



MORAN

ECONOMIC DEVELOPMENT

PROPOSAL FOR TECHNICAL SERVICES
THE CITY OF ROCHELLE, ILLINOIS
JANUARY 2, 2018





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Proposal for
THE CITY OF ROCHELLE

SUMMARY OF SERVICES

Moran Economic Development provides a full range of economic development consulting services, including:

ECONOMIC DEVELOPMENT ASSISTANCE (PUBLIC SECTOR)

Tax Increment Financing (TIF)
Business District Development
Feasibility Studies
Revenue Projection Studies
Capital Improvements Programs
Municipal Annexation Studies
Commercial Area Revitalization
Economic Impact Studies
Community Development Assistance
Business/Industrial Parks
Economic Development Strategies
Grant Applications
Business Recruitment Strategies
Industry Targeting
Comprehensive Planning
Enterprise Zone Assistance

REAL ESTATE DEVELOPMENT (PRIVATE SECTOR)

Incentive Assistance
Market and Feasibility Analysis
Revenue Projection Studies
Population/Labor Force Analysis
Economic Assessment
Site-Selection Analysis
Tax Reduction Plans
Tax Abatement Plans
Land Use Development
Zoning/Development Assistance

Moran Economic Development specializes in providing strategic guidance in all areas of economic development. We assist our public and private sector clients in formulating new strategies for succeeding in today's challenging economic and business climate. Our breadth of in-house expertise stems from a background in financing, government, marketing and real estate development. From establishing a Tax Increment Financing District in a small rural community to assisting a large corporation negotiate State incentives, Moran Economic Development has the experience and relationships to make development projects successful.

In addition to providing both practical and innovative solutions, Moran Economic Development brings the fundamental values of excellence, commitment, integrity and customer service to our clients, helping position them for success in the competitive world of economic development. Our approach to consulting is different from many other firms – We focus not only on helping our clients achieve their objectives, but also on establishing enduring client relationships. Long after a project ends, Moran Economic Development will continue to lend support and guidance until recommendations become reality.

Moran Economic Development has established and administered tax increment financing (TIF) districts, comprehensive plans and economic development programs in many communities throughout the State of Illinois. We are proud of our success stories we've helped create for our clients.

Why should you select Moran Economic Development as your economic development consultant? We offer our clients the best value and service through our commitment to the following:

Honesty & Integrity

We are honest, hard-working folks who tell the truth about the process.

This is our hallmark. We take phone calls even after business hours to help answer questions. We understand that as community leaders, your jobs extend into the evening, and our job is to be there when you need us. There's no question that's too simple or complex to address when our clients need answers.

Dedicated Customer Service

Proven Experience

We have worked with communities as small as 300 people to cities with more than 30,000 residents.

Outstanding References

Every client we have ever worked with is our reference. Refer to our project experience page for more information about the communities we have served.

Values

We are from Southern Illinois and care about what happens here. What is good for Southern Illinois is good for us both personally and professionally. We understand Southern Illinois and the economic development challenges our clients face.

Affordability

We work hourly, by retainer or a set fee. We can establish a variety of payment structures to suit your needs.

Intelligence

Having worked hundreds of projects in every industry sector, we've figured out a few things along the way. From understanding the School State Aid Formula to complex annexation, zoning and land use issues, we're confident in our knowledge and ability to do our jobs exceedingly well.

Fun

We understand that planning and economic development is serious business, and when it comes down to it, we are serious about this business. However, we love what we do, and it shows.

For a list of recent projects, please refer to our Project Experience page.

SELECTED PROJECT EXPERIENCE: TAX INCREMENT FINANCING DISTRICTS

Maryville, Illinois

The Village adopted its first TIF District Redevelopment Project Area. MED worked with Village officials to develop an Area that would assist the Village in not only business recruitment and retention, but also to aid in the remediation of conditions in the Area that would be detrimental to future development.

Jerseyville, Illinois

The City adopted the Jerseyville TIF II Redevelopment Plan and Project, the second TIF Redevelopment Area in Jerseyville. This Redevelopment Plan and Project Area was created specifically for infrastructure improvements to accommodate a new senior living facility.

MED had also worked with the City on the establishment of the Jerseyville TIF I Redevelopment Plan and Project. This Plan was designed to rehabilitate the older industrial and commercial areas of the City, and intended to promote business retention and recruitment of new business to remediate some of the commercial vacancies throughout the City.

Altamont, Illinois

MED worked with the City on the adoption of a TIF District Redevelopment Plan and Project. The City sought to develop a plan to recruit new development through the marketing of available property and vacant structures throughout the Area, with a particular focus on interstate development.

Tilton, Illinois

MED recently completed the Tilton TIF District III Redevelopment Plan and Project. This TIF Project consists of properties that were formerly in TIF District I, but had not developed as the Village had originally intended. With a new interchange project on the horizon, these properties were extracted from TIF I to accommodate the development in the area and allow for an extended timeline past the expiration of TIF I.

MED assisted with the establishment of the second TIF District in the Village as well. One of the primary goals of this Redevelopment Plan and Project is the rehabilitation of the industrial property north of Interstate 74, as it contains conditions which are significant barriers to the redevelopment of the Area.

Prior to the establishment of TIF II and TIF III, MED worked with the Village on the extension of the Tilton Tax Increment Financing Area I an additional 12 years, with a total lifespan of 35 years. The Village also amended their Redevelopment Plan to incorporated additional properties and new goals and objectives for the project area, including major street upgrades and development of new interstate commercial development.

Herrin, Illinois

MED recently completed the Amended TIF District I Plan and Project in the City. This TIF District has been a staple of economic growth within the community and continues to see new developments year after year. MED worked with the City on the original TIF I establishment, and the Amended Redevelopment Project Area will allow the City to better utilize the TIF program and continue to aid in business recruitment and retention in the District.

The Downtown TIF II Plan and Project has been in place since 2013, and also been a success. The district has spurred investment from numerous developers from both established local business owners and new comers to the City.

Harrisburg, Illinois	The City of Harrisburg adopted a new TIF District just before the end of 2013, and it has seen a significant spark in economic development activity from local businesses and developers. The use of TIF has allowed downtown Harrisburg to see renovation and improvements to one of its largest commercial buildings, a homegrown hardware store, and several other local businesses.
Mascoutah, Illinois	The City recently completed its third TIF District, the Mascoutah TIF III Redevelopment Plan and Project. This redevelopment project is intended to provide a revenue stream to make necessary storm water management improvements, assist with commercial and industrial development, and interstate interchange development. The City of Mascoutah found that some elements of the original TIF 2B Redevelopment Plan, passed in 2000, were in need of updating. MED was able to assist with the Amended TIF 2B Redevelopment Plan and Project ensure that the TIF District funds could be properly utilized over the remainder of the District's life.
Hillsboro, Illinois	MED assisted with the establishment of the Hillsboro Downtown TIF Redevelopment Plan and Project, designed to assist with business retention and recruitment. Additionally, the Plan and Project is facilitating the rehabilitation of some of the aging commercial portions of the City through a façade improvement program made possible through the use of TIF District funding.
Godfrey, Illinois	The Godfrey Interstate 255 TIF Redevelopment Plan and Project was designed to support the interstate development adjacent to the recently extended roadway. Extensive infrastructure improvements are needed to support new retail and potential industrial development in the area.
Highland, Illinois	The City established the Northside Conservation TIF Redevelopment Plan and Project, which was designed to support the construction of a new Regional Medical Center. Revenues were used to assist St. Joseph's Hospital in new street construction, signals and numerous utility upgrades in the northern region of the community. The program will also assist in business retention, business attraction, and stormwater improvements in the southern portion of the redevelopment area.
New Baden, Illinois	The Interstate 64 TIF Redevelopment Plan and Program was designed to attract new interstate development to the Village and assist in upgrading a variety of streets and other public infrastructure in the Village.
Louisville, Illinois	Louisville established a TIF Redevelopment Plan and Project designed to stimulate new commercial/retail development in the Village, as well as assist with the rehabilitation of the aging Village square. Additionally, the program included the recruitment of a new Dollar General Store.
Cahokia, Illinois	The Parks College TIF Redevelopment Plan and Project was established in the Village of Cahokia. This redevelopment project is a site specific program to assist in the redevelopment of the former St. Louis University Parks Air College Campus.
Winchester, Illinois	The City established a TIF Redevelopment Plan and Project designed to help revitalization and rehabilitation of the City's historic downtown, as well as to help spur development in some of the currently undeveloped portions of the City.
West Frankfort, Illinois	The City established a second TIF District to support the redevelopment of downtown West Frankfort. The Redevelopment Plan and Project includes assistance to upgrade utilities and implement a streetscape program, as well as to assist the City in retaining and recruiting new businesses in a high unemployment County.

ADMINISTRATION OF TAX INCREMENT FINANCING AREAS

Moran Economic Development provides tax increment financing consulting services to many communities after a tax increment financing area has been established. We strive to build relationships within the communities we serve - relationships that allow the community to maximize the potential of development areas by effectively administering and utilizing the Illinois TIF program.

- **Creation of Marketing Packets** – Moran Economic Development will consolidate any existing community data and mapping and produce new, relevant information into a succinct marketing packet which could be used by the community to generate development interest in TIF properties.
- **Annual Reporting** – Moran Economic Development will assist the community in submitting its annual Tax Increment Financing Report to the State of Illinois.
- **Negotiations with Developers** – Moran Economic Development will conduct negotiations with interested developers over tax increment financing assistance, as well as review existing redevelopment proposals.
- **Business Recruitment** – Because Moran Economic Development works with developers and businesses, we will market your area to prospective or existing businesses that are considering location or expansion in your area. We will assist and prepare site search proposals for national and statewide site consultants interested in your community.
- **Redevelopment Agreements** – Moran Economic Development will create redevelopment agreements for development projects and assist the community in creating such agreements in the framework of the Illinois TIF Act.
- **Financial Feasibility Analysis** – Moran Economic Development will create revenue generation charts to determine how much financial benefit would accrue from a new development or redevelopment project.
- **Continuing Education** – Moran Economic Development believes that in order for communities to successfully redevelop their project areas, it is important to understand how best to utilize TIF dollars. Moran Economic Development provides ongoing technical support and education to communities that need help in the daily administration of tax increment financing. This is usually done as a courtesy.

SELECTED PROJECT EXPERIENCE: BUSINESS DISTRICTS

Pana, Illinois	The Pana Downtown Business District Redevelopment Plan was designed to demolish and rehabilitate aging structures in downtown Pana. The plan also calls for a revitalization of the streets, sidewalks and utility system to help bring commerce back to this area.
Georgetown, Illinois	Georgetown adopted a Business District Redevelopment Plan designed to revitalize the central commercial corridor of the City. Plans call for façade improvements and business recruitment to the community.
Godfrey, Illinois	<p>The Amended Godfrey Business District I Redevelopment Plan was designed to fund utility and road extensions along I-255, as well as provide improvements throughout the commercial areas of the Village. The resulting plan will help induce new commercial and retail at the interchange location as well as assist existing business owners with renovation efforts in the southern portion of the area. With the years after establishment being a success for the District, the Village recently amended the Project Area to include more properties, as well as amended the Redevelopment Plan to include more focused goals and objectives.</p> <p>The Village also adopted a second redevelopment plan and project, the Godfrey Business District II. This project area was designated to assist with the development of the Crosstown Road Corridor project, which will open up a new portion of the Village for future development.</p>
Edwardsville, Illinois	<p>The Montclair Center Business District Redevelopment Plan was designed to completely remodel and update a once proud retail center of the City of Edwardsville.</p> <p>The Edwardsville Town Centre Business District Redevelopment Plan was adopted by the City to fund massive utility improvements throughout the project area. This program will allow developers to demolish existing structures to make way for a large retail development.</p>
Glen Carbon, Illinois	The Village adopted the I-270 Business District Redevelopment Plan to fund road infrastructure, which opens up ground for new development and addresses safety concerns with current traffic patterns along IL-157.
Shiloh, Illinois	The Village of Shiloh was in need of a mechanism to fund mine subsidence remediation for the highly successful Green Mount Shopping Center. The Green Mount Business District was adopted to assist both the Village and the developers in efforts to mitigate the damage to property caused by the undermining throughout the area.
Hamel, Illinois	Hamel adopted a Business District Redevelopment Plan that was designed to fund massive utility improvements throughout the project area, which is located adjacent to the I-55 interchange. The Redevelopment Plan was also intended to stimulate new retail and retain existing retail development within the community. The resulting Plan recruited a Love's Travel Center and McDonald's to the community.
Nokomis, Illinois	The Nokomis Business District Redevelopment Plan was adopted with goals of revitalizing downtown Nokomis. Plans call for façade improvements and business recruitment to the historic downtown region of the community.
Swansea, Illinois	The Village of Swansea established the IL-Route 159 Business District Redevelopment Plan to alleviate subsidence issues and to help locate a Rural King Supply store.

ENTERPRISE ZONE ASSISTANCE

The State of Illinois recently overhauled the Illinois Enterprise Zone program, resulting in openings for new municipalities and counties to obtain Enterprise Zone designations. Enterprise Zones encourage job growth and investment in economically depressed areas. Companies within a Zone or that agree to move into one, can qualify for tax incentives that include sales tax exemptions on purchases of building materials and manufacturing equipment and an exemption for utility taxes. Each zone is administered by a local official under rules set by the state. State law gives the new Zones a 15-year term, with a review by the board after 13 years for a possible 10-year extension.

As part of the changes to the program there is a new application that entities must complete in order to be considered for designation of a potential Enterprise Zone, which must qualify per the Illinois Enterprise Zone Act (20 ILCS 655/1, et seq.). To be deemed eligible for a zone, applications will be measured according to 10 criteria: unemployment; job creation and investment; poverty; abandoned coal mines, brownfields or federal disaster declarations; major layoffs or business closures; vacancy rate of industrial and commercial buildings; tax base improvement; public infrastructure improvement plan; career skills programs at high schools and community colleges; and changes in the taxable value of business properties.

In the beginning of the planning process, MED works with the applicant/applicants to develop the Enterprise Zone boundary, or determine necessary areas for boundary expansion. Through the use of GIS mapping, the MED provides the applicant with aerial photography, parcel and land use maps, and additional resources to aid in the planning of the Enterprise Zone area. For new Enterprise Zone designation applications, as well as some applications to add territory to an existing Enterprise Zone, determination of the Zone's Local Labor Market Area is necessary (the "LLMA"). The LLMA is used in 8 of the 10 tests in the application. The LLMA refers to an economically integrated area within which individuals can reside and find employment within a reasonable distance or can readily change jobs without changing their place of residence. The LLMA is designated by the applicant (based on MED's recommendation), and is required to be contiguous, compact, entirely within the State of Illinois, comprised of whole census tracts, and contains the entirety of the Enterprise Zone. MED examines geographic characteristics, such as neighboring communities, interstates, landmarks, etc., as well as analyzes many of the conditions found in the application tests on a census tract-by-census tract basis. MED then begins work on the application itself, specifically the 10 eligibility criterion "tests" which the application is scored on. This phase relies heavily on data collection, as well as writing the narrative response for each of the tests, which determines the eligibility of the Enterprise Zone area. MED then presents the applicant with a completed package of materials developed to address each the eligibility requirements. This package will additionally include maps, tables, charts, and narrative that will improve the application as a whole.

Moran Economic Development has extensive experience with the new Enterprise Zone application process, having completed the following applications since the change to the Illinois Enterprise Zone Act:

- Madison County Discovery Enterprise Zone
- Fairmont City/Caseyville/Brooklyn Enterprise Zone
- Mt. Carmel/Wabash County Enterprise Zone
- Clinton County Enterprise Zone
- Olney/Richland County/Newton/Jasper County Enterprise Zone
- Beardstown Enterprise Zone
- Rantoul Enterprise Zone
- Flora/Clay County Enterprise Zone
- Jersey-Greene Intermodal Enterprise Zone

All of these applications were successful, with each Zone being awarded.

MUNICIPAL ECONOMIC DEVELOPMENT ASSISTANCE PROFILES

VILLAGE OF CASEYVILLE, Illinois

Address: 909 S Main St
Caseyville, Illinois 62232
Phone: (618) 344-1233
Projects: I-64 Business District
TIF Administration
TIF Audits
Enterprise Zone Application
GIS Analysis
TIF Extension



Synopsis: Moran Economic Development assists the Village in administering their 3 TIF Districts and various other economic development programs. This includes working with developers and companies interested in utilizing the TIF program for business attraction and retention purposes, ensuring all activities are in compliance with the Illinois TIF Act, and all audits and required reports are filed with the Illinois Comptroller's Office.

Moran Economic Development is currently assisting the City in extending the life of one of its TIF Districts. This involves working with the State legislature, taxing districts and other entities involved in the extension process.

Our firm has also assisted in processing Enterprise Zone applications, established a Business District for the Village to support interchange redevelopment at I-64, and conducted annexation and taxpayer studies for the Village.

VILLAGE OF DUPO, Illinois

Address: 100 N 2nd St
Dupo, Illinois 62239
Phone: (618) 286-3280
Projects: Development Site Marketing
Façade Improvement Program
Economic Development Website



Synopsis: The Village of Dupo, in partnership with the Illinois Department of Transportation (IDOT), is developing a new interchange along Interstate 255 in southern St. Clair County, Illinois. The Davis Street Ferry Interchange project will help to optimize the region's freight transportation network. Moran Economic Development provides a number of different services including the development of an economic profile and impact statement to help facilitate this development. This also includes development of a Village website.

Moran also works with prospective businesses interested in locating to the ever-growing Village. The Village has attracted numerous large scale industrial businesses to its Industrial Park and helped a number of existing expand. We assist in financing for infrastructure upgrades including writing grants which includes a recent IDOT EDP grant of over \$1M for Industrial Drive improvements. Moran also monitors both the TIF Programs and works with the American Bottoms Enterprise Zone.

VILLAGE OF MARYVILLE, Illinois

Address: 2520 N Center St
Maryville, Illinois 62062
Phone: (618) 345-7028
Project: TIF District I Redevelopment Plan & Project
Village of Maryville Demographic & Economic Profile
Business Recruitment & Industry Targeting
Site Marketing
Enterprise Zone Application



Synopsis: Moran Economic Development assisted the Village in the establishment of its first TIF District. Redevelopment calls for recruitment of new retail and office at the Interstate 55/70 interchange, as well as opening up other retail opportunities along Illinois Route 159 and 162. The Village can utilize monies to help extend utilities to open up additional ground for development as well. Developer interest has flooded the Village to date with new businesses reaching out weekly.

The Village also utilized Moran for the application and designation of the Madison County Discovery Enterprise Zone. The Enterprise Zone has been an effective tool in recruiting new office and medical development to the Village while also assisting existing businesses with rehabilitation efforts.

Finally, the Village utilizes Moran Economic Development for retail recruitment. Our firm has designed a targeted economic and demographic profile aimed at identifying potential retail establishments that might be a good fit for the Village. Moran helped to identify the competitive advantages and disadvantages of the area and provided information and/or direct marketing to prospective or existing businesses that are considering location or expansion in the Village. This includes the creation of site search proposals for national and statewide site consultants interested in the community.



VILLAGE OF HARTFORD, Illinois

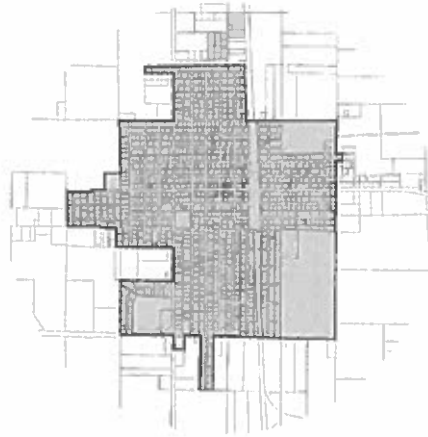
Address: 140 W Hawthorne
Hartford, Illinois 62048
Phone: (618) 251-2681
Project: Route 111 Tax Increment Financing Redevelopment Plan &
Route 3 Tax Increment Financing Redevelopment Plan &
Hartford Business District Redevelopment Plan & Project
Village of Hartford Comprehensive Plan
Municipal Tax Analysis
Annexation Assistance

Synopsis: Moran Economic Development administers the 3 TIF Districts of the Village. The main focus of each TIF centers on environmental cleanup, industrial development support and downtown revitalization. The most recent TIF, (Chemetco IL Route 3 TIF) is designed to provide utility service to the once vacant and contaminated Chemetco Superfund site. TIF support has not only helped attract users to the site, but it has helped open up ground for industrial and warehouse/distribution development.

Moran also assisted the Village in creating its first Business District whose aim is to provide a revenue stream to improve utilities in the Business District area. Our firm also provides annexation assistance and conducted a Municipal Tax Analysis to help the Village understand potential funding mechanisms for an array of projects necessary of the Village.

CITY OF SESSER, Illinois

Address: PO Box 517
Sesser, IL 62884
Phone: (618) 625-3611
Project: Grant Assistance
Business Development



Synopsis: The City of Sesser is in the midst of a major turnaround. City officials have aggressively pursued business development opportunities at every turn while focusing on the revitalization of commercial corridors and continuously pursuing projections which contribute to a higher quality of life for residents and economic success for businesses. Moran ED assists the City in utilizing available resources, programs, and tools in efficient manners which produce the greatest value and address the needs of the community. These include items such as utilizing TIF monies to make water and sewer line repairs, securing and leveraging grant monies for street and other infrastructure projects, the establishment of a Façade Improvement Program as well as a Vacant Property Registration Program.

Numerous residential home repair & improvement projects

Renovation of Rumor's Tavern & Pin Up Salon

Renovation of the Iron Horse Tavern

Sesser Sun Mart parking lot repair & improvements

Double R Bar roof repair & renovation

Lucky Buzz Pub expansion and improvement

Freestyle Graphics renovation and improvement

Meals on the Run – Vacant building renovation for new commercial business

Ideal Furniture/Sesser Web Media Group – Vacant building renovation for new commercial businesses

Township owned building repairs

Property annexation & corporate boundary expansion

Utilization of the IHDA Abandoned Properties Grant Program

COMPREHENSIVE PLANS

SIDEZ Comprehensive Planning

Moran Economic Development was able to assist several communities in the Southern Illinois Delta Empowerment Zone (SIDEZ) with comprehensive planning. The University of Illinois Extension Service was working with communities to develop comprehensive plans, but due to structural changes and time constraints they were unable to continue working with the communities. The USDA Rural Development branch was able to hold grant funds for SIDEZ, and ultimately Moran Economic Development was hired to complete the comprehensive plans. MED's role began with an assessment for the scope of work that was needed to finish each community's plan. As far as county-wide planning projects, MED was able to complete Comprehensive plans for the following counties:

- Alexander County, Illinois
- Johnson County, Illinois

For both Alexander and Johnson Counties, MED worked closely with the County planning commissions in order to follow their initial visions for their County comprehensive plans. The comprehensive planning process is important because it sets the overall policy context for future growth and development within these counties. The plans addressed growth pressures, future public facilities and service's needs, preservation of community character and natural resources, development design and standards, the fiscal impacts and responsibilities of new development, and other important issues affecting the quality of life within the counties. In addition to Alexander and Johnson Counties, Moran Economic Development was able to assist a number of SIDEZ municipalities in the completion of their comprehensive plans:

- Pulaski, Illinois
- Karnak, Illinois
- Ullin, Illinois
- Mounds, Illinois



Similarly to the county comprehensive plans, MED worked closely with the Boards/Councils of the municipalities in order to ensure that their original vision of their comprehensive plan remained intact throughout the project process. Ultimately, Moran Economic Development was able to provide completed Comprehensive plans for seven communities in the Southern Illinois Delta Empowerment Zone.



Montgomery County, Illinois

Moran Economic Development worked with Montgomery County, Illinois to complete their project of developing a county-wide comprehensive plan. Several of the primary areas of focus for this particular plan included Agriculture, Infrastructure, Land Use, Natural Resources, and Economic Development. Some of the specialized analysis MED was able to provide for the County included: demographic and economic trends, land use, utilities, public infrastructure, housing, transportation, etc. Goals and objectives were formed and used in combination with the analysis to form recommendations for the County. The final document was a multi-faceted comprehensive plan for Montgomery County.

Breese, Illinois

The City of Breese, Illinois, requested assistance with the completion of their comprehensive plan. Moran Economic Development was hired as consultants in order to guide the planning process, as well as provide updated demographic and economic data analysis for the Plan. MED was able to help the City in creating a finished, refined comprehensive plan.





Madison County, Illinois

In addition to comprehensive planning, Moran Economic Development was hired to conduct a Demographic and Economic Analysis for Madison County, Illinois. The purpose of this report was to provide a detailed analysis of Madison County's state of affairs and historic trends. The document utilized Moran Economic Development's access to Claritas demographic and retail data, as well as GIS mapping capabilities. Ultimately, the goal of the process is to incorporate the detailed analysis into the existing comprehensive plan in order to shape the County's strategies for future growth.

St. Louis Regional Airport Economic Development Plan

Through ongoing expansion, development and improvements, what began as a small sod runway and storage facility in 1946, has grown to its current 2,300 acres and is today the 4th largest airport facility in the state of Illinois. Valued in excess of \$60 million, St. Louis Regional Airport is a strong player in the Madison County's economic picture and a focal point of business and recreational activity in the region. With this understanding, the Airport hired Moran Economic Development to further promote and encourage new retail, aeronautical, industrial and office uses to the Airport property in Bethalto, Illinois.



We developed a comprehensive economic development plan that outlined the following:

- a) Moran identified the competitive advantages and disadvantages of the Airport area and provided information and marketed the Airport to prospective or existing businesses that are considering location or expansion. Moran also created site search proposals for national and statewide site consultants interested in the Airport and surrounding community.
- b) Moran assisted in identifying and regularly tracking the progress of key industry sectors or clusters at the Airport. This allowed the airport to organize their economic development activities to understand industry linkages and support industry clusters relating to the type of development the Airport Board and surrounding communities wanted for this area.

Analyzing how economics, land use, and demographics are related is essential to recruiting new users to a community. Understanding how these applications work is helpful in creating goals and objectives for a comprehensive plan. By outlining the economic development activities for the Airport, the Airport is now well suited for business attraction efforts.



America's Central Port

The America's Central Port District needed to conduct a review of existing economic conditions in the area surrounding the Port in Granite City, Illinois. The Port had a need to determine whether or not this subject area would indeed qualify as "distressed." Since the "distressed" designation has implications for economic development projects, loans, and grants, the study was designed to help determine if the area in which the Port is situated qualifies as a distressed area.

The determination of whether a metropolitan area or county subdivision is distressed was made by the examination of four factors:

- Poverty Rate (the percent of the population in poverty)
- Per Capita Income (average income of all individuals within an area)
- Education Level (percent of population 25 years or older with a college degree)
- Unemployment Rate (percent of available workers currently not employed)

These four factors were examined within the Study Area and compared to other related areas; the St. Louis Metropolitan Statistical Area (MSA), the State of Illinois as a whole, and the United States as a whole. If three or more factors were found to be worse within the Study Area than within the related areas, then the Study Area would qualify as distressed. The statistics used to determine the qualifications of the Study included data from the U.S. Census and the U.S. Department of Housing and Urban Development (HUD).

In summary, it was found that the America's Central Port District Study Area contains conditions that qualify it as a distressed area, and that those conditions exist to a significant extent throughout the Area of study. The Area itself stands in contrast to the United States and Illinois as a whole, as well as the surrounding Metropolitan Areas. It is found that all four of the criteria which are used to qualify an Area as distressed are met. This study played a significant role in obtaining an \$8M TIGER grant for construction of the Port's new harbor project slated for construction this year.

Mt. Vernon, Illinois Comprehensive Plan

Keith Moran worked with the City of Mt. Vernon in the creation of a Comprehensive Plan. This is was considered a new Plan for Mt. Vernon since the first Plan was done in 1963 and features extensive community interviews, surveying, public meetings, and consulting with Corporate Authorities to determine the City's private and public needs. The Planning entails all of the above tasks and additionally includes:



- Full socio-economic and demographic data gathering, analysis, and data chart generation; benchmarking to past census counts to demonstrate trending; Jefferson County cross-referencing as regards both base numbers and trends;

- Creation of detailed charts focusing on a specific comparable data trend (a single comparison of data which either compares the City against itself over time, or compares the City of Mt. Vernon to either surrounding communities or Jefferson County for a specific year); written analysis and graphics depicting what this information means vis-à-vis the City's current and future position in the marketplace;

to either surrounding communities or Jefferson County for a specific year); written analysis and graphics depicting what this information means vis-à-vis the City's current and future position in the marketplace;

- Creation of goals, objectives, and policies for the City (in conjunction with the City Council), and Future Land Use maps, all used to guide the City and its future development and redevelopment; additional maps used in the creation of a Capital Improvement Plan and a Plan for Public Spaces.

- Land use categorization (by parcel) for the City, mapping, parcel ownership, housing stock and condition, and Equalized Assessed Valuation information.

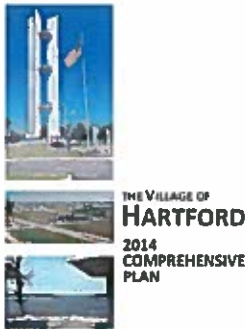
Hamel, Illinois

The Village of Hamel, Illinois, requested assistance with the completion of their comprehensive plan. Moran Economic Development was hired as consultants in order to review and guide the planning process, create various land usage maps, as well as integrate new and existing demographic and economic data. MED was able to help lead the Village in creating a final product which matched their needs for a Comprehensive Plan.



South Roxana, Illinois & Hartford, Illinois

The Villages of South Roxana and Hartford have contracted MED to create a brand new Comprehensive Plans and Supplemental Storm Water Management Plans. These will be the first Comprehensive Plans either Village has had and will serve as guides for future development and decision making. Unique challenges and opportunities exist in both communities and MED is in the process of completing customized, in depth Comprehensive Plans for each, taking into account the strength, weaknesses, opportunities, and threats that each Village possesses.





The Village of Bethalto, Illinois
Comprehensive Plan
January 2014 DRAFT



Bethalto, Illinois

The Village of Bethalto, a town of approximately 10,000 residents, is one of Moran Economic Developments most recent Comprehensive Planning clients. The project is a complete overhaul of the existing plan, providing the Village with an updated Comprehensive Land Use Plan. The original document will be used for reference, but ultimately, every portion of the updated plan is started as new with particular focus on storm water and flooding mitigation plans. The Plan identifies a vision, key trends and issues, goal and objectives for the future of the Village, followed by implementation strategies. Throughout the process, numerous public input is collected through stakeholder interviews, survey responses, and public meetings and workshops.



PROJECT STAFF

KEITH MORAN PRESIDENT

Keith formed Moran Economic Development in June 2009. Prior to the creation of Moran Economic Development, he served as the majority owner of Development & Municipal Initiatives (DMI) an economic development and planning firm. Keith also is a former Account Manager for the Illinois Department of Commerce and Economic Opportunity. Keith managed negotiated and facilitated economic development and redevelopment projects throughout the State of Illinois. He participated in and conducted negotiations with real estate interests regarding State assistance in hundreds of development projects. He analyzed market feasibility, public and private financing options, project revenues and expenses, project cost, related public improvements and other variables associated with public/private development projects. He also prepared written proposals for presentation to developers, businesses, community groups, and elected officials. Finally, Keith served as a central point of contact for businesses, developers and contractors regarding site identification, development review processes and financial assistance programs.

In the areas of marketing and networking, Keith understands the business climate of Illinois having worked as a state economic development representative and former political advisor. He has a working relationship with many of the key political figures throughout the State and an understanding of how development opportunities get funded at both the state and federal levels. His work with many different economic development groups and communities has enabled him to learn what works in terms of marketing and developing a building and site location or community. Keith has played a major role in many of the new jobs created in Illinois over the last few years and the retention of businesses that threatened to close or move from our State.

Accomplishments:

Illinois Tax Increment Association Board of Directors Member (ITIA)
Local Government Advisory Board Member- Illinois Comptroller
Illinois Enterprise Zone Association Member
Illinois Development Council Member
Illinois Business Journal Rising Star in Business- 2007
Basic Economic Development Graduate
Edwardsville Township Trustee
Finance Chairman, Library Board of Trustees Edwardsville, Illinois
Certified Mediator / Certified Facilitator
Distinguished Service Award Madison County Probation 2000

Recent Speaking Engagements:

- March 2007: "The Use of Tax Increment Financing for Redevelopment" Rural Financing Workshop; Decatur, Illinois
- September 2008: "Winning Community Support for Your TIF Project." Illinois Tax Increment Association (ITIA) Fall Conference; Chicago, Illinois
- February 2009: "Business District Development Act" Southern Illinois Mayor's Association; Mt. Vernon, Illinois
- May 2009: "Identifying Funding Sources in a Challenged Economy" Illinois Tax Increment Association (ITIA) Spring Conference; Fairview Heights, Illinois
- October 2009: "Using Special Economic Development Financing Tools" Southern Illinois University Edwardsville – Principles & Practices of Community Economic Development
- August 2010: "Tax Increment Financing 101"- Illinois Tax Increment Association

Education:

- Bachelor of Science, Criminal Justice, Illinois State University
- Master of Public Administration, Southern Illinois University Edwardsville

JARED KANALLAKAN
ASSOCIATE

Jared is an Associate Planner at Moran Economic Development. Before joining the Moran Economic Development, Jared studied Urban and Regional Planning at the University of Illinois at Champaign-Urbana, where he earned a Bachelor of Arts degree. Before graduating from UIUC, Jared served as an intern with Development and Municipal Initiatives under then-president Keith Moran. Upon completing his education he joined Moran Economic Development full-time as an Associate.

As his degree suggests, Jared's educational background is in Planning. This background provides insight when putting together various plans for the communities Moran Economic Development works with, whether they are Economic Development Plans, Comprehensive Plans, TIF Plans, Business District Plans, etc. Additionally, through the planning program he acquired expertise in GIS mapping, which is a major role of his at Moran Economic Development. Using ArcGIS, much of his work involves handling visual information and creating maps for the firm.

Education:

- Bachelor of Arts, Urban and Regional Planning, University of Illinois at Champaign-Urbana
- Regional Economic Development Workshop, Southwestern Illinois College
- Creation/Implementation Comprehensive Planning Workshop, University of Missouri St. Louis

JAKE ZAMBALDI
ASSOCIATE

Prior to becoming a member of the staff at MED, Jake attended the University of Missouri - Columbia, where he obtained his Bachelors of Science in Business Administration degree with an emphasis in Marketing and Management. Jake has studied multiple disciplines of business including accounting, economics, e-commerce, as well as the many aspects of marketing and business management. While attending Mizzou, Jake was a lead member of the Trulaske College of Business Marketing Team as well as a Steering Committee member for an annual University sponsored charity event.

Jake's wide array of business based skills has allowed him to become a well-rounded tool for MED. He is able to create and analyze community profiles as well as identify and develop marketing and development opportunities. He has played a significant role in the completion of several City-based and County-based Comprehensive Plans and administrates many of the firm's ongoing relationships with communities and developers.

Education:

- Bachelors of Science, Business Administration with emphasis in Marketing and Management, University of Missouri-Columbia
- Regional Economic Development Workshop, Southwestern Illinois College
- Creation/Implementation Comprehensive Planning Workshop, University of Missouri St. Louis

JORGIA PITZER
ASSOCIATE

Jorgia is the newest Associate at Moran Economic Development. Before joining Moran Economic Development, Jorgia attended Southern Illinois University Edwardsville, where she obtained her Bachelor of Science in Economic and Political Science, as well as her Master's degree in Public Administration. Before graduating with her MPA, Jorgia served as an intern with Moran Economic Development. Upon completion of her degree, she joined MED full time as an Associate.

Education:

- Master of Public Administration, Southern Illinois University Edwardsville
- Bachelor of Science, Economics, Political Science, Southern Illinois University Edwardsville

REFERENCES

Mayor Jason Ashmore
City of Sesser, Illinois
618-218-1036

Mr. Mike Lundy
Executive Director
SWIDA
618-345-3400

Mr. Jeff Soer
City of Jerseyville, Illinois
618-498-3312

Mr. Tom Henderson
Executive Director
Illinois Tax Increment Association/IEZA
217-523-4905

Honorable Alan Winslow
Village of Bethalto, Illinois
618-377-8051

Mayor Tom Jordan
City of West Frankfort, Illinois
618-218-1127

Mr. Matt Brandmeyer
Madison County, Illinois
618-296-4391

Mr. Shawn Rennecker
Director, Economic Development
IREC
217-742-3128 Ext. 165

Ms. Deanna Barnes
Projects Manager
Village of Hartford, Illinois
618-251-2681 Ext. 15

Ms. Jo Ellen Seil
City of Grayville, Illinois
618-375-3671

Mr. John Marquart
Village of Shiloh, Illinois
618-632-1022

Honorable Larry Bloemker
Village of Hamel, Illinois
618-920-9905

Mr. Sam Shemwell
City of Herrin, Illinois
618-559-5802

Mr. Timothy Schleper
City of Breese, Illinois
618-526-4495

Mr. Jimmy Morani
City Administrator
City of Columbia, Illinois
618-281-7144 Ext. 122

Ms. Lisa Peck
Mr. Mark Latham
City of Highland, Illinois
618-654-3592

Mr. Terry Beach
Director, Economic Development
St. Clair County, Illinois
618-825-2672

Honorable Rick Gottman
City of Vandalia, Illinois
618-283-1152

Honorable Mike McCormick
Village of Godfrey, Illinois
618-466-3324

Honorable Mark Von Nida
Circuit Clerk
Madison County, Illinois
618-692-6240

Mr. Cody Hawkins
City Manager
City of Mascoutah, Illinois
618-566-2964 ext. 108

Mr. Petie Ruch
City of Beardstown
217-323-3110

Mr. Jeffrey Fiegenschuh
Village of Rantoul
217-892-6801

**Agreement for Professional Services
City of Rochelle, Illinois
Establishment of Tax Increment Financing Area**

This Agreement, entered into this ____ day of _____, 2018 by and between the City of Rochelle, Illinois, hereinafter referred to as the "City" and Moran Economic Development, hereinafter referred to as the "Consultant".

Whereas, the City has a need for assistance in the review and analysis of an area in the City as this review and analysis pertains to the use of tax increment financing (TIF); and,

Whereas, the Consultant is duly experienced in providing such assistance,

Now, Therefore, the City and the Consultant, for the considerations and under the conditions hereinafter set forth, do mutually agree as follows:

Scope of Services:

The following Scope of Services applies to portions of the City of Rochelle proposed for the establishment of a Tax Increment Financing.

Feasibility Study

The Feasibility Study will determine whether or not the properties proposed to be included are eligible for tax increment financing. The creation of this document will provide the City with the information it needs to conclude whether or not the creation of the Tax Increment Financing Plan (the "TIF Plan") is justified.

A. Determination of Area of Study

The City and the Consultant will meet in order to determine what properties the City wishes to have reviewed for the purposes of determining their eligibility for tax increment financing.

Determination of Eligibility

1. The Consultant will complete the field work necessary in order to make a determination as to whether or not the proposed properties are eligible for tax increment financing. In addition, the Consultant will review other County and City plans and documents when necessary.
2. The Consultant will use the definitions and guidelines as provided in the Illinois Tax Increment Allocation Redevelopment Act (as amended) in making its determination as to the eligibility of the proposed Area.
3. The consultant will collect the most recent equalized assessed valuation (E.A.V.) of each parcel in the proposed area from the County Assessor's office, including the names and addresses of property owners. The consultant will also obtain the historical E.A.V. for each parcel as needed.
4. The City will make available to the Consultant its legal counsel, engineer, City staff, and other professionals associated with the City's work (including mapping, municipal legislation, etc.) for the purposes of completing the Eligibility Study.

5. The consultant will utilize its own GIS staff to conduct all land use and boundary maps. This will not be outsourced.

B. Presentation to the City

1. The Consultant will present its findings to the City Council. This presentation will include an explanation as to whether or not, in the opinion of the Consultant, the proposed properties were found to be eligible for tax increment financing, and the Consultant's account as to the manner in which the properties to be included have been found to be eligible or ineligible.
2. The City Council will then determine whether to authorize the completion of the TIF Plan. If the Council decides to proceed, then, at the discretion of the Council, it will authorize the Consultant to complete the TIF process.

TIF Process

Should the City Council determine to proceed, the Consultant will prepare the TIF Plan to include the areas identified by the City Council.

A. Creation of the TIF Plan

The TIF Plan will include the following items:

1. Description of tax increment financing as referenced by the Illinois Revised Statutes;
2. Documentation necessary to demonstrate that real property to be included in the TIF Plan meets the qualifying factors to be eligible for tax increment financing;
3. Objectives of the TIF Plan;
4. Land use for the properties to be included in the TIF Plan;
5. Description of projects and activities proposed within the properties to be included in the TIF Plan, both public and private;
6. Implementation strategy;
7. Estimated costs of the projects and activities proposed;
8. Estimated TIF budget;
9. Current and projected equalized assessed values for the properties to be included in the TIF Plan;
10. Assessment of the impact of the proposed TIF Plan on applicable taxing districts;
11. Boundary Map;
12. General Land Use Plan for the Area;
13. Eligibility Table showing the applicable factors present in the Area;

14. Other items necessary to complete the TIF Plan pursuant to the Revised Statutes of the State of Illinois.

B. Presentation of the TIF Plan

The consultant will present the TIF Plan to the City Council for its review and comment. The Consultant will integrate the City Council's comments, if applicable, into the final TIF document.

C. TIF Process Notifications and Assistance

The Consultant will provide guidance to the City on matters of notification and distribution in accordance with the TIF Act. This includes providing the City with draft documents of the interested parties registry, notification to taxing districts and property owners, newspaper publications and draft ordinances:

Assistance will come in the following;

1. Interested parties registry;
2. Preparation of a Request for Proposals;
3. Distribution of the TIF Plan;
4. Sending notices to affected taxing districts and affected property owners;
5. Publication of notice in a paper of local circulation;
6. Drafting of ordinances to approve the TIF Plan, TIF Process, and TIF Area.

D. Meetings

The Consultant will conduct the following meetings:

1. Joint Review Board
Moran Economic Development will attend and conduct the meetings of the Joint Review Board.
2. Public Hearing
Moran Economic Development will attend and conduct the Public Hearing.
3. Other Meetings
Moran Economic Development will attend and conduct other meetings as necessary and as directed by the City.

Information Provided by City

1. Preparation of Legal Description of Redevelopment Area

2. Moran Economic Development will provide the names and addresses of affected property owners within the project area as well as those residential addresses that lie within 750 feet of the project area boundary. We will also provide taxing district information. The City will make the required notifications, mailings, and distributions to those parties. The consultant will provide guidance and suggested forms for use by the City. These notifications are to take place under an agreed upon schedule for execution of the TIF Plan.
3. Any amendments to the Comprehensive Plan if necessary.

Timing

Moran Economic Development, with cooperation from the City will coordinate an exact schedule for purposes of completing the Plan. The anticipated timeframe for completion of the Project would be four to seven months from the start of the Project.

Fee for Service – TIF Redevelopment Area

The total proposed fee for the above outlined Feasibility Study and TIF Plan will not exceed **\$30,000**, plus actual reimbursable expenses not to exceed \$2,000. Reimbursable expenses shall consist of actual costs incurred by Moran Economic Development for printing, travel, photographic work, production, delivery charges, long distance telephone charges and any other similar expenses required to provide the above Scope of Services. Such expenses shall be billed to the City at their direct and actual cost to Moran Economic Development. Paid receipts will be tendered to the City by the Consultant with each expense payment request.

Upon signing of Agreement for Technical Services	\$2,000
Upon presentation of the Eligibility Study to the City Council.....	\$12,000
Upon presentation of the TIF Plan to the City Council.....	\$13,000
Upon the completion of the Public Hearing	\$3,000

The total fee for establishing the Tax Increment Financing Area will be **\$30,000**

Payment of current charges and reimbursable expenses shall be made to the Consultant within 30 days of the receipt of the invoice concerning these items. Unpaid invoices shall accrue interest of 1.5% per month until paid.

Termination of Agreement

If for whatever reason the City determines that the work should be terminated, the City will inform Consultant in writing that it wishes to terminate this agreement. The date of termination shall occur upon receipt of the written notice of termination by Consultant pursuant to Section 13 of this agreement.

The City will pay Consultant an amount representing the work performed to the date of termination, plus any expenses Consultant incurred to that date.

1. Confidentiality; FOIA Requests. “Confidential Information” means any information which Consultant has designated as confidential in writing or ought to be considered confidential (however it is conveyed or on whatever media it is stored) including information that relates to a party’s trade secrets, commercial information, proprietary information, and, private personal information. In the event the City, or an authorized representative thereof, receives a FOIA request for documents containing Confidential Information, City shall notify Consultant of the request. Upon receipt of such notice by email or facsimile, Consultant shall notify City within two business days whether, and if so why, it believes the requested documents are exempt from disclosure under the applicable FOIA law, or if any portion of the requested documents is exempt from disclosure (and therefore should be redacted) under the Illinois Freedom of Information Act or other applicable rules, laws or regulations.

2. Not Legal Advice. City understands that any information or deliverables Consultant provides to City in connection with this agreement or the services provided hereunder is not, and should not be relied upon as, legal advice.

3. Delay. Consultant shall not be responsible for failure to perform or for delays in the performance of services which arise out of causes beyond the control and/or without the fault or negligence of Consultant.

4. Relationship. Consultant will act under this agreement as an independent contractor, and nothing contained herein will constitute either party as the employer, employee, or representative of the other party, or both parties as joint venturers or partners for any purpose.

5. Enforceability. The invalidity or unenforceability of any provision of this agreement does not affect the validity or enforceability of any other provisions of this agreement, which will remain in full force and effect.

6. Amendments. This agreement may not be amended or modified except in writing signed by the parties hereto.

7. Governing Law. The laws of the state of Illinois, without regard to conflicts of law principles thereof, govern all matters arising under this agreement.

8. Notices. All notices pursuant to this agreement must be in writing and delivered by hand, sent via telecopy or overnight delivery or by certified or registered mail to each party’s address provided in this agreement.

9. Entire Understanding. This agreement sets forth the entire agreement and understanding between Consultant and City with respect to the subject matter hereof.

10. Execution. The signature of either party hereto that is transmitted to the other party or other party’s authorized representative electronically (e.g. facsimile, e-mail, etc.) will be deemed for all purposes to be an original signature. This agreement may be executed in any number of counterparts with the same effect as if all parties hereto had signed the same document.

IN WITNESS WHEREOF, the parties have caused this Contract to be executed this ____ day of _____, 2018.

ATTEST:

City of Rochelle

Mayor

ATTEST:

Moran Economic Development



Keith Moran
President