

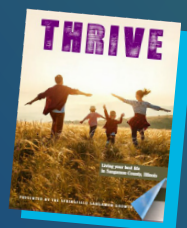
2020 YEAR IN REVIEW



877 square miles of POSSIBILITY THRIVE IN SPI.org

INTRODUCING SSGA

- ✓ Launched the SSGA YouTube channel
- ✓ Published community lifestyle piece, the Thrive book
- ✓ Launched www.ThriveInSPI.org



+ 9,765 website visits
+ 2,975 campaign page views

LEADERSHIP



Searched and selected SSGA CEO, Ryan McCrady.



Settled in at 531 East Washington Street, now equipped with video conferencing, furnished offices and meeting spaces.

MARKETING

BAM: Hired BAM Marketing, a local agency for full-service support in strategy development, traditional media, digital marketing, social media, creative development and public relations. And, together launched...

THRIVE IN SPI a community marketing & branding campaign

- Initiated Media Week – media pledged an annualized \$342,000 in free media with:
 - PSAs: free TV and radio schedules
 - Outdoor billboards
 - Media appearances on WFMB, WCIA, WICS, WTAX, WMAY and more
 - Print ads
- Produced a series of Thrive In SPI campaign videos
- Kicked off a digital marketing effort (Facebook/Instagram/LinkedIn/Google Search)



1,780,011 Ad impressions
605,458 15-second video views
8,746 Website clicks from ads

UP 88%
Facebook follower growth



UP 270%
LinkedIn follower growth



ECONOMIC DEVELOPMENT

- Organized industry sector partnership meetings to support and retain businesses
- Handled inquiries from site selectors looking to locate in SPI
- Continued advocacy for the Lincoln Land Energy Center with:

Economic impact study update | Local leaders letter appeal campaign | Citizens Club presentation



EARNED #1 PLACE TO LIVE post-pandemic ranking by Business Insider

BUSINESS & COMMUNITY SUPPORT



Helped lead COVID-19 Information & Communication Efforts

- Shared latest COVID-19 info from the State of Illinois as defined for businesses
- Created the All IN 4U community health and safety pledge effort for businesses
- Assisted businesses with accessing multiple financial COVID-19 relief programs

OUR COMMUNITY WORK CONTINUES

PLANNING PARTICIPANTS for an iHub location, the downtown campus for UIS and SIU.

JOINING FORCES with DSI, Chamber, SCVB, ILSBA, Innovate Springfield, UIS, Black Chamber of Commerce, and the Hotel & Lodging Association to create stronger relationships between these organizations with common goals.

COLLABORATING with the Abraham Lincoln Presidential Airport to preserve and support passenger air service – important to job retention and attraction for our community.



SUPPORTING & SPONSORING



Sangamon CEO ice rink projects



Capital City Takeout Challenge

The Springfield Sangamon Growth Alliance looks forward to aiding community growth and success in 2021.