



Agenda Item Executive Summary

Item Name Greater Rockford Chamber of Commerce Economic Development Agreement Committee or Board Committee

BUDGET IMPACT

Amount:	\$6,000	Budgeted:	N/A
List what fund:	Community Development		

EXECUTIVE SUMMARY

The Greater Rockford Chamber of Commerce has submitted the attached Economic Development Agreement for consideration as part of its proposed partnership with the Village of Winnebago. The proposed annual investment is \$6,000, which includes the Village's Chamber membership and regional economic development services. The agreement identifies the following primary deliverables for the Village:

- **Business Retention & Expansion** – Business outreach and retention visits, business sentiment surveys, referrals, assistance with incentives, follow-up services, and tracking of business needs and trends.
- **Business Attraction** – Lead generation, coordination with developers and site selectors, responses to Requests for Information (RFIs), site visit coordination, and prospect tracking.
- **Regional Marketing** – Promotion of the Rockford region and member communities through print and digital marketing, media outreach, trade shows, conferences, and business recruitment materials.
- **Site Readiness Support** – Collaboration with regional partners to improve the marketability and readiness of industrial and commercial development sites, including maintenance of available property information.
- **Workforce Development & Talent Attraction** – Coordination with regional workforce partners to strengthen the labor pipeline, employer engagement, and talent attraction initiatives.
- **Innovation Collaboration** – Support for regional innovation initiatives through collaboration with partner organizations and promotion of entrepreneurship and investment opportunities.
- **Program Administration & Reporting** – Monthly coordination meetings with Village staff, project management, regional project tracking, performance metrics, a six-month report to the Community Development Committee, and annual reporting to the Village Board.

This item is presented for Committee of the Whole discussion to obtain Board feedback on the proposed scope of services, expected deliverables, reporting expectations, performance measures, and overall value of the proposed partnership before staff returns with a recommendation for formal Board action.

ATTACHMENTS (PLEASE LIST)

None

ACTION REQUESTED

- ☒ For Discussion Only
☐ Resolution
☐ Ordinance
☐ Motion:

Staff: Joseph Dienberg, Village Administrator Date: 8/5/2026