



NWILED UPDATE

START - EXPAND - RELOCATE

Record attendance at Annual Meeting

Acting IL Commerce Director delivers keynote

NWILED hosted 45 local, state, and regional organizations at our annual meeting on September 29, 2021, at Eagle Ridge Resort & Spa. Held in the Eagle Ballroom, the sold-out event was a celebration of NWILED's latest achievements and offered insight on future projects and collaborations as detailed in the 2021 Annual Report.

The event included a keynote presentation by Sylvia Garcia, Acting Director of the Illinois Department of Commerce and Economic Opportunity. A Regional Leaders Panel followed the keynote that was moderated by Kimberly Ewoldsen, Director of Regional Economic Development, and the Small Business Development Center at Sauk Valley Community College. Panelists were Connie Dell, Human Resource Manager at Elkay Manufacturing in Savanna, IL, Colin Sanderson, Director of Sales and Marketing at Eagle Ridge Resort & Spa, and Diane Bausman, Executive Director of Blackhawk Waterways Convention and Visitors Bureau. Topics of conversation included COVID-19 relief programs, workforce recruitment and retention, the adaption of new technology into the workplace, supply chain management, and the growth of experience-based tourism.

The evening concluded with four awards.

Business of the Year - IL Bank & Trust
 Partner of the Year - Blackhawk Hills Regional Council
 Community of the Year - Village of Elizabeth
 Board Member of the Year - Amiee Martelle Schoenhaar

Genz Fund bestowed

getRVtours.com becomes first awardee

NWILED announced the first payout from the Genz Memorial Investment Fund to John Hudetz of getRVtours.com totaling \$6,450.00 on August 31st. Hudetz's business provides photographic services including drone photography. Eagle Ridge Resort & Spa is a major client as well as several area realtors. He will use his award to purchase a new computer workstation and drone.

Of Hudetz's award NWILED Board of Directors Chairman William Jahnke stated, "On behalf of the entire Board of NWILED, we want to congratulate John Hudetz on being the first recipient of the Genz Trust Small Business award. John will be using the funds to assist in the financing of his new business getRVtours. John has a website at getrvtours.com and has been developing numerous customers for his services. We all wish John success in his new venture."

NWILED intends to fund three awards per year that range from \$4,000 to \$10,000 each. Awardees can use the money for capital purchases, to purchase an existing business, or for startup and pilot projects. To learn more or to apply, connect with NWILED. Applications are accepted on a rolling basis. A Spanish-language application is available.



HOUSING UPDATE

The Jo Daviess County Single and Multi-Family Workforce Housing Study kicked off in August. It will provide municipal leaders an understanding of the current situation, a list of challenges and opportunities to municipalities, builders and residents, tools to support and encourage development, and recommendations to improve housing choices for existing and potential new residents. Data collection has begun, and interviews and focus groups start in the fall.

SPANISH-LANGUAGE OUTREACH UPDATE

To better serve the Spanish-speaking population of NW IL, NWILED has scheduled a meet & greet breakfast on Tuesday, December 7th at the DeSoto House Hotel in Galena. NWILED staff and community leaders will be on hand to provide business education and programing information in Spanish and English, and to handout recently translated outreach materials. More such events to come in 2022.

NWILED GOALS UPDATE

- **Goal 1** - Drive 24 business starts or expansions, below \$300,000: Achieved - NWILED helped with over 30 since September 2020
- **Goal 2** - Drive 3 Business Expansions above \$300,000: 1/3 achieved - Additional projects in progress
- **Goal 3** - Launch 2 new programs: 1/2 achieved - Genz launched 02/2021

New deli coming to Elizabeth

Jo Daviess County Revolving Loan Fund awarded

The Jo Daviess County Board awarded a low-interest loan of \$25,000 to Lola's Deli in October. Owned and operated by Carrie Clark and Susan Hanley, Lola's Deli will be a deli and sandwich shop taking over the former Welcome Inn in downtown Elizabeth. NWILED staff and board worked with Clark and Hanley since February on their application and business plan. The Village of Elizabeth also provided guidance.

Jo Daviess County offers low-interest financing for small businesses starting and expanding. The JDC Revolving Loan Fund offers interest rates of up to 2% and covers up to 25% of costs.

Local food opportunities

Local and regional progress

Northern Illinois University Food Systems Network Project: The next step in this project is to help design a farmer survey to identify the different needs of specialty crop farmers and protein producers. The project aims to connect farms to business consumers in NW IL and Chicagoland.

Build Back Better Regional Challenge: The next step in this project is to apply for a US Economic Development Administration grant to launch a business incubator feasibility study focused on food manufacturing that would be part of a SW Wisconsin & NW IL regional growth cluster.

B2B

Businesses receive technical assistance

NWILED staff, in conjunction with Blackhawk Hills Regional Council, is serving as the Carroll and Jo Daviess County Community Navigator contact for the Back to Business (B2B) grant, which closed October 13th. In total, 14 businesses received direct technical assistance with their applications, while others submitted applications independently. Overall, Carroll County businesses submitted ~ 32 applications and Jo Daviess Country businesses ~ 75 applications. NWILED will continue to work with businesses on their applications through the award phase of the program.

The \$250 million B2B program aims to deploy small business recovery grants to those businesses hit hardest by the COVID-19 pandemic.

Manufacturing Day returns!

Connecting students to businesses

To help retain our region's young people by connecting them with area employers, NWILED is excited to be working with area partners to bring back Manufacturing Day after a two-year hiatus. Tentatively scheduled for April 6, 2022, the daylong event will take Carroll and Jo Daviess County students into businesses who are looking to attract local talent.

The goal is to help stabilize outward population migration, increase the local workforce, and to bring attention to local career opportunities.

Made in Northwest Illinois

2021 series concludes

In May NWILED announced a campaign to spotlight makers and manufacturers in Carroll and Jo Daviess Counties. The Made in Northwest Illinois series began with Galena Cellars Vineyard & Winery followed by Big Miniature Farms, Metform, and The Scent Workshop. Then came Galena Spoon Co and LEMFCO. You can find published spotlights on the NWILED website under the News tab. The series will relaunch spring 2022!



Membership Update

The following recently joined or renewed their memberships with NWILED

Basket Case Gifts
Commonwealth Edison
Five Star Plumbing
William Jahnke
Nicor Gas
Riverport Railroad
Jo Daviess County Housing Authority

Carroll County Housing Authority
Eagle Ridge Resort & Spa
Highland Community College
Jo-Carroll Energy
Riverbend Gallery
Patrick Winders

