

Lake County Strategic Plan: Economic Opportunities

**“Expand access to economic opportunities to
strengthen the growth of Lake County”**





Strategic Discussion Agenda:

1. Enhance and Align Workforce Development Strategies with Projected Industry Growth
2. Increase and Strengthen the Culture of Inclusion and Diversity within employment and training Programs
3. Increase Career Exploration and Work-based learning Opportunities for Young Adults
4. Promote the regions high quality of life for business and talent attraction and retention
5. Elevate the visibility of Lake County as an attractive tourism destination

Strategic Plan Analysis: Industry Alignment

“Enhance and align workforce development strategies with projected local industry growth along with... Asset mapping of existing education and training programs that are delivering to the needs of local industry talent, skills, credentialing, and licensing.”

- **Core industries in Lake County:**

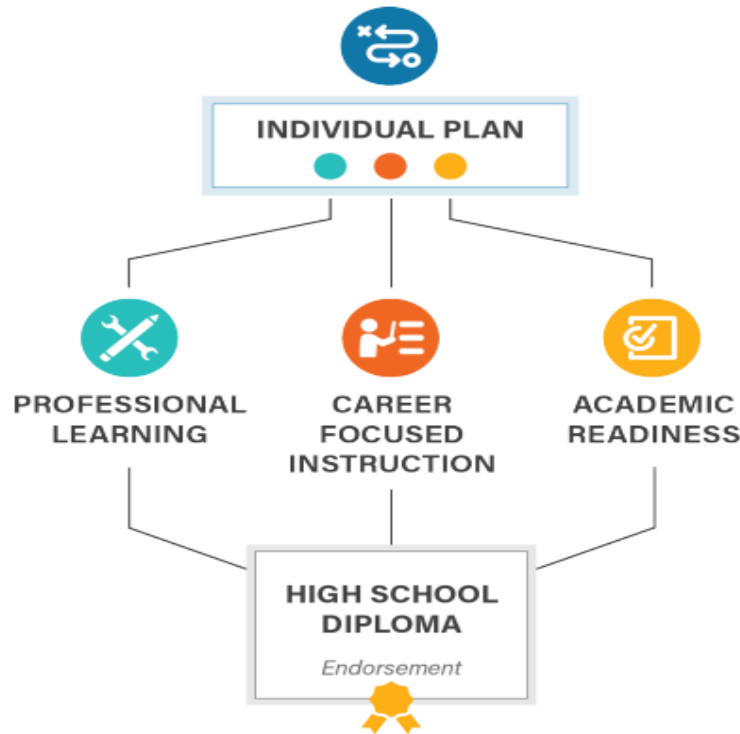
- Manufacturing/Trades
- Healthcare
- Transportation
- Professional Services
- Information Technology

- **Availability of Workforce Development training programs aligned with industry:**

- Currently 4,249 Workforce Development training programs within Illinois
- 161 of those programs reside within for Lake County

Strategic Plan Analysis: Industry Alignment

Lake County is committed to implementing a comprehensive initiative to strengthen the local ecosystem by ensuring equitable access to careers for youth. This initiative focuses on creating a robust network, enabling community partners to collaborate with local high school districts in providing apprenticeships, internships, mentoring, career awareness, career exposure, and employment opportunities both during and after high school.



FY23 College and Career Pathway Endorsement Recipients

State Level	
Total Number of Students	1072
Endorsement Areas	
Arts and Communications	11
Agriculture, Food, and Natural Resources	6
Finance and Business Services	206
Health Sciences and Technology	303
Human and Public Services	399
Information Technology	61
Manufacturing, Engineering, Technology, and Trades (METT)	84
Multidisciplinary	2

Strategic Plan Analysis: Industry Alignment

By no later than July 1 of 2025, school districts that enroll 9-12 grade students will elect to implement the College & Career Pathway Endorsement.



Projections:

Graduating Class of 2027: 1 Endorsement
Graduating Class of 2029: 2 Endorsements
Graduating Class of 2031: 3 Endorsements

Strategic Plan Analysis: Industry Alignment

Comparison of Workforce Development training programs available within Lake County versus the State of IL.

Industry	# of LC programs	% of LC programs	% for IL programs	+/- % difference
Healthcare	21	13.04%	25.47%	-12.43%
Transportation	4	2.48%	4.10%	-1.62%
Manufacturing	12	7.45%	8.18%	-0.73%
Trades	9	5.59%	2.78%	2.81%
Professional Services	66	40.99%	34.46%	6.53%
Information Technology	44	27.33%	18.73%	8.6%

Note: % based off of 161 programs for Lake County, and 4,249 for State of IL.

Strategic Plan Analysis: Industry Alignment

Activities and tactics that support our industry alignment efforts:

- Youth asset mapping tool and data for youth-serving organizations within Lake County
- Shift in percentage of funding to be more evenly distributed between Occupations Skills Training and Work-Based Learning
- Industry-specific job fairs
- Increase in funding for work experiences to support industry sectors and small businesses
 - **PY20/21:** 77 Industry Sector Work Experiences
 - **PY21/22:** 143 Industry Sector Work Experiences
 - **PY22/23:** 132 Industry Sector Work Experiences



Welcome!

This interactive map is your gateway to a comprehensive network of organizations and programs that serve young people aged 16-24 in Lake County, Illinois.

Disclaimer: Organizations on this map do not represent endorsement by Lake County Workforce Development or its partners. It serves to provide information about existing resources in the community.



[Link to Asset Mapping Tool](#)

Strategic Plan Analysis: Diversity & Inclusion

“Increase and strengthen the culture of inclusion and diversity in employment and training programs to reduce racial disparities and increase access to services and good jobs.”

Additional Slides will cover the following:

- Benchmark Lake County Workforce Development participation rates vs. local census/population rates
- Show participation rate changes from year to year (PY20, PY21, PY22)
- Show changes in employment rates from year to year for underserved populations
- % of underserved (SNAP, UI, BSD, disabled, and other barriers) participating year over year (show % change after each year)
- Year-over-year growth of job supply/availability for identified underserved populations.

Strategic Plan Analysis: Diversity & Inclusion

Demographic participation rates for Workforce Development customers compared to local Lake County Census percentages.

Race/Ethnicity	PY20/21	PY21/22	PY22/23	Local Census
Black	28.35%	35.99%	37.74%	6.49%
Hispanic/Latino	26.37%	28.64%	31.35%	15.18%
White	39.89%	20.53%	18%	58.9%
Asian	5.05%	5.58%	4.5%	8.39%
Hawaiian/P.I.	0.22%	0.25%	0.29%	0.04%
Am. Indian/Alaskan N.	0.11%	0.13%	0.29%	0.10%

Strategic Plan Analysis: Diversity & Inclusion

Participation rates of Workforce Development customers with barriers.

Barrier	PY20/21	PY21/22	PY22/23
SNAP (Food Stamps)	28.63%	30.29%	30.19%
UI Recipients	40.95%	33.85%	23.40%
Basic Skills Deficient	29.91%	48.66%	81.76%
Disability	4.49%	5.35%	6.16%
Justice Impacted	10.12%	9.91%	13.21%

Strategic Plan Analysis: Diversity & Inclusion

Number of individuals with barriers who secured employment.

Barrier	PY20/21	PY21/22	PY22/23
SNAP (Food Stamps)	41	68	47
UI Recipients	106	133	100
Basic Skills Deficient	86	79	166
Disability	4	6	11
Justice Impacted	19	31	18

Strategic Plan Analysis: Diversity & Inclusion

Number of individuals from demographic groups who secured employment.

Category	PY20/21	PY21/22	PY22/23
Gender			
Male	109	134	114
Female	89	103	95
Race			
White	78	62	43
Black	75	88	60
Hispanic/Latino	93	93	63
Asian	31	22	15

Strategic Plan Analysis: Diversity & Inclusion

Percentage of Workforce Development customers that have gone into industry-related training.

Category	PY20/21	PY21/22	PY22/23	Avg. Hourly Wage
Training Industry				
Transportation	31.35%	31.80%	41.56%	\$27.16
Healthcare	30.58%	26.73%	22.14%	\$28.23
Professional Services	16.15%	19.66%	19.78%	\$32.76
IT	17.12%	15.21%	11.43%	\$45.68
Manufacturing	4.81%	5.53%	5.08%	\$22.63
Credentials Earned	500+	550+	500+	

Strategic Plan Analysis: Diversity & Inclusion

PY20/21 List of top cities served in Lake County:

1. Waukegan – 23.07%
2. Zion – 8.5%
3. N. Chicago – 6.53%
4. Gurnee – 4.86%
5. Round Lake – 4.7%
6. Round Lake Bch. – 4.25%
7. Mundelein – 4.1%
8. Grayslake – 3.95%
9. Beach Park – 2.43%
10. Vernon Hills – 2.43%

PY21/22 List of top cities served in Lake County:

1. Waukegan – 24.71%
2. Zion – 10.01%
3. N. Chicago – 9.25%
4. Round Lake Bch. – 5.83%
5. Round Lake – 4.69%
6. Gurnee – 4.31%
7. Grayslake – 3.80%
8. Beach Park – 2.66%
9. Mundelein – 2.66%
10. Lake Villa – 2.28%

PY22/23 List of top cities served in Lake County:

1. Waukegan – 21.77%
2. N. Chicago – 12.92%
3. Zion – 12.05%
4. Round Lake Bch. – 5.81%
5. Gurnee – 4.50%
6. Round Lake – 4.35%
7. Grayslake – 3.92%
8. Beach Park – 2.90%
9. Park City – 2.18%
10. Mundelein – 1.89%

Strategic Plan Analysis: Diversity & Inclusion

Unemployment Rate Analysis for Lake County and within "Priority Cities"

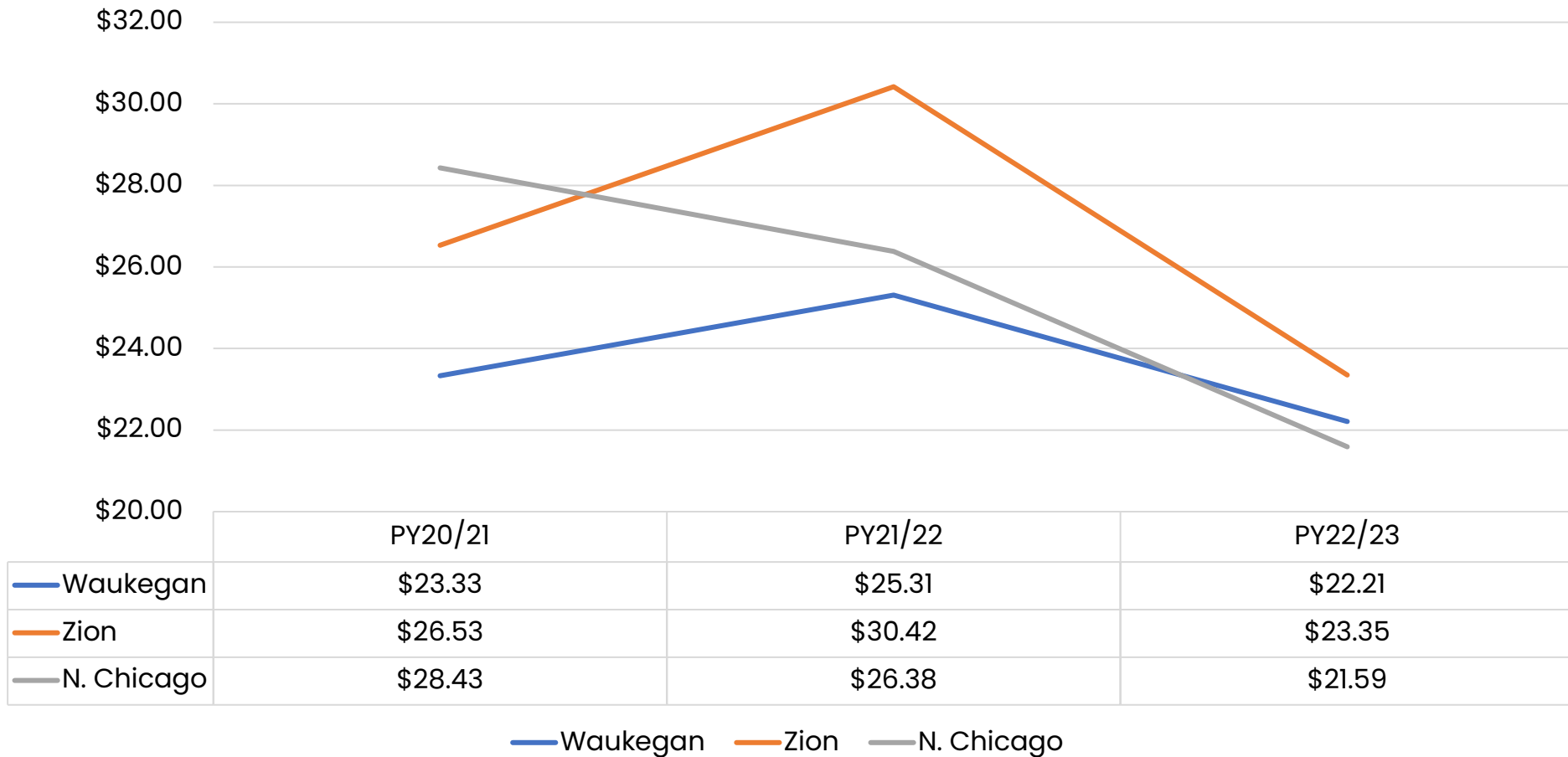


ILLINOIS DEPARTMENT OF EMPLOYMENT SECURITY Economic Information & Analysis Division

	August 2024				August 2023				July 2024
	Labor Force	Employed	Unemployment Number	Unemployment Rate	Labor Force	Employed	Unemployment Number	Unemployment Rate	Rate
Lake & Kenosha Counties, IL-WI Metro Division	459,278	437,891	21,387	4.7	469,696	446,086	23,610	5.0	5.3
Elgin Metro Division	319,869	302,844	17,025	5.3	328,189	310,424	17,765	5.4	6.0
Chicago-Naperville-Arlington Heights Metro Division	3,888,285	3,666,017	222,268	5.7	3,823,020	3,632,431	190,589	5.0	6.4
Counties									
Cook County	2,711,416	2,548,627	162,789	6.0	2,664,400	2,524,780	139,620	5.2	6.7
DeKalb County	54,240	51,417	2,823	5.2	55,650	52,694	2,956	5.3	5.8
DuPage County	528,892	504,243	24,649	4.7	520,777	499,601	21,176	4.1	5.3
Kane County	265,629	251,427	14,202	5.3	272,539	257,730	14,809	5.4	6.0
Kendall County	73,855	70,098	3,757	5.1	72,867	69,559	3,308	4.5	5.8
Lake County	367,277	348,738	18,539	5.0	376,454	356,491	19,963	5.3	5.7
McHenry County	172,584	164,240	8,344	4.8	169,836	162,738	7,098	4.2	5.5
Will County	374,794	353,652	21,142	5.6	368,863	350,815	18,048	4.9	6.3
Cities									
Gurnee City	16,950	16,184	766	4.5	17,386	16,544	842	4.8	5.2
Highland Park City	15,213	14,502	711	4.7	15,532	14,824	708	4.6	5.0
Mundelein Village	17,987	17,160	827	4.6	18,386	17,541	845	4.6	5.2
North Chicago	8,947	8,389	558	6.2	9,269	8,575	694	7.5	7.1
Waukegan City	43,326	40,870	2,456	5.7	44,844	41,778	3,066	6.8	6.7
Illinois	6,523,426	6,165,995	357,431	5.5	6,499,124	6,165,782	333,342	5.1	6.2
United States (in thousands)	168,763	161,348	7,415	4.4	168,049	161,427	6,623	3.9	4.5

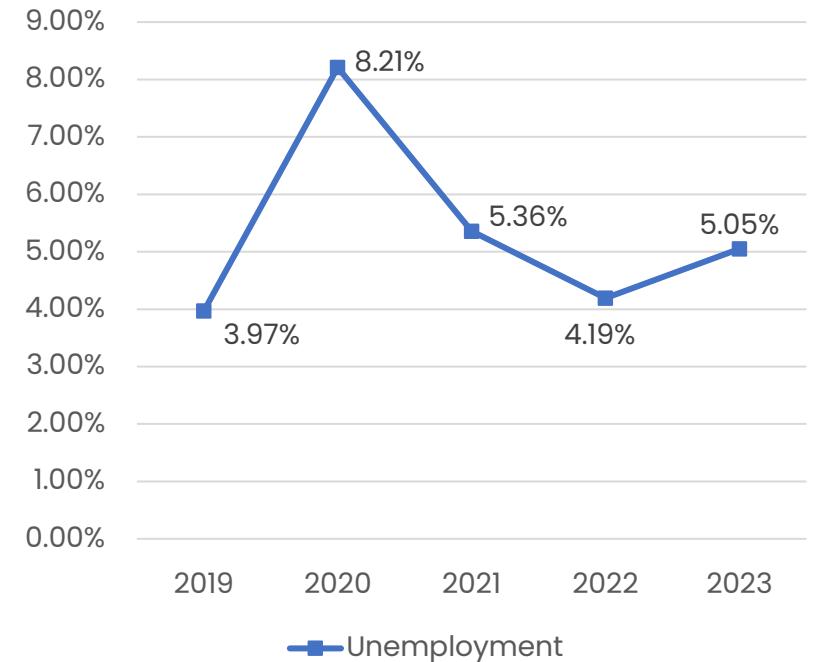
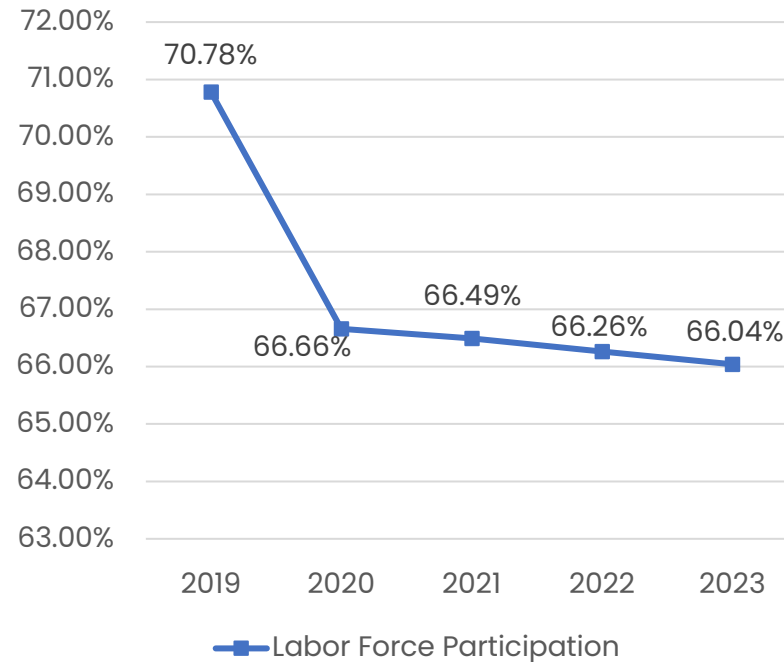
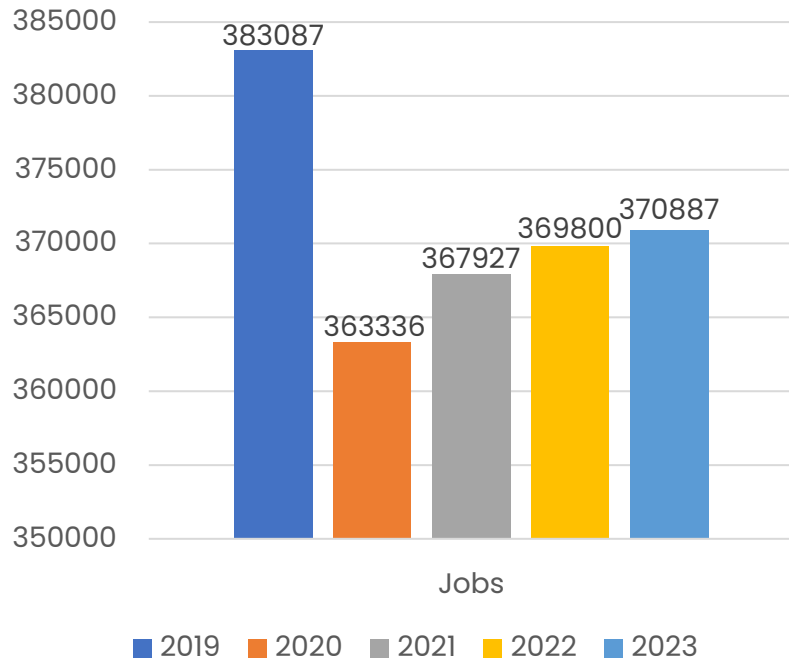
Strategic Plan Analysis: Diversity & Inclusion

Avg. Hourly Wage of Waukegan, Zion, & N. Chicago



Strategic Plan Analysis: Diversity & Inclusion

Labor market trends within Lake County over the last 5 years.



Strategic Plan Analysis: Diversity & Inclusion

Labor force participation rates within Lake County, according to 2022 Census data.

Category	Participation Rate
Gender	
Male	50.4%
Female	49.6%
Race	
White	67.1%
Black	6.8%
Hispanic/Latino	22.8%
Asian & Pacific Islander	8.5%
Native American	0.7%
Other	7.5%

Strategic Plan Analysis: Diversity & Inclusion

Activities and tactics that support our diversity and inclusion efforts:

- Job Center on the Move
- Hire Lake County
- Revive Lake County
- Work, Earn, and Learn (WEL) Program (Paid Internship Program)
- Multiple grants that addressed underserved populations and communities
 - ARPA, Quest Grants, Women of Color Grant, Low Income & Immigrant/Migrant Grant
- Rosalind-Franklin University Nursing Career Pathways Program
 - Priority focus on marginalized cities and underserved population groups
- County Summer Youth Employment Program

Strategic Plan Analysis: Exploration

“Increase career exploration and work-based learning opportunities for youth and young adults.”

- Engage employers in the process of designing relevant and valuable experiences for young participants including career fairs and expos.
- Engage employers in the development of work-based learning opportunities including summer youth work experiences.
- Leverage technology to offer career exploration, virtual tours of workplaces, and job simulations

Lake County Government as a Worksite



Trayvon B. with the Lake County Clerk's Office



Rosalind G. and Alex C. with Lake County Communications



Strategic Plan Analysis: Exploration

Career exploration and work-based learning opportunities for youth and young adults (age 24 and under) in recent years.

Metric	PY22/23	PY23/24
Job fairs/expos	14	14
SYEP & WBL Worksites	35	45
Work-based learning opportunities	140	194



Worksite Spotlight

Zion Township has partnered with Lake County's SYEP as a worksite for over 20 years. This year, 32 student workers were placed at worksites in the maintenance crew or at the Zion-Benton Public Library. Zion Township provides a holistic experience to their student workers that includes financial literacy, team building, leadership exercises, volunteer opportunities, and community projects to support the Zion Park District.

Strategic Plan Analysis: Exploration

Activities and tactics that support our career exploration efforts:

- Youth listening sessions/focus groups (Held in multiple cities/zip codes)
- 25 LCWD staff explored VR technology on behalf of youth population
- \$75k budgeted to purchase VR technology for youth

FOCUS GROUP FOCUS GROUP

Are you a young adult eager to shape your future?

[Save the Date](#)

Tuesday, March 19, 2024
Lake County Technology Campus
19525 W Washington St.
Grayslake, IL 60030
10:25 AM - 12:10 PM

Are you a young adult eager to shape your future?

[Save the Date](#)

Tuesday, March 19, 2024
Waukegan Park District
412 S Lewis Ave
Waukegan, IL 60087
1:00 PM to 3:30 PM

FOCUS GROUP FOCUS GROUP

Are you a young adult eager to shape your future?

[Save the Date](#)

Wednesday, March 20, 2024
Mundelein High School
1350 W Hawley St.
Mundelein, IL 60060
10:25 AM - 12:00 PM

Are you a young adult eager to shape your future?

[Save the Date](#)

Thursday, March 21, 2024
Rosalind Franklin University
3333 Green Bay Road
North Chicago, IL 60064
9:00 AM - 11:30 AM



Strategic Plan Analysis: Business Landscape

“Promote the region’s quality of life for businesses and talent attraction and retention through marketing and network building.”

- Business creation year-over-year in Lake County
- Annual job creation and retention and direct capital investment



Strategic Plan Analysis: Business Landscape

- New business application submitted year-over-year in Lake County according to the Census Bureau's most recent Business Formation Statistics data.
- Annual job creation, retention, and direct capital investment.

Metric	2019	2020	2021	2022	2023	Total
New Business Applications	6,026	7,396	8,722	8,083	8,569	38,796
New Jobs*	310	2,460	470	419	786	4,445
Retained Jobs*	468	3,520	127	112	512	4,739
Direct Investment*	\$146M	\$144M	\$125M	\$202M	\$610M	\$1.23B

* Based on Lake County Partners economic impact report.

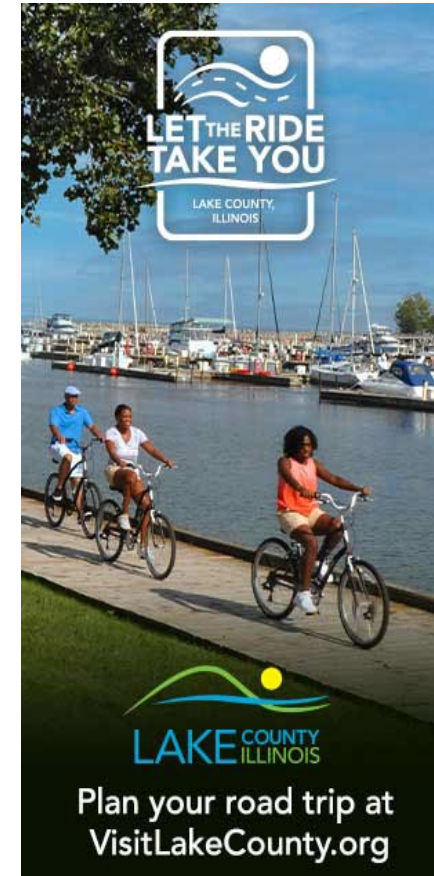
Strategic Plan Analysis: Business Landscape

Activities and tactics that support our efforts to improve the business landscape:

- Hire Lake County
- Industry Summits
- C-Suite Panelist Initiative
- Chamber engagement
- EMSI (business intelligence) reports for Lake County employers
- Rapid Response/layoff assistance
- Aligning community-based organizations with the needs of our local economy
- Workforce Ecosystem (which includes Lake County Partners)

Enhance the Visitor Economy Through Innovative Programs and Partnerships with Visit Lake County

- Visit Lake County (VLC) works in partnership with Lake County, community investors and 250 local hospitality businesses to optimize the county's visitor economy.
- VLC utilizes a variety of marketing strategies to connect with visitors and residents to help build strong communities.
- In FY '24 VLC restructured the community partner investment program to enable underserved areas to elevate participation in VLC initiatives.
- Expanded from 14 to 16 community partner investors with addition of City of North Chicago and Village of Wauconda in FY '24.
- Elevated collaborations with LCFPD, CLC, LCP and other local organizations.
- Hired a community engagement specialist to expand outreach to underserved areas and local restaurants.



Enhance the Visitor Economy Through Innovative Programs and Partnerships

- Using business intelligence visitor insight data to support marketing strategies.
- Creating strategic plan to align our marketing initiatives with evolving needs of local hospitality businesses, residents and visitors.
- Partnering with **Workforce Development on Hospitality Summit** in Spring, 2025.



Visitor Economy Performance Measurements



Source: US Travel Association. Prepared for Illinois Office of Tourism by Tourism Economics

Visitor Spending in Lake County

2023 Visitor Spending: \$1.92 Billion + 7.2%

State Taxes: \$134 Million

Local Taxes: \$68.6 Million

Hospitality & Tourism Jobs: 15,713

2022 Visitor Spending: \$1.79 Billion

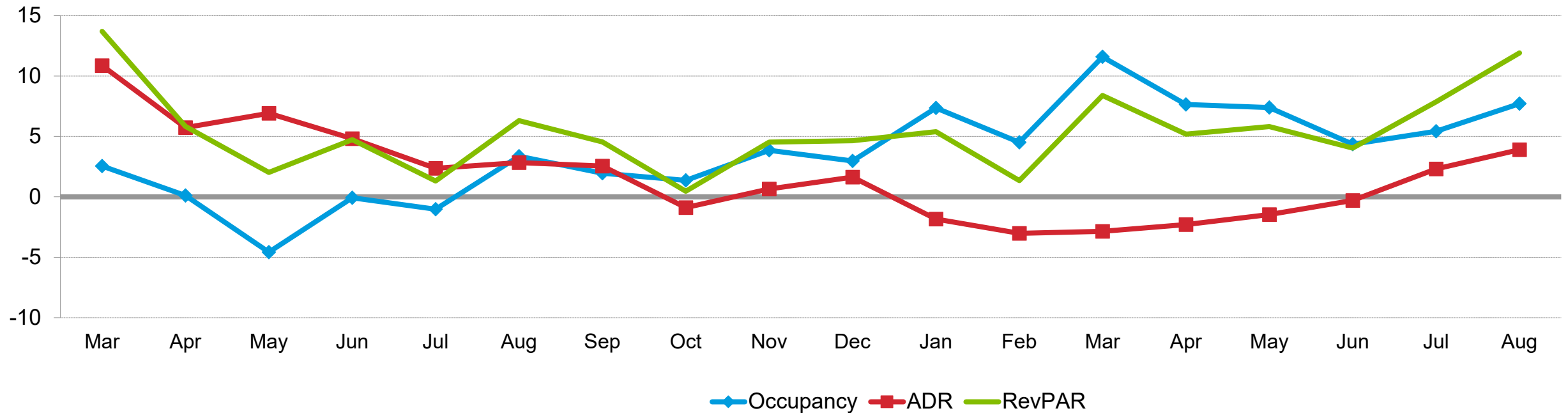
Hospitality & Tourism Jobs: 15,344

2019 (Pre-COVID) Visitor Spending: \$1.78 Billion

Hospitality & Tourism Jobs: 15,856

Lake County Hotel Performance Measurements

Monthly Percent of Change the Past 18 Months



ADR= Average Daily Rate

RevPAR = Revenue per Available Room (Metric of Occupancy & Rate)

Source: CoStar/Smith Travel Research

Visitor Economy Measurements: Lake County Hotel Performance 2019, 2023 & 2024 YTD

August YTD	2019	2023	2024	Percent of Change 2023 to 2024
Occupancy	64.1%	57.9%	61.8%	6.8%
Average Daily Rate (ADR)	\$112.19	\$118.45	\$118.11	-0.3%
RevPAR	\$71.86	\$68.59	\$73.02	+6.5%
Demand		+3.1%		+7.5%

*Source:
CoStar/
Smith Travel
Research*

Thank you! Questions?

