



REGULAR AGENDA ITEM NO. 8A

FOR COUNCIL: October 26, 2015

SUBJECT: Consideration of adopting a Resolution endorsing BN Advantage: A collaborative economic development strategy for the Bloomington-Normal-McLean County Region

RECOMMENDATION/MOTION: Recommend that the Resolution be approved endorsing a collaborative economic development strategy for the Bloomington-Normal-McLean County Region.

STRATEGIC PLAN LINK: Goal 3: Grow the Local Economy;

STRATEGIC PLAN SIGNIFICANCE: Objective 3a. Retention and growth of current local businesses; 3b. Attraction of new targeted businesses that are the “right” fit for Bloomington; 3c. Revitalization of older commercial homes; 3e. Strong working relationship among the City, businesses, economic development organizations.

BACKGROUND & OVERVIEW: BN Advantage is a collaborative regional economic development strategy which unites the vision of business, government and community to diversify and strengthen the Bloomington-Normal Metro Region's economy in five key business sectors: Entrepreneurship, Advanced Business Services, Agriculture, Information and Communications Technologies, and Transportation & Logistics.

The BN Advantage strategy was developed to support, strengthen, and grow the Bloomington-Normal Metro Region while attracting and retaining top talent and new employers. BN Advantage will serve as the guiding strategy for future collaboration between the public and private sectors.

More information about the BN Advantage strategy can be found on-line at www.BNAdvantage.com

COMMUNITY GROUPS/INTERESTED PERSONS CONTACTED: BN Advantage is being led by five organizations – each of which have a vested stake in ensuring that Bloomington-Normal’s economy remains robust, resilient and competitive. These organizations recognize that successful communities work vigorously to shape their own economic destinies. The five lead organizations are: The Bloomington-Normal Economic Development Council, The McLean County Regional Planning Commission, The McLean County Chamber of Commerce, The Bloomington-Normal Convention and Visitors Bureau, and the Bloomington-Normal Airport Authority.

Through these and other organizations, McLean County’s private, public, civic and educational leaders have embraced collaboration and are sharing resources and are firmly committed to

diversify the region’s economic base, promote innovation and competitiveness, and create a unified vision for the future economic development of the Bloomington-Normal Metro Region. This resolution was approved by the McLean County Board on October 19, 2015.

FINANCIAL IMPACT: There is no direct financial commitment by the City through endorsement of the BN Advantage collaborative regional economic development strategy.

Respectfully submitted for Council consideration.

Prepared by: Austin Grammer, Economic Development Coordinator

Reviewed by: Tom Dabareiner AICP, Community Development Director

Financial & budgetary review by: Chris Tomerlin, Budget Analyst
Carla Murillo, Budget Manager

Legal review by: Jeffery R. Jurgens, Corporation Counsel

Recommended by:



David A. Hales, City Manager

Attachments:

- BN Advantage Frequently Asked Questions Sheet
- Resolution endorsing the BN Advantage Economic Development Strategy

Motion: That the Resolution endorsing a collaborative economic development strategy for the Bloomington-Normal-McLean County Region be approved.

Motion: _____ Seconded by: _____

	Aye	Nay	Other		Aye	Nay	Other
Alderman Black				Alderman Mwilambwe			
Alderman Buragas				Alderman Painter			
Alderman Fruin				Alderman Sage			
Alderman Hauman				Alderman Schmidt			
Alderman Lower							
				Mayor Renner			



The McLean County Chamber of Commerce, Economic Development Council for the Bloomington-Normal Area, McLean County Regional Planning Commission, Central Illinois Regional Airport and the Bloomington-Normal Convention & Visitors Bureau want you to get involved with the **BN Advantage Economic and Marketing Strategy**. This initiative focuses on quality of life and place, entrepreneurship, marketing and workforce/talent development. This strategic outcome will provide both diversification and transformational opportunities for the entire McLean County economy.

This strategy will...

- Foster collaboration between local city and county governmental organizations to promote regionalism, and enlist community members to assure the region continues to be business-friendly
- Identify key areas for quality of life enhancement and improvement, and better position our region for business and talent retention and recruitment
- Elevate and promote our region's excellent educational and training institutions
- Support the young professionals in our community through expanded and enhanced mentorship and entrepreneurial programs
- Commit to strengthening and investing in existing and potential employment and business centers, including large-scale development opportunities
- Leverage our many assets to increase our visibility at the national level in the economic development arena
- Retain, grow and attract quality and sustainable firms and jobs in five target industry sectors
- Organize and optimize our region's many stakeholders, bring them all to the table, and foster their participation and collaboration in this effort

INTERESTED *in* GETTING ENGAGED *with* BNADVANTAGE?
go to www.BNAdvantage.com to get started



BN Advantage FAQ

To provide a comprehensive plan that leverages our regions competitive advantage in key business sections that the public and private sectors will rally around with support and resources to enact.

Who

Initiated by the McLean County Chamber of Commerce with the Bloomington Normal Economic Development Council, the Bloomington -Normal Area Convention and Visitors Bureau, the Central Illinois Regional Airport, and the McLean County Regional Planning Commission.

Why

To support, strengthen and grow the community while attracting and retaining top talent and new employers. Currently, there is no regional comprehensive plan that collaborates with both the private and public sectors.

What

To help diversify and grow the regional economy in five key business sectors; Entrepreneurship, Advanced Business Services, Agriculture, Information and Communications Technologies and Transportation and Logistics.

Where

The Bloomington-Normal and McLean County region.

How

Public and Private sector engagement and Investment. Also, implementation of the BN Advantage strategy.

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RESOLUTION NO. 2015 – 39

**A RESOLUTION OF THE CITY COUNCIL OF CITY OF BLOOMINGTON, ILLINOIS
ENDORING A COLLABORATIVE ECONOMIC DEVELOPMENT STRATEGY
FOR THE BLOOMINGTON-NORMAL-MCLEAN COUNTY REGION**

WHEREAS the City Council of the City of Bloomington, Illinois believes that a collaborative public/private economic development strategy for the Bloomington-Normal-McLean County region can provide significant benefits to the region in the form of economic growth, job growth, creation and retention of businesses; and,

WHEREAS the Bloomington Normal Economic Development Council, The McLean County Chamber of Commerce, the McLean County Regional Planning Commission, the Bloomington Normal Area Convention & Visitors Bureau and the Bloomington-Normal Airport Authority (CIRA) have joined together to craft an economic development strategy for the Bloomington Normal-McLean County Region known as “BN Advantage”.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BLOOMINGTON, ILLINOIS:

SECTION ONE: That the Mayor and City Council hereby applaud the collaborative public/private efforts engaged in by the Bloomington Normal Economic Development Council, The McLean County Chamber of Commerce, the McLean County Regional Planning Commission, the Bloomington-Normal Area Convention & Visitors Bureau and the Bloomington-Normal Airport Authority to create the “BN Advantage”; and,

SECTION TWO: That the Mayor and City Council additionally extend thanks to the more than 200 community members who have participated in interviews and surveys as a part of the collaborative “BN Advantage” process and encourage their continued participation; and,

SECTION THREE: That the Mayor and City Council are dedicated to the concept of expanding collaboration and cooperation in economic development efforts; and,

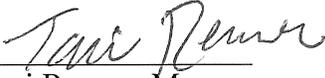
SECTION FOUR: That the Mayor and City Council are committed to engagement and participation with its public/private partners in continued collaborative efforts in economic development.

SECTION FIVE: The Mayor and City Council herewith direct the City Clerk provide a certified copy of this Resolution to the Mayor of each municipality in McLean County, the McLean County Regional Planning Commission, the McLean County Chamber of Commerce, the Bloomington-Normal/McLean County Economic Development Council, the Bloomington Normal Convention & Visitors Bureau, and the Bloomington-Normal Airport Authority.

ADOPTED this 26th day of October 2015

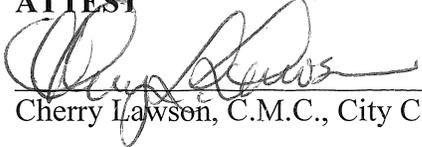
APPROVED this 29th day of October 2015.

CITY OF BLOOMINGTON



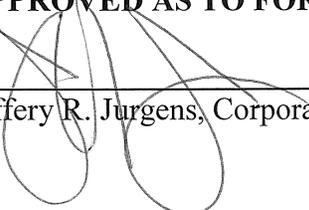
Tari Renner, Mayor

ATTEST



Cherry Lawson, C.M.C., City Clerk

APPROVED AS TO FORM:



Jeffery R. Jurgens, Corporation Counsel

A RESOLUTION OF THE McLEAN COUNTY BOARD ENDORSING A COLLABORATIVE ECONOMIC DEVELOPMENT EFFORT FOR THE BLOOMINGTON-NORMAL-McLEAN COUNTY REGION

Whereas the McLean County Board believes that a collaborative public/private economic development strategy for the Bloomington-Normal-McLean County region can provide significant benefits to the region in the form of economic growth, job growth, creation and retention of businesses; and,

Whereas the Bloomington Normal Economic Development Council, The McLean County Chamber of Commerce, the McLean County Regional Planning Commission, the Bloomington-Normal Area Convention & Visitors Bureau and the Bloomington-Normal Airport Authority (CIRA) have joined together to craft an economic development strategy for the Bloomington-Normal-McLean County Region known as "BN Advantage".

Now, Therefore, Be It Resolved, that the McLean County Board, hereby applauds the collaborative public/private efforts engaged in by the Bloomington Normal Economic Development Council, The McLean County Chamber of Commerce, the McLean County Regional Planning Commission, the Bloomington-Normal Area Convention & Visitors Bureau and the Bloomington-Normal Airport Authority to create the "BN Advantage"; and,

Further, Be It Resolved, that the McLean County Board, additionally extends thanks to the more than 200 community members who have participated in interviews and surveys as a part of the collaborative "BN Advantage" process and encourages their continued participation; and,

Further, Be It Resolved, that the McLean County Board is dedicated to the concept of expanding collaboration and cooperation in economic development efforts; and,

Further, Be It Resolved, that the McLean County Board is committed to engagement and participation with its public/private partners in continued collaborative efforts in economic development.

The McLean County Board herewith directs that a certified copy of this Resolution be provided to the Mayor of each municipality in McLean County, the McLean County Regional Planning Commission, the McLean County Chamber of Commerce, the Bloomington-Normal/McLean County Economic Development Council, the Bloomington-Normal Convention & Visitors Bureau, and the Bloomington-Normal Airport Authority.

ADOPTED by the McLean County Board this 20th day of October, 2015.

ATTEST:

APPROVED:





Kathy Michael, Clerk of the County Board

Matt Sorensen, Chairman

McLean County, Illinois

McLean County Board

RESOLUTION NO. 5182

RESOLUTION ENDORSING A COLLABORATIVE ECONOMIC DEVELOPMENT EFFORT FOR THE BLOOMINGTON-NORMAL-MCLEAN COUNTY REGION

WHEREAS, the Board of Trustees of the Town of Normal believes that a collaborative public/private economic development strategy for the Bloomington-Normal-McLean County region can provide significant benefits to the region in the form of economic growth, job growth, and the creation and retention of businesses; and

WHEREAS, the Bloomington Normal Economic Development Council, the McLean County Chamber of Commerce, the McLean County Regional Planning Commission, the Bloomington-Normal Area Convention & Visitors Bureau, and the Bloomington-Normal Airport Authority (CIRA) have joined together to craft an economic-development strategy for the Bloomington-Normal-McLean County Region known as "BN Advantage".

NOW, THEREFORE, BE IT RESOLVED BY THE PRESIDENT AND BOARD OF TRUSTEES FOR THE TOWN OF NORMAL, ILLINOIS:

SECTION ONE: That the President and Board of Trustees hereby applaud the collaborative public/private efforts engaged in by the Bloomington Normal Economic Development Council, the McLean County Chamber of Commerce, the McLean County Regional Planning Commission, the Bloomington-Normal Area Convention & Visitors Bureau, and the Bloomington-Normal Airport Authority to create the BN Advantage.

SECTION TWO: That the President and Board of Trustees hereby extend thanks to the more than 200 community members who have participated in interviews and surveys as part of the collaborative BN Advantage process and encourage their continued participation.

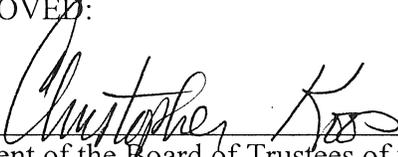
SECTION THREE: That the President and Board of Trustees are dedicated to the concept of expanding collaboration and cooperation in economic-development efforts.

SECTION FOUR: That the President and Board of Trustees are committed to engagement and participation with its public/private partners in continued collaborative efforts in economic development.

SECTION FIVE: That the President and Board of Trustees herewith direct the Town Clerk to provide a certified copy of this resolution to the Mayor of each municipality in McLean County, the McLean County Regional Planning Commission, the McLean County Chamber of Commerce, the Bloomington-Normal/McLean County Economic Development Council, the Bloomington Normal Convention & Visitors Bureau, and the Bloomington-Normal Airport Authority.

Adopted this 2nd day of November, 2015.

APPROVED:



President of the Board of Trustees of the Town of
Normal, Illinois

ATTEST:



Town Clerk

(Seal)