



Springfield
Sangamon
Growth
Alliance



THRIVE IN SPI
ALLY

**Thrive Ally
Training
2021**

WELCOME



"A healthy economy is very much like an ecosystem in the way all of those businesses interact with each other and support the overall needs of the community. Our goal is to foster the growth of a strong ecosystem that will benefit our community from a quality of life standpoint as well as economically."

– Ryan McCrady, President & CEO

SSGA Overview

The Springfield Sangamon Growth Alliance is a public-private partnership solely focused on advancing the economic development efforts in Springfield and Sangamon County. The SSGA is helping create and market a financially sound community, by:

- Providing direct services and resources that support business growth
- Leading initiatives that enhance the competitive aspects of the community
- Attracting new businesses and skilled talent
- Retaining local companies and workforce



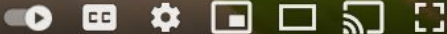
Springfield Sangamon Growth Alliance

ABOUT US

Introducing, the Springfield Sangamon Growth Alliance



0:03 / 2:30





COMMUNITY MARKETING & BRANDING

WHY?

Why is community marketing and branding involved in economic development?

- **Get house in order**
- **Improve self-talk**
- **We're all economic developers...**

- Community marketing shines the light on all the positive aspects offered in our community.
- It builds & promotes the community by:
 - Energizing our local residents
 - Supporting our local businesses
 - Attracting new businesses & workforce

To achieve regional prosperity, people must take pride in living here.



COMMUNITY MARKETING & BRANDING

WHAT?

What does a community marketing and branding campaign mean?



SPIRIT



SUPPORT



WAY OF THINKING & LIVING



VIDEO

Thrive In SPI Overview

▶ ⏪ 🔊 1:03 / 1:14





COMMUNITY MARKETING & BRANDING

HOW?

How is community marketing and branding involved in economic development?

**What can
YOU
do to help?**





Josh Collins
Lincoln Land Community College

[VIEW BIO](#)

Ask Me About

- Business Dev.
- Spfld Public Schools
- Local Breweries
- Parks



Scott Dahl
Springfield Convention & Visitors Bureau

[VIEW BIO](#)

Ask Me About

- Tourism
- Outdoor Recreation
- Hospitality Industry
- Running



Julie Davis
The Real Estate Group

[VIEW BIO](#)

Ask Me About

- Real Estate
- Professional Development
- Community Amenities
- Social & Service Clubs/Assn

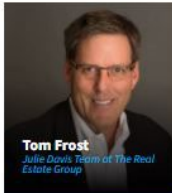


Pamela Lewis-Frazier
All in One Laundry Center & Services

[VIEW BIO](#)

Ask Me About

- Networking
- Dining Out
- Community Resources
- Laundry & Cleaning Services



Tom Frost
Julie Davis Team at The Real Estate Group

[VIEW BIO](#)

Ask Me About

- Real Estate
- Community Theater
- Country Clubs
- Governmental Affairs



Christy Broccardo-Grove
Colour Republic Flowers

[VIEW BIO](#)

Ask Me About

- Marketing & Design
- Freelance Work
- Associations
- Restaurants & Nightlife



Why do you want to be a Thrive Ally?

"I love this community and I want to see it become the best it can be. Part of that comes from attracting and retaining top talent from around the country. Selfishly, my industry grows as the community grows, but also as a citizens I want to do all I can to help sell what I truly believe to be an excellent community. I want everyone to see our community through the same lens I get to."

"I think this is a very creative way to connect people here in Springfield. As a transfer to this city myself, I know it can be tricky to make new friends and connections in a new town. However, I was graciously welcomed, and I would like to pass that on."

'Springfield is a great place to be. I'm convinced other will feel the same way if they have the opportunity to experience it themselves.'

"As a lifelong Springfield resident, I want to help tell the story of my hometown and what it has to offer."

"Love the idea of instilling pride in our community. Too many people complain about Springfield not having new businesses or new things to do but badmouth the community every chance they get. It's time to instill some pride in our community, and this campaign is a good way to get that started."

"The Springfield area has a wonderful story to tell, and I love sharing it with folks new to the community as well as those already here. We have a lot to be proud of and a lot to offer every member of a family."

"Support economic growth and cultural diversity."

"Our family loves Springfield and all it has to offer. Sometimes it seems like our community suffers from low morale and we collectively overlook the great people around us and the great things they are doing."

'I was born and raised in this community and now own a small business here that employs other local families. I'm inspired by SSGA's commitment to effective economic growth and want to help any way I can.'

the Storyteller Studios



TESTIMONIAL

Thrive Ally, Josh Hester



JOSH HESTER
ALLY, "THRIVE IN SPI"

RE-BATH

ANDTV.COM



Macon Co. reports delay in vaccine shipments due to winter weather



Lev. 17 5:09 23°



THRIVE ALLY PROGRAM

Thrive Ally Expectations



1. Interact with Thrive Ally program users
 - a) Respond to potential and/or new resident Ally program users when they contact you
 - b) Answer their questions and provide guidance based on your personal experiences and knowledge of living and working here
 - c) When possible/applicable, provide opportunities for them to connect with other community members that have similar interests or qualities
2. Track Ally encounters by entering them into an online form on the SSGA website. www.ThriveInSPI.org/encounters
3. Actively promote the Thrive Ally program and Thrive In SPI campaign

RESOURCES

THRIVE IN SPI
117 East Washington Street, 9th Floor
Springfield, Illinois 62761

New to SPI? You have an ALLY

Whether you are considering a move to the Springfield, Illinois area or you've already arrived, there is no better way to learn about a new place than to hear directly from those who live, work, and play here. That's how our **Thrive Ally** team is eager to assist.

A Thrive Ally is a passionate member of the Springfield and Sangamon County community who has volunteered to help potential and new residents find their fit and ease transition to the area. You can leverage their knowledge and experience to help take the guesswork out of acclimating to your new community!

Connect with a Thrive ALLY to ask questions, gain advice or recommendations, meet new people - and get involved. For everything from entertainment to career networking and churches, each Thrive Ally comes from a diverse range of ages, ethnicities, industries, lifestyles, interests and experiences. They are all committed to helping you Thrive in SPI.

Meet a few members of the Thrive ALLY team. To learn more or apply to be a Thrive Ally yourself, visit our website at www.ThriveInSPI.org/Ally.

| | | | | |
|--|---|---|--|--|
| <p>Josh Collins Community Manager</p> <p>Ask Me About</p> <ul style="list-style-type: none"> Business Development Community Meetings Local Resources Events | <p>Sara Wajsbort-Dimitroff Event Coordinator, CC</p> <p>Ask Me About</p> <ul style="list-style-type: none"> Local & State Government Parks Local Activities Networking | <p>Ashley Green-Prater Event & Marketing Assistant</p> <p>Ask Me About</p> <ul style="list-style-type: none"> Networking Community Events Community Resources Learning & Career Services Volunteer Services | <p>Eva Swanson Community Resource</p> <p>Ask Me About</p> <ul style="list-style-type: none"> Local Activities Community Events Historical Sites Health Recreational Activities | <p>David Lee Community Resource</p> <p>Ask Me About</p> <ul style="list-style-type: none"> Young Professionals Government Local Resources Life in Springfield |
|--|---|---|--|--|

Welcome to Springfield & Sangamon County. We look forward to hearing from you!

To view more details, visit our website: www.ThriveInSPI.org/Ally

Springfield Sangamon Growth Alliance
117 East Washington Street, 9th Floor
Springfield, Illinois 62761 | 217.478.2000

LOVING YOUR LIFE IN SPI?

HELP SPREAD THE WORD BY BECOMING A THRIVE ALLY.

Our community's greatest asset is our people. There is no better way for potential and new residents to learn about Springfield & Sangamon County than from our community members themselves. Ultimately, we need YOU to share your knowledge and experience with others and speak up in a positive way about the community you love.

So bring your enthusiasm and help spread the word about how great it is to live, work and play in the Springfield area by signing up to be a Thrive Ally. This is a fun way to inspire, connect, and get involved in your community, with minimal time commitment.

THRIVE IN SPI ALLY

LIVE - WORK - PLAY

WHY BE AN ALLY?
Besides the cool t-shirt...

- Join an active member of the community who lives and works in the Springfield area.
- Meet back after attending two years in Chicago, and finally volunteer your time for community activity and development.
- Have Springfield and Sangamon County and learn to help others live it too! There is no one else like you in the Springfield area.
- Help to give new residents great places to live, take a break, go to school, and work.

To view more details, and to sign up, visit our website: www.ThriveInSPI.org/Ally

Springfield Sangamon Growth Alliance

Flyers

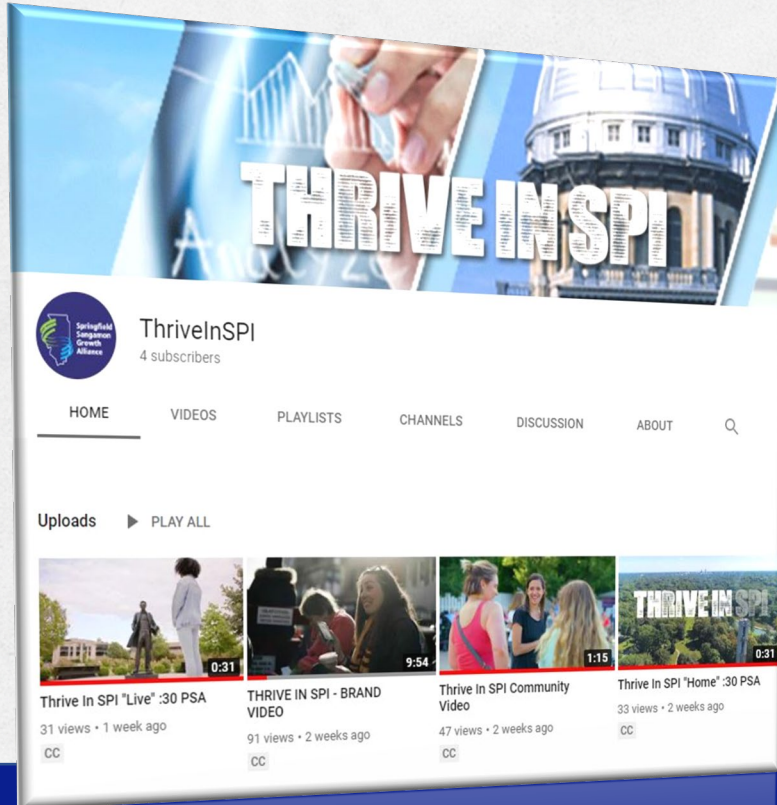
- You Have An Ally
- Be A Thrive Ally
- About Springfield & Sangamon County Infographic

All flyers are available in hard copy and in PDF on our website.

ABOUT SPRINGFIELD & SANGAMON COUNTY

- #1 Best City to Live Post-Pandemic
- #2 Best Mid-Sized City to Make a Living Nationwide
- #9 Best Paying Cities for Construction Workers
- 5 Class I Railroads
- 17 Minutes Average Commute Time
- 2,500 Acres Major industry opportunities: Health and Life Sciences, Technology, Manufacturing & Heavy Industry, Agribusiness, and Professional Services.
- 100,000+ Sangamon County Labor Force Participants
- 2 Level One Plasma Centers
- 35.8% of Population has a Bachelor's Degree or Higher
- 4 Higher Education Institutions
- 11 School Districts
- 400 Community Events / Festivals Each Year
- Located On Interstates 55 and 72
- 11 national and international businesses operate their corporate headquarters here including:
 - Memorial Health System
 - Hospital Sisters Health System
 - Blue Cross / Blue Shield
 - Wells Fargo Home Mortgage

RESOURCES

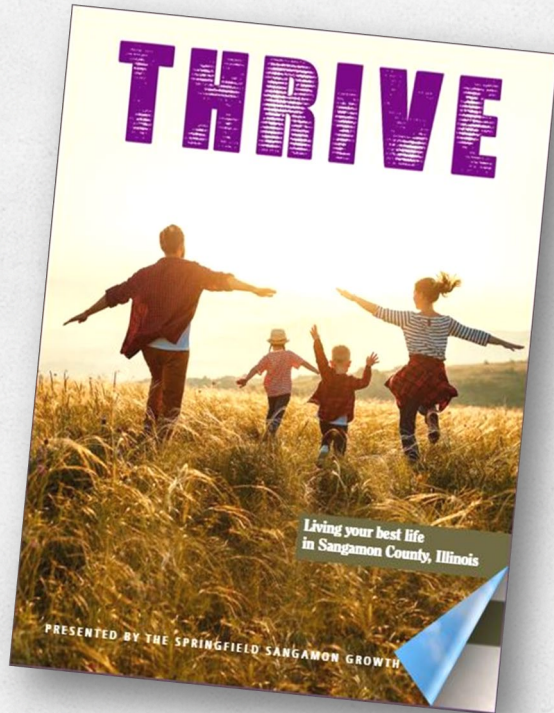


Thrive In SPI YouTube Channel

- Multiple videos available including:
 - Thrive In SPI campaign video
 - 2 Short 30 second PSA's – "Home" & "Live"
 - Diversity in our Community
 - Community Education Opportunities
 - Our Health Care Community

[View all the videos on our Thrive In SPI YouTube channel](https://www.youtube.com/channel/UC...)

RESOURCES

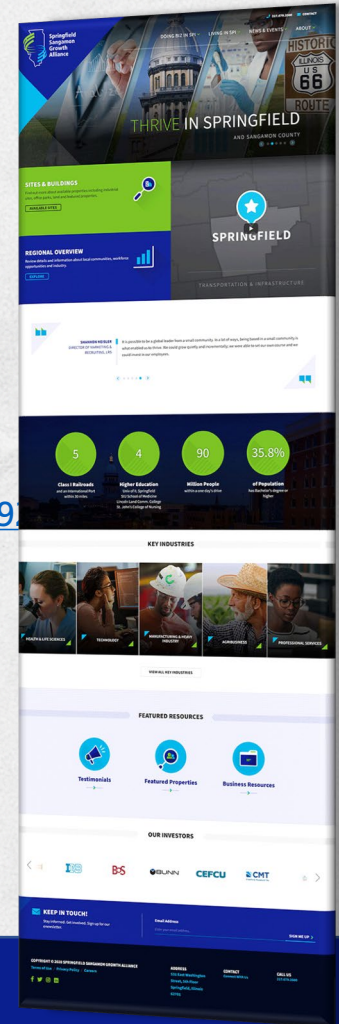


Thrive Book

- Community lifestyle magazine
 - Hard copy books - free thru SSGA
 - Electronic version – Flipping Book online <https://online.flippingbook.com/view/56549>

SSGA Website

- Local business & industry information
- Living in Springfield information
 - Education, Healthcare, Working
 - Activities, Restaurants, Housing



THRIVE IN SPI CAMPAIGN



www.ThriveInSPI.org/community

WHAT ELSE?



Help keep us in the know!

- **Hear it**
- **See it**
- **Speak it**



**Springfield
Sangamon
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531 East Washington Street
5th Floor
Springfield, Illinois 62701

Phone: 217.679.3500
ThriveInSPI.org

QUESTIONS?





Springfield Sangamon Growth Alliance

ThriveInSPI.org