell Rydin

Executive Director, South
Suburban Land Bank &
Development Authority

Vernard Alsberry

President, Village of
Hazel Crest, Immediate
Past President, SSMMA

Felicia Hardy

CEO, Intuition Enterprise

Elaine Maimon

Former President,
Governors State University

Bill Steers

General Manager,
Communications & Corporate
Responsibility, ArcelorMittal

Frank Clark

Retired Chairman & CEO,
ComEd

Tim Hill

Vice President,
Commercial Banking,
JP Morgan Chase

Rick Reinbold

President, Village of
Richton Park; Director, South
Suburban Land Bank &
Development Authority

Nancy Wilson

CEO, Morrison Container
Handling Solutions

Kristi DeLaurentiis

Executive Director,
South Suburban Mayors &
Managers Association

Bo Kemp

Senior Director,
Faegre Drinker

Lyneir Richardson

CEO, Chicago TREND;
Director, Entrepreneurship
Center, Rutgers University

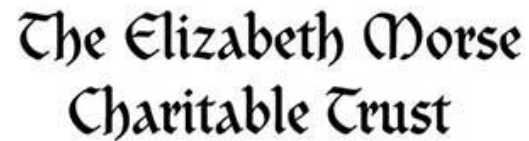
Diane Williams

Former President/CEO, Safer
Foundation; Trustee, Village of
Flossmoor

WORK CURRENTLY UNDERWAY

- SDA with Partners are developing and launching linked programs ranging from a Food Innovation industrial park to employer assisted housing -- **please see Supplemental Slides** – and always looking for new initiatives and partners.
- With its lead partner SSMMA, SDA will soon be announcing SET grants to additional partners and programs including, for example grants for apprenticeship programs, housing counseling, incubators, etc.
- The ongoing inclusive economic development work is more important than ever to full economic recovery and growth for the Southland: the individual business stimulus program builds from and reinforces these other activities.

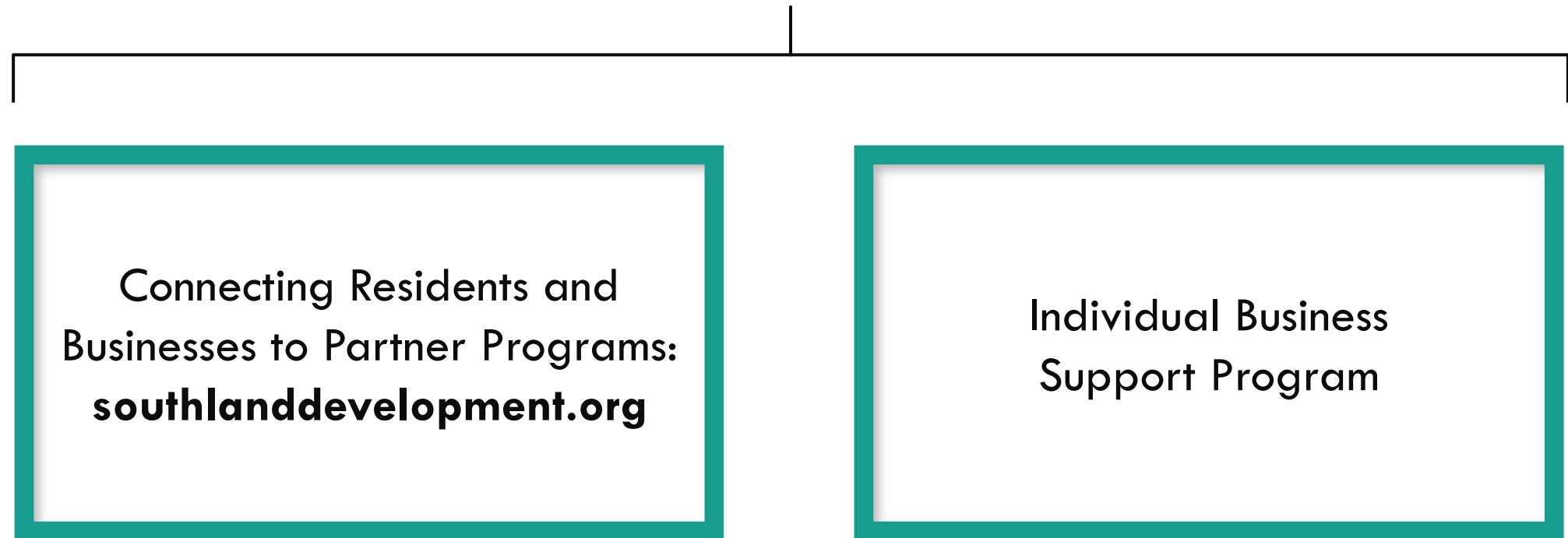
SDA Partners & Funders





STIMULUS PROGRAM -- Overview

Outreach: Solving the “Last Mile” Challenge



OUTREACH

- Fundamental to the Stimulus Program's success – and particularly to its priority goal of an *inclusive* recovery -- is a massive outreach effort to let people know we are here to help, addressing the “last mile” challenge of pairing resources with those who need them most.
- An outreach, engagement and marketing team is conducting outreach to hundreds of partners and thousands of Southland residents and businesses.

Communication
w/established
networks

Virtual and
in-person events

Digital
Marketing

Paid & Print
Advertising

Targeted
Outreach with
Partners

Resource Clearinghouse - southlanddevelopment.org



southlanddevelopment.org



Southland Development Authority

[Find your resource.](#) [About us.](#) [Our Partners.](#) [Facebook.](#)

Your world has changed.

We're here to help. Tell us how.

[I'm looking for help with my business.](#)

[I'm looking for job opportunities.](#)

[I'm looking for housing assistance.](#)

Who we are.

Southland Development Authority, an Illinois Nonprofit.

The SDA is a non-profit business organization designed to grow the economy of the South Suburbs.

Launched in 2019 by business, civic and political leaders across the Southland, SDA brings the resources and capacity necessary to achieve transformative and inclusive economic growth for our region.

We focus investment in industry, workforce, housing and communities. [Learn more here.](#)



**TARGETED AND TAILORED
INDIVIDUAL BUSINESS SUPPORT**

SDA APPROACH TO ECONOMIC GROWTH

[Framing for Individual Business Support]

- **Economic growth** is inherently growth in outputs of firms (GDP).
- **Net firm growth** comes primarily from growth of *existing firms*; next from *start-ups* (entrepreneurship); and finally from *attraction*. These reinforce each other: having thriving existing firms supports both entrepreneurship and particularly attraction.
- **All flow** from making the Southland a place where firms and workers are most profitable and productive – a function of five market levers (see diagram).
- **The Stimulus Program** is focused on individual business support – but that support builds from and takes advantage of work in all of these areas, connecting firms to new supply chains, technology and workforce resources, etc.



SDA APPROACH TO INDIVIDUAL BUSINESS SUPPORT

The best business support is highly targeted and tailored:

- By stage of firm growth, addressing different opportunities from start-ups to mature firms
 - For more established firms, specializing by sector
-
- Delivering deep, peer-level engagement through experienced business experts
 - Business support combined with and informing tailored financial support
 - Establishing long-term working relationships

PRODUCTS & SERVICES

TYPE 1

Immediate Recovery Assistance

TYPE 2

Reopening Services

TYPE 3

Recovery and Growth Business Planning

TYPE 1

Immediate Recovery Assistance

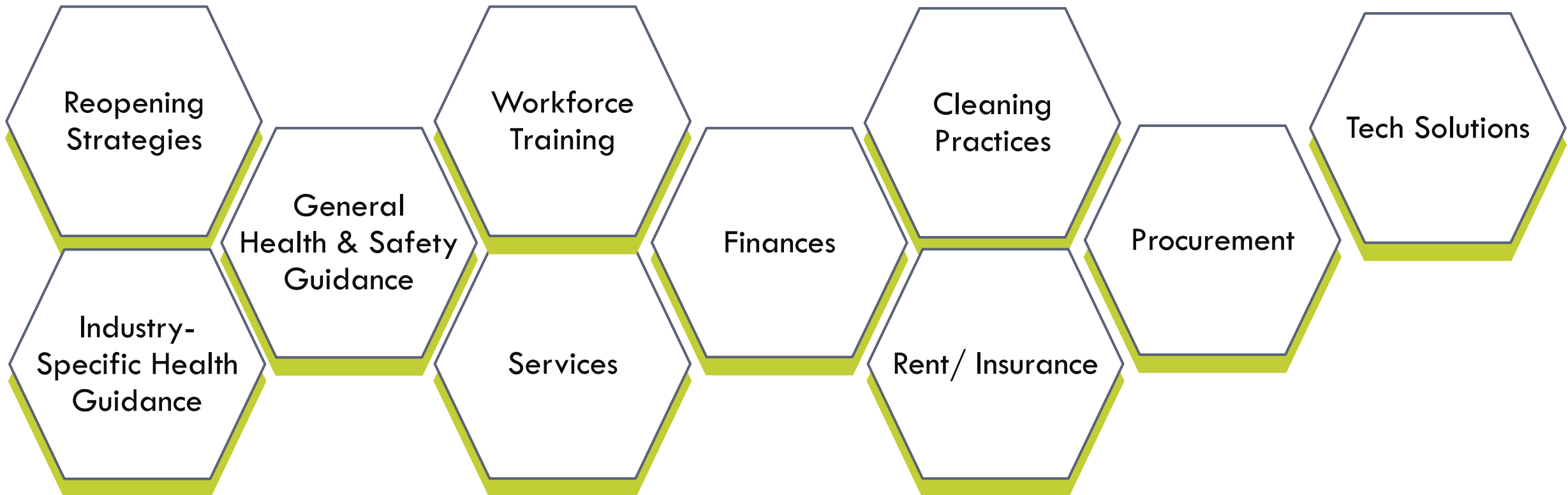
Helping businesses identify and apply for available emergency relief funds.

PPP	EIDL Advance	EIDL loan
LISC grant	Cook County loan	Other grants & loans

TYPE 2

Reopening Services

Guidance on how to re-organize spaces and practices for safety; help accessing safety related equipment; advice on negotiating rent with landlords, insurance claims, bringing employees back, and so forth.

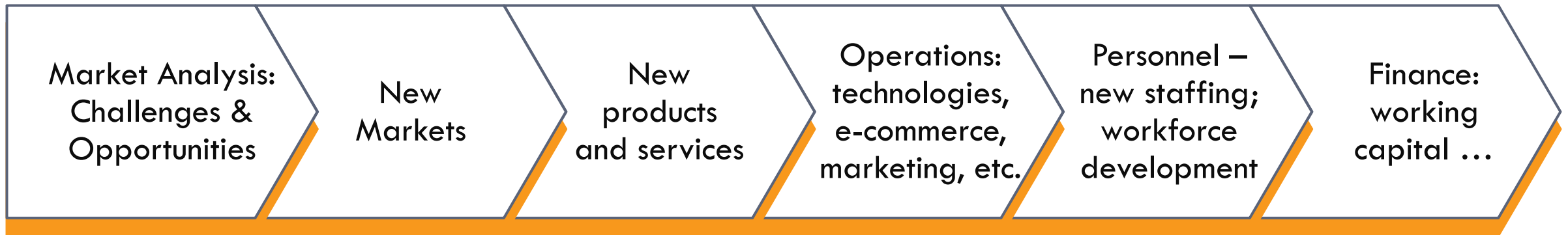


TYPE 3

Recovery and Growth Business Planning

Providing deeper, often industry specific, expertise, and direct working relationships with firms. Work closely with targeted firms to develop new plans and identify the working capital or other financing necessary to implement them. This targeted business assistance is critical to recovering the Southland's economy.

- Long term engagement preparing and helping execute on full business plans with priority firms:



PRIORITIZING FIRMS THAT DRIVE INCLUSIVE GROWTH

Firms in Key Traded Clusters Concentrated in the Southland

Food manufacturing, MME, TD&L

Businesses of Color

Particularly minority contractors

High-Growth Potential Firms

Firms past the start-up phase in emerging industries

Key Neighborhood Amenities

Restaurants, health centers, etc.

BUSINESS ASSISTANCE TRIAGE

TYPE 1

Readily available for any firms in need

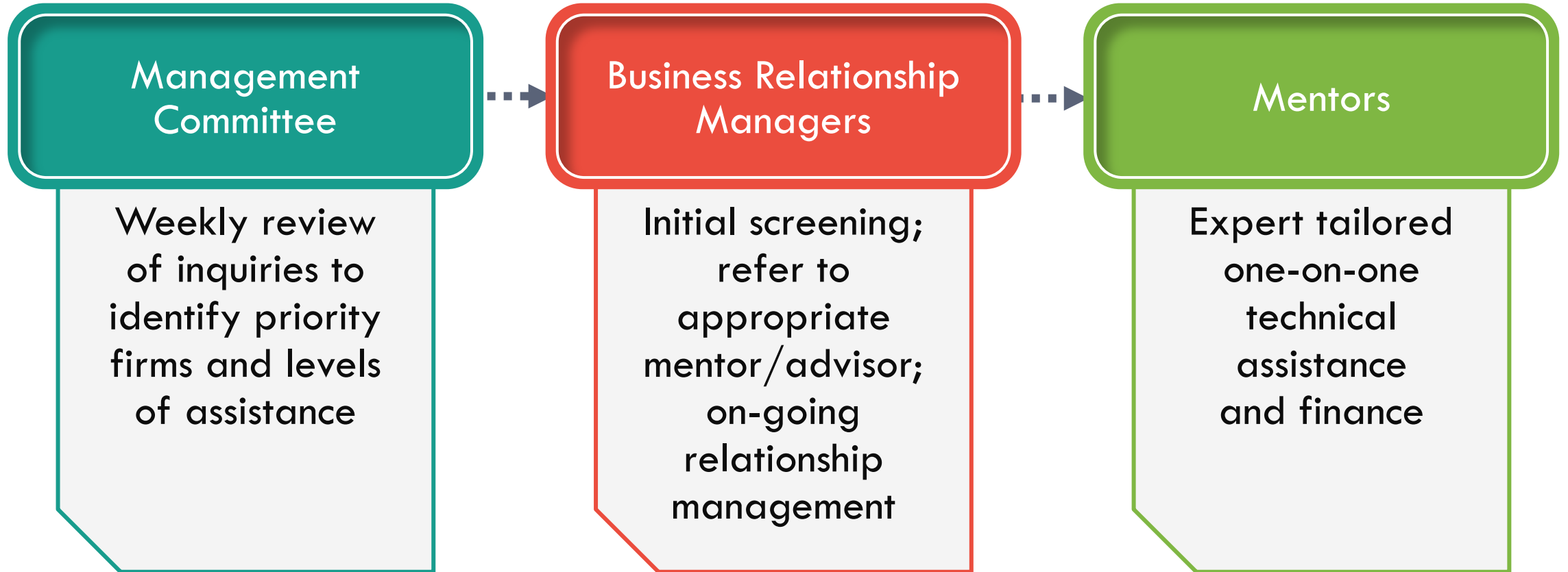
TYPE 2

Available for any firms in need – but prioritization may take place depending on demand

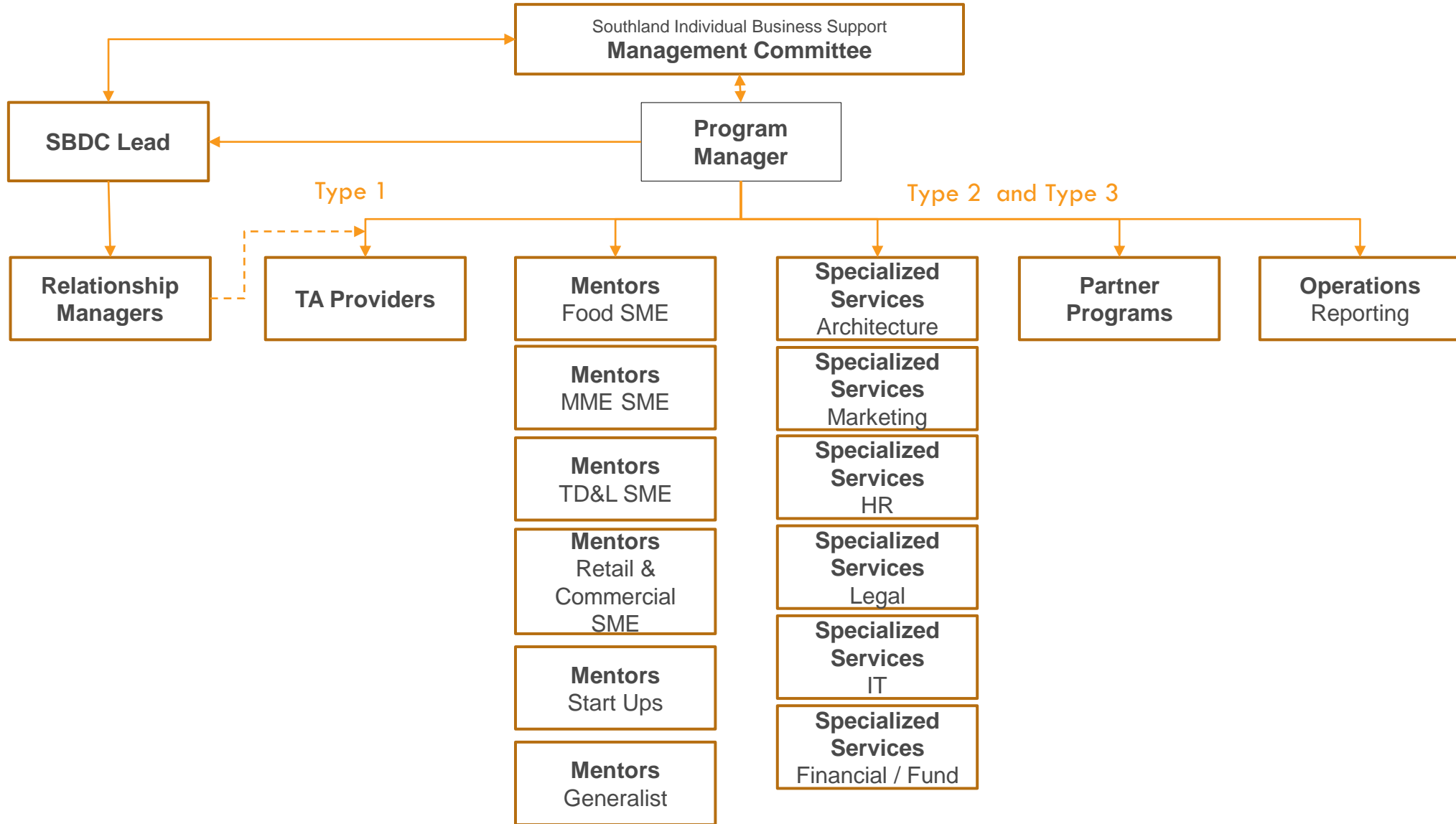
TYPE 3

Available only to priority firms

INTAKE PROCESS



ORGANIZATIONAL STRUCTURE



CURRENT AND NEEDED MENTORS

Type	Currently Connected	Potentially Needed
Mentors	<p>Alan Reed, CFBN Dave Boulay, IMEC Lyneir Richardson, Chicago TREND Felicia Hardy, Intuition Enterprise, Inc.</p>	<p>TD&L</p>
Specialized Services	<p>Marketing Architecture</p>	<p>HR, Legal , Accounting, Other Finance (e.g., banks, fund advisors), IT, Product Development experts, Change Management consultants, Supply Chain specialists, Customer service relations</p>
Partner Programs	<p>JumpStart Lonely Entrepreneur Illinois Restaurant Association Chicago Minority Supplier Development Council Chicago MBDA Business Center Elite (marketing) Field of Success Coaching (marketing, ecommerce) Madisyn Hill Consulting, LLC Black Contractors Owners and Executives</p>	

Please Partner with SDA!

Help us identify priority businesses (e.g., key firms to save)

Help us engage with key businesses:

- We'll generate content to be shared by you as community leaders with your audiences.
- We'll undertake outreach with you or on your behalf
- We'll host events (webinars, panel discussions, virtual town halls, socially-distanced community center events) for any Southland audience.
- With your social influence and communications channels, we can reach, engage and help drive success for our target demographics and firms.



Help identify mentors and specialized resources

QUESTIONS?



<http://southlandsbdc.com/contact-us>

708-232-6098

liz.castaneda@southlanddevelopment.org





Appendix: Work Underway



Building on the Southland's Assets

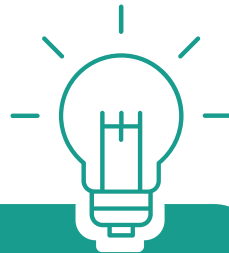
FOOD CO-PACKING INNOVATION PARK

OPPORTUNITY

- Major center of food manufacturing: scores of firms with employment in the thousands
- Industry restructuring: niche production, new technologies and standards
- Inclusive firm and job growth

BIG IDEA

A Food Innovation Park with co-packing, co-production and innovation spaces for growing firms, and warehousing, shipping and B2B services for SMEs.



DETAILS

Production spaces

- Co-packing operations
- 5,000 to 10,000 sq. ft. production spaces
- Shared tenant services

Business support services

- Innovation support
- Business services; logistics, warehousing
- Workforce development



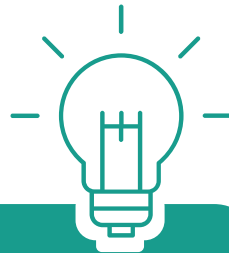
Building on the Southland's Assets

METALS HUB

OPPORTUNITY

- 600 firms; \$3B revenue; 20K employees – twice the density of MME firms than region
- Manufacturing at an inflection point: need for digitalization, supply chain integration and market development

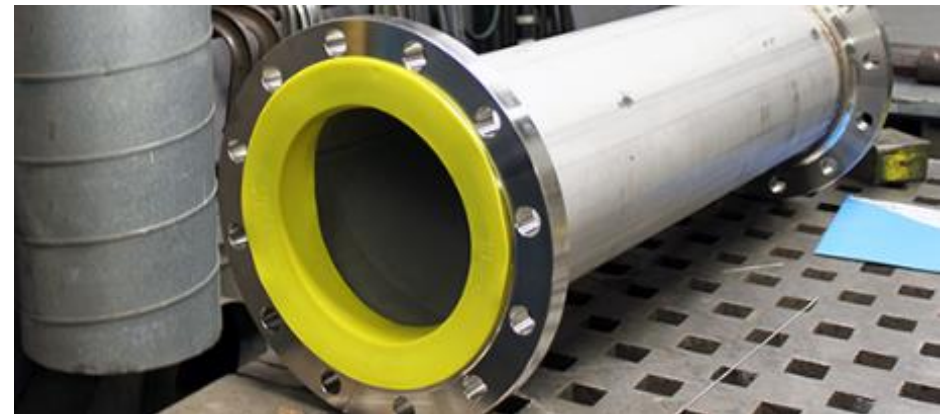
BIG IDEA



A “Hub” to provide tailored support for new digital, robotics, industry 4.0, joint business development and other tools to drive productivity and revenue increases

DETAILS

- Cluster strategy, branding, and digital supply chain development
- Digital manufacturing
- Reshoring, defense, and emerging markets
- Tailored, efficient business technical support



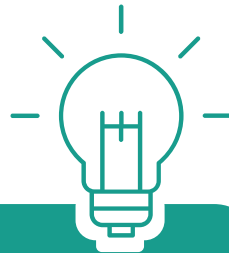
Building on the Southland's Assets

HOUSING FINANCE PRODUCTS

OPPORTUNITY

- Slow Southland housing market recovery, but:
- Markets accelerating and diverse Southland communities attractive to next generation home-seekers

BIG IDEA



Leverage a new suite of financial products and tools to aid existing homeowners, create new homeownership opportunities, and strengthen the rental housing stock.

DETAILS

- Down payment assistance for new homeowners in targeted areas
- Developer/rehabber incentives and finance to revitalize existing housing stock
- Soft home improvement loans of \$5000
- Employer-Assisted Housing Fund
- South Suburban Troubled Buildings Program



Building on the Southland's Assets

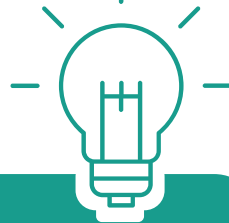
BUSINESS DEVELOPMENT

OPPORTUNITY

- Concentration of small and mid-size firms in growing but changing sectors
- Healthy entrepreneurial community needs support, particularly to scale up
- Large supply of available industrial sites with proximity to Chicago markets

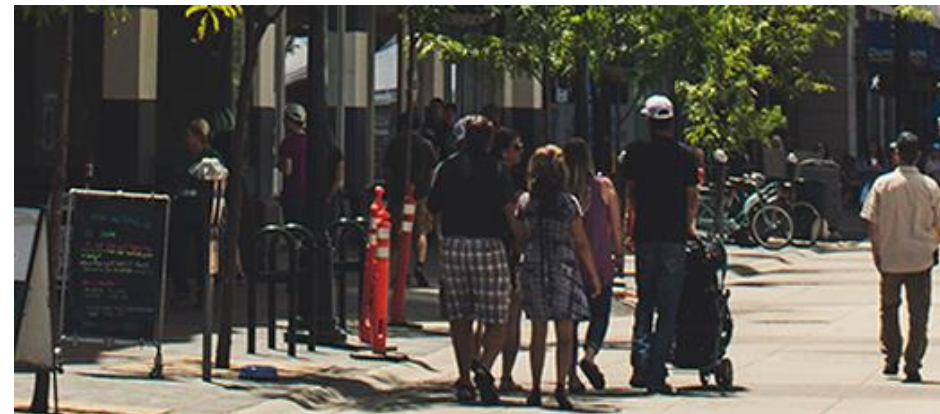
BIG IDEA

- Targeted innovation, business and finance support for key clusters (see other initiatives)
- NON-“generic” SBDC tailored to SSEGI market opportunities and strategies
- Become the place where new and expanding businesses come for growth



DETAILS

- Industrial Development Civic Working Group
- March 2019 Launch of Illinois SBDC @ SSEGI serving the Southland:
 - Business Plan Development
 - Marketing Plans
 - Access to Business Financing Programs
 - Financial Analysis and Planning



Building on the Southland's Assets

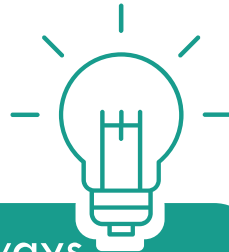
WORKFORCE DEVELOPMENT

OPPORTUNITY

- Under-employed middle skill workers
- Anticipated growing demand
- Shift towards sector and skills based, employer driven labor market and workforce systems

BIG IDEA

- Apprenticeships as pathways to prosperity in the trades
- Opportunity Youth: a regional plan for on-ramps to education and employment
- Industry tailored innovation plans in worker training, e.g. Logistics



DETAILS

Apprenticeships: Build pipeline of skilled workers

- Central hub for regional apprenticeship information
- Marketing strategy for earn-and-learn programs

Opportunity Youth:

- Create unified regional plan reflecting leading best practices and strategies

Logistics Workforce Innovation:

- Streamline regional connections and large-scale investments
 - Governors State Supply Chain Innovation Center
 - CSEDC: Center for Smart Logistics business plan

