



# LAKE COUNTY PARTNERS

Q1 2024

# 2023 WAS A GREAT YEAR FOR ECONOMIC GROWTH

**\$610  
MILLION**

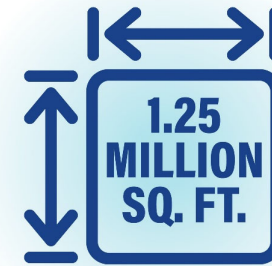
IN CAPITAL INVESTMENT  
DRIVEN BY LCP



**786** | **512**

NEW JOBS | RETAINED JOBS

RESULTED FROM LCP'S SUPPORT



**1.25  
MILLION  
SQ. FT.**

OF NEW & REACTIVATED SPACE  
AS A RESULT OF LCP'S WORK



**GDP  
+9.6%**

IN THREE YEARS

NOMINAL GROSS DOMESTIC PRODUCT  
HAS GROWN TO \$69.7 BILLION SINCE 2020



**14,244**

HIGH SCHOOL STUDENTS ARE ENROLLED IN  
CAREER & TECHNICAL EDUCATION FOR IN-DEMAND  
CAREERS IN MANUFACTURING, HEALTHCARE  
AND INFORMATION TECHNOLOGY.



**54%**

OF LAKE COUNTY'S POPULATION AGED 25+  
HAS AN ASSOCIATE'S DEGREE,  
COMPARED WITH 44.5% NATIONALLY

Over the last 5 years, LCP has fueled \$1.2 BILLION in direct capital investment, driven the creation of 4,445 new jobs and kept 4,739 existing jobs in Lake County.

## PROJECT DECISIONS SLOWING

Two reasons for projects slowing

1. Companies are holding back to see what happens with the interest rate environment
2. There have been a number of projects with criteria that we just can't meet.



# DIGITAL MARKETING SUCCESS

Site Traffic Users → **UP 24%; 45,000+ sessions**

Channel Growth → **UP 19%**

Google Grant Ad Conversions → **UP 36%**

## LinkedIn Ads

Impressions → **UP 70%**    Clicks → **UP 116%**

SEO Rankings → **Doubled Top 10 Keywords**

The screenshot displays the Lake County Partners website. At the top right is the Lake County Partners logo. Below it is a navigation bar with social media icons for Facebook, LinkedIn, Twitter, and Instagram. The main content area features a large blue banner with the headline "LAKE COUNTY HAS Twice the Manufacturing Talent Than the National Average". A call-to-action button below the banner reads "Lake County, Illinois is the right place for your business". To the right of the banner is a photograph of a modern glass-walled building. Below the banner is a section titled "Advanced Manufacturing Thrives in Lake County" with a paragraph of text describing the local workforce. A second call-to-action button reads "See Why It's Time To Grow Your Business in Lake County". To the right of this section is another article titled "3D Printing Cells is Being Perfected in Lake County" with a small photograph of two people in an office setting. The Lake County Partners logo is visible in the bottom right corner of the website screenshot.

# GREATER CHICAGOLAND ECONOMIC PARTNERSHIP (GCEP)

The initiative is celebrating its 1-Year Anniversary with several achievements:

- Business Attraction Wins
- Regional Assets Map & Report
- Japan Delegation Trip
- Industry-Focused Events

This year, LCP takes on more leadership as Kevin becomes Vice Chair



## ONGOING CEDS INITIATIVES

- **Expand Housing Opportunity** – Completed Housing Analysis → now exploring findings and collaborating on solutions
- **Increase College-Going** – Leading employer outreach as part of the Lake County College to Career Pathway partnership
- **Enhance Early Childhood Education** – Completed Early Childhood Landscape Assessment → now working to align next steps with statewide initiatives and funding opportunities
- **Launch Futures Council** – Convening strategic public & private sector leaders examine complicated, multi-disciplinary issues that impact Lake County's economic future
- **Attract Talent** – Form stakeholder group and build plan for a 2025 campaign



## EXPECT A FULL CALENDAR OF EVENTS

- Big Event – May 9th at Lincolnshire Marriott
- Investor Event – September 12<sup>th</sup> at Independence Grove
- Quarterly Municipal Series
- ICSC & Industry Shows
- Ribbon Cuttings & Groundbreakings
- GCEP Delegation Trips





Lake  
County Partners