



# North Branch WORKS



Thursday, June 27<sup>th</sup>

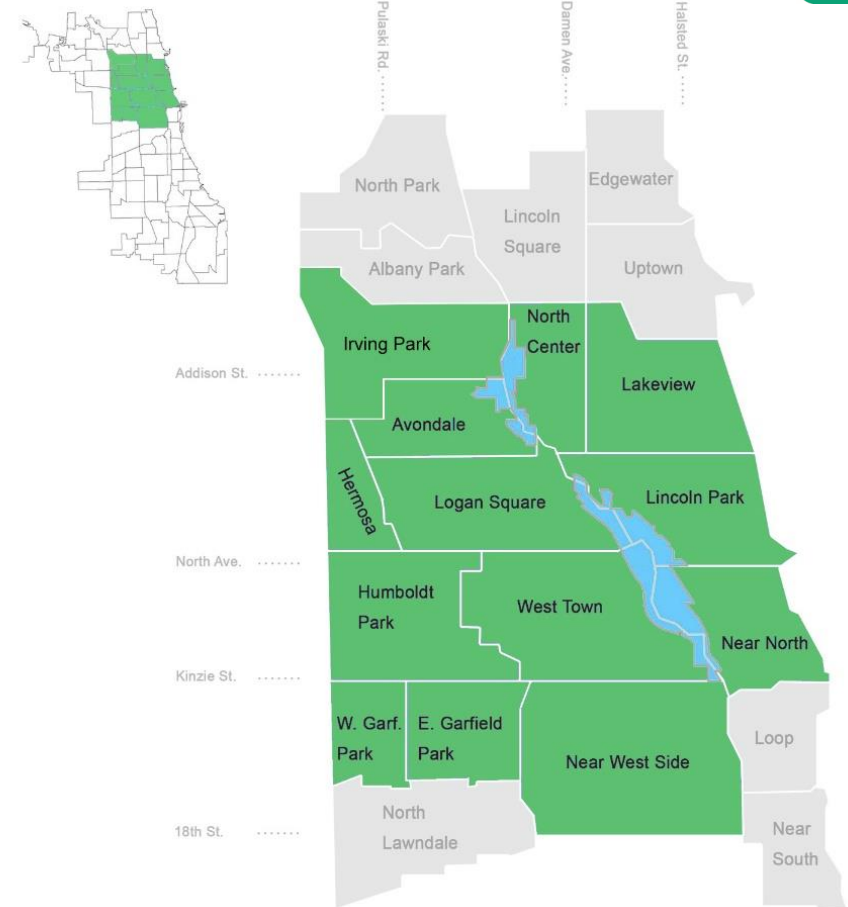
8:30 AM – 11:30 AM

Manufacturing Summit



# About North Branch Works

- Membership-based, 501(c)3 nonprofit organization
- Advocates for businesses along the North Branch
- Neighborhood Business Development Center (NBDC) and Local Industrial Retention Initiative (LIRI)
- Operate Small Business Loan Fund for startups and existing businesses in 13 eligible neighborhoods



Loan Eligibility Area in Green

# Agenda



- Breakfast & Networking
- Welcome
  - Jonathan Snyder, North Branch Works
- MxD
  - Tony Pepke, Sr. Director of Business Development
- Cook County Assessor's Office
  - Thomas (TJ) Schemmel, Director of Commercial Valuations
  - David Lehman, Manager of Commercial Valuations
- Women's Business Development Center
  - Maura Downs, Managing Director of Government Contracting Programs and Services
- Illinois Manufacturing Excellence Center (IMEC)
  - Tom Grant, Regional Manager
  - Josh Grodzin, Regional Manager
- World Business Chicago
  - Kyle Schulz, Chief Growth Officer
  - Nicolette Peters, Public Sector Investment Strategy Officer
  - Tana Francellino, Director of Workforce Development
- City of Chicago, Local Industrial Retention Initiative (LIRI)
  - James Harbin, Deputy Commissioner, Department of Planning & Development

# Property Valuation

**Erik Harmon**

Director Commercial Outreach

**TJ Schemmel**

Director of Commercial Valuations

**6/27/2024**





## Our Responsibilities



Assess property based on market value and market inputs

- Mostly use the income approach
- Data on sales, income/expense, rent rolls, commercial market data sources



Predictable, market-based assessments



Value based on data



# Commercial Property Calculations



The initial assessment is based on the income approach and sales comparison approach.



If a property is owner-user, the CCAO estimates a market rent based on comparable properties.



On appeal (second pass), the CCAO evaluates the property using the most appropriate approach to value or approaches to value.



Illinois Department of Revenue (IDOR) sales are used to validate Income Approach



## Initial Assessment Process – Income Approach

Determine a property's use, class, and property data

- Historical property data, field check data, GIS data, permit data, and market data

Estimate income (e.g. rent), expenses, and market-level vacancy

- Estimated Income Sources: CoStar, past appeals, Trepp, Loopnet, market participants (brokers & landlords / owners)
- Estimated Vacancy Sources: CoStar, past appeals, market participants
- Estimated Operating Expense Sources: CoStar, past appeals, market participants, IREM

Produce capitalization (cap) rates using market data

- Sources: Comparable Sales, CoStar, PWC, RERC, Realty Rates, Bloomberg, and other national surveys
- Relationship between Net Operating Income (NOI) and the total property value

Building value = Estimated NOI divided by the cap rate



# Commercial Property



Retail

Industrial

Multi-Family



# Reforming an inequitable system

## 2018

Appeal system had **potential for bias** based on the name of the firm filing the appeal.

**Lack of transparency. Little or no published information** of valuation methods – especially for commercial properties.

## Today

Appeal documents are **anonymized**, and an appeal decision is made solely on the basis of the evidence.

The CCAO publishes reports for every township and **triennial region** for both residential and commercial properties, with detailed methodology and data.



# Commercial Reporting Data

Find inputs for individual properties and more information:  
[cookcountyassessor.com/valuation-reports](http://cookcountyassessor.com/valuation-reports)

Key PIN	PINs	Address	Property Class	Property Type	Ag	Land S	Bldg. S	Size Tl	Loc Ratin	Investment Rating	Adj. Rent \$/SF	% Val	% Exp	NOI	Cap Rat	XLand Val	Income MV (Incl. Excess Land)	MV \$/SF	Adj. Sale \$/S	Med. Inc./Sale	Market Valu
	13-25-101-001-0000	3135 W BELMONT AVE	593	DISTRIBUTION	66	50957	16559	B		3 B	\$ 9	7%	15%	\$ 120,427	7.50%	\$ -	\$ 1,605,693	\$ 97	\$ 104	\$ 100	\$ 1,659,775
13-25-102-037-0000	13-25-102-037-0000	3143 N ALBANY AVE	593	WAREHOUSE	112	2200	2100	A		3 C	\$ 12	5%	15%	\$ 19,501	8.50%	\$ -	\$ 229,425	\$ 109	\$ 138	\$ 124	\$ 259,613
13-25-103-014-0000	13-25-103-014-0000	2923 W BELMONT AVE	593	MANUFACTURING	79	3000	1680	A		3 B	\$ 12	5%	15%	\$ 15,601	7.50%	\$ -	\$ 208,012	\$ 124	\$ 138	\$ 131	\$ 219,926
13-25-107-022-0000	13-25-107-022-0000	3037 W FLETCHER ST	593	WAREHOUSE	69	47089	25000	B		3 B	\$ 9	7%	15%	\$ 181,815	7.50%	\$ -	\$ 2,424,200	\$ 97	\$ 104	\$ 100	\$ 2,505,850
13-25-127-006-0000	13-25-127-006-0000	2945 N MOZART ST	593	WAREHOUSE	102	14559	17348	B		3 C	\$ 9	7%	15%	\$ 126,165	8.50%	\$ -	\$ 1,484,295	\$ 86	\$ 104	\$ 95	\$ 1,639,906
13-25-127-014-0000	13-25-127-014-0000015016022	2930 N CALIFORNIA AVE	593	MANUFACTURING	4	13639	11834	A		3 A	\$ 12	5%	15%	\$ 109,893	6.50%	\$ -	\$ 1,690,669	\$ 143	\$ 138	\$ 140	\$ 1,661,880
13-25-200-037-0000	13-25-200-037-0000	3163 N ELSTON AVE	593	MANUFACTURING	117	8815	9665	A		3 C	\$ 12	5%	15%	\$ 89,752	8.50%	\$ -	\$ 1,055,901	\$ 109	\$ 138	\$ 124	\$ 1,194,836
13-25-201-005-0000	13-25-201-005-0000	2621 W BELMONT AVE	593	MANUFACTURING	84	6250	13556	A		3 C	\$ 12	5%	15%	\$ 125,884	8.50%	\$ -	\$ 1,480,993	\$ 109	\$ 138	\$ 124	\$ 1,675,861
13-25-201-018-0000	13-25-201-018-0000 Thru 13-25-201-020-0000	2628-32 W FLETCHER ST	593	MANUFACTURING	79	8250	10500	A		3 B	\$ 12	5%	15%	\$ 97,506	7.50%	\$ -	\$ 1,300,075	\$ 124	\$ 138	\$ 131	\$ 1,374,538
13-25-201-021-0000	13-25-201-021-0000	2624 W FLETCHER ST	593	MANUFACTURING	90	5500	5500	A		3 C	\$ 12	5%	15%	\$ 51,074	8.50%	\$ -	\$ 600,875	\$ 109	\$ 138	\$ 124	\$ 679,938
13-25-201-022-0000	13-25-201-022-0000 Thru 13-25-201-025-0000	2612-20 W FLETCHER ST	593	MANUFACTURING	83	10990	20992	B		3 C	\$ 9	7%	15%	\$ 152,666	8.50%	\$ -	\$ 1,796,076	\$ 86	\$ 104	\$ 95	\$ 1,984,374
13-25-202-015-0000	13-25-202-015-0000	2501 W BELMONT AVE	593	MANUFACTURING	25	146974	28332	B		3 A	\$ 9	7%	15%	\$ 206,047	6.50%	\$ 252,345	\$ 3,422,304	\$ 121	\$ 112	\$ 117	\$ 3,303,505
13-25-203-001-0000	13-25-203-001-0000 Thru 13-25-203-003-0000	2445-51 W BELMONT AVE	593	DISTRIBUTION	60	10650	9117	A		3 B	\$ 12	5%	15%	\$ 84,663	7.50%	\$ -	\$ 1,128,837	\$ 124	\$ 138	\$ 131	\$ 1,193,491
13-25-203-043-0000	13-25-203-043-0000	3140 N WESTERN AVE	593	WAREHOUSE	60	8100	4500	A		3 B	\$ 12	5%	15%	\$ 41,788	7.50%	\$ -	\$ 557,175	\$ 124	\$ 138	\$ 131	\$ 589,088
13-25-205-018-0000	13-25-205-018-0000	3139 N ELSTON AVE	593	MANUFACTURING	60	6785	5891	A		3 B	\$ 12	5%	15%	\$ 54,705	7.50%	\$ -	\$ 729,404	\$ 124	\$ 138	\$ 131	\$ 771,181
13-25-206-008-0000	13-25-206-008-0000	2635 W FLETCHER AVE	593	AUTO REPAIR	60	2500	2350	A		3 B	\$ 12	5%	15%	\$ 21,823	7.50%	\$ -	\$ 290,969	\$ 124	\$ 138	\$ 131	\$ 307,635
13-25-206-009-0000	13-25-206-009-0000	2635 W FLETCHER AVE	593	AUTO REPAIR	93	7500	8125	A		3 C	\$ 12	5%	15%	\$ 75,451	8.50%	\$ -	\$ 887,656	\$ 109	\$ 138	\$ 124	\$ 1,004,453
13-25-206-012-0000	13-25-206-012-0000	3118 N ROCKWELL ST	593	MANUFACTURING	91	5450	4520	A		3 C	\$ 12	5%	15%	\$ 41,974	8.50%	\$ -	\$ 493,810	\$ 109	\$ 138	\$ 124	\$ 558,785
13-25-206-020-0000	13-25-206-020-0000 Thru 13-25-206-022-0000	2634-40 W BARRY AVE	593	WAREHOUSE	54	7500	4446	A		3 B	\$ 12	5%	15%	\$ 41,287	7.50%	\$ -	\$ 550,489	\$ 124	\$ 138	\$ 131	\$ 582,018
13-25-206-028-0000	13-25-206-028-0000	2618 W BARRY AVE	593	MANUFACTURING	96	10000	10000	A		3 C	\$ 12	5%	15%	\$ 92,863	8.50%	\$ -	\$ 1,092,500	\$ 109	\$ 138	\$ 124	\$ 1,236,250
13-25-206-031-0000	13-25-206-031-0000	2617 W FLETCHER ST	593	WAREHOUSE	84	14990	15410	B		3 C	\$ 9	7%	15%	\$ 112,071	8.50%	\$ -	\$ 1,318,480	\$ 86	\$ 104	\$ 95	\$ 1,456,707
13-25-206-032-0000	13-25-206-032-0000	2624 W BARRY AVE	593	WAREHOUSE	63	10000	6196	A		3 B	\$ 12	5%	15%	\$ 57,538	7.50%	\$ -	\$ 767,168	\$ 124	\$ 138	\$ 131	\$ 811,108
13-25-207-015-0000	13-25-207-015-0000	2450 W BARRY AVE	593	WAREHOUSE	43	25272	8255	A		3 B	\$ 12	5%	15%	\$ 76,658	7.50%	\$ -	\$ 1,022,107	\$ 124	\$ 138	\$ 131	\$ 1,080,648
13-25-207-016-0000	13-25-207-016-0000	2426 W BARRY AVE	593	WAREHOUSE	40	2925	2875	A		3 B	\$ 12	5%	15%	\$ 26,698	7.50%	\$ -	\$ 355,973	\$ 124	\$ 138	\$ 131	\$ 376,361
13-25-207-033-0000	13-25-207-033-0000	2416 W BARRY AVE	593	WAREHOUSE	31	8775	8530	A		3 A	\$ 12	5%	15%	\$ 79,212	6.50%	\$ -	\$ 1,218,642	\$ 143	\$ 138	\$ 140	\$ 1,197,891
13-25-211-008-0000	13-25-211-008-0000	3036 N ELSTON AVE	593	WAREHOUSE	92	4250	1905	A		3 C	\$ 12	5%	15%	\$ 17,690	8.50%	\$ -	\$ 208,121	\$ 109	\$ 138	\$ 124	\$ 235,506
13-25-212-007-0000	13-25-212-007-0000 Thru 13-25-212-009-0000	3021-23 N ELSTON AVE	593	MANUFACTURING	28	9000	8649	A		4 A	\$ 10	5%	15%	\$ 69,841	6.50%	\$ -	\$ 1,074,472	\$ 124	\$ 120	\$ 122	\$ 1,056,176
13-25-212-010-0000	13-25-212-010-0000 13-25-212-011-0000	3013-17 N ELSTON AVE	593	MANUFACTURING	90	9000	8912	A		3 C	\$ 12	5%	15%	\$ 82,759	8.50%	\$ -	\$ 973,636	\$ 109	\$ 138	\$ 124	\$ 1,101,746
13-25-212-013-0000	13-25-212-013-0000	3032 N ROCKWELL ST	593	WAREHOUSE	93	15963	30310	B		3 C	\$ 9	7%	15%	\$ 220,433	8.50%	\$ -	\$ 2,593,324	\$ 86	\$ 104	\$ 95	\$ 2,865,204
13-25-212-014-0000	13-25-212-014-0000	3027 N ELSTON AVE	593	WAREHOUSE	53	17800	17248	B		3 B	\$ 9	7%	15%	\$ 125,438	7.50%	\$ -	\$ 1,672,504	\$ 97	\$ 104	\$ 100	\$ 1,728,836
13-25-213-003-0000	13-25-213-003-0000	3047 N ROCKWELL	593	WAREHOUSE	95	7500	7500	A		3 C	\$ 12	5%	15%	\$ 69,647	8.50%	\$ -	\$ 819,375	\$ 109	\$ 138	\$ 124	\$ 927,188
13-25-213-004-0000	13-25-213-004-0000	3041 N ROCKWELL ST	593	MANUFACTURING	94	7500	7500	A		3 C	\$ 12	5%	15%	\$ 69,647	8.50%	\$ -	\$ 819,375	\$ 109	\$ 138	\$ 124	\$ 927,188
13-25-213-005-0000	13-25-213-005-0000	3033 N ROCKWELL ST	593	MANUFACTURING	72	3750	3750	A		3 B	\$ 12	5%	15%	\$ 34,823	7.50%	\$ -	\$ 464,313	\$ 124	\$ 138	\$ 131	\$ 490,906
13-25-213-006-0000	13-25-213-006-0000	3035 N ROCKWELL ST	593	MANUFACTURING	94	7500	7500	A		3 C	\$ 12	5%	15%	\$ 69,647	8.50%	\$ -	\$ 819,375	\$ 109	\$ 138	\$ 124	\$ 927,188
13-25-213-007-0000	13-25-213-007-0000, 13-25-213-009-0000	3017-29 N ROCKWELL ST	593	MANUFACTURING	72	27392	22127	B		3 B	\$ 9	7%	15%	\$ 160,921	7.50%	\$ -	\$ 2,145,611	\$ 97	\$ 104	\$ 100	\$ 2,217,878
13-25-213-012-0000	13-25-213-012-0000	3001 N ROCKWELL ST	593	MANUFACTURING	71	94473	102095	E		3 B	\$ 6	6%	15%	\$ 515,955	7.50%	\$ -	\$ 6,879,399	\$ 67	\$ 46	\$ 57	\$ 5,787,885
13-25-213-014-0000	13-25-213-014-0000, 13-25-213-016-0000	3023-27 N ROCKWELLST	593	MANUFACTURING	67	42950	22310	B		3 B	\$ 9	7%	15%	\$ 162,252	7.50%	\$ -	\$ 2,163,356	\$ 97	\$ 104	\$ 100	\$ 2,236,221



# Commercial Vacancy Policy

## What is it?

How a property can appeal its assessment based on a building being partially or completely vacant. Vacancy relief is granted for up to 24 months for a single event.

## What does it say?

A commercial property can only receive a reduction in assessed value for vacancy if they document the vacancy

- Required Documents
  - Signed Vacancy Affidavit
  - Proof of Marketing
  - Recent Photos (dated preferred)

## How much of a reduction can a property receive?

Half of the claimed vacancy

For example:

- Let's say a property is 60% vacant & the estimated market vacancy is 10%.
- The CCAO reduces the vacancy by 50% and then deducts the market vacancy ( $60\% \times .5 - 10\% = 20\%$ )
- An additional 20% vacancy will be granted on the improvements only



# Valuations – What are we seeing so far

- **Chicago not seeing a “Doom Loop”**
- **We see the same weakness in office values that the market sees.**
  - flight to quality from low/mid-range to high-end office buildings.
- **There are some reasons for optimism.**
  - The downtown office sector is a **smaller part of Chicago’s total tax base than many people think**
  - Many downtown office buildings are **in TIF districts**. That means those TIFs are going to take the first hit after any drops in value.
  - **Finally, many other sectors of commercial real estate are doing well. And Chicago’s residential market has been very strong over the last few years, even as sales volume has dropped a bit.**
  - Overall, it looks like there will be enough growth in the city this year that the tax base should increase, leading to a lower tax rate.





# Valuations – Industrial Since 2021

## Industrial Market Statistics

- **National Equal Weighted Industrial CCRSI**
  - Increase of 39% (March 2021: 281 vs March 2024: 391)
- **Midwest Equal Weighted Industrial CCRSI**
  - Increase of 40% (March 2021: 177 vs March 2024: 249)
- **Chicago CoStar Vacancy**
  - North Chicago: Q1 2021: 8.2% / Q1 2024: 8.4%
  - South Chicago: Q1 2021: 5.9% / Q1 2024: 5.2%
- **Chicago CoStar Market Asking Rents per SF**
  - North Chicago: Q1 2021: \$10.27 / Q1 2024: \$12.58
  - South Chicago: Q1 2021: \$7.65 / Q1 2024: \$9.36
- **Chicago CoStar Market Sale Price per SF**
  - North Chicago: Q1 2021: \$87.00 / Q1 2024: \$100.00
  - South Chicago: Q1 2021: \$67.00 / Q1 2024: \$74.00
- **Chicago CoStar Capitalization Rates**
  - North Chicago: Q1 2021: 6.9% / Q1 2024: 7.9%
  - South Chicago: Q1 2021: 6.9% / Q1 2024: 7.9%



# Valuations – Industrial Outlook

- + Only Metro area with six Class 1 railroads
- + Vacancy below all-time average (7.5%)
- Leasing levels have begun slow
- Higher interest rates
- + Only 1.1% of total market is under construction
- + Market rents are up 6.1% year-over-year
- + Overall outlook is for the market to increase at a decreasing rate

# We are here to help. Contact us.

- ✓ Call us at 312-443-7550
- ✓ Connect with us on social media.
- ✓ Make an appointment for in-person assistance at one of our locations:
  - **Bridgeview – 10220 S. 76<sup>th</sup> Ave., Rm 205**
  - Chicago – 118 N. Clark St.
  - Markham Courthouse - 16501 S. Kedzie Ave.
  - Skokie - 5600 W. Old Orchard Rd., Room #149
- ✓ Sign up to receive email updates from our office.



# Questions?



Break

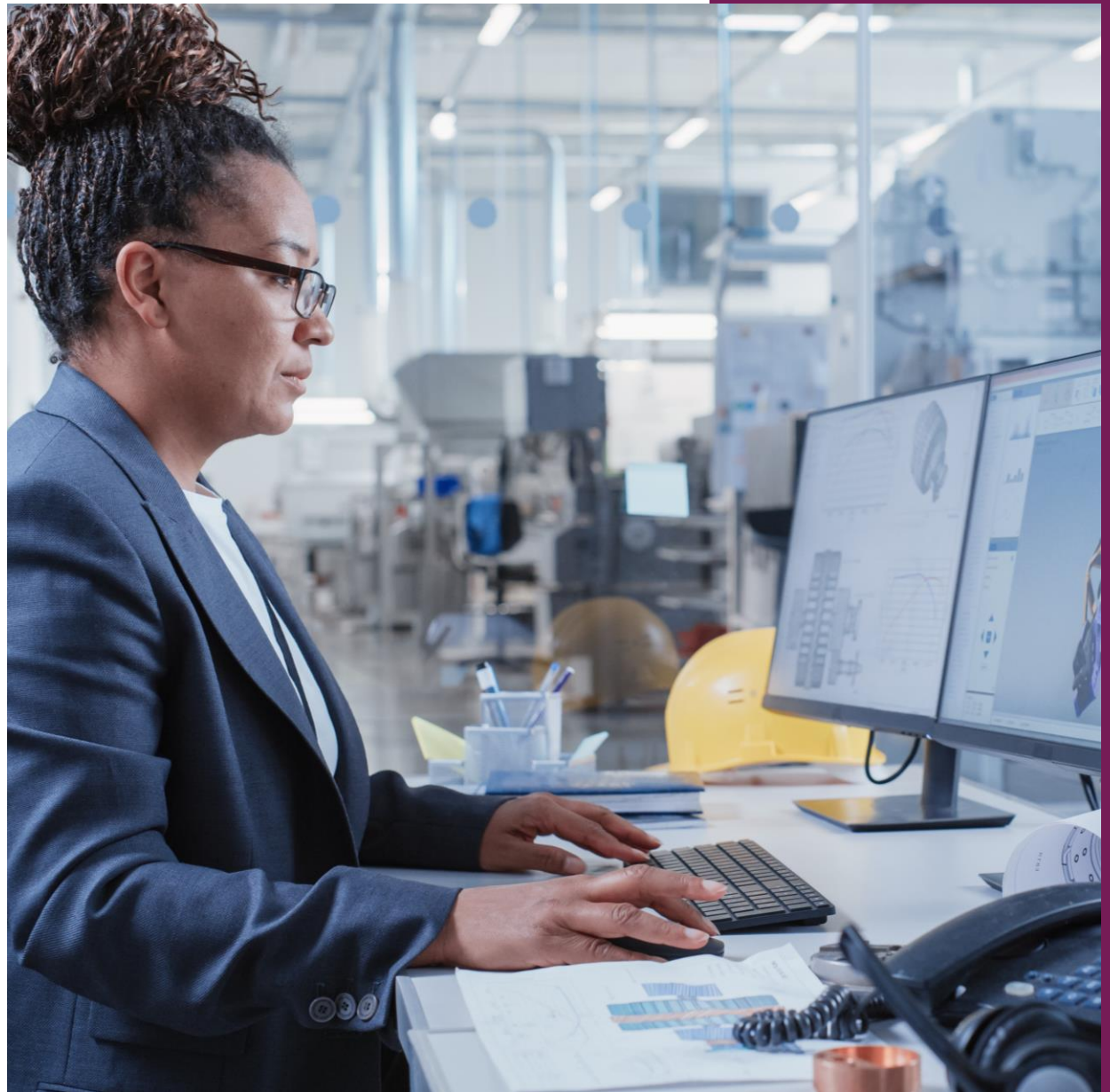






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GROW THROUGH  
FEDERAL CONTRACTING

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Market Research for  
Federal Contracting

# ABOUT THE WOMEN'S BUSINESS DEVELOPMENT CENTER

The Women's Business Development Center (WBDC) is a 501(c)(3) to strengthen their participation in, and impact on, the economy nationally recognized leader in the field of women's economic development. The WBDC provides programs and services to support and accelerate women's business ownership and strengthen the impact of women on the economy by creating jobs, fueling economic growth, and building strong communities.

The mission of the Women's Business Development Center (WBDC) is to support and accelerate business development and growth, targeting women and serving all diverse business owners, in order .



WBDC





The Illinois APEX Accelerator offers a wide variety of services to help you succeed with government contracting. We provide a variety of services at no-cost to you.



#### MARKET RESERACH

Conduct market research, find government opportunities, and establish relationships with agencies. Read and understand government bid and proposal solicitations



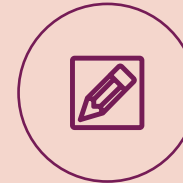
#### PREPARE TO BID

Prepare, review, and finalize a bid or proposal. Locate technical information and pricing data. Prepare for pre-bid conferences, short-list interviews, debriefings and pre-award meetings.



#### REGISTRATIONS

Execute SAM and other governmental vendor registrations.



#### CONTRACT ASSISTANCE

Understand RFID, UID, and packaging standards. Participate in electronic and other Internet-based bid opportunities. Handle post-award contract administration.



#### FIND PARTNERS

Locate businesses- large and small- to form partnering agreements between firms.



#### CERTIFICATION

Navigate 8(a) HUBZone, WOSB, EDWSOB, DBE certifications and Veteran-owned verification.

## FEDCon: Fall 2024

- Targeting manufacturing firms looking to work with the federal government
- We are seeking 15 manufacturing firms to participate
- 8 Week Cohort
  - Meets on Fridays starting on September 20, 2024

FEDCon: GROWTH THROUGH FEDERAL  
CONTRACTING

## COURSE OVERVIEW

SESSIO  
N

1

WHERE'S THE  
MONEY?  
GOVERNMENT  
MARKETPLACES:  
SAM AND BEYOND

SESSIO  
N

4

PROPOSAL WRITING:  
TIPS & HINTS FOR  
RESPONDING

SESSIO  
N

2

DEVELOPING A  
FEDERAL MARKETING  
PLAN: MARKETING TO  
FEDERAL AGENCIES  
AND PRIMES

SESSIO  
N

5

CYBERSECURITY &  
TEAMING:  
SUBCONTRACTING,  
JOINT VENTURES &  
MENTOR-PROTÉGÉ  
PROGRAMS

SESSIO  
N

3

UNDERSTANDING  
SOLICITATIONS:  
FAR, CFR AND MORE

SESSIO  
N

6

BEYOND CONTRACTS:  
GOVERNMENT-LED  
INNOVATION  
PROGRAMS &  
ACCESS TO CAPITAL

DISCOVER®



## Interested? Want to learn more?

- Email: [mdowns@wbdc.org](mailto:mdowns@wbdc.org)
- Call: 708-624-0016

FEDCon: GROWTH THROUGH FEDERAL CONTRACTING

THANK YOU





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# FEDERAL CONTRACTING: MARKETING PLAN

WBDC 

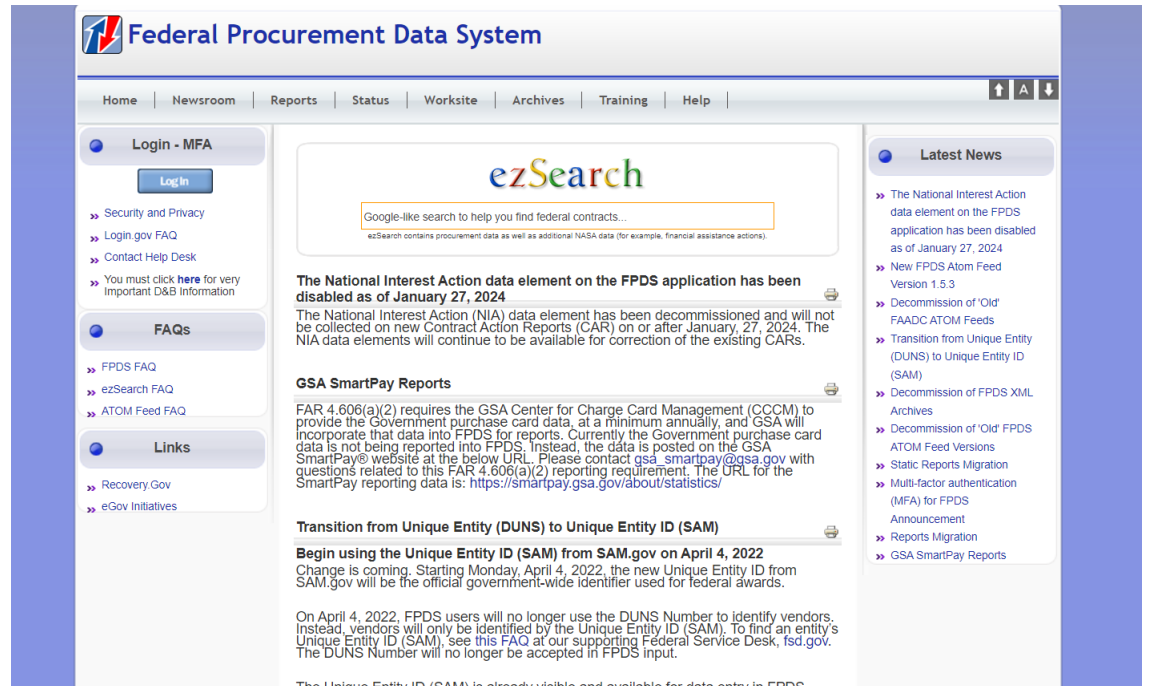
## MARKETING PLAN – Market Analysis

- The research you complete to identify the agencies you want to do business with (your ideal agencies), potential competitors, and future opportunities.



# MARKETING PLAN – Market Analysis Strategies

- Federal Procurement Data System (FPDS)
  - Identify awarded contracts
  - Captures all funded contracts over \$10,000.
  - Not all inclusive
  - Only includes summary data



- Access it at - [https://www.fpds.gov/fpdsng\\_cms/index.php/en/](https://www.fpds.gov/fpdsng_cms/index.php/en/)



# MARKETING PLAN – Market Analysis Strategies

- Forecasting
  - Identify future contract opportunities
  - Searchable by NAICS code
  - Can include contact information

An official website of the United States Government

ACQUISITION.GOV Data Initiatives Regulations Tools Policy Network

Home > Far Resources > Agency Recurring Procurement Forecasts

### Agency Recurring Procurement Forecasts

Filter By:

AGENCY PROCUREMENT FORECAST SMALL BUSINESS BUSINESS OPPORTUNITIES VENDOR COMMUNICATION PLAN AGENCY INDUSTRY LIAISON DIRECTORY

Agency Home	Agency Procurement Forecasts
<a href="#">Agency for International Development</a>	<a href="#">Agency Procurement Forecast</a>
<a href="#">Department of Agriculture</a>	<a href="#">Agency Procurement Forecast</a>
<a href="#">Department of Commerce</a>	<a href="#">Agency Procurement Forecast</a>
<a href="#">Department of Defense</a>	<a href="#">Agency Procurement Forecast</a>
<a href="#">Department of Education</a>	<a href="#">Agency Procurement Forecast</a>

## MARKETING PLAN – Market Analysis Strategies

- Other Resources – Locate contact information
  - Small Business Specialist (SBS) at the Office of Small & Disadvantaged Business Utilization (OSDBU) for chosen agency (google search agency name OSDBU)
  - US Government Manual – Agency organization charts
    - Access it - <https://www.archives.gov/federal-register/publications/government-manual.html>
  - Explore subcontracting



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“

“The journey of a thousand miles begins with a single step.”

- Lao Tzu

SEE YOU IN 10 MINUTES...



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# FEDERAL CONTRACTING: MARKETING PLAN

WBDC 

# S.W.O.T ANALYSIS

WHERE DOES YOUR COMPANY FIT IN THE COMPETITIVE LANDSCAPE?

## STRENGTHS

- Product quality (organic)
- Unique value proposition
- Sustainable packaging
- Customer experience
- EDI enabled

## WEAKNESSES

- Low margins
- Employee shortage
- Co-packer issues
- Decreased sales during pandemic
- Cash flow constraints

## OPPORTUNITIES

- Expand sales to major grocery stores
- Emerging market for healthy foods
- In store sampling
- Leverage relationships with category managers & contacts introduced during Top Shelf

## THREATS

- Increased competition
- Pricing pressures (Inflation)
- Supply chain challenges
- Access to capital to fund future orders

## MARKETING PLAN – Messaging & Channels

- Creating structured statements and methods to reach out to prospects.

## MARKETING PLAN – Messaging & Channels

- Email templates
- Small Business Specialists
- Capabilities Statements
- A/B Marketing
- Following Up
- Events

## MARKETING PLAN – Messaging & Channels

- **Email templates**
  - Create a template
  - Include small business in the subject
  - Choose questions wisely and limit the number



## MARKETING PLAN – Messaging & Channels

- **Small Business Specialists**
  - Use their language
  - Be specific

## MARKETING PLAN – Messaging & Channels

- **Capabilities Statements**
  - Make sure its current
  - Customize for the department
    - Data
    - Past Performance

## MARKETING PLAN – Messaging & Channels

- A/B Marketing
  - Consider testing emails with different subject lines, different content, different questions.
  - Track who receives what message and the responses

## MARKETING PLAN – Messaging & Channels

- Following Up
  - Wait 10 days before sending a second email
  - Identify your previous message in that request

## MARKETING PLAN – Messaging & Channels

- Events
  - Search SAM.gov for outreach events
    - Listed under opportunities, special notice, keyword conference

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# QUESTIONS?



SUPPORT PROVIDED BY

**DISCOVER**<sup>®</sup>

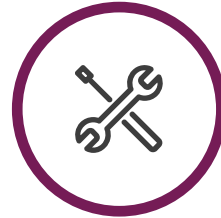


## CEO TIME



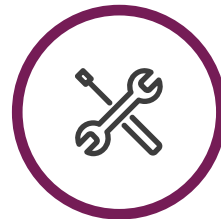
### MARKET ANALYSIS

What agencies buy what you sell and who has a forecased opportunity



### MESSAGING & CHANNELS

Create your preliminary email template and consider what questions you would ask a contracting officer.



### SCHEDULE AN ADVISING SESSION

Meet with an advisor to discuss your research strategy if needed.

FEDCon: GROWTH THROUGH FEDERAL  
CONTRACTING

## WEEK 3

WBDC 



### UNDERSTANDING SOLICITATIONS: FAR, CFR AND MORE

Exploring proposals  
and building responses





# Illinois Manufacturing Excellence Center

2024

# IMEC / MEP / YOU

---

- Illinois Manufacturing Excellence Center = IMEC
  - Unique Public / Private Partnership
  - Small & Medium size Illinois Manufacturers
  - Resources, Consulting, Training, Systems, Process
    - Assessments & Recommendations
    - Fee-for-Service
    - Grant Funded
  - 55 IMEC Experts in IL Manufacturing
    - Cook County North of 290 Call Tom Grant
    - Cook County South of 290 Call Josh Grodzin
  - Network of Prequalified Experts
- Manufacturing Extension Partnership = MEP
  - Strengthen & Empower US Manufacturing
  - National Institute of Standards & Technology (NIST)
  - One MEP in each state + PR
  - Network of 1,200 Experts



# Crafting Direction for Illinois Manufacturers

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## OUR PURPOSE

Fostering long-term economic and workforce competitiveness  
of Illinois Manufacturers





# Solutions for Illinois Manufacturers



## Leading Your Company

- Strategic Planning
- Change Management
- Leadership Training & Coaching
- Align processes with goals



## Planning for Success

- Exit Planning (Retirement/Sale/Transfer)
- Implement policy deployment
- Risk Management
- Succession Planning



## Growing Your Business

- Develop marketing strategy
- Sales Planning, Training, Compensation
- Selling Online
- Comprehensive Lead Generation
- Becoming an Influencer

# Solutions for Illinois Manufacturers



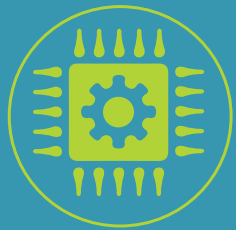
## Improving Your Operations

- Continuous Improvement
- ISO Auditing, Training & Certification
- Safety Assessments & Training
- Blueprint Reading
- Plant Floor Layout



## Focusing on People

- Problem Solving / RCCA
- Executing Strategy on The Front Line
- Fostering Innovation
- Talent Acquisition & Retention
- Leadership Training



## Deciding With Data

- Enterprise Resource Planning (ERP)
- Cybersecurity
- Increase visibility and use of data across your organization
- KPI Management & Standards

# 2023 Client-Reported Impacts



**\$1,719,832**

Average New & Retained Sales



**5,271**

Jobs Created & Retained



**2,576**

Companies Assisted



**\$340,145**

Average Cost Savings



**19:1**

Return on Investment

**\$669,187,874**

Aggregate Impact to Illinois Economy



# Cook County **MANUFACTURING REINVENTED**

Get Equipped to Prosper



Learn How to Apply to this  
Grant-Funded Opportunity





# Solve Your Manufacturing Challenges

## Cook County Manufacturing Reinvented Grant

- Cook County Bureau of Economic Development
- ARPA Funded - American Rescue Plan Act
  - CC Focused on manufacturers & Workers
- For industrial company in Cook County and have less than 500 employees
- Services up to \$25,000 per company
  - allowing for a potential of two projects per company.
- Who is thinking of applying?

# Solve Your Manufacturing Challenges

4 Critical Solution Areas: 12 Different Programs



**Improving Your Operations  
(Operational Improvements)**



**Leading Your Company  
(Leadership & Strategy)**



**Growing Your Business  
(Sales & Marketing)**



**Focusing on People  
(Workforce Training &  
Development)**



Tools and resources to develop your current and future leaders with the skills they need to thrive.



**Strategic Planning**



**Key Performance  
Indicator  
Management**



**Succession Planning**

Website: [ccmfg.org/leadership](http://ccmfg.org/leadership)

# Focusing on People



Tools and resources to find, train, and retain the workforce built for your organization's future.



**Talent  
Acquisition &  
Retention**



**Front Line  
Leadership Skills  
Training**



**Employee  
Engagement**

Website: [ccmfg.org/workforce](http://ccmfg.org/workforce)



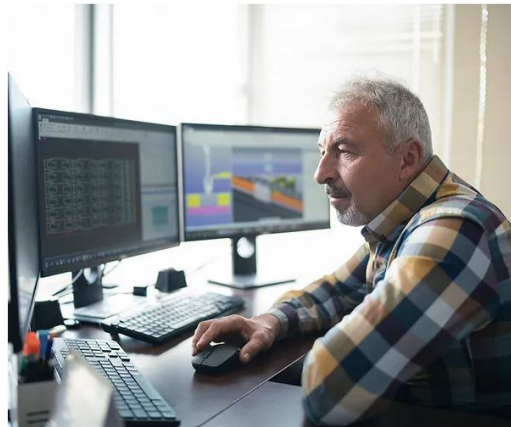
# Improving Your Operations



Tools and resources to provide continuous flow of value to the customers and develop more efficient processes.



**Preparation for  
Automation**



**Cybersecurity**



**Lean Training  
with Kaizen  
(continuous  
improvement)**

Website: [ccmfg.org/operations](http://ccmfg.org/operations)



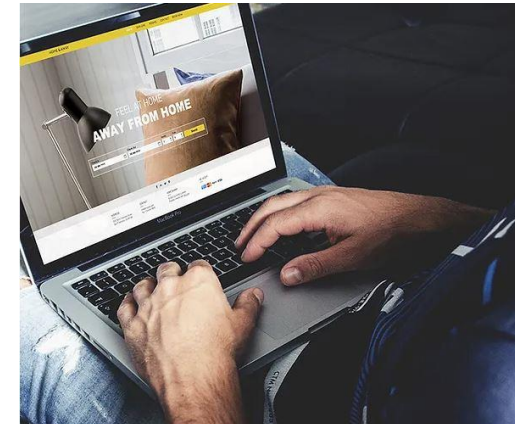
Tools and resources to achieve big growth objectives and diversify your customer base.



**Lead Generation**



**Search Engine  
Optimization**



**Website  
Development**

Website: [ccmfg.org/growth](http://ccmfg.org/growth)



# Process to Apply

- Go to [www.ccmfg.org](http://www.ccmfg.org)
- Select Project & Apply
- IMEC Notifies You & Sends Grant Agreement
- Return Signed Agreement
- Project Kickoff Meeting
- Project Start & Finish
- Reimbursement Requirements
  1. Complete Project
  2. Pay IMEC
  3. Complete Post-Project Survey
- County Reimburses You Directly

# Contact Information

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773-919-8200

## SOUTHERN COOK COUNTY

Josh Grodzin → [Jgrodzin@imec.org](mailto:Jgrodzin@imec.org)

847-345-6401

# Lean Assessment

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- Before embarking on the Lean journey, it is important to undertake a comprehensive diagnostic assessment of your operations and readiness for continuous improvement.
- IMEC's Lean Assessment tool compares your current manufacturing production facility, operating processes, and systems against best practices of companies of similar sizes and industries, and
- provides you with a summary of observations and recommended improvements to set you in the right direction for your improvement journey.
- There is no cost for a lean assessment.

# Supply Chain Portal

- Introducing our cutting-edge supply chain center designed to connect Illinois manufacturers with suppliers across the United States.
- Discover Reliable Suppliers, Meet Deadlines, and Access Nationwide Opportunities for Your Business.
- Tailored specifically to support the Buy America Initiative, this initiative fosters local sourcing and empowers manufacturers to access a diverse network of reliable suppliers.
- Managed by dedicated IMEC staff. Experience streamlined connections, enhanced collaboration, and accelerated growth opportunities in just a few clicks.
- <https://www.imec.org/supplychain/>



# ISO Gap Analysis

- Implementing a Quality Management System (QMS) with ISO 9001.
- According to the American Society for Quality (ASQ), for every \$1 spent on QMS, one could expect to see an additional \$6 in revenue, a \$16 reduction in costs, and a \$3 increase in profits.
- On average, quality management reduced costs by 4.8%.
- IMEC TS will review your current activities to assess current level of compliance. Provide a road map to attain certification.
- There is no cost for the gap analysis.

# Wait There Is More!

**Culture Assessment** determines your organization's diversity, equity, and inclusion posture and identifies opportunities for improvement to elevate company culture and drive advancements across your organization.

## **Safety Assessment**

- Reviewing Safety Program Docs ( Training / Written Programs/ Safety Committee minutes if applicable)
- Interviewing key company contacts
- Observational Walk through of facility
- Write up report – With Good Practices, Recommendations with Priorities

# Incumbent Worker Training Grant- IWT

- This is a federal grant managed by Chicago Cook Workforce Partnership. Provides reimbursed funding to skill-up employees so that they receive the latest training and certification for in-demand skills.
- This grant is a 50/50 reimbursed cost share with manufacturers (could be less match requirement for companies with less than 100 employees).
- The company can use the combined salaries of the employees being trained toward their 50% match.
- If that is achieved, then the grant will reimburse for the ENTIRE cost of the proposed training.
- The intent of the grant is to bring employees to the highest level of training so that they as well as the company remain competitive.
- The grant must be approved prior to the start of training.

# Employer Training Investment Program- (ETIP)

- This program is sponsored by and funded by the Illinois Department of Commerce and Economic Opportunity and managed in part by the Illinois Manufacturing Association (IMA).
- ETIP reimburses companies for up to 50% of all eligible training costs.
- Unlike the Incumbent Worker Training grant, training does NOT have to be pre-approved prior to submittal for reimbursement.
- However, please note these funds are expended on a first come-first served basis.



# North Branch Works: Manufacturing Summit

June 2024

WORLD  
BUSINESS  
CHICAGO 



**CHICAGO**  
MAYOR BRANDON JOHNSON



# World Business Chicago

## Mission and Vision

- Driving inclusive economic growth and job creation
- Support for new and existing businesses
- Promoting Chicagoland as a leading global region
- Ensure that all Chicagoans prosper through equitable economic development

## WBC Departments

1. Business Development & Workforce
2. Community Impact
3. Global Strategic Initiatives
4. Innovation & Venture
5. Public Sector Investment Strategy
6. Research and Marketing



# Target & Growth Industries for Chicagoland



**Life Sciences**



**Food & AgTech**



**Transportation, Distribution, & Logistics**



**Manufacturing**



**FinTech**



**Creative Industries**



**Clean Energy**



**Quantum**



# Chicago as a platform for growth

Since 1837, Chicago has been built on reinvention and ceaseless innovation.

Today, the region's scale, diversity, and connectivity allow founders and startups to thrive.

# #1



**Most-diversified economy among the largest U.S. metros based on employment**



**Top U.S. metro for corporate relocations and expansions for the past 11 years**



**Most-connected airport in the world**



**Top U.S. neighborhood that “has it all”: good schools, affordable, safe, accessible**



**Top destination for Midwest talent in engineering, business, and computer science**

# A Global Manufacturing Powerhouse

- Chicagoland's manufacturing output is the **second highest in the nation** (\$99.4B)
- Chicagoland has the **largest industrial market in the US** by square feet (1.2 billion)
- Chicagoland has the **second lowest cost of labor** among top metros for this occupation
- We are the **most diverse** manufacturing sector in the country

## Recent Wins and Partners:



**DMG MORI**



**MARS WRIGLEY**



# Pro Chicagoland Decisions Since 2021

**551** companies have made  
**Pro Chicagoland Decisions\***

**169** new corporate locations and  
openings

**382** corporate expansions

**81** regional expansions, relocations,  
and openings

\*As of June 20, 2024, [Click here to learn more about Pro Chicago decisions.](#)





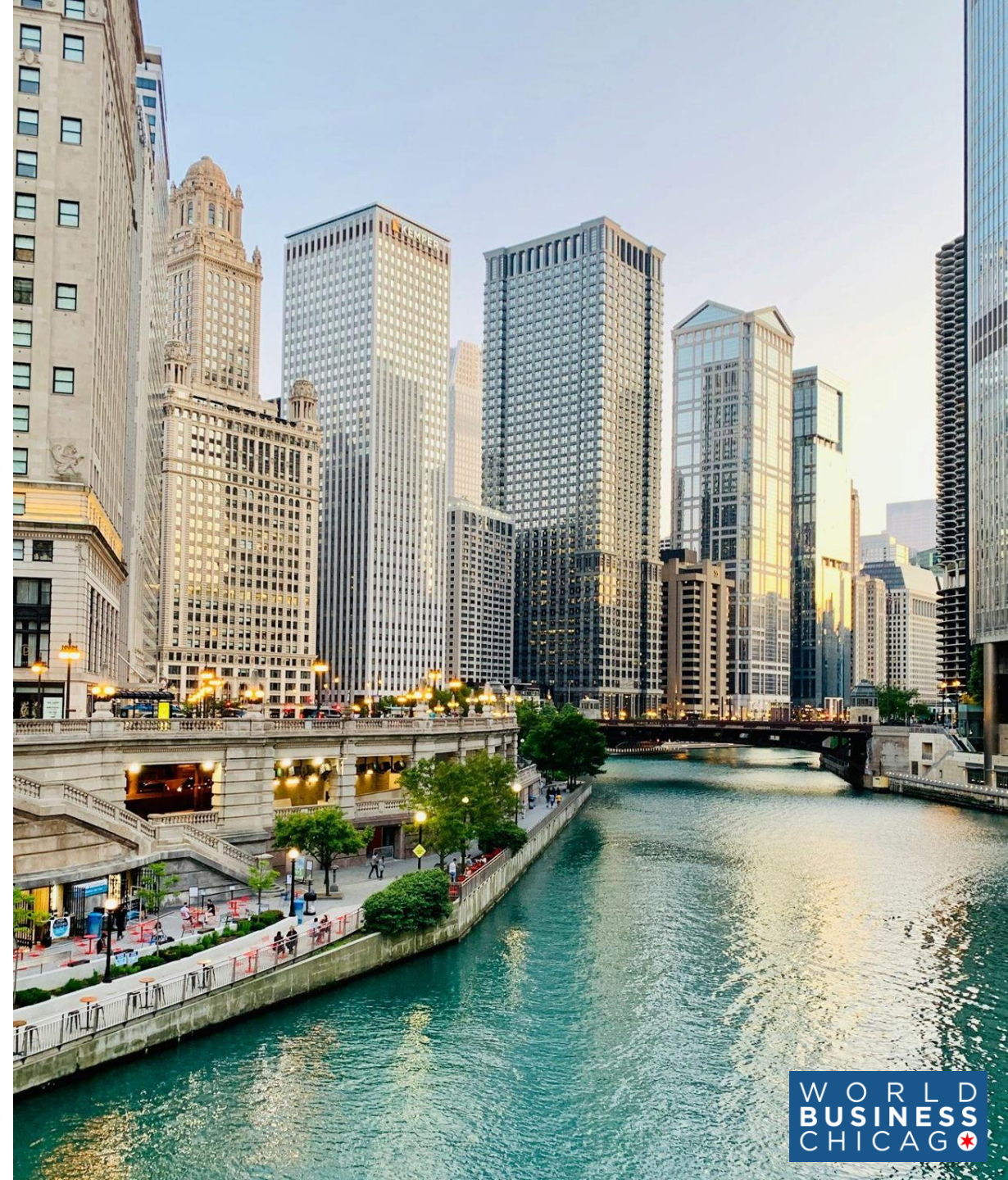
# Federal Funding



# Public Sector Investment Strategy Team

*Competitively positioning the region for  
federal funding*

- Amplification and education about opportunities
- Support for partner funding initiatives
- Expansion of collaborative partnerships
- Promotion of a regional approach to economic development





# Types of Federal Funding

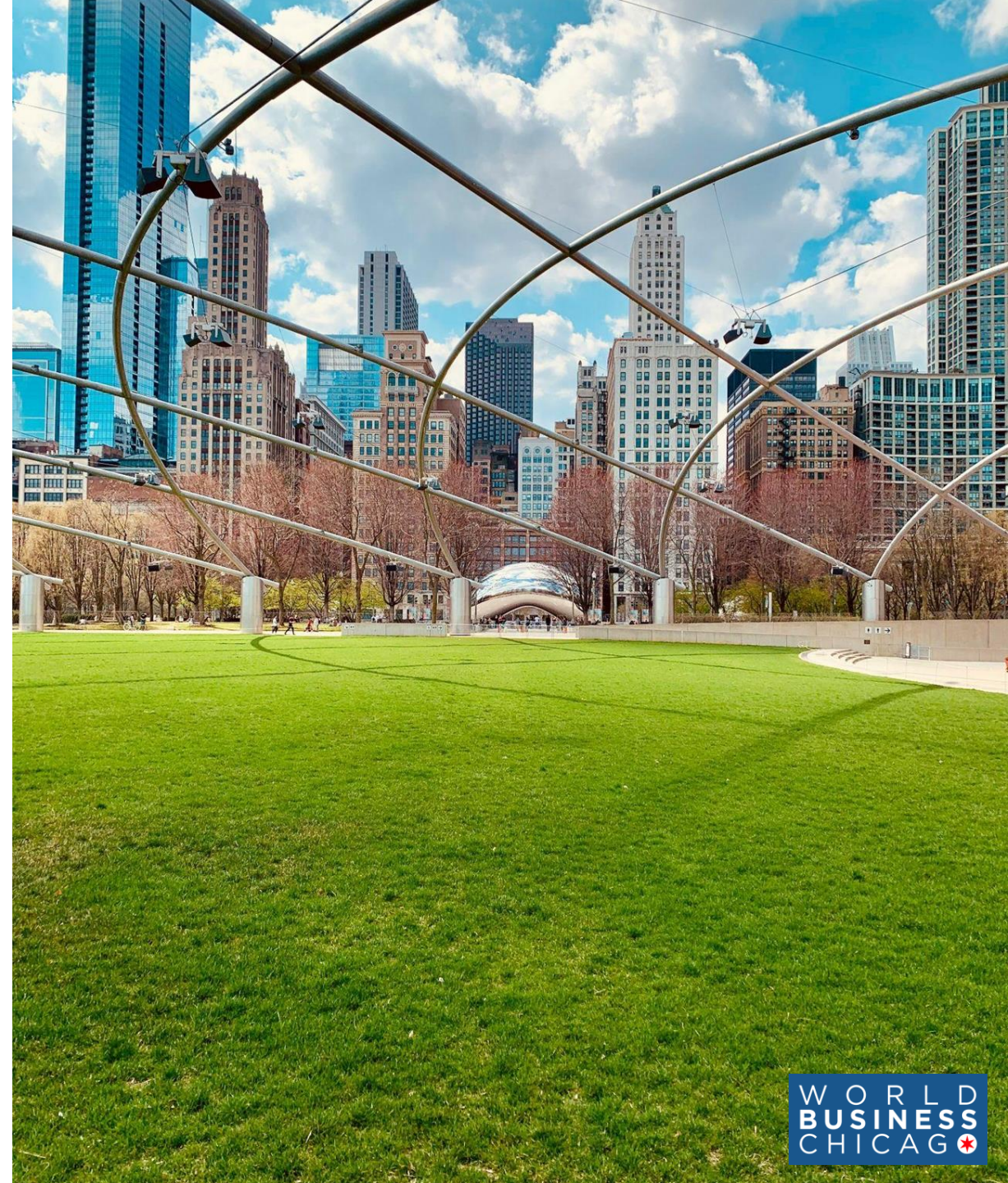
- Federal grants
  - Various federal agencies (Department of Energy, National Science Foundation, etc.)
  - Competitive applications
  - Reporting requirements
- Tax credits
  - Clean energy and workforce
  - Federal: [Inflation Reduction Act \(IRA\)](#)
  - State: [Clean Energy and Jobs Act \(CEJA\)](#)
  - File for credits during annual tax filing
    - Meet eligibility requirements
  - Direct pay and transferability
- Loans and financing
  - Clean energy projects
  - More accessible, affordable, and flexible





# Themes

- Clean energy and manufacturing
  - Workforce
  - Transitioning existing facilities
  - Growing advanced manufacturing
- Focus on disadvantaged communities
  - [Energy communities](#)
  - [Low income communities](#)
  - Support with understanding incentives available for different locations



# Federal Grants

## *Industrial Assessment Center (IAC) Implementation Grant*

- Industrial Assessment Center (IAC) Assessments
  - No cost energy report from local IAC ([UIC](#), [ICCB + IMEC](#))
  - Estimates of cost, performance, and payback times
- Grant for small & medium manufacturers to implement recommendations
- Up to \$300,000 per manufacturer
  - Per quarterly funding round
  - Can cover multiple projects
- 50% cost share
  - Other federal funds cannot count towards cost share
- Reviewed quarterly
  - Next review is July 1, 2024 (then Oct. 2024, Jan. 2025, through FY 2026)



# Tax Credits

## *Manufacturing*

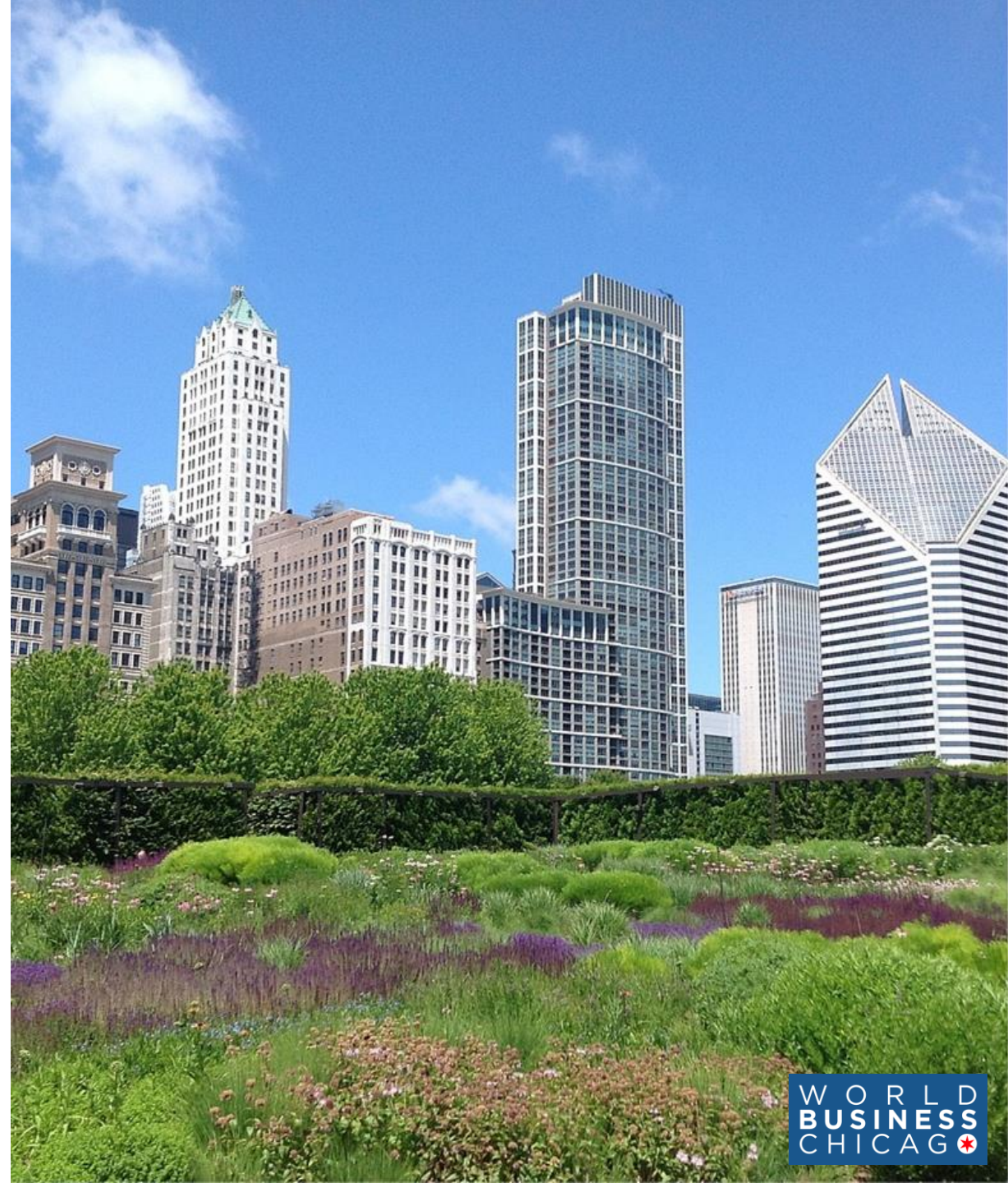
- Advanced Manufacturing Production Credit
- Investment Tax Credit
- Production Tax Credit

## *Buildings*

- Energy Efficient Commercial Building Reduction (179D)
- Bonus Credits
  - Low-Income Communities Bonus Credit
  - Energy Community Bonus Credit

## *Vehicles*

- **Commercial Clean Vehicle Credit**
- Credit for New Clean Vehicles
- Used Vehicle Tax Credit



# Commercial Clean Vehicle Credit (45W)

- For purchasing qualified commercial clean vehicles
- For businesses and organizations that purchase a commercial clean vehicle
- Credit equals the lesser of...
  - 15% of the vehicle's cost to the purchaser
    - *30% for vehicles without internal combustion engines*
  - OR The incremental cost of the vehicle
    - i.e. The excess of the purchase price of a qualified commercial clean vehicle over the price of a comparable vehicle
- Capped at \$7,500 for vehicles <14,000 lbs and \$40,000 for all other vehicles
- No limit on the number of credits your business can claim

# Loans and Financing

- [Greenhouse Gas Reduction Fund](#)
  - Environmental Protection Agency (EPA)
    - [National Clean Investment Fund](#)
    - [Clean Communities Investment Accelerator](#)
  - Affordable, accessible loans for clean energy projects
  - May be a source for low-interest loans in late 2024
- [Title 17 Clean Energy Financing](#)
  - Department of Energy (DOE) Loan Program Office (LPO)
  - Projects for clean energy deployment and energy infrastructure reinvestment to reduce greenhouse gas emissions and air pollution
  - Interested potential applicants are encouraged to [request](#) a pre-application with Loan Program office staff.



# Federal Funding Resources

- **Tax Credits**

- [Inflation Reduction Act \(IRA\) \(White House\)](#)
- [IRA Tax Credits \(IRS\)](#)
- [IRA Taxpayer Resource Hub](#)
- [Clean Energy and Jobs Act \(CEJA\)](#)

- **Grants**

- [Industrial Assessment Centers \(IAC\) Program](#)
  - [Announcement of new IACs](#), including Illinois Community College Board
- [IAC Implementation Grant Program](#)
- [IAC Database](#)

- **Maps**

- [Energy communities](#)
- [Low income communities](#)







# Workforce Development

City of Chicago  
Departments



Corporate and  
Industry Sector  
Employers



Higher Education  
and Trade  
Certification  
Institutions



Community  
Workforce  
Development  
Partners



WORLD  
BUSINESS  
CHICAGO 

# Current Workforce Initiatives



Good Jobs Chicagoland (GJC) is an employer-led, community-driven initiative to promote equity, economic resiliency, and growth for Chicago and Cook County. GJC will create durable, resilient talent pipelines through to mid-level jobs, linking Chicago's un/underemployed residents into jobs that pay family wealth-building wages. The Chicago Cook Workforce Partnership received an \$18.5 million U.S. Department of Commerce Economic Development Administration (EDA) Good Jobs Challenge grant for employer-led workforce development. Chicago's proposal, submitted with the support and assistance of the City of Chicago, World Business Chicago and Cook County, was one of 32 awardees out of 509 applications.

[www.goodjobschicagoland.com](http://www.goodjobschicagoland.com)



# Workforce Talent Solutions



## YOUTH APPRENTICESHIP PROGRAM

Career Launch Chicago partners with companies from in-demand sectors to offer one-year or two-year Youth Apprenticeship opportunities for Chicago Public School students. Our students have the option to continue to the City Colleges of Chicago to complete college coursework belonging to that industry path and culminating in the attainment of an industry recognized credential, making them a stronger candidate for full-time quality employment.





# Youth Career Development

A multifaceted citywide movement that aims to provide **Chicagoans ages 14-24 a pathway to a career by building a collaborative ecosystem across all levels of city government, the private sector and the local business community** to connect youth to paid meaningful career exploration opportunities, workforce development programs and effective career pathway that enhance their employability, financial independence, promote personal growth and ignite ambition to pursue a fulfilling future.

1. **Launched Youth Workforce Business Advisory Council in partnership with the Mayor's Office - June 25, 2024**
2. **Host Youth Worksite Tours in priority sector industries -Summer 2024**
3. **Kick-off Manufacturing Month October 2024 with manufacturing site tours for up to 200+ Chicago Public School students and educators.**
4. **Bridge sector employers and education for year around youth career exploration experiences.**

# World Business Chicago's Services

## ★ Site Selection

Identify suitable sites for your business expansion and/or relocation using key market indicators

## ★ Financial Incentives

Identify applicable local, state, and federal financial incentives, tax abatement and rebate programs

## ★ Workforce and Talent

Connect to the talent pool and the robust network of higher education institutions and workforce development agencies

## ★ Data and Market Analysis

Provide personalized data and market analysis to present valuable insights using key indicator for your specific project

## ★ Government Relations

Navigate permitting, connecting you with elected officials and other government-related processes

## ★ Public Sector Opportunities

Identify funding and programs available from public sector including grants, loans and tax credits



# Contact Information



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WORLD  
BUSINESS  
CHICAGO 



# City of Chicago – Local Industrial Retention Initiative (LIRI)



- James Harbin
  - Deputy Commissioner,  
Department of Planning &  
Development



Thank You



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[Facebook.com/NBranchWorks](https://www.facebook.com/NBranchWorks)