



M.I.C. SUMMIT 2017

MODEL –INNOVATIVE–COUNTY
MADISON COUNTY, ILLINOIS



Welcome & Introductions

Clint Jones, Madison County Board Grants Committee Chair



United States Congressman

John Shimkus

Keynote Welcome



M.I.C. SUMMIT 2017

MODEL –INNOVATIVE–COUNTY
MADISON COUNTY, ILLINOIS



Infrastructure Upgrades

Immediate Bridge Upgrades
Connecting County to Country



Mary Lamie
Bi-State Development



Mike McCarthy

Terminal Railroad Association of St. Louis



Brett Reinert & Dr. Dale Chapman

Lewis & Clark Community College



United States Congressman
Rodney Davis
Infrastructure Update



United States Congressman

Rodney Davis

Infrastructure Update



M.I.C. SUMMIT 2017

MODEL –INNOVATIVE–COUNTY
MADISON COUNTY, ILLINOIS

Break



Transportation Extensions

Transportation = Retention

Mass Transit Operations



Krista Findlay

Staff Quick

 **StaffQuick**



www.StaffQuick.co



www.StaffQuick.co



Servicing Clients Across the Midwest
& Growing Nationally



StaffQuick is a locally owned and operated company dedicated to providing quick and qualified placements for your business. Our Corporate Headquarters is located in Troy, IL. to better position ourselves for continued growth.

StaffQuick has been expanding our operations across the Midwest to better service our Clients on a local level with plans to expand its operations Nationwide. We specialize in temporary, temporary to permanent, direct hire placements and payroll services.

StaffQuick is not franchised which allows a truly customized and localized recruiting platform to supply the best candidates to our Clients.

As our geographic footprint continues to grow, we are uniquely positioned to out service the competition.

Let us open a StaffQuick branch in each of your markets to prove what quality service can do for you!

RELATIONSHIP FOCUSED

EMBRACE CHANGING BUSINESS CLIMATE
CUSTOMIZE YOUR SERVICE APPROACH
EXTENSION OF YOUR HR DEPARTMENT
CONSISTENT COMMUNICATION AND FOLLOW-UP

Your Consultant
Handles...



Providing Your Complete Staffing
Needs.

AFFORDABLE RATES

Your Rates Include:

Workers' Compensation Insurance Unemployment Insurance

Background Checks

Drug Testing

Customized Skills Testing/Orientations



StaffQuick

THE BUCKET APPROACH

Hours paid by your company to StaffQuick go into a bucket to be applied to the 480 hours needed for associate conversations. Your company may use the hours in the bucket to convert any associate you choose at no additional cost. This program allows your company to utilize all of the hours paid in for future placements.

ON-SITE PROGRAM

StaffQuick's On-Site Program serves as an extension of your company's human resources and administrative departments. Your On-Site will handle everything and continually monitor associate's progress, conducting turnover reports and performing exit interviews.



QUALITY PEOPLE

IN DEPTH INTERVIEWS IN A PRIVATE SETTING

CONTINUOUS RECRUITING

CUSTOMIZED PRE-SCREENED “CALL LISTS”

CONSISTENT COMMUNICATION AND FOLLOW-UPS

PRE-ESTABLISHED EXAM FOR LABORERS

ADVANCED NOTICE OF NEW TALENT



TURNOVER REDUCTION

ASSOCIATE FRIENDLY ATMOSPHERE

ASSOCIATE RELATIONSHIP DEVELOPMENT

PAYCHECK DELIVERY, PAYCARD, OR DIRECT DEPOSIT

EMPLOYEE OF THE MONTH PROGRAM

CUSTOMIZED ATTENDANCE AND PERFORMANCE INCENTIVES

RECRUITING

Our recruiting efforts are customized for each market

Consultants recruit continuously to always have candidates in the pipeline by hosting regularly scheduled, off site recruits

Shared database management and mass communication capabilities to capitalize on strong associate referrals

Consultants are local members of the community, usually with direct knowledge and history with the area in which they recruit

Consultants are comprehensively trained to know and understand the complete recruiting and interviewing process

All mediums are maximized:

- Traditional advertising with local print and radio ads
- Participation and sponsorship with area job and career fairs
- Corporate management of continuous online job board postings
- Local management and promotion through social media outlets
- Partnership with local workforce development offices
- Recruitment efforts with area colleges, trade schools and universities
- Cooperation with local chambers referring new residents
- Yard signs and Now Hiring flyers

NOW HIRING

 **StaffQuick**

www.StaffQuick.co

FOCUSED ON SAFETY

ACCIDENTS IN THE WORKPLACE CAN BE PREVENTED WITH THE PROPER PROCEDURES IN PLACE. AT STAFFQUICK, WE HAVE A PROVEN TRACK RECORD OF PREVENTING AND REDUCING ACCIDENTS BY:

Customized associate safety orientations

In-house Workers' Compensation Specialist

Safety incentives for associates

Consultants arrive on-site to complete the claim process and ensure associate well-being



Transportation

Transportation issues in the Madison County area.

Days/Shift Hours worked

Production being shut down

Retention

Additional obstacles





StaffQuick Glen Carbon
19 Junction Drive
Glen Carbon, IL 62034
618-659-0400 kristaf@staffquick.co

ONE CALL REALLY DOES IT ALL!

The logo graphic consists of three horizontal white lines of varying lengths, stacked vertically. The top line is the shortest, the middle line is medium length, and the bottom line is the longest, extending to the left of the text.

StaffQuick

www.StaffQuick.co



Jim Wild

East West Gateway



Scott Belobrajdic

Madison County Transit



John Nations

Bi-State Development



SJ Morrison

Madison County Transit



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MADISON COUNTY, ILLINOIS

Break



Affordable Housing

The New Look of Affordable Housing
Career Path Rental to Home Ownership



Joseph Gray

National Development Council



**NDC Corporate Equity Fund
Beecher House Senior
Somerset, KY**



**NDC Corporate Equity Fund
Greenwood Avenue
Madison, IL**



**NDC Corporate Equity Fund
Heritage Woods Assisted Living
Freeport, IL**





**NDC Corporate Equity Fund
Cony Flatiron Senior Residence
Augusta, ME**



**NDC Corporate Equity Fund
Cony Flatiron Senior Residence
Augusta, ME**



**NDC Corporate Equity Fund
Cony Flatiron Senior Residence
Augusta, ME**



**NDC Corporate Equity Fund
Cony Flatiron Senior Residence
Augusta, ME**



**NDC Corporate Equity Fund
Madison Senior Housing
Madison, IL**



**NDC Corporate Equity Fund
Lincoln Senior Housing
Lincoln County, NV**



**NDC Corporate Equity Fund
Medford Hamlet Senior
Medford, NY**



**NDC Corporate Equity Fund
Plum Creek Assisted Living
Rolling Meadows, IL**





**NDC Corporate Equity Fund
River to River Assisted Living
Marion, IL**



**NDC Corporate Equity Fund
The Aeolian
Vicksburg, MS**





Alan Quick

Illinois Housing Development Authority



Mike Goetz

Illinois LECET



Gaylan Gondolfi

Justine PETERSEN



Steve Acree

RISE



The New Look of Affordable Housing
M.I.C. Summit
April 7, 2017

SINGLE-FAMILY affordable
RENTAL HOMES— LONG TERM
LEASE PURCHASE



AFFORDABLE SINGLE-FAMILY HOMES AS A PLATFORM FOR COMMUNITY REVITALIZATION

East Alton “Defense Area” Before:



AFFORDABLE SINGLE-FAMILY HOMES AS A PLATFORM FOR COMMUNITY REVITALIZATION

After ("Emerald Ridge:):



AFFORDABLE SINGLE-FAMILY HOMES AS A PLATFORM FOR COMMUNITY REVITALIZATION

Sinai Village in East St Louis



multi-FAMILY historic rehab
affordable housing



HISTORIC PRESERVATION AND AFFORDABLE HOUSING



HISTORIC PRESERVATION AND AFFORDABLE HOUSING



HISTORIC PRESERVATION, MIXED-INCOME HOUSING & COMMERCIAL DEVELOPMENT



HISTORIC PRESERVATION, MIXED-INCOME HOUSING & COMMERCIAL DEVELOPMENT AS A PLATFORM FOR COMMUNITY REVITALIZATION

Former "14th Street Pedestrian Mall" Before:



HISTORIC PRESERVATION, MIXED-INCOME HOUSING & COMMERCIAL DEVELOPMENT AS A PLATFORM FOR COMMUNITY REVITALIZATION

After ("Crown Square"):



HISTORIC PRESERVATION, MIXED-INCOME HOUSING & COMMERCIAL DEVELOPMENT AS A PLATFORM FOR COMMUNITY REVITALIZATION

After ("Crown Square"):



HISTORIC PRESERVATION, MIXED-INCOME HOUSING & COMMERCIAL DEVELOPMENT AS A PLATFORM FOR COMMUNITY REVITALIZATION

After ("Crown Square"):





multi-FAMILY contemporary
urban infill affordable housing



CONTEMPORARY DESIGN IN URBAN INFILL AFFORDABLE HOUSING

St. Louis Housing Authority & McCormack Baron Salazar—
North Sarah:



CONTEMPORARY DESIGN IN URBAN INFILL AFFORDABLE HOUSING

St. Louis Housing Authority & McCormack Baron Salazar—
North Sarah:



CONTEMPORARY DESIGN IN URBAN INFILL AFFORDABLE HOUSING

St. Louis Housing Authority & McCormack Baron Salazar—
North Sarah:





Mike Lundy

SWIDA



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MODEL –INNOVATIVE–COUNTY
MADISON COUNTY, ILLINOIS

Lunch



Introduction

Kurt Prenzler, Madison County Board Chairman



ABLE & Charitable Trust Programs

Mike Frerichs

Illinois State Treasurer



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MADISON COUNTY, ILLINOIS



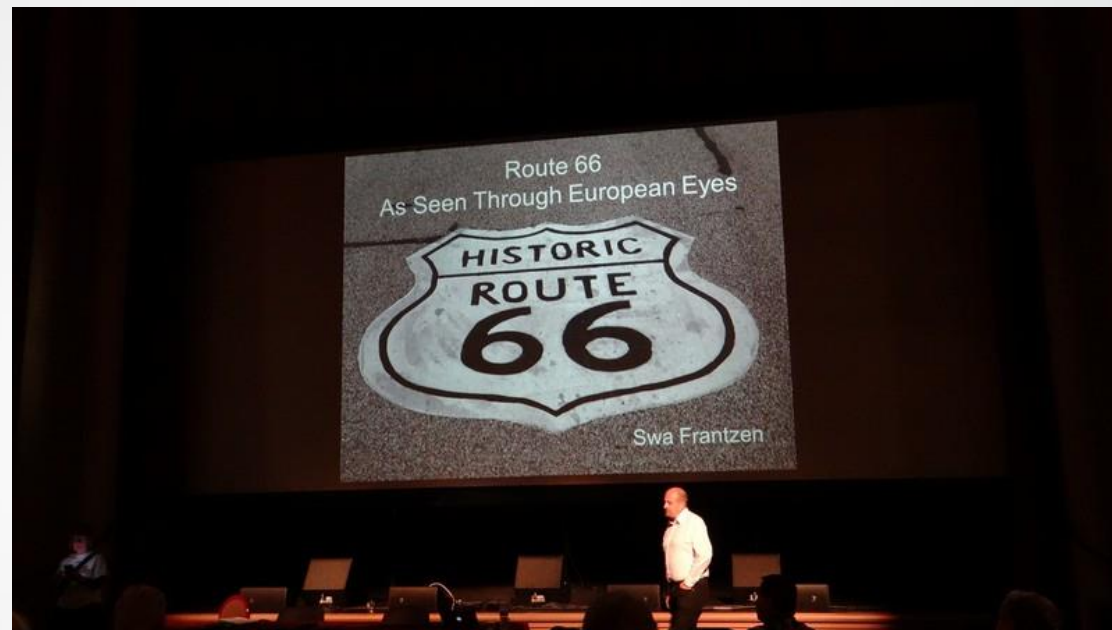
Parks, Recreation & Arts

Tourism through Recreation Investments



Larry Bloemker

Mayor of Hamel, IL







VILLAGE OF
HAMEL
ILLINOIS



SJ Morrison

Madison County Transit



Brett Stawar

Alton Regional CVB

SIMPLY THE GREATEST

Alton
Bethalto
East Alton
Edwardsville
Elsah
Glen Carbon
Godfrey
Grafton
Grantfork
Hartford
Hamel
Jerseyville
Livingston
Prarietown
Roxana
South Roxana
Wood River
Worden

Calhoun County
Jersey County
Madison County

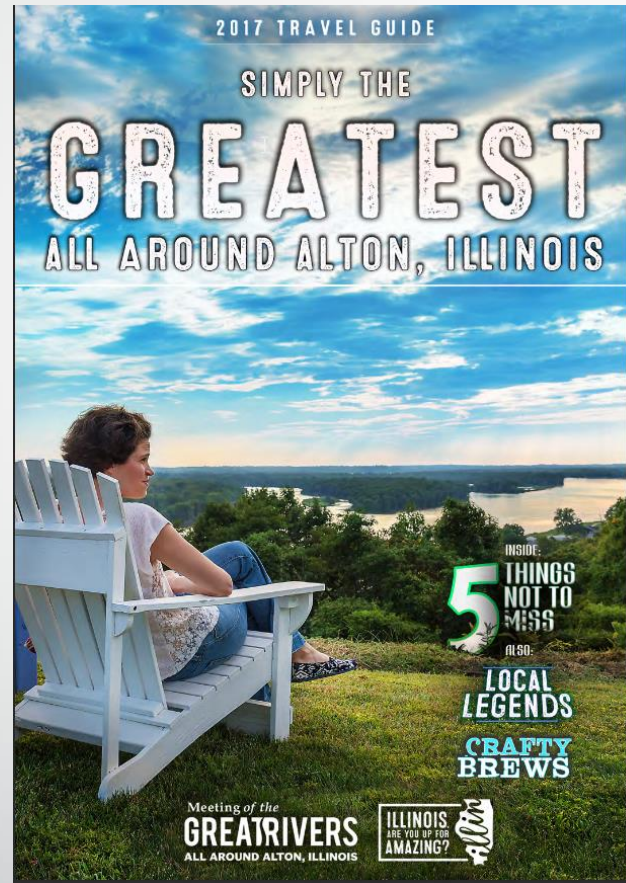
Meeting of the
GREATRIVERS
ALL AROUND ALTON, ILLINOIS

What We Do:

We bundle all of the tourism products so travelers discover all that this region has to offer with attractions, restaurants, shops, lodging facilities and other visitor services and assets.

We work to incrementally increase new visitation and its economic benefits to the entire region.

We serve the vested interests of Northern/Central Madison, Jersey and Calhoun counties in Illinois.



Who We Are:



Brett Stawar

President/CEO



Barbara Strack

Finance Director



Stephanie Tate

Marketing Communications &
Partnerships Director



Sissy McClain

Sales Manager



Emma Franklin

Marketing
Coordinator



Miriah Haring

Visitor Center
Specialist



Gail Wallace

Visitor Center
Specialist



Michael Brown

Tower Guide



Mary Ann Warmack

Tower Guide



Becky Nelson

AARP Support

We are governed by a 20 member board of directors, representing the industry and regions we serve.

The Power of Travel & Tourism!

2015

Travel is America's Largest Industry

\$2.1 Trillion for the
U. S. Economy

\$148 billion in tax
revenue for local, state
and federal
governments.

Travel is America's Largest Employer

15.1 Million Jobs

8.2 direct
6.9 indirect

Travel is America's Largest Export

\$246 Billion in travel
exports

\$98 billion trade surplus

Accounts for 11% of all
US export goods and
services

Economic Impact: 2016 – Madison County

8th Largest Tourism Market in State!

Visitor
Expenditure

\$372
Million

Local
Employment

3,080

Local Tax
Receipts

\$6.94
Million



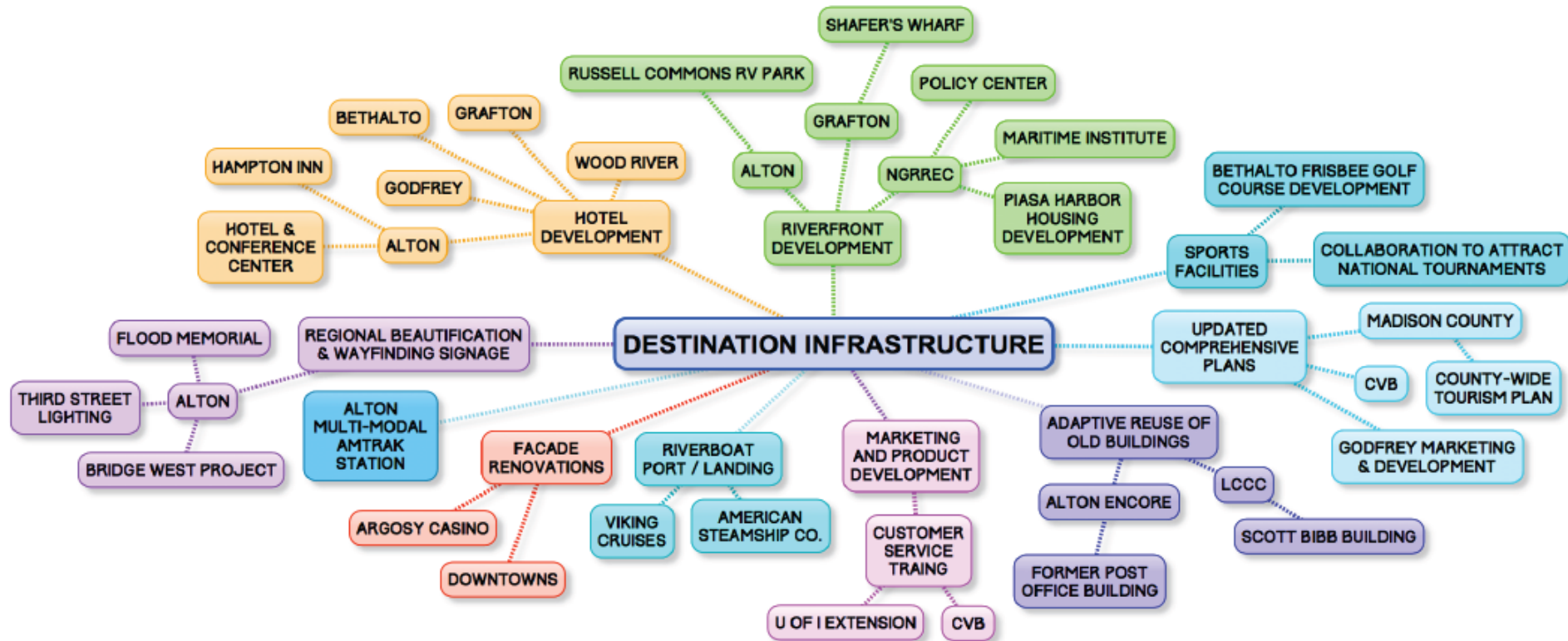
Payroll = \$82.75 Million
State Taxes = \$17.85 Million

Tourism Vision: 2020



Tourism Vision Plan

GOAL: DESTINATION INFRASTRUCTURE



We Deliver Groups



Economic
Impact:
\$679,000

16,260
Delegates
(28% increase)

In the Media:
We Deliver Promotions

8 Travel Magazines, and
17 Newspapers

8 Travel Writers,
Including 5
International

52 Media
Outlets
580
Placements

Earned Media Value
\$604,556
a 29% increase

PERE MARQUETTE STATE PARK
BEST FOR: Blissful biking
The largest park in Illinois
offers the chan
oram

Advertising: Paid Placements

Midwest Living



40 Paid
Media
Outlets

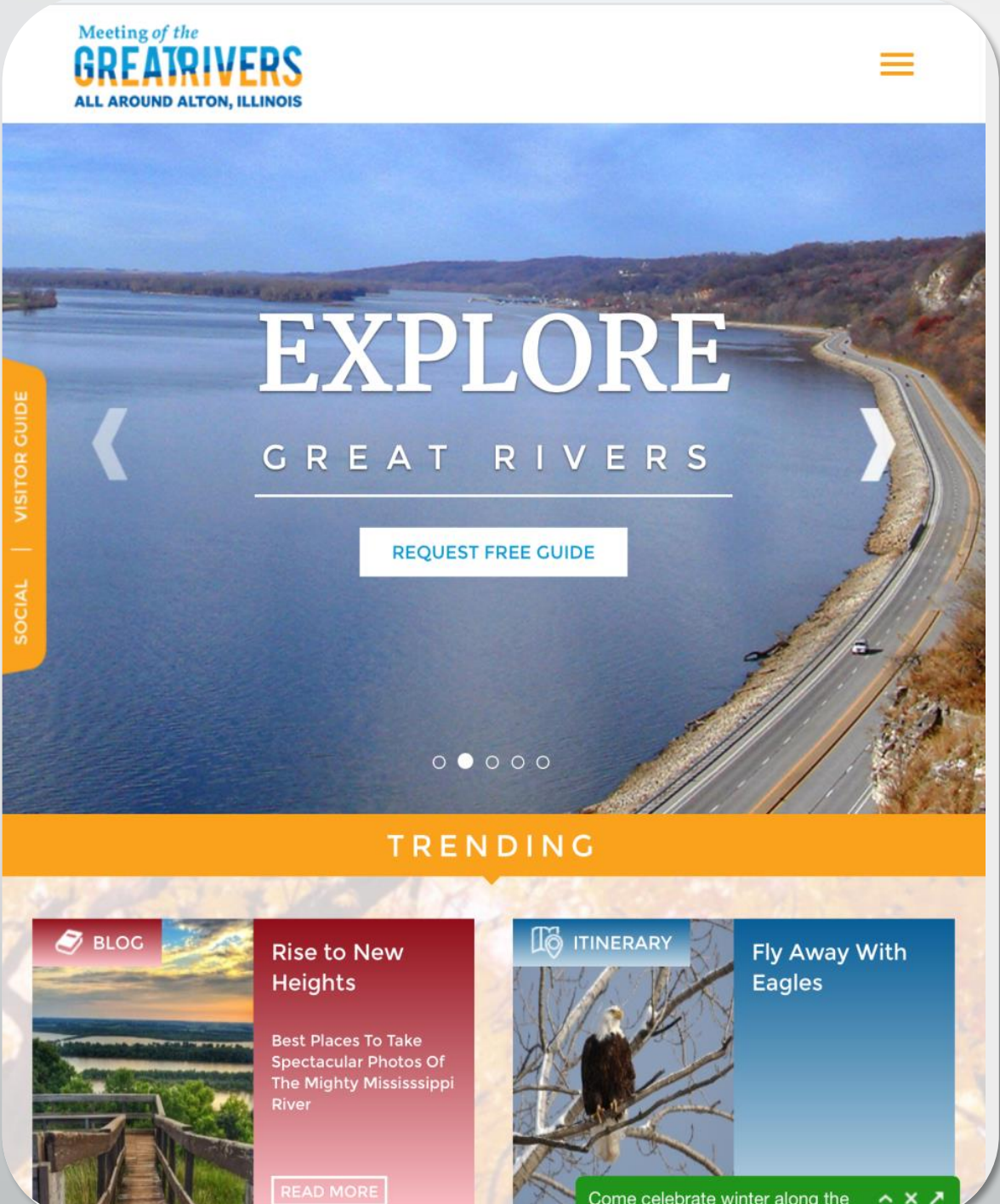
More than
25
Million
Travelers
Reached!

CVB Website
& Social Media

397,779 Unique
Visitors

34% Increase
in Unique
Visitors

Over 3 Minutes
Avg. Session
Duration



1 Million
Page
Views

Over 2 pages
per session



Sports Marketing: 2017 Events

- Greater Midwest Baseball
- GameDay USA Tournaments
- Bike MS
- Tour De Cure
- IHSA Event
- Edwardsville/Rotary Criterion
- ASA Softball State Tournaments
- Kick-It 3v3 Soccer Midwestern Championship



Game Changers for Madison County

Upgrades in Transportation, Accommodations, Recreation & Regionalism



Enhanced Rooms & Added Rooms

Edwardsville

Alton



Sports Marketing Initiatives

Gordon Moore Park

Bethalto Sports Complex

Edwardsville Sports Complex

SIUE Promotion



Multi-Modal Train Station



Regional Tourism Collaborations

Madison County, Hamel, Glen

Carbon & Edwardsville (River to 55)



2017 Madison County Tourism

On the horizon: Simply the greatest

Get In Touch



bstawar@visitalton.com
(618) 465-6676

Meeting of the
GREATRIVERS
ALL AROUND ALTON, ILLINOIS



Keith Bercherer
Mary Ettling

Southern Illinois University Edwardsville



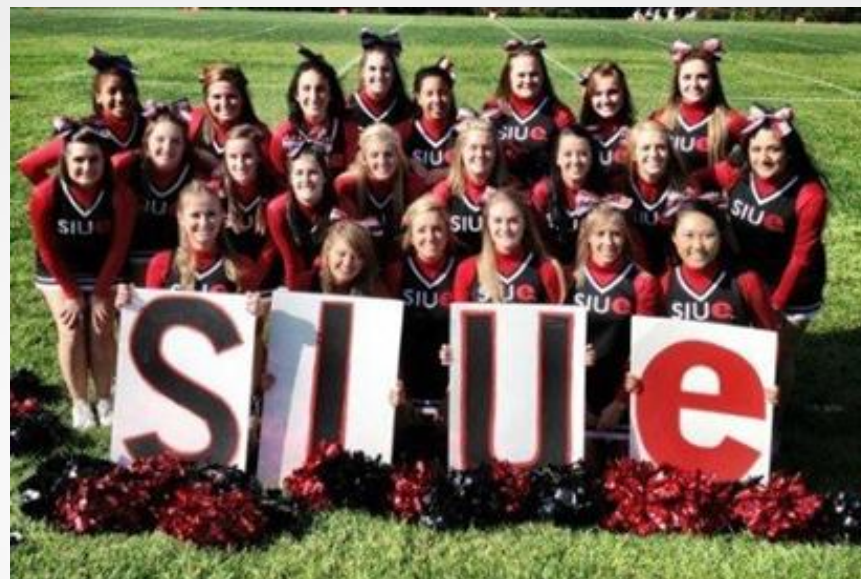


SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE





SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE











James Arnold

Madison County Community Development

Park Enhancement Program





Dan Krankeola

IllinoisSouth Tourism

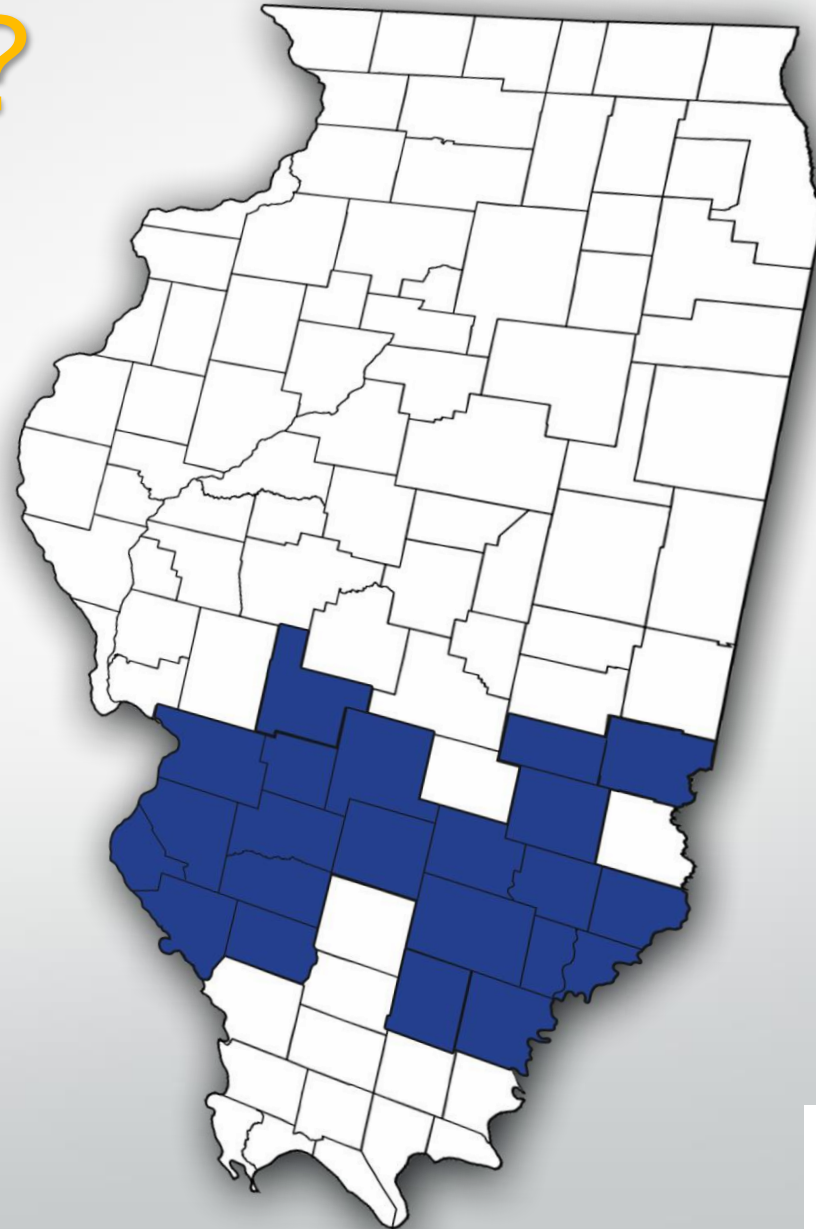
Who are we?

- Sales & Marketing Arm for 22 Counties
- Largest of 40 CVBs in Illinois
 - Over 10,000 Square Miles
- 501c6 Non-Profit Organization



Where are we?

Mississippi River
east of Missouri
to the Wabash
River west of
Indiana.



Blending rural and urban communities by design...



Blurring County Lines

- Getting away from parochialism
- Finding attractions and figuring out how they can partner with nearby communities





What Brings Visitors to ILLINOISouth?



Wine

19 Wineries



Attractions

100+
Unique, Family &
Art Venues



Lodging

7,000+
Guest Rooms



Retail

339
Shops &
Centers



Restaurants

600+
Local Eateries



Outdoors

100+
Parks & Lakes

How we're funded

- Half From DCEO's Local Tourism Convention Bureau (LTCB) Grant Program
 - Local Hotel/Motel Tax is Intended to Serve as a Marketing Fund to Replace Visitors/Tax Dollars
- Half From Match We Create with Partners

ROI DOESN'T LIE!

We return \$6 for every
marketing dollar spent
through grant funds

Creating Our Match Dollars

- Membership based organization
 - Levels range from \$225 – \$7,000
 - Major benefits include advertising and media buy discounts
 - Depending on volume of marketing, membership cost recouped
 - Membership = **GROWTH**

Creating Our Match Dollars

- Marketing and promotional projects
 - Value for value: getting what you pay for
- Paid Distribution Services
 - Dominion, CTM, Tourist Information Services



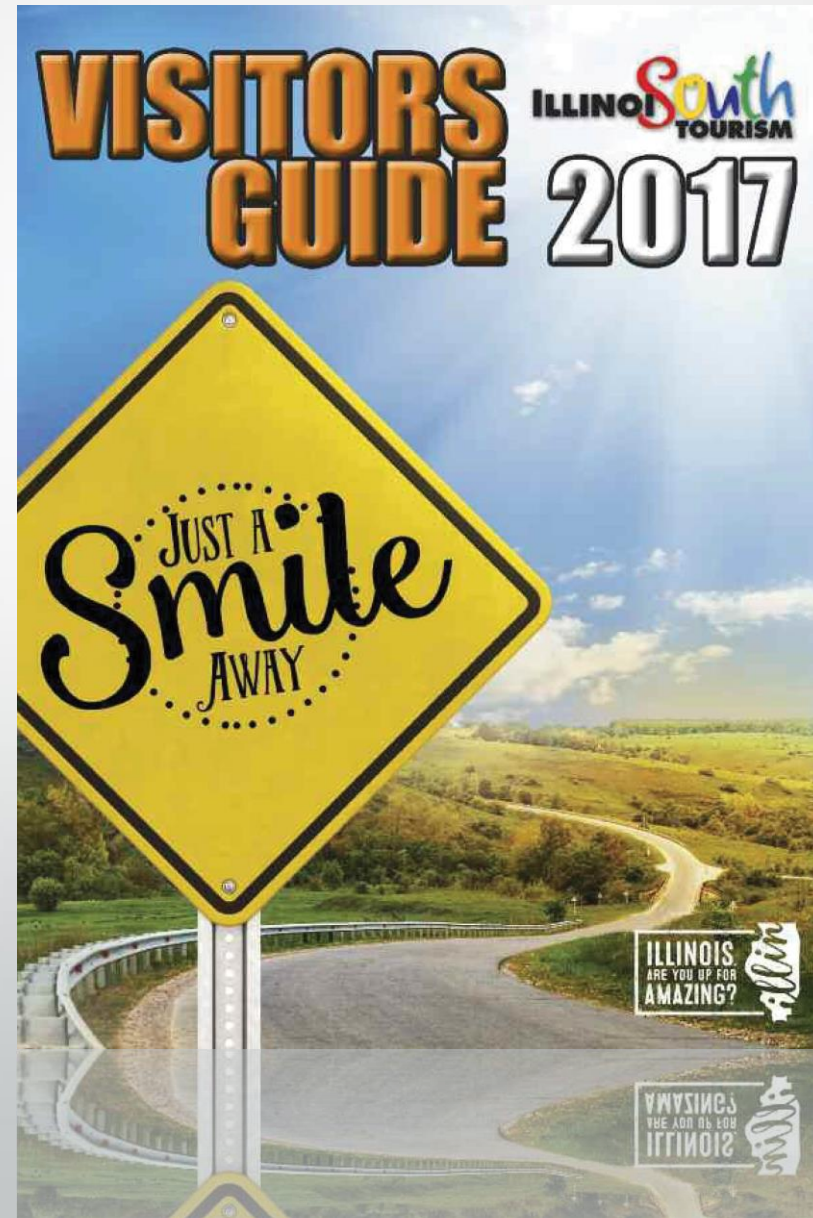
Creating Our Match Dollars

- Advertising sales in our award-winning publications
 - Annual Visitors Guide
January Delivery
 - Seasonal Tourism Times
Spring/Summer, Fall & Holiday Editions
 - Map Ads

Annual Visitors Guide

- Free Listings for Hotels, Attractions, Shopping, Restaurants, Parks and More...
- Designed for the Traveling Public

Distribution: Hotels, Attractions, City Halls, TICs, Members, Mailing List



Tourism Times Newsletter

- Unique Stories From the Communities in Our Territory
- Current Calendar of Events
- Spring/Summer, Fall and Holiday Issues

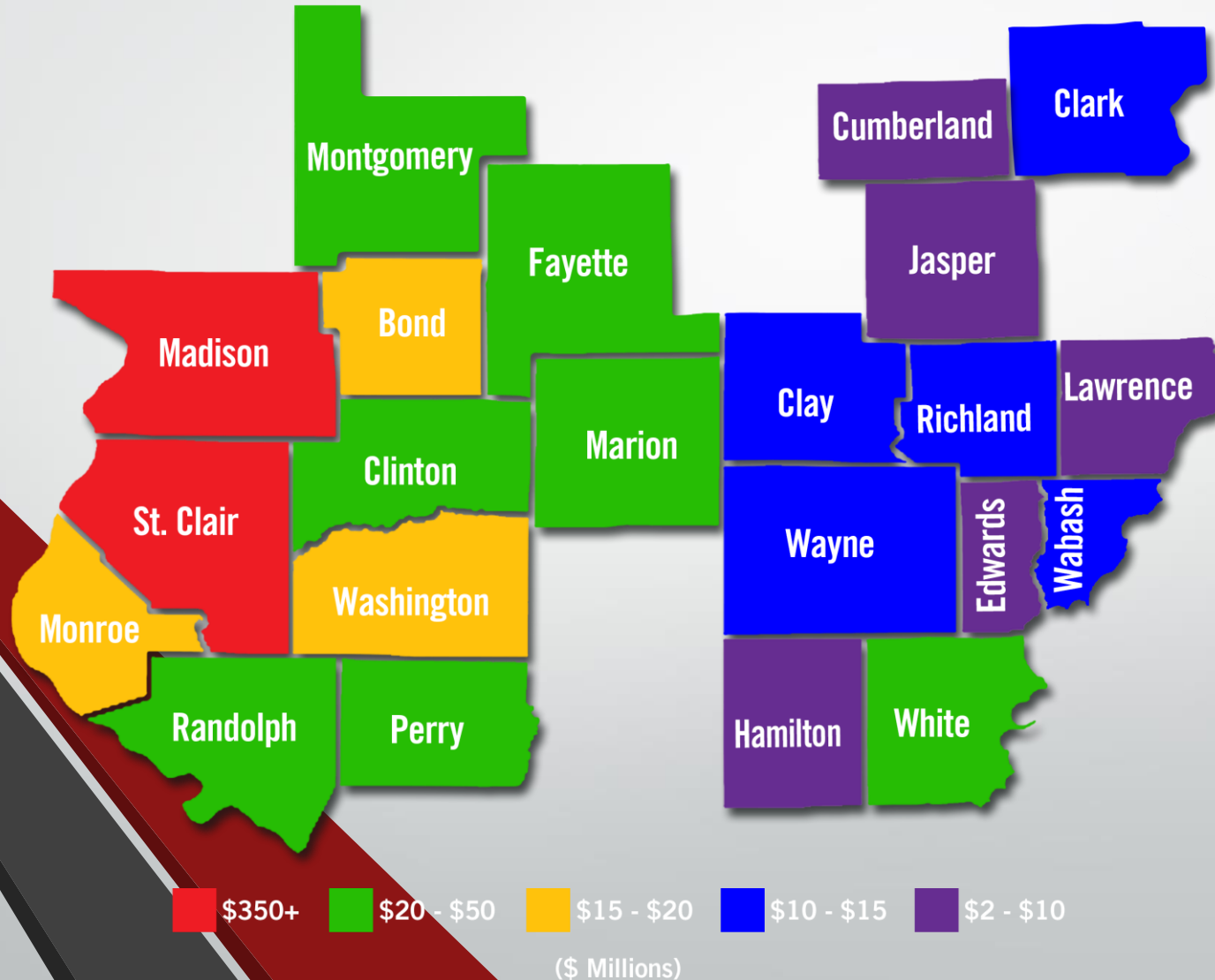


Distribution: Hotels,
Attractions, City Halls,
TICs, Members,
Mailing List

ILLINOISouth in 2015

- \$1.28 Billion in Tourism Expenditures
- Over 9,550 jobs with \$274 million in payroll
- \$90.9 Million in State & Local Taxes

Domestic travel accounts for over \$1 Billion annually!



Tourism in
Illinois saves the
average
household
\$1,300 in taxes
every year!



M.I.C. SUMMIT 2017

MODEL –INNOVATIVE–COUNTY
MADISON COUNTY, ILLINOIS

Break



Supportive & Outreach Services

Adult DARE- Workforce Health
Community Leadership Through Service



Amy Lyerla

Madison County Community Development



Katie Venverthloh

Chestnut Health Systems



Ty Bechel
Shane Patton

Chestnut Health Systems



Katie Venvertloh

Chestnut Health Systems



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MODEL –INNOVATIVE–COUNTY
MADISON COUNTY, ILLINOIS

Break



M.I.C Model Leadership Through Service Awards



Individual

A.J. Ciccarelli

Presented by: David Michael, Madison County Board Member









Business

First Mid-Illinois Bank & Trust

Presented by: Erica Conway-Harris, Madison County Board Member



Organization

Riverbend Family Ministries

Presented by: Chris Slusser, Madison County Treasurer



Riverbend Family Ministries

About

Riverbend Family Ministries provides strength and support to those in crisis. We strive to provide essential resources, counseling and training to individuals and families that need it the most within our community. Concentrating our mission on those that have been affected by violence, addiction, poverty and homelessness. By strengthening and empowering individuals and families, we strengthen our community.



Tammy Iskarous

Executive Director of Riverbend Family Ministries

For some time, Tammy saw a void in Madison County and a need to provide space for families that have experienced or have been affected by trauma. She made it her mission to give these families and individuals the help they need within a safe, holistic environment. Striving always to live her life with compassion, integrity, and dedication, Tammy works hard to change individuals, restore families, and give hope to all who enter their doors with the help of licensed therapists and volunteers. Since opening Riverbend Family Ministries in 2008, Tammy has introduced many new programs to Madison County including Refuge and CASA, services that have given the families of this community a safe place to land.



List of Services

Refuge

One of Madison County's only services working to prevent childhood exposure to violence and abuse through therapeutic work with children, families, and community-based support services, giving victims a safe place to go.

Providing:

- A trauma-informed, holistic program for families with children ages 0-11.
- Healing therapy for children and families that are victims of abuse, neglect, or violence.
- Parent education, training, and support for families to provide holistic and comprehensive care.

Youth Development Program

A program designed for youth ages 12-17 that have been a victim of violence, perpetrated, or witnessed violence. Empowering youth to make safer and smarter choices and share their experiences with peers.

Providing:

- Relationship values and expectations
- Power and control in relationships and effects of violence
- Teen dating violence
- Self-esteem
- Conflict resolution skills

Pathways Counseling

Guides those in need with confidential, Christian counseling in a comfortable, safe environment.

Client Service Department

Provides one-on-one help to clients in overcoming obstacles while providing resources and support for every aspect of life to help them achieve their goals of self-sufficiency.

Providing:

- Financial aid for utility assistance and rent payments
- Job coaching and interview skills
- Budget counseling
- Social service navigation

CASA (Court Appointed Special Advocates)

Madison County's official training site for CASA volunteers that are appointed by judges to watch over and advocate for abused and neglected children to make sure they don't get lost in the overburdened legal and social service system or languish in inappropriate groups or foster homes.

