

Grow Decatur May, 2015 General Strategy Session Results
 Opportunity Category Details
 June 3, 2015

Category	Count	Item	Category
unassigned	53	Our connection with legislators	unassigned
		STEM education	unassigned
		As the country's housing market heats up & recovers, we will see that positive effect here	unassigned
		Check to see if there are any state grants available to promote Decatur in any way	unassigned
		Illinois' desire to improve	unassigned
		Grants for improvement available	unassigned
		Sports teams that may want to come in - minor league team, etc.	unassigned
		Diversity of people coming to Decatur	unassigned
		Access to historical community (Arthur)	unassigned
		Take advantage of state marketing	unassigned
		Advances in medicine and healthcare	unassigned
		Employment potential growth	unassigned
		Our history	unassigned
		National publicity (Hockeyville)	unassigned
		Chicago Bears	unassigned
		Connections with legislators at state & federal level	unassigned
		Become a destination for dining or active adventure/sports	unassigned
		Rehab programs for housing	unassigned
		Infrastructure	unassigned
		State budget issues prompt creative thinking	unassigned
		Bringing others to the table for funding	unassigned
		Building workforce	unassigned
		Learning from other community's successes	unassigned
		Need for workforce	unassigned
		Private/foundation funding	unassigned
		Grants	unassigned
		New jobs	unassigned
		More population	unassigned
		Generational shift	unassigned
		Aging population	unassigned
		Cost of living - great place to raise a family	unassigned
		We have a chance to shape the narrative and re-frame perceptions in surrounding communities - i.e. infrastructure improvement, high-quality healthcare	unassigned
		Compassionate cities of the world	unassigned
		Diversity in people in race & religion living in USA - learn about others	unassigned
		As jobs develop we can attract new citizens and also get natives to return	unassigned
		Popularity of "local"	unassigned
		Marketing campaign	unassigned
		Baby boomers retiring	unassigned
		Larger conference / sports venues	unassigned
		Sporting events / tournaments	unassigned
		Entertainment	unassigned
		Our crime stats vs. "theirs"	unassigned
		Recruit retirees as they do in Panama - the country has seen a major boost to economy by people who support the economy rather than drain it. Seniors volunteer and enhance a community	unassigned
		Race relations	unassigned
		Labor relations	unassigned
		Latching on to "sustainability"	unassigned
		Others perceptions can be changed	unassigned
		Small town values w/ big city perks	unassigned
		Establish niche markets	unassigned
		Jobs	unassigned
		Size of community - big enough but not too big	unassigned
		Post secondary - MU/RCC	unassigned
		Opportunities to attract new people	unassigned
agriculture / food	13	Organic food movement	agriculture / food
		Growing population = need food	agriculture / food
		Agricultural Center/Marketplace	agriculture / food
		Food - our major industry	agriculture / food
		World-wide recognition as an agri-business center	agriculture / food
		Clean food (including organic)	agriculture / food
		Agritourism	agriculture / food

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		Agriculture / food	agriculture / food
		Food security & healthful	agriculture / food
		Ag reputation - job draw	agriculture / food
		Increasing population - food	agriculture / food
		Growing population - agricultural commodities	agriculture / food
		Agriculture	agriculture / food
business trends / issues	17	On-shoring of jobs	business trends / issues
		On-shoring	business trends / issues
		Small, local businesses	business trends / issues
		On-shoring happening - pull those companies here	business trends / issues
		On-shoring	business trends / issues
		On-shoring	business trends / issues
		Health industry growth	business trends / issues
		On-shoring	business trends / issues
		Recruiting of Big Business to area	business trends / issues
		Insourcing jobs	business trends / issues
		Commerce being insourced back into U.S.	business trends / issues
		Locating businesses	business trends / issues
		Good business base	business trends / issues
		Manufacturing of earth moving equipment	business trends / issues
		Local pride / small business	business trends / issues
		Small business	business trends / issues
		Trend for small business	business trends / issues
economy	4	Global economy	economy
		Global economy	economy
		Growing economy	economy
		Improving economy	economy
globalization	17	Globalization	globalization
		Cuba opening up	globalization
		Growing global population	globalization
		Global economy	globalization
		Global population	globalization
		Build or grow things that people buy globally	globalization
		Global Economy - growing middle class will increase demand for exports	globalization
		International trade agreements	globalization
		Global trade	globalization
		Multi-national connections	globalization
		Globalization	globalization
		Cuba opening	globalization
		Cuba - globalization	globalization
		International trade	globalization
		Global market	globalization
		Marketing to world (eg Cuba)	globalization
		Global markets	globalization
location / transportation	38	Congestion in Larger areas	location / transportation
		Geography - our central location	location / transportation
		US 51 South progress	location / transportation
		Leveraging geography & infrastructure	location / transportation
		Location - proximity to U of I	location / transportation
		Decatur's centrality	location / transportation
		Proximity to major cities	location / transportation
		Proximity to Chicago & StL & other larger central IL cities	location / transportation
		Highway expansions	location / transportation
		Commuter trains	location / transportation
		US 51 South	location / transportation
		Expansion of US 51 to 4-lane	location / transportation
		Geographical location - between St. Louis & Chicago, near Spr, BMI, Cha	location / transportation
		Proximity to Bloomington, Champaign, Springfield, Chicago, St. Louis	location / transportation
		Central location	location / transportation
		Proximity to Springfield, Champaign, Bloomington	location / transportation
		Proximity to Chicago, St. Louis, Indianapolis	location / transportation
		Geography and Central	location / transportation
		Potential to drive business to Decatur due to favorable location	location / transportation
		Geography	location / transportation
		Leveraging geography & infrastructure	location / transportation

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		Proximity to Chicago, St. Louis, other communities	location / transportation
		Central location to leverage companies to build in IL	location / transportation
		Centrally located	location / transportation
		Location	location / transportation
		Public transportation to other cities	location / transportation
		Congestion in larger cities	location / transportation
		Congestion in larger areas	location / transportation
		Central location in state	location / transportation
		Central Illinois geography	location / transportation
		Frustration of congestion in larger areas	location / transportation
		No traffic congestion	location / transportation
		Congestion in large metro areas	location / transportation
		Geographic location	location / transportation
		Central location	location / transportation
		Congestion elsewhere	location / transportation
		Congestion in large cities	location / transportation
		Congestion in large metro areas	location / transportation
logistics / MIP	36	Trend toward more local distribution centers	logistics / MIP
		Online economy - logistics	logistics / MIP
		MIP asset	logistics / MIP
		Freight/Rail infrastructure	logistics / MIP
		Transportation needs, esp. w/ web-based businesses	logistics / MIP
		More localized distribution centers	logistics / MIP
		Inland Port	logistics / MIP
		(Inland Port) are we preparing a workforce	logistics / MIP
		Large cities within easy access - take advantage of larger cities which can use Decatur's products & develop those commodities to deliver	logistics / MIP
		Promote Inland Port	logistics / MIP
		Inland Port - creating anything that needs transported quickly	logistics / MIP
		Inland Port	logistics / MIP
		Transportation/logistics hub	logistics / MIP
		Global import/export	logistics / MIP
		Worldwide markets for products - online warehousing	logistics / MIP
		Focusing on supply chain	logistics / MIP
		Chicago rail yard is a traffic jam	logistics / MIP
		Freight issues in California	logistics / MIP
		Logistic Infrastructure of Central IL - road, rail, river	logistics / MIP
		Air Freight	logistics / MIP
		Warehousing	logistics / MIP
		Proximity to transportation	logistics / MIP
		Railroads	logistics / MIP
		MIP	logistics / MIP
		Others needs for MIP	logistics / MIP
		Inland port	logistics / MIP
		Rail service	logistics / MIP
		MIP	logistics / MIP
		Inland Port	logistics / MIP
		Growth potential as business hub	logistics / MIP
		Recluse economy - stay at home - distribution opportunity	logistics / MIP
		MIP	logistics / MIP
		Rail structure strength nationally	logistics / MIP
		Inland Port	logistics / MIP
		Recruit MIP users	logistics / MIP
		MIP	logistics / MIP
online commerce	6	Web-based economy	online commerce
		Web-based economy	online commerce
		Social media	online commerce
		Online markets	online commerce
		Online economy	online commerce
		Online sales/markets	online commerce
resources	20	Land prices	resources
		Water - low cost, available	resources
		Natural resources	resources
		Water issues	resources
		Land prices	resources

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		Land prices	resources
		Available water	resources
		Water	resources
		Water (for brewery)	resources
		Water available	resources
		High housing prices elsewhere	resources
		Energy cost	resources
		Beautiful neighborhoods	resources
		Cheap available water	resources
		Cost of homes good and needs to be shown more media-wise	resources
		Low cost and abundant utilities	resources
		Room for business	resources
		Housing prices	resources
		Land prices	resources
		Midwest values	resources
technology	11	Expanding technology	technology
		Fiber optics - (replacing cable)	technology
		Wireless communities	technology
		Ease of communication	technology
		Tech industry growth	technology
		Continuous changes in technology	technology
		Social Media / Technology	technology
		Ease / speed of travel	technology
		Electronic communications	technology
		Internet	technology
		Social Media	technology