

Grow Decatur May, 2015 General Strategy Session Results

Threat Category Details

June 3, 2015

Category	Count	Item	Category
unassigned	33	Standardized tests are wasting students' time	unassigned
		Brain Drain to large urban areas	unassigned
		Generational shifts	unassigned
		Income disparity	unassigned
		Property taxes are too high	unassigned
		Standardized tests - waste of time, stresses everyone	unassigned
		Can live anywhere and work	unassigned
		National government	unassigned
		Lack of skilled workers	unassigned
		Lack of aligned educational services	unassigned
		Better career & Education opportunities (U of I, ISU)	unassigned
		Out of town property owners	unassigned
		People leaving community	unassigned
		Aging population	unassigned
		Energy prices	unassigned
		Aging of population	unassigned
		Migration	unassigned
		Brain drain	unassigned
		Current unemployment rates	unassigned
		Generational shift	unassigned
		Gap between have and have nots	unassigned
		Global warming	unassigned
		Dependency on government aid	unassigned
		Disruptive technology products	unassigned
		Lack of skilled workforce	unassigned
		Mindset	unassigned
		Government participation in wars	unassigned
		Diversity in people - can cause separation of groups into themselves	unassigned
		Willingness to come to Decatur	unassigned
		Higher taxes	unassigned
		Revenue generating by police	unassigned
		Government has to be fixed	unassigned
		School funding (state formula)	unassigned
business issues	11	Loss of manufacturing jobs - non-tech	business issues
		Taxing too much for new businesses	business issues
		Cat layoffs - another image that Decatur is declining	business issues
		Aggressiveness of southern states in recruiting businesses	business issues
		Big companies (ADM, Cat, Ameren) leaving Decatur	business issues
		Health trend negative toward High Fructose	business issues
		Cat's shrinking workforce	business issues
		Competitive jobs - wages / salary	business issues
		Labor relations	business issues
		Other communities don't have labor issues (unions, etc.)	business issues
		Loss of jobs from major employers	business issues
competitors	16	Neighboring communities and their amenities	competitors
		More job opportunities in other communities	competitors
		Outside communities drawing our workforce	competitors
		More entertainment options in other cities	competitors
		3 larger communities - Bloomington/Normal, Springfield, Champaign/Urbana - that seem to have more economic diversity	competitors
		Better / more desirable outlying communities	competitors
		Competition from other regions	competitors
		Other communities expanding/improving more quickly	competitors
		Proximity to other similar sized towns	competitors
		There are entertainment attractions that pull people away	competitors
		Competition that is close to Decatur	competitors
		External communities more attractive for companies to grow/establish themselves	competitors
		Other communities taking workers and jobs	competitors
		Investment / expansion of nearby communities	competitors

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		Businesses, towns that are forward thinkers - Champaign, Bloomington	competitors
		Competition w/ Chicago & StL	competitors
economic forces	28	Volatile global economy - Caterpillar exposure	economic forces
		Low-cost manufacturing overseas	economic forces
		Global economy - exporting jobs	economic forces
		Value of the dollar - government spending	economic forces
		Web-based shopping impact on local retail	economic forces
		Global companies & location	economic forces
		Recession	economic forces
		Global Economy - impacts major employers (e.g. Cat)	economic forces
		Continuing instability of world markets	economic forces
		Inequality in the economic status of the world population	economic forces
		World construction	economic forces
		Global mining demand	economic forces
		Global economy	economic forces
		Cost of goods & labor is lower overseas	economic forces
		Decreasing commodity prices	economic forces
		Price of metal (Cat)	economic forces
		International trade agreements	economic forces
		National & global economic policies	economic forces
		Competition from foreign manufacturers	economic forces
		Market for our Cat's equipment	economic forces
		Federal & state deficit spending	economic forces
		Loss of companies to other countries	economic forces
		Slow economic growth	economic forces
		Economic "rollback" happening to communities our size nationally - trend	economic forces
		Volatile demand for Cat products - jobs at Cat are insecure - that impacts a lot of people	economic forces
		Market for our company products is volatile	economic forces
		Global economy	economic forces
		Economy volatility	economic forces
funding challenges	4	Lack of funding to support	funding challenges
		Funding	funding challenges
		Funding drying up - Webster Cantrell, DCSF	funding challenges
		Resources / funding	funding challenges
Illinois	64	Impact of reduction of state funding	Illinois
		State of IL	Illinois
		State Government	Illinois
		Negative image of Illinois	Illinois
		State of IL	Illinois
		Perception of State/Union workers	Illinois
		State funding reductions (particularly schools)	Illinois
		Illinois economy	Illinois
		IL taxes / business friendliness	Illinois
		Less funding from State & Federal sources	Illinois
		State / Townships	Illinois
		State funding	Illinois
		Budget cuts due to state funding	Illinois
		State finances	Illinois
		Economy of State of IL	Illinois
		Illinois government	Illinois
		State budget issues	Illinois
		State government	Illinois
		State of Illinois tax & economic status	Illinois
		State business climate	Illinois
		State debt	Illinois
		State/Gov funding - local funding cuts	Illinois
		State of Illinois - unfriendly	Illinois
		Fed & state financial	Illinois
		Illinois \$, unfriendly, job, retirement, support	Illinois
		State's financial condition	Illinois
		Funding/grants/state economy	Illinois

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		Not a business friendly state	Illinois
		IL economy	Illinois
		IL financial condition	Illinois
		State's financial situation	Illinois
		State economy & Chicago power in state government	Illinois
		IL financial condition	Illinois
		IL - labor "not right to work"	Illinois
		IL - work comp status	Illinois
		IL Not business friendly	Illinois
		IL Tax rate on individuals	Illinois
		IL budget issues	Illinois
		IL financial	Illinois
		State problems	Illinois
		State of Illinois	Illinois
		State government	Illinois
		State government	Illinois
		Illinois	Illinois
		Illinois	Illinois
		State of Illinois	Illinois
		State budget / financial problems now and potential for future	Illinois
		State of Illinois financial condition - legislators	Illinois
		State finances	Illinois
		State funding	Illinois
		Government leadership IL	Illinois
		State in financial crisis	Illinois
		State of Illinois	Illinois
		Pension debt at state level	Illinois
		State of IL finances	Illinois
		State of IL	Illinois
		State of IL	Illinois
		IL finances	Illinois
		Illinois government & state chamber "bad mouthing" the state	Illinois
		State of the state of Illinois	Illinois
		State government	Illinois
		State's unpredictability	Illinois
		State of IL	Illinois
		Perception of Illinois	Illinois
infrastructure	8	Aging infrastructure	infrastructure
		Age of infrastructure	infrastructure
		Aging infrastructure	infrastructure
		Aging infrastructure	infrastructure
		Aging infrastructure	infrastructure
		Infrastructure	infrastructure
		Aging infrastructure	infrastructure
		Illinois roadways - poor	infrastructure
media	3	Popular media's impact on what humans are and what kids aspire to	media
		Influence of negative media on various issues	media
		Social media	media
perception	24	General external perception	perception
		Blue Collar perception	perception
		Perception of the city from the outside	perception
		Perception of Decatur by others	perception
		Outside perception of Decatur	perception
		Perceived regional weakness - other cities and states assume they can beat us	perception
		Image	perception
		Appearance of high crime & violence, drugs	perception
		Image	perception
		Negative image of Decatur impacts level of investment, population growth, etc.	perception
		Continuation of negative ideas about Decatur	perception
		People's mental image	perception
		Rumors / negative perception	perception

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		Blue collar perception	perception
		Perception of old vs. new Decatur	perception
		Perception	perception
		Image of outsiders and insiders	perception
		External perception of Decatur	perception
		Others perceptions	perception
		Perceptions	perception
		Image of Decatur by those outside of Decatur	perception
		People need to come and see Decatur now - much better now	perception
		Perception of Decatur	perception
		Blue collar	perception
racial tensions	12	Racial tension nationwide	racial tensions
		Race relations / tensions	racial tensions
		Racial tensions	racial tensions
		Racial tension	racial tensions
		Racial unrest in other communities	racial tensions
		Racial unrest	racial tensions
		Racial tension	racial tensions
		Race relations	racial tensions
		Race relations - minority business opportunity	racial tensions
		Racial tensions	racial tensions
		Racial tensions	racial tensions
		Racial tensions	racial tensions
regulations	9	Regulation and unfunded mandates	regulations
		Regulation & unfunded mandates	regulations
		State & Fed regulations - unfunded - decreased funding / push funding down to local level	regulations
		Unfunded mandates	regulations
		Trade regulations & strategies of government	regulations
		Financial burdens from state & federal governments	regulations
		Governmental bodies red tape - RR, DOT, etc.	regulations
		Over regulation and legalism	regulations
		Unfunded mandates	regulations
security & fear	13	Security fears	security & fear
		Influx of transient population from Chicago	security & fear
		Radical Sleeper Cells	security & fear
		Dept of Corrections releases huge numbers of felons in Decatur	security & fear
		Security - fear	security & fear
		Transient population from high-crime areas	security & fear
		World political unrest	security & fear
		Crime from Chicago	security & fear
		Terrorism	security & fear
		Crime	security & fear
		Safety	security & fear
		Muslim radicals	security & fear
		Gangs	security & fear
transportation / loc	8	Transportation to Chicago	transportation / loc
		Lack of transportation to the area	transportation / loc
		Amtrak stops everywhere but Decatur, easier transportation from outside cities	transportation / loc
		Better airports elsewhere	transportation / loc
		Proximity to Springfield, Champaign, Bloomington	transportation / loc
		Geographic isolation (we're central but kind of remote)	transportation / loc
		Poor transportation to Chicago	transportation / loc
		Other communities have commuter trains	transportation / loc
water	3	Shortage of water	water
		Demand for water - drought	water
		Water sources	water