

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

Category	count	Subcategory	count	Item	Category	Subcategory
unassigned	10			The minimum wage is raised to a living wage - and small businesses still thrive	unassigned	
				DNR style resources	unassigned	
				Strong cultural institutions	unassigned	
				Bring in regional destinations	unassigned	
				Expand Decatur Strong	unassigned	
				Value of work/volunteerism	unassigned	
				Need for fewer social services or better alignment of services that are outcome based	unassigned	
				Citizens begin displaying pride of ownership in their properties	unassigned	
				Banks to loosen their lending requirements for investors	unassigned	
				More self-accountability - residents, businesses	unassigned	
20-40	19			31/56 = 55% - Keeping young people here - 20, VA	20-40	
				6/40 = 15% - Strategy to get people to come back after going away to school - 20, VA	20-40	
				Night time entertainment for the 20-40 year olds	20-40	
				Keep young professionals in Decatur	20-40	
				Downtown nightlife	20-40	
				Downtown nightlife	20-40	
				Further develop Decatur downtown - hotels, apartments, retail (open past 5), entertainment - make cool old buildings into apartments	20-40	
				Look at the cities that have the most 20-40 age group - I think CNN makes this list - and use them as a model	20-40	
				Downtown night life	20-40	
				Keep talented young people in Decatur	20-40	
				Retain Millikin grads	20-40	
				Vibrant and attractive to 20-40 year olds and keep good people here and entertained and well-fed - we have lost good community members because of this	20-40	
				More entertainment and social opportunities to attract the 20-40 year old demographic	20-40	
				Attractive to young professionals and young families	20-40	
				Keeping Millikin students here. Making city more attractive, more affordable / safe housing, getting students out of Millibubble during school	20-40	
				Keeping young educated professionals here long-term once they have started jobs	20-40	
				Creating theatrical employment for Millikin and Richland graduates. (That's the only degreed program that must leave Decatur to be employed in their field.)	20-40	
				Providing and maintaining activities for 20-40 year olds, networking, opportunities:	20-40	
				Keep the 20-40 year olds thru housing and things to do	20-40	
Comm Mktg	71			7/56 = 13% - Educate our citizens to overcome negative self-image - CM	Comm Mktg	
				4/40 = 10% - Sell the positives of our community, especially our education system - CM, EE	Comm Mktg	
				3/40 = 8% - Unique Attributes - celebrate and learn from - CM, ED	Comm Mktg	
				3/40 = 8% - Educate people about the community so they can tell positive stories - CM	Comm Mktg	
				3/43 = 7% - Telling Decatur's story to government - CM	Comm Mktg	
				2/43 = 5% - Involve more in attending and contributing to events - CM	Comm Mktg	
				2/56 = 4% - Seek and use info from returning Decaturites - CM	Comm Mktg	
				1/40 = 3% - Community attitude is a unique attribute - CM	Comm Mktg	
				1/43 = 2% - Loud & Proud! - CM, VA	Comm Mktg	
				1/56 = 2% - Promote unique attributes of community - CM	Comm Mktg	
				0 - Promote pride of ownership as citizen of community - CM, HC, VA	Comm Mktg	
				0 - Promote friendliness of community - CM	Comm Mktg	
				0 - Make sure reality matches marketing campaign - CM	Comm Mktg	
				0 - Brag about Decatur - CM	Comm Mktg	
				0 - Cohesive spirit of Macon County - CM	Comm Mktg	
				Get the news out to those people who don't believe that Decatur can be prosperous again, both in and outside the city.	Comm Mktg	
				Make Decatur more appealing to outsiders - market our image a bunch!	Comm Mktg	
				Embraced attitude of pride	Comm Mktg	
				Hometown pride and attitude	Comm Mktg	
				Tell our story in a positive manner	Comm Mktg	
				Selling itself to prospective employers/organizations	Comm Mktg	
				Market itself nationally to attract "new" organizations	Comm Mktg	
				Marketing itself w/ credible and accurate information and data	Comm Mktg	
				Add to Hockeyville theme that was recently advertised	Comm Mktg	
				Prove to those in Macon County that we do have what it takes to be a great city - eliminate negative attitudes	Comm Mktg	
				Re-image - showing Decatur is a safe place to live and that we're not just the stinky soybean town between Champaign and Springfield	Comm Mktg	
				Positive self-image of residents - e.g. education, opportunities, testimonials	Comm Mktg	
				Emphasize its excellence and differentiation from the typical community	Comm Mktg	
				Educating the unconvinced that Decatur is a great place to live, work & play	Comm Mktg	
				Highlight unique community positives	Comm Mktg	
				Decatur needs "buy-in" to sell itself. I watched the City Limitless for the first time with a group of Decaturites. I was impressed. Others in the room laughed. Certainly brought my excitement down a notch.	Comm Mktg	
				Marketing the good things - i.e. talk about the great things - Good Samaritan, Mercy Gardens & DPS	Comm Mktg	

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			Build community pride in the schools before students graduate	Comm Mktg	
			Communicating our story - selling ourselves	Comm Mktg	
			Creating and nurturing a culture of positive thinking and self-image	Comm Mktg	
			Spreading the word: sharing, reminding, promoting entertainment activities and events, esp to 20-40s	Comm Mktg	
			Attract statewide and national attention for positive things, like Hockeyville	Comm Mktg	
			Getting the word out to local and surrounding communities about the improvements that have been made	Comm Mktg	
			Keep marketing the small town feel	Comm Mktg	
			Changing the perception of our own value, i.e. opportunities in work, recreation, family life (housing, etc), education	Comm Mktg	
			Branding - what is Decatur's ? Change image	Comm Mktg	
			Share City Limitless video - companies show at staff meetings - make commercial on TV to reach seniors	Comm Mktg	
			Consistent, positive messaging	Comm Mktg	
			Engaging its residents to be supportive of community initiatives, embrace the positive	Comm Mktg	
			Self image enhancement - everyone is engaged with a positive message	Comm Mktg	
			Elimination of negative perception of Decatur	Comm Mktg	
			Stop preaching "the way things were" mantra and "the kids these days don't have a work ethic" - it's disparaging	Comm Mktg	
			Reimage Decatur, both to local residents and the outside world	Comm Mktg	
			Differentiate this community from others	Comm Mktg	
			Promote the city and ensure continued improvement of what's here - to do, to see, etc.	Comm Mktg	
			Citizens need a positive self-image of their community and themselves	Comm Mktg	
			Continue to improve image of Decatur as safe - great things to do - lake front - parks	Comm Mktg	
			Increased image of Decatur as a great place to work - good jobs available	Comm Mktg	
			Continue to improve the image of Decatur schools - will help housing values within the city	Comm Mktg	
			Must provide media positive announcements about Decatur to community & area	Comm Mktg	
			Internal community dialogue (self-perception) - what do residents say when presented with negative stereotypes from peers?	Comm Mktg	
			External dialogue (outside perception) - what does the external stereotype say / what is accepted?	Comm Mktg	
			Changing perception of schools & crime	Comm Mktg	
			Change the internal & external perception of the community	Comm Mktg	
			Positive media exposure outside the city	Comm Mktg	
			Most important: all citizens regardless of economic status need to have a positive attitude concerning Decatur and its opportunities. We must promote ourselves - not be our own worst critics	Comm Mktg	
			Viewed in a more positive light (marketing)	Comm Mktg	
			Telling positive Decatur story - outside Decatur	Comm Mktg	
			Compassionate Decatur - add that to marketing campaign	Comm Mktg	
			We are more than dining, shopping & working. We have unique factors in our city that should be considered when marketing	Comm Mktg	
			A column in news media of success stories, individual accomplishments i.e. authors, inventors.	Comm Mktg	
			Paul Osborne's publication of letters from former Decaturites who still regard this community as home	Comm Mktg	
			Perceptions to change for the positive - education, jobs, safety - both internally and externally and for people to feel motivated to brag	Comm Mktg	
			Build / improve community confidence & communication	Comm Mktg	
			Community engagement - getting even more people excited about these initiatives - a lot of the same people involved in everything	Comm Mktg	
			Emphasize opportunities for meaningful quality life, such as education, service, volunteering, moral and religious values	Comm Mktg	
Econ Dev	48		23/56 = 41% - Jobs - IP, GM	Econ Dev	
			17/43 = 40% - Ag/food/Pharma/Healthcare - Research hub - GM	Econ Dev	
			10/40 = 25% - Develop Macon County as a technology hub ala Silicon Valley - GM	Econ Dev	
			9/40 = 23% - A better mix of Economic Diversity from labor to executive level, cross industry - focus on mid-sized businesses - GM	Econ Dev	
			12/56 = 21% - Midwest Inland Port - IP, GM	Econ Dev	
			0 - Sourcing of funds from outside	Econ Dev	
			0 - Invest in fully developed ready-to-to greenfield sites - IP	Econ Dev	
			Improve our manufacturing base. We're known as a blue collar manufacturing community - how can we add to our manufacturing? Do we have the skills to be a manufacturing hub? What are the products we currently produce? Are there auxiliary products that add to current manufacturing? Can we work with surrounding communities? How can we connect the dots and work together? Be proud to be a manufacturing blue collar community.	Econ Dev	
			Economic diversity - technology	Econ Dev	
			Have good-paying available jobs. People will work and stay in Decatur	Econ Dev	
			Land development grants	Econ Dev	
			Be a destination for jobs	Econ Dev	
			Attracting employers	Econ Dev	
			Creating jobs	Econ Dev	
			Jobs for all who are able and interested	Econ Dev	

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			New job opportunities	Econ Dev	
			Permanent available job opportunities	Econ Dev	
			More career path / higher salary jobs	Econ Dev	
			Available jobs and beneficial careers	Econ Dev	
			Decatur born and bred professionals need to be kept here. If they want to stay... they need opportunity . The powers that be keep bringing outsiders in despite popular demand	Econ Dev	
			Develop non-manufacturing and/or light manufacturing sites based around Inland Port & Decatur Airport	Econ Dev	
			Job availability	Econ Dev	
			Attracting businesses to build/operate in Decatur (large employer)	Econ Dev	
			Employment opportunities for all age groups	Econ Dev	
			More availability of good jobs	Econ Dev	
			Available jobs & higher level jobs	Econ Dev	
			Availability of more professional/technical jobs	Econ Dev	
			Make the inland port a success	Econ Dev	
			Job creation - and create and stimulate new business creation - tinker space/maker space for entrepreneurs to incubate and grow business - be viewed as a place to be able to launch and grow business	Econ Dev	
			Recruitment of large employer	Econ Dev	
			Be visionary and proactive regarding proving unique opportunities for career & job growth	Econ Dev	
			Available jobs that pervade a competitive salary/wages for all ages	Econ Dev	
			Concierge-level service for economic development geared toward distinctive competencies	Econ Dev	
			Focus on professional and technical job growth to insulate from economic cycles and emphasize education	Econ Dev	
			Midwest Inland Port - results in hundreds of new well-paying jobs at the port and in related businesses (e.g. Parke Warehouse)	Econ Dev	
			Decatur must have available ample jobs	Econ Dev	
			Available jobs across many spectrums	Econ Dev	
			Available jobs @ professional level (administrative, management level)	Econ Dev	
			New and high quality job opportunities	Econ Dev	
			More jobs in a variety of different businesses - attract new businesses to Decatur	Econ Dev	
			Capitalize on Midwest Inland Port to bring new businesses and job opportunities	Econ Dev	
			Retain business	Econ Dev	
			Bring in business	Econ Dev	
			Available competitive paying jobs - salary / wages / benefits	Econ Dev	
			Convince new companies to take a look at Decatur and have current companies choose to expand here	Econ Dev	
			Attract businesses that match the skill set of our unemployed	Econ Dev	
			Good paying jobs	Econ Dev	
			Decent paying jobs - problems with layoffs at large companies...	Econ Dev	
Education	67		12/56 = 21% - Focus on future jobs - career pathways, alternative to college - ED	Education	
			9/43 = 21% - Authentic relationship with kids & adults (mentoring) - ED, 2C	Education	
			5/56 - 9% - Lower H.S. dropout rate - ED	Education	
			1/40 = 3% -Financial Literacy in junior high, high school, post-education - ED, WD	Education	
			Providing sound education that keeps people here, trains them for Decatur jobs	Education	
			The systems in schools are humane, well-funded	Education	
			Schools teach human development and financial management to all	Education	
			Developed career pathways - students graduating with skills necessary for area jobs	Education	
			High quality education at all levels and in all area school systems	Education	
			Graduates are ready for next step	Education	
			All graduates have opportunity/means to go to an advanced education	Education	
			Education - not just graduates being ready, all ages ready to move on to next grade level	Education	
			Higher Education - more graduate programs available through Millikin	Education	
			Opportunity for education for the whole family	Education	
			Employers more involved in education, like Bridge programs	Education	
			ESL lessons	Education	
			Education - improving Decatur schools, programs for low-income families & tutoring; improving schools improves property values & brings more people in	Education	
			Graduate ready from high school is imperative and students must be encouraged to know education doesn't stop in high school	Education	
			Transitioning high school graduates to college - counselor and teacher support at high school and access to funds to pay for school	Education	
			Ready graduates with favorable options besides just advanced education	Education	
			High school graduates ready to work	Education	
			All graduates should have a possible career path whether or not they attend college	Education	
			Strong relationships between education and local businesses	Education	
			100% placement rate from RCC to higher ed or career	Education	
			Free 2 year education for all public school grads & transferrable to Millikin	Education	
			Free 2 year education grants for graduates of court programs or other rehab programs	Education	
			Work-ready programs in schools, transition to higher ed seamlessly - begin in high school	Education	
			Improve DPS population, results, and therefore, perception - endow scholarships for all DPS grads	Education	
			Improve schools and the perception of the schools	Education	

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			Atmosphere that rewards/attracts work over unemployment - target students younger for career exploration- how to fight drug culture?	Education	
			Education with a work ready capability	Education	
			Adults are ready to enter job training programs and post high school education through basic education programs - to be able to make choices, to succeed, to get and keep jobs with living wage - work ethic - example for children	Education	
			Improve image of DPS to convince people to live in Decatur	Education	
			Students (K-12) graduate - ready to work or college, with life skills	Education	
			Better perception of education in Decatur	Education	
			Career mentors for those in high school - promote relationships	Education	
			HS graduates ready	Education	
			Relationships/Mentoring - career mentors for students grade 6-12, parent mentors for young parents	Education	
			Higher graduation rates - educate kids on importance of completing degrees/certifications	Education	
			Strengthened relationship between businesses and DPS	Education	
			Offering more advance placement / accelerated programs for students (donors? how do we do this at a time when state funding is diminishing?)	Education	
			Quit tinkering with schools - develop bold equalization strategy	Education	
			Graduates! See value of HS education - smaller drop out rate	Education	
			Skilled students ready to enter the workforce or go to college	Education	
			High school graduates prepared to go to work or further education for higher level degree	Education	
			Promote skilled labor and provide path so graduates are ready. Not all students need or want to go to college	Education	
			Do a better job of identifying future jobs to prepare students for	Education	
			Graduates are ready / skilled work force	Education	
			Connect RCC, Millikin & DPS together with community major businesses (ADM, Cat, DMH, St. Mary's) to help design education training for jobs for students	Education	
			DPS is recognized as a desirable system for middle class families	Education	
			Next steps for career exploration - education, internships - certification - jobs	Education	
			Skilled work force and job opportunities for them to move right into from school	Education	
			Increase graduation rate from H.S. - too many dropouts - Volunteers mentor	Education	
			Graduates are ready - they are employable or college-ready w available jobs / apprenticeships	Education	
			High school students are educated about career opportunities and graduate either career or college ready - development of soft skills	Education	
			Graduates are ready	Education	
			Educated workforce	Education	
			Offer more magnet schools, i.e. a high school that focuses on Science, Math, or Fine Arts. Would be part of DPS but would not have a sports program	Education	
			Real world education in schools about the use of money, getting a job, paying bills, maintaining a property, an automobile, insurances. Buying a home, teach social skills, respect, accountability, decision making, self-image, positive thinking, good positive can do attitude. Teach not to litter.	Education	
			We must provide educational opportunities for all	Education	
			Grads ready	Education	
			Graduates (HS, college) able to transition into full time work, available jobs, keep graduates here	Education	
			Continue the progress being made to improve the public schools.	Education	
			Educational programming beyond the school door - utilizing organizations to help fill gaps through outreach	Education	
			We need motivated skilled young demographic (high school & younger)	Education	
			Graduates' skills match those needed in local labor market	Education	
			Lower high school dropout rate - especially black males	Education	
Grow the Middle	18		12/43 = 28% - "Start" support - make it easy - GM, 20	Grow the Middle	
			4/40 = 10% - Champion small businesses - GM	Grow the Middle	
			Existing inner city businesses opportunities for improvements through better tax free programs or available funds	Grow the Middle	
			Young entrepreneur mentorship	Grow the Middle	
			Encourage new business - retailer discounts, more city help to promote downtown activities	Grow the Middle	
			Identify under-the-radar businesses and opportunities and attract them with focused programs	Grow the Middle	
			Facilitating collaboration - help businesses work together to achieve more	Grow the Middle	
			Supporting small business and new technologies - high speed internet	Grow the Middle	
			Business incubator downtown w/high speed internet	Grow the Middle	
			Encourage the small business owners	Grow the Middle	
			Decatur needs to be good at creating a business friendly environment that attracts and incents companies to expand and come to Decatur	Grow the Middle	
			Increase opportunities for small businesses	Grow the Middle	
			Create and encourage new business venues	Grow the Middle	
			Diversify the employment base by helping current businesses increase jobs & hiring	Grow the Middle	
			Business-friendly environment	Grow the Middle	
			A desirable place to grow and establish new or existing businesses	Grow the Middle	
			More jobs available at small businesses	Grow the Middle	
			Love the concierge idea	Grow the Middle	

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Housing	26	unassigned H	19	17/40 = 43% – Housing – this looks like a crime-ridden city – CM, HC	Housing	unassigned H
				5/56 - 9% - Refurbish housing program - HC, VA, 20	Housing	unassigned H
				More development dollars from the city for low income homeowners	Housing	unassigned H
				Improved housing for middle class	Housing	unassigned H
				Attractive places to live. Grow the neighborhood communities	Housing	unassigned H
				Identifying affordable housing opportunities	Housing	unassigned H
				Free or low-cost loans for property in Decatur	Housing	unassigned H
				Housing improvement	Housing	unassigned H
				Focused redevelopment of city neighborhoods	Housing	unassigned H
				Affordable housing for middle income families, new construction for 20-40 condos, apts, ...	Housing	unassigned H
				Redevelopment plan for inner city neighborhoods	Housing	unassigned H
				Continue the demolition of vacant buildings/houses, volunteers help homeowners with painting and basic outdoor appealing facades. This would not take a lot of money to improve the neighborhoods	Housing	unassigned H
				Grant money for investors to improve vacant houses	Housing	unassigned H
				Affordable, safe housing for all pay levels, but especially the middle class	Housing	unassigned H
				Better housing, clean up neighborhoods	Housing	unassigned H
				Rehab neighborhoods - ex: Main Street - entire streets/blocks	Housing	unassigned H
				Getting rid of old, decrepit housing	Housing	unassigned H
				Housing stock - something better than demolition - don't allow housing to deteriorate - reclaim	Housing	unassigned H
				Housing - tear down dilapidated houses - create green way spaces where corridors exist to connect to downtown	Housing	unassigned H
Housing		new H	7	7/56 - 13% - Housing for young professionals - HC, 20, VA	Housing	new H
				More affordable senior living communities	Housing	new H
				Better apartment/condo housing for young professionals instead of current multitude of rundown housing	Housing	new H
				Develop areas to expand housing w/in the city limits to help support city & parks	Housing	new H
				More unique housing to keep people living in city limits	Housing	new H
				Apartments for young professionals that are affordable	Housing	new H
				Housing with amenities	Housing	new H
How to do it	40			Be Bold - do things that haven't been done. Don't try to find success in the same way others have, create our own path	How to do it	
				Innovate	How to do it	
				Shared vision with benchmarks and annual deliverables connected to Grow Decatur metrics	How to do it	
				1/40 = 3% – Learn from our successes. Do that some more! – CM	How to do it	
				Define who we are as a community - values, goals, direction, opportunity	How to do it	
				Be innovative	How to do it	
				Outside investors need to be pushed to get on board with Grow Decatur	How to do it	
				All Decatur citizens should be involved and be allowed to give their input	How to do it	
				Recognize the opportunity for growth	How to do it	
				Get the right people on the bus	How to do it	
				Thinking BIG - and staying optimistic	How to do it	
				Research how we bring more \$ to Decatur (foundations, contests...)	How to do it	
				Increase community participation	How to do it	
				2/43 = 5% - Shrink governments into one (IN model) -	How to do it	
				1/43 = 2% - Harvest tax base from connecting communities - annex -	How to do it	
				1/43 = 2% - 80% voter turnout -	How to do it	
				The youth feel invested in their city - more collaboration and interaction between cities, businesses & schools	How to do it	
				Be in a position to attract more state and federal funding	How to do it	
				Recruiting quality employees	How to do it	
				City, business, organizations, and citizens that are agile and responsive	How to do it	
				Model for growth and creation of vibrant city - i.e. listed on Money's Top City to Live list	How to do it	
				Identifying & sustaining programs that are working - creating / recreating successful models	How to do it	
				More involvement from large businesses in Decatur	How to do it	
				Increase the general public level of participation in planning, and attending and execution and promotion of public activities	How to do it	
				Explore and access external funding sources	How to do it	
				Build formal collaboration groups for like-focused organizations	How to do it	
				Increase ownership of issues by businesses and organizations to advance initiatives	How to do it	
				Businesses give employees more opportunities to participate in community improvement	How to do it	
				Creative solutions for supporting a population towards becoming taxpaying citizens	How to do it	
				Build strong partnerships	How to do it	
				Telling our story to State of IL governmental organizations - local residents - other communities	How to do it	
				Tapping into the Agricultural community and its potential of family	How to do it	
				Raise the expectations	How to do it	
				Community agencies and committees must collaborate and support each other to stretch resources and promote innovative practices	How to do it	
				Business commitment to employees residing here	How to do it	
				See what other communities are doing and make plans to keep pace or differentiate	How to do it	
				Emphasize the people - what good things are going on	How to do it	

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				Stronger connection between infrastructure improvements, initiatives of organizations such as EDC, and sustainable job creation	How to do it	
				Value quality - we do not settle for mediocre education, dining, recreational activities, retail, health care... Decatur should expect to find quality products and outcomes from all and not just say "it's only Decatur so it doesn't have to be excellent."	How to do it	
				Lower property taxes	How to do it	
Labor	4			Show how labor/nonlabor groups work together	Labor	
				Labor relations with employers	Labor	
				Constructive labor relations	Labor	
				Right to work	Labor	
Lake	9			3/43 = 7% - Lake - friendly to non-boat owners (beach, volleyball, ...) - LD	Lake	
				Lake activities - boat rentals, para-sailing	Lake	
				Moving forward with Lakefront Development with transportation to downtown	Lake	
				Make lakefront Development a reality - have companies such as ADM and T&L assist with funding it	Lake	
				Lake Decatur	Lake	
				Capitalize on lakefront for entertainment, business, families	Lake	
				Lakefront - a true asset - use it! I have a boat - I can't park it and go for fun	Lake	
				Water/beach activities	Lake	
				17/56 = 30% - Lake as a recreation venue - LD, VA	Lake	
Leaders	4			8/56 - 14% - Visionary leadership - government, not for profit, businesses - VA, 2C	Leaders	
				Leadership development - developing visionary leaders - effective leaders	Leaders	
				Leadership committees, young professional group	Leaders	
				Our local government works well and has many dedicated, hired and elected officials	Leaders	
Region	3			0 - Consider 20-30 mile "region" instead of just Macon County -	Region	
				Change the mindset to "no boundaries" Decatur, Forsyth, Mt. Zion, the county	Region	
				All surrounding communities in the county feel a part of and are proud of Decatur - engage and participate in "city" activities and programs	Region	
Relationships	54	unassigned R	4	Have housing available or protection for the homeless from downtown	Relationships	unassigned R
				Understanding how Decatur is unique in its ability to be compassionate not just through dollars but through action	Relationships	unassigned R
				Successfully cities (ex. Louisville, KY) have more than just a business plan; they also have a plan of compassion	Relationships	unassigned R
				Balance social service support vs. being a social service destination	Relationships	unassigned R
Relationships		groups R	13	8/40 = 20% - Better understanding among various groups in community to allow partnering -	Relationships	groups R
				4/43 = 9% - Celebrate nationalities and contributions - VA	Relationships	groups R
				Involvement - greater citizenship - volunteering in community organizations, school systems, how to connect, etc.	Relationships	groups R
				Working together - Grow Decatur is a wonderful way of working. Talking is important	Relationships	groups R
				Improved networking opportunities	Relationships	groups R
				More networking opportunities for key players in community	Relationships	groups R
				More involvement of youth in community decisions	Relationships	groups R
				Strengthen community relationships amongst citizens, neighborhoods	Relationships	groups R
				Community is well informed and connected	Relationships	groups R
				Create a suggestion Center from corporate businesses or a wish list Center for younger generations	Relationships	groups R
				Connect residents with similar interests/hobbies/volunteer interests	Relationships	groups R
				Involving all aspects of the community and groups of people in the input and solution of their issues	Relationships	groups R
				We have a very broad religious community with a variety of religions and cultures represented	Relationships	groups R
Relationships		police R	3	4/43 = 9% - Police relationships -	Relationships	police R
				Appreciate law enforcement and abide by same	Relationships	police R
				Create police relationships	Relationships	police R
Relationships		race R	13	6/56 - 11% - Involvement from African-American Community - CM	Relationships	race R
				Prevent Decatur from having an increased racial divide by showing care and concern for each other	Relationships	race R
				Engage minority businesses more in city projects - be more inclusive	Relationships	race R
				Improved and calm race relations	Relationships	race R
				Encourage and advance all of our diverse nationalities - business owners	Relationships	race R
				More diversity in politics, schools, park district	Relationships	race R
				Race relations improvement	Relationships	race R
				Improve race relations	Relationships	race R
				Involvement from all cultural / ethnic backgrounds - we are diverse community that needs to be a leader in celebrating our difference and supporting a variety of cultures	Relationships	race R
				Improve race relations	Relationships	race R
				There needs to be a stronger commitment to engaging minorities.	Relationships	race R
				Improved race relations	Relationships	race R
				I am disturbed about the lack of black peoples' interest, attendance, and input at this session	Relationships	race R
Relationships		socio- R	21	3/40 = 8% - Correct stereotypes of poor, unemployed, disabled, mental health issues -	Relationships	socio- R
				2/40 = 5% - Compassion plan - VA	Relationships	socio- R
				3/56 - 5% - Promote compassion of community - CM, VA	Relationships	socio- R
				1/56 - 2% - Support for homeless - HC, WD, VA	Relationships	socio- R
				Churches cooperate in even more efforts to help people	Relationships	socio- R

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				Creating spirit of cohesiveness - "we're all in this together" - bridge the socio-economic divide	Relationships	socio- R
				Are the poor being served well in Decatur? If not, needs attention.	Relationships	socio- R
				Improved inclusion of marginalized populations	Relationships	socio- R
				Change stereotypes via compassion	Relationships	socio- R
				We need to celebrate the compassion of Decatur organizations and individuals	Relationships	socio- R
				Strong focus on hand-up vs. hand-out - motivate independence, not dependence	Relationships	socio- R
				Better integrate white collar / blue collar neighborhoods, schools, etc.	Relationships	socio- R
				Opening church doors for the homeless during severe weather	Relationships	socio- R
				Providing more shelters for the homeless	Relationships	socio- R
				Be "in the trenches" more for those less fortunate	Relationships	socio- R
				Have more compassion for all	Relationships	socio- R
				Consider all levels of socio-economic population. Lower socio-economic population has worth too	Relationships	socio- R
				The caring generosity of people as demonstrated in the variety of public and private services to needy & poor	Relationships	socio- R
				Rehabilitate those who need help instead of just putting those away who commit non-violent crimes	Relationships	socio- R
				Income disparity shrinks - gap between "professionals" and "working poor" is narrowed	Relationships	socio- R
				Housing and workforce development involve low-income persons. These efforts have a difficult time focusing on these areas	Relationships	socio- R
Retirement	3			1/40 = 3% – Improve options to Age in Place – housing, transportation –	Retirement	
				1/56 - 2% - Promote as a retirement community - CM	Retirement	
				Promote as a retirement community - pension \$ stay in a community. Older population tends to care for property and would be willing to live in city limits, thus boosting the tax base	Retirement	
Tourism	13			Find ways to bring people from outside the community to Decatur to spend money (tourism)	Tourism	
				14/43 = 33% - Create a positive experience for visitors - LD, VA	Tourism	
				8/40 = 20% – Tourist attractions that draw visitors to Decatur from CHI/STL/IND. Chicago Bears Museum, etc. – VA	Tourism	
				Destination shopping and entertainment	Tourism	
				Visitors Centers and tours for Cat, ADM, T&L to attract visitors. End result could attract more employees and residents	Tourism	
				Ask visitors (particularly businesses and organizations) to the community what might attract them to relocate here / visit more often	Tourism	
				Attracting tourists - thinking in terms of being a destination	Tourism	
				Create a positive experience to visitors	Tourism	
				More events like the Celebration that draw a crowd	Tourism	
				Bring in outside dollars from other counties - retail, restaurants, etc.	Tourism	
				Continue to bring larger events to the community (Farm Progress, Decatur Celebration, Symmetra Tur Golf)	Tourism	
				Bring visitors from other towns and states to increase tourism taxes collected	Tourism	
				Make better use of our services to those visiting our city	Tourism	
Transportation	12			8/43 = 19% - Passenger rail -	Transportation	
				0 - Public transportation - evenings - VA, ED	Transportation	
				Improve access to community through public transit - trains, planes, roadways, rural public transit, DPT	Transportation	
				Get connection to passenger trains.	Transportation	
				We are the air freight hub for central IL	Transportation	
				Infrastructure buildout, like Brush College Road, east beltway, 27th St	Transportation	
				City streets & repairs	Transportation	
				Amtrak service	Transportation	
				More options into/out of Decatur Airport	Transportation	
				Bring an Amtrak passenger rail station back to Decatur	Transportation	
				Passenger rail service	Transportation	
				Our airport is an opportunity	Transportation	
V&A	122	unassigned V	7	Do something about trains - more overpasses, etc.	V&A	unassigned V
				More people who work here, live here	V&A	unassigned V
				Promote family relationships, connectivity to community, mentorships, opportunities for families to gather & connect	V&A	unassigned V
				Vibrant and Attractive - having our community be a desired location for our residents, our kids, our employers	V&A	unassigned V
				Creating a vibrant downtown area (more shopping) and affordable / safe housing other than West End & Forsyth & Lake & Mt. Zion	V&A	unassigned V
				Attracting/keeping residents	V&A	unassigned V
				Technology available enhancements - community fiber / wifi	V&A	unassigned V
V&A		amenity V	7	5/43 = 12% - Downtown hotel - VA, WD, GM, IP	V&A	amenity V
				Hotel downtown	V&A	amenity V
				Bring a hotel to the downtown area	V&A	amenity V
				Have a great library	V&A	amenity V
				Dining & Entertainment	V&A	amenity V
				Continue to focus on making the community vibrant and attractive by speeding up lakefront development and by developing quality housing for young professionals	V&A	amenity V
				Provide ample dining and entertainment options	V&A	amenity V
V&A		do & go V	32	14/43 = 33% - Downtown nightlife - VA, 20	V&A	do & go V

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			5/40 = 13% – Arts, Culture, Theater – VA	V&A	do & go V
			5/43 = 12% - More fast casual & healthy food options - VA, 20	V&A	do & go V
			5/56 - 9% - Entertainment options after 6pm - VA, 20	V&A	do & go V
			Night life	V&A	do & go V
			Better opportunities for adult entertainment - there needs to be a variety of venues	V&A	do & go V
			Increase recreational opportunities	V&A	do & go V
			Music venue - large/mid-size bands	V&A	do & go V
			Host seasonal events	V&A	do & go V
			More attractions for both children and adults and teenagers	V&A	do & go V
			Creative interesting ideas for leisure time	V&A	do & go V
			More activities for teens/young adults, i.e. IMAX theater, laser tag arena, waterpark, etc.	V&A	do & go V
			More use of Lincoln Theater - similar to that of the Fox Theater in St. Louis	V&A	do & go V
			Create a museum in Decatur. Show what has taken place here, what is made her, and how it was/is made. Also what is going on here now	V&A	do & go V
			Entertainment, more things to do downtown	V&A	do & go V
			Nightlife	V&A	do & go V
			Attract a wider variety of restaurants - If I franchised a Quodoba or a Chipolte, I'd make a million in one year.	V&A	do & go V
			Healthy fresh casual dining	V&A	do & go V
			Attract one or two national events each year (e.g. the powerboat races of the past)	V&A	do & go V
			Continue to grow downtown areas - office, retail, food & drink	V&A	do & go V
			Activities - have diverse options of things to do for all ages	V&A	do & go V
			Improve recreation/arts/fitness	V&A	do & go V
			More recreating opportunities - boat rentals, pickleball courts	V&A	do & go V
			Offering more fast casual/healthy options for food, especially downtown / South Shores	V&A	do & go V
			Entertainment options - "name" performers	V&A	do & go V
			Continued work on great parks & recreation	V&A	do & go V
			Coalition of local restaurants to know of food prep locally	V&A	do & go V
			Increase night life in Decatur	V&A	do & go V
			Bring in more non-chain restaurants	V&A	do & go V
			After hours / weekend events	V&A	do & go V
			Improved exposure for the arts/theater	V&A	do & go V
			Continued expansion of dining & entertainment	V&A	do & go V
V&A	family V	6	2/40 = 5% – Build on successful family activities (Zoo, Childrens museum) – CM, 20, VA	V&A	family V
			Favorable family nurturing environment	V&A	family V
			Make Decatur "kid friendly" by encouraging "free range parenting" through bike paths and safer parks	V&A	family V
			A variety of opportunities (beyond parks & recreation) should be available to attract and maintain citizens and families	V&A	family V
			More family activities and advertise them	V&A	family V
			Family aspect	V&A	family V
V&A	health V	14	4/56 - 7% - Healthy habits for community - VA, 20	V&A	health V
			2/40 = 5% – Eliminate issues of drugs prohibiting people from getting a job – ED, WD	V&A	health V
			0 - Quality health care - VA	V&A	health V
			Drug problem	V&A	health V
			The agencies that serve the hungry, mentally ill, homeless have consistent, reliable funding	V&A	health V
			Decatur is fit and healthy	V&A	health V
			Healthy lifestyles and resources at all levels that educate and support health	V&A	health V
			Decreased 2nd teen pregnancies	V&A	health V
			Our community's health/medical needs and concerns are heard and understood, and progress is made toward ensuring the health and healthy living of all residents in the county	V&A	health V
			Leverage quality healthcare w/aging demographic - need retirement homes	V&A	health V
			Addressing health issues - find peoples' "carrots" - what motivates them to change/improve health behaviors. Implementing health improvement in every way possible (worksites wellness, etc.). Unhealthy community is unattractive	V&A	health V
			Address the elephant in the room - unemployed cannot pass a drug test for jobs	V&A	health V
			Become a more "active lifestyle" friendly community i.e. bike lanes, bike racks, public spaces for exercise	V&A	health V
			Environmentally friendly - ways to recycle, public transportation	V&A	health V
V&A	look V	31	10/43 = 23% - Revitalization of inner city - HC	V&A	look V
			1/56 - 2% - Anti-littering campaign in schools - ED, VA	V&A	look V
			0 - Continuing demo of buildings - HC, VA	V&A	look V
			Work on improving appearance of the corridors into downtown	V&A	look V
			Upgrade all sections of the city so that it appeals to people of various incomes	V&A	look V
			All property owners collaborate to beautify their space	V&A	look V
			Clean up the appearance of structures along major routes; building improvements, not flowers	V&A	look V
			Beautification - improved properties	V&A	look V
			1/40 = 3% – Non-resident property owners, esp. commercial – buildings deteriorating –	V&A	look V
			Enhance appearance of roadways - entrances to city so appearance demonstrates/illustrates our success	V&A	look V
			Revitalizing core of city	V&A	look V
			Beautify Decatur is booming	V&A	look V
			Beautify neighborhoods	V&A	look V

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			Continued beautification of city/neighborhoods	V&A	look V
			Focus more on cleanliness - air quality - shed Stinky Decatur image	V&A	look V
			Streets	V&A	look V
			Beautifying every neighborhood Make it cost effective and provide funding for neighbors to renovate and improve the look of homes	V&A	look V
			Revitalization of inner city	V&A	look V
			Improve housing facades along main streets and highways through town.	V&A	look V
			Distinctive public art and architecture	V&A	look V
			City must be attractive - people hanging around downtown?? - think about the drive down 51 north to south - what do you see?	V&A	look V
			Clean up physical appearances (homes, closed businesses, old buildings, street lighting, landscaping, etc.)	V&A	look V
			Beautify Decatur. If people like what they see they will want to be here and it will attract more.	V&A	look V
			Housing, businesses upon entering Decatur S on 51 - improve looks	V&A	look V
			Businesses along main corridors (Pershing, Eldorado, Hwy 51 N & S) improve looks	V&A	look V
			Revamping image & smell of Decatur	V&A	look V
			Improve appearance of corridors by education youth, especially teens	V&A	look V
			Remove housing in Rt. 51 N that is derelict. Make that driving corridor to downtown attractive	V&A	look V
			Improve overall aesthetics / beautify community	V&A	look V
			Thoroughfares to be beautiful in and out of city	V&A	look V
			Decatur looks better - i.e. less substandard housing, less litter, more landscaping, etc.	V&A	look V
V&A	neighborhood V	5	Would love to see old neighborhoods cleaned up w/gardens, streetscapes, etc.	V&A	neighborhood V
			3/40 = 8% - Resources to improve neighborhoods - VA, HC	V&A	neighborhood V
			2/43 = 5% - Reclaim deteriorating neighborhoods - HC, VA	V&A	neighborhood V
			Continue to clean up the vacant homes and failing neighborhoods. Community gardens	V&A	neighborhood V
			More identifiable improved neighborhoods with affordable well-kept homes and streets	V&A	neighborhood V
V&A	retail V	15	3/43 = 7% - Expand retail to other parts of city - VA	V&A	retail V
			3/56 - 5% - Retail options - VA, 20	V&A	retail V
			Increase retail opportunities	V&A	retail V
			More retail and variety of same - not all big box discount type	V&A	retail V
			Jobs/businesses - keeping stores in Forsyth mall, helping keep local business open	V&A	retail V
			Retail. Need retail. Even Decaturites with money take it outside the county either physically or via the web. There simply is nothing here. What we do have is so much less than elsewhere - i.e. a JCPenney level D vs. Springfield's Grade A. Mind boggling.	V&A	retail V
			Bringing in more retail/diverse - not necessarily chains - champion small businesses (areas like Oakwood, Downtown)	V&A	retail V
			Expand retail stores - restaurants, grocery, clothing	V&A	retail V
			Places to shop	V&A	retail V
			Expand retail	V&A	retail V
			Farmers Market downtown? RCC too far out for some people	V&A	retail V
			Grow N East business - Richland area - Restaurants, Shopping	V&A	retail V
			Continued increase in retail shopping and restaurants	V&A	retail V
			Need more shops - specialty	V&A	retail V
			Due to our variety of culture, we need more stores (grocery) to fit their needs	V&A	retail V
V&A	safety V	5	1/40 = 3% - Change perceptions of the crime rate - CM	V&A	safety V
			1/56 - 2% - Promote crime stats reality - CM, VA	V&A	safety V
			Perception of crime rates must be changed	V&A	safety V
			Community style policing	V&A	safety V
			Improve image in regard to crime	V&A	safety V
Workforce	28		10/40 = 25% - Skilled workforce - broader scope - WD	Workforce	
			5/43 = 12% - Fill open positions - WD, GM	Workforce	
			1/43 = 2% - Everyone learns how to work - ED, WD	Workforce	
			Continue seeking opportunities to train people for new high-tech jobs	Workforce	
			Forecasting workforce development needs and working on them	Workforce	
			Broader understanding of workforce development & services - skills, knowledge, and attitudes, habits & goals	Workforce	
			Skilled workforce	Workforce	
			Providing training in personal and professional development for adults	Workforce	
			Skilled workforce - I suspect there are jobs and people not adequately trained to fill them	Workforce	
			Skilled workforce	Workforce	
			Strong vocational and professional skills training programs	Workforce	
			Modeled workforce development - apprentice-type work where one must progress and incrementally reach higher skills & receive higher pay	Workforce	
			Workforce development	Workforce	
			4/56 - 7% - Balance between support & independence - WD	Workforce	
			2/43 = 5% - Change laws that foster dependence - WD	Workforce	
			Fill open jobs	Workforce	
			Grow/prepare workforce	Workforce	
			Workforce preparation/education	Workforce	
			Retraining unemployed / underemployed to fit open positions	Workforce	
			Skilled workforce	Workforce	
			Educated/skilled workforce	Workforce	
			Job readiness for all and sense of pride by working and contributing	Workforce	

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			Skilled workforce	Workforce	
			Transition the poor to employable	Workforce	
			Expand Project Read to decrease the number of persons not able to be employed. Project Read does such a good job	Workforce	
			Make sure those looking for jobs have the skills to fill the jobs	Workforce	
			Bridge the gap between those who are unemployed and those employers looking to hire	Workforce	
			Reaching and returning talent to fill open positions	Workforce	