



NWILED UPDATE

START - EXPAND - RELOCATE

Diverse Businesses Initiative

Spanish-Language Small Business Outreach Event held in Galena

To better serve local Spanish-speaking businesses and entrepreneurs, NWILED hosted a Spanish-Language Small Business Outreach Event on November 30, 2021. The Galena Gazette said of the event, "...a unique program - maybe the first of its kind." Held at the DeSoto House Hotel, NWILED provided direct community outreach with the assistance of Dupaco Community Credit Union, Kaladi's Coffee Bar, and the IL Dept of Commerce & Economic Opportunity (DCEO). Attendees were able to pick up a Spanish-language business packet, and have their questions answered in Spanish via the assistance of translators.

Following the event NWILED provided Diana Alfaro, Latinx Business Development Manager at the DCEO Office of Minority Economic Empowerment, a tour of downtown Galena making stops at City Hall and the County Building before visiting Latinx businesses.

NWILED's Diverse Businesses Initiatives Program aims to provide targeted outreach to demographics identified as a priority in State of Illinois programming, in addition to pocket groups that also need their voices heard. Through the program NWILED is helping build an inclusive, varied business community that welcomes people from all backgrounds. Similar events will be held in 2022.



MANUFACTURING DAY UPDATE

Planning continues for Manufacturing Day 2022, which is tentatively scheduled for April 6th. All high schools from Carroll and Jo Daviess Counties are planning to participate, as well as numerous manufacturers. Stephenson County will also be represented. NWILED is working with six stakeholders to plan and host the event to help retain our region's young people by connecting them with area employers.

HOUSING STUDY UPDATE

The Jo Daviess County Workforce Housing Study is progressing. To date, Redevelopment Resources, the study's consultant, has conducted numerous interviews and continues to compile data. The study's steering committee meet January 19th for another update and listening session. The completed study is expected to be released spring 2022.

Genz Fund Awarded



LoLa's Deli opens in Elizabeth

NWILED board and staff announced the 2nd payout from the Genz Memorial Investment Fund totally \$8,000.00 to Carrie Clark and Susan Hanley of Lola's Deli on January 22, 2022, at the grand opening of their eatery. The award will help pay startup costs. Lola's Deli is in downtown Elizabeth and took over the space vacated by The Welcome Inn.

This past October the Jo Daviess County Board awarded Lola's Deli a low-interest loan totaling \$25,000 from the Revolving Loan Fund. NWILED staff and board began working with Clark and Hanley February 2021 on their applications and business plan. The Village of Elizabeth also provided guidance.



NWILED SCHOLARSHIP UPDATE

On December 8, 2021, the NWILED Board of Directors unanimously voted to rename the annual NWILED entrepreneurial scholarship in honor and remembrance of the late John D. Cooke III. Applications for the NWILED John D. Cooke, III Memorial Entrepreneurial Scholarship will be accepted through March 18, 2022. There is one \$2,000 1st place award and two \$1,500 runners up awards. See the NWILED website for an application.

Adopt-A-Highway Piloted

Multiple groups commit to beautification program

The Jo Daviess County Board revived the Adopt-A-Highway program under the Highway Department as a pilot in late November. Members from the Ad Hoc Economic Development Committee, including NWILED, began efforts to restart the program in spring 2021 to help improve quality of life in NW IL. When announced, the Highway Department received numerous responses from groups and municipalities resulting in all the adoptable sections of roadway to be spoken for. At their December meeting, County Board approved Highway adding additional sections of roadway to the pilot so to accommodate additional volunteer groups. A two-mile section of road is adopted, Highway coordinates day-of logistics including training, safety, and collected debris removal, sponsors show up four times per year, sponsors receive their name on a designated road sign.

The program is a great way for businesses and organizations to show community pride and promote workplace moral and teamwork. Interested groups can connect with Steve Keeffer at Jo Daviess County Highway at skeeffe@jodaviess.org to volunteer!

Adoptable Roads:

- Menominee
- Stagecoach Trail
- Elizabeth Scales Mound
- Scout Camp
- Canyon Park
- Derinda
- Massbach



Local Food / Prosperity Southwest Wisconsin

Local and regional efforts

Northern Illinois University Food Systems Network Project: A survey of farmers is underway that aims to identify the different needs of specialty crop farmers and protein producers in NW IL. A data release is expected spring 2022. This survey seeks to connect farms to business consumers in NW IL and Chicagoland.

Build Back Better Regional Challenge: Unfortunately, our area did not receive a US Economic Development Administration grant to launch a business incubator feasibility study that would have been focused on food manufacturing. However, the spirit of the grant lives on. NWILED is working with Jo Daviess Local Foods on ways to expand their footprint.

Membership Update

The following recently joined or renewed their memberships with NWILED

- Illinois Bank & Trust
- Conlon Construction Co.
- Citizens State Bank
- Logistics Park Dubuque
- Int. Union Operating Engineers Local 150

- City of Savanna
- Village of Hanover
- City of Galena
- Village of Elizabeth

Passenger Rail Study Advances Proposed Amtrak Route

Annual revenue estimated between \$2.0 to \$2.6 million

The Rockford-Dubuque Passenger Rail Feasibility Study PRC Meeting #4 was held in December. Quandel Consultants presented on the project's proposed annual revenue/cost analysis, operating and maintenance costs, ridership, and next steps. The proposed route would connect Rockford with Dubuque with station stops at Galena and Freeport, and flag stops for unscheduled stops at Winnebago, Lena, and Warren. Run time Dubuque to Chicago Union Station with set station stops and no flag stop is estimated at 3 hours 58 minutes with trains traveling at 79 MPH. Annual ridership is estimated at 90,000-111,000, or ~ 205-500 per day, with two trains running daily, and one-way tickets costing \$30-35. Data modeling involved inputs from IL Dept of Transportation and Amtrak, and comparisons with similar services, specifically the IL Zephyr, Illini Saluki, and Pere Marquette.

