

Rockford Area Assets and Investments

1. The Rock River – is used for recreational boating and skiing. It is usually first on the list of community assets and attractions, featuring many parks and recreational activities for the entire region.

2. Davis Park Festival Grounds – a three block riverfront park located east of the Chick on the River. The park contains a head house for festival, concert and movie offerings.

3. Government Center – includes City, Township, County, State and Federal facilities, all located within three blocks of the Chick Hotel.

4. Area residential investments (from 1997-2017) – By late 2017, developers will have restored 28 buildings in downtown Rockford (River District), offering 227 new units (total square footage: 278,184).¹ The average rent in downtown has risen to \$11.18/square foot/year. Many of these properties have historic status so developers utilized 20% Federal HTCs and 25% State HTCs. Property owners report that there are few vacancies; many have a waiting list.

5. Cultural Corridor – this virtual “corridor” runs from the BMO Harris Bank Center on the South past the Nordlof Theatre, Memorial Hall, the Coronado Performing Arts Center, the Mendelssohn Performing Arts Center to the Museum complex known as the Riverfront Museum Park. This complex includes the Discovery Center (regularly selected as one of the top three children's museums in the country), the Rockford Art Museum and Burpee Museum, home of several internationally acclaimed dinosaur fossils. Burpee hosts Paleo Days annually as well as sponsoring archeological digs out west that regularly produce prize finds – and a large number of tourists.

6. Restaurant Row – has been growing near State Street on both sides of the river over the past 10 years. Fifteen eateries featuring diverse tastes and price points are concentrated in a convenient four-block section of East State Street. To the west, in the Main Street District, Octane, District Bar and Grill, Blue Line Sports Pub and Magpie. New restaurants are scheduled to open under the management of established restaurateurs on East State Street and in the UW Health Sports Factory.

7. Ease of Access – is a key benefit with nearly all urban living amenities located within a 6-10 block walk; every quadrant of the community, an easy 10 to 15 minute drive. The Chicago Rockford International Airport is just 10 minutes away.

¹ “Residential Trends Overview,” Don Bissell & Marge Bevers, Friends of Ziock (2015) – for further information on this rent roll survey, contact: Don Bissell: donbissell@usa.net



Rockford Area Assets and Investments (continued)

8. World Class Medical Facilities – Three highly-rated hospitals with about 1,007 licensed beds and 8,000 employees² form a medical core competitive with any community our size in the country. In fact, healthcare is now Rockford's largest industry with powerful partnerships outside of the greater Rockford area:

a. MercyRockford Health System – Rockford Health System merged in January 2015 with Mercy Health System which is a vertically integrated health system with 64 facilities serving 26 communities throughout southern Wisconsin and northern Illinois. In 2016 the Health System broke ground for an 188-bed medical center on 260 acres on the northeast side near I-90 scheduled to open in 2018.

b. SwedishAmerican, a division of UW Health – In Jan 2015 the SwedishAmerican Health System and UW Health (University of Wisconsin-Madison) finalized their merger. A Regional Cancer Center near I-90 opened in October 2013.

c. OSF Saint Anthony Medical Center – In 2013, OSF joined the Mayo Clinic Care Network. In 2015, they opened their new Cancer Center which has allowed them to triple the number of diagnosed patients served.

9. BMO Harris Bank Center – is a world-class, 7,000 seat arena located in the heart of downtown Rockford. The arena (home to the Rockford IceHogs, AAA Affiliate of the Chicago Blackhawks) draws in excess of 300,000 patrons each year and has established itself as a vital part of the downtown. In operation since 1981 they host recording artists, monster trucks, bull riding, Harlem Globetrotters, Disney on Ice and more.

10. Rockford Park District – “In full bloom” is the tagline of the Nicholas Conservatory and gardens, just one of the 179 major parks and facility sites of the Park District. The Park District hosts more than 9.4 million user visits per year. Overall, their land area is 125 square miles. Facilities include major parks, recreational paths, tennis courts, golf courses, water parks, pools, ice rinks, sportscore complexes, an equestrian center, community centers, museums and more. It is the second largest park and recreation system in Illinois and has twice been awarded the prestigious National Gold Medal for excellence in parks and recreation management. The newest gem: the UW Health Sports Factory overlooking the Rock River downtown. One of the largest sports facilities in the Midwest, the Factory is part of a master plan to regain Rockford's national reputation as a top destination for amateur sports tournaments.

11. Education – The City is home of **Rock Valley College** (RVC) a community college with 7,937 students³ at several locations, **Rockford University** (approximately 1,000 students)⁴, the **University of Illinois College of Medicine** (416 physician, nursing, pharmacy and medical biotech students), **Rockford Career College** and **St. Anthony College of Nursing**. The community hosts several satellite branches of other schools, including **Northern Illinois University** (NIU), **Judson University**, **Rasmussen College**, **National Louis University** and **University of Phoenix**. As of 2016, **Rock Valley College** and NIU now offer a program where students can earn their associate degree in engineering from RVC and go on to earn a bachelor's in engineering from NIU all on the RVC campus in Rockford. NIU also offers a master's degree in engineering at RVC. Further, in 2016 RVC expanded its commitment downtown by occupying 15,000 square feet of the Rockford Register Star Building overlooking the Rock River.

² RAEDC 2010 records

³ Rock Valley College website (www.rockvalleycollege.edu) “About RVC”

⁴ US News & World Report Education Rankings (<http://colleges.usnews.rankingsandreviews.com/best-colleges>)

Rockford Area Assets and Investments (continued)

12. Chicago Rockford International Airport (RFD)² – is an economic engine for the region, producing over \$1 billion in economic benefit annually. The airport is located 68 miles west of Chicago. In the past decade, RFD leaders have invested in infrastructure and facilities including Parking Lot E; main terminal expansion (\$20 million; 50,000 square feet in 2016); the addition of an arrival gate at the International Terminal; bridge improvements and increased weight limits on nearby Beltline Road; and Airport Drive and Falcon Road improvements creating a gateway into the airport.

These major improvements pale in comparison to the job-creation engine that came to fruition in the summer of 2016. AAR – the largest U.S. and third-largest global jet aviation maintenance, repair and overhaul (MRO) provider – the Airport Authority has constructed a two-hangar building at RFD and AAR created 500 jobs. Growth projections indicate that a staff of more than 1,000 will ultimately be required. The facility is 200,000 square feet, capable of service to the next generation of wide-body aircraft. The \$40 million project is funded in part by local governmental bodies and the State of Illinois. The facility opens in fall 2016.



AAR Hangers (artist rendering) – Construction Underway 2016

To help prepare the local workforce for these high-paying, 21st century jobs, the long-time aviation maintenance training program at the airport (operated by Rock Valley College) has expanded its offering. They have built a new 40,000-square-foot classroom and lab facility to accommodate growth of the student body from 25 to 125 students.



Rock Valley College Aviation Career Education Center

Home to the second largest UPS hub in the United States, RFD is one of the top 25 air cargo airports in the country. Passenger service is now available to nine domestic and international vacation destinations. Passengers appreciate the no-hassle service and free parking. Tenants numbering about 100, include several Fixed Base Operators (FBOs) providing service to cargo and passenger carriers, as well as full service for the more than three dozen General Aviation and corporate neighbors.

Hosting a Customs & Border Protection (CBP) office and Foreign-Trade Zone (FTZ #176), the 3,000 acres at RFD include nearly 1,000 acres still available for development, with several hundred acres accessible to the ramps and runways.

Rockford Area Assets and Investments (continued)

Completed: \$523 Million

13. \$120 million (2011) Federal Courthouse – complex occupies two city blocks housing agencies and courts.

14. \$45 million (2008) Winnebago County Justice Center

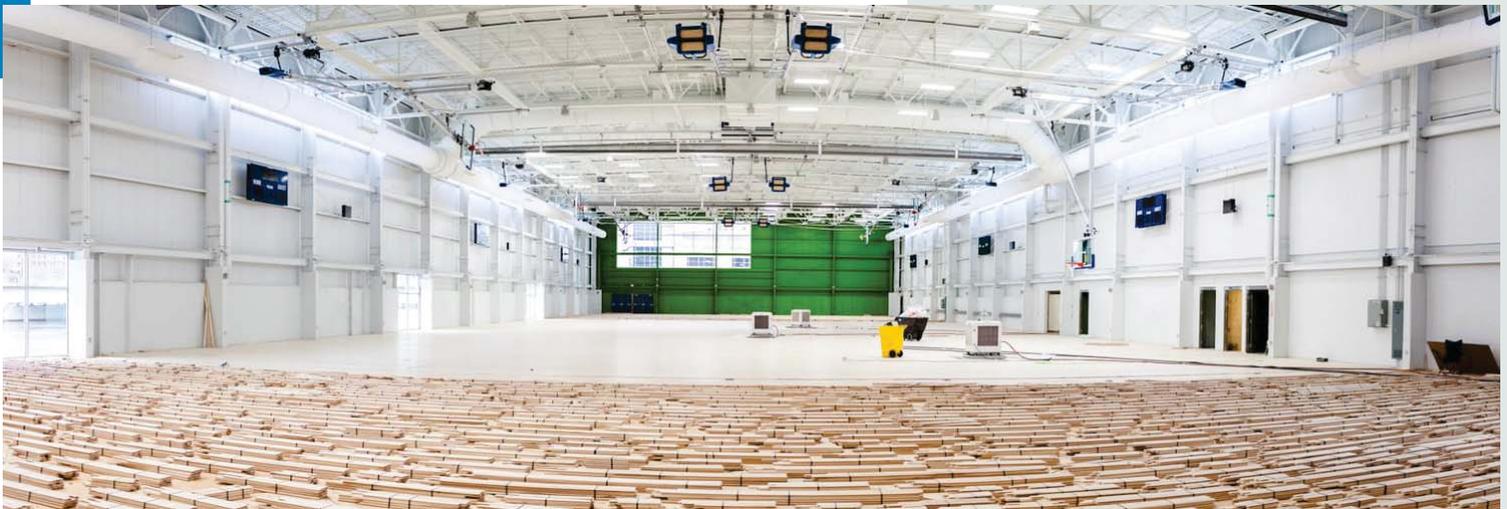
15. \$12 million (2011) Nicholas Conservatory – Another asset to the regional quality of life portfolio, this new glass structure on the banks of the Rock River features tropical plants, meeting and educational spaces indoors. It is the third largest conservatory in Illinois. The Nicholas Conservatory is seamlessly integrated into Park District lagoon rose garden and Sinnissippi Park which features the year-round Bi-Centennial Bike Path. This remains our most popular park.

16. \$20 million (2010) BMO Harris Bank Center multipurpose arena – New management and visionary Board have dramatically changed the bottom line with a goal to create better service, access to more entertainment and continued venue improvements. They have also assumed management responsibilities for the Coronado Theatre.

17. \$39 million (2013) SwedishAmerican Regional Cancer Center – 63,000 square feet

18. \$9 million (2013) Patricia D. Pepe OSF Center for Cancer Care – 15,000 square feet

19. \$24.4 million (2016) UW Health Sports Factory – this 108,000 square-foot, multi-use indoor facility can seat 3,700 spectators. It features flexible floor space for eight basketball courts and 16 volleyball courts or 16 wrestling mats. Other sports (gymnastics, badminton and table tennis) can also be accommodated. Booked for Year #1: 55 events attracting 106,200 guests.



UW Health Sports Factory

20. \$12 million (2015) Prairie Street Brewhouse – A private sector rehabilitation of the 1857-1922 Peacock Brewery on the Riverfront. The building is mixed use with 10 residential units, commercial spaces, restaurant and conference center. A popular destination for Chicago-area weddings, it is often booked more than a year out. It won the prestigious Dreihaus Award from Landmarks Illinois for rehabilitation.

21. \$1 million⁵ (2014) Kenneth & Phyllis Laurent House – The only Frank Lloyd Wright property in Rockford, this Usonian home was constructed in 1949. It was occupied by the Laurents until 2011. Kenneth was a paraplegic World War II veteran; this is the only residence ever designed by the master architect and presages the American Disabilities Act by more than three decades. Wright called it his “Little Gem.”

⁵ “Dwell” magazine, “Accessible Frank Lloyd Wright House in Illinois is Reborn as a Museum” by William Lamb, 24 Apr 2014

Rockford Area Assets and Investments (continued)

22. \$40 million (2014) Morgan Street Bridge – This project rebuilds a vital asset that reconnects neighborhoods on the southeast and southwest side of the City.

23. \$300 million⁶ (2015) Woodward Technology – This 450,000 square-foot manufacturing campus with an office center is located on 60 acres in Loves Park opened July, 2015. Plans call for doubling the 2012 workforce of 1,500 jobs to 3,000 by 2021. A full 660 jobs will be created by 2017. Many are engineering; all are high-paying aerospace positions.



In-Process: \$632 Million

24. \$400 million (2018) MercyRockford Health System Medical Center

25. \$85 million (2018) OSF St. Anthony Medical Center – a 4-story addition of 144,000 SF creating a 'bed pavilion', expanding the number of private rooms with ambulatory services to be offered on the first floor.

26. \$65 million (2018) Ziock Building/Embassy Suites Hotel and Conference – A 165-room hotel, conference center (10,000+ square feet) and parking ramp will break ground in mid-2016 and open in the spring of 2018.

27. \$55 million (2016) South Main Street Corridor Improvements – four-lane boulevard featuring views of the Rock River. For visitors arriving via interstates, this provides speedy access to downtown.

28. \$15 million (2017) West State Street Improvements – acquisition and demolition began in 2011 with plans to provide another four-lane gateway road running 2 miles into Rockford from the west. It includes walking and bike paths and center tree-lined boulevard.

29. \$12 million (2016) Rockford Trust Building – Part of the West Downtown Rockford Historic District, the Rockford Trust Building was designed in 1905 by Daniel Burnham; construction was completed between 1907-1922. To take advantage of the state and federal historic tax credits, developers plan to complete the project by December, 2016.

⁶ One-half of the \$300 million total cost is for equipment