



MEMORANDUM

TO: Trustee Anthony Puccio, Chairperson
Economic and Community Development Committee

FROM: William J. Heniff, AICP, Director of Community Development *WJH*

MEETING DATE: June 10, 2024

SUBJECT: **Choose DuPage Presentation – Municipal Analytics Program**

Choose DuPage is one of Lombard's economic development partners and they are engaged with fostering economic development activity throughout DuPage County efforts. Their past focus has been upon office, industrial, and research & development business sectors. However, as part of their larger economic development outreach, they have access to and provide support services and data analytics for local business entities, prospective businesses and local governments. Additional information regarding Choose DuPage is available at their website <https://www.choosedupage.com/>.

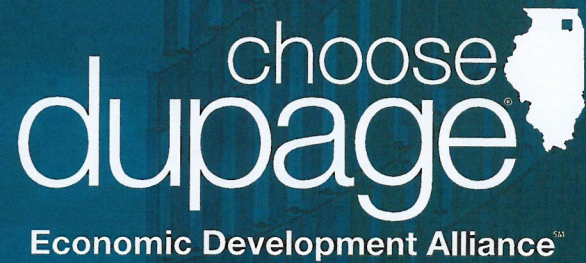
Earlier this year, Choose DuPage contacted Lombard and other communities regarding their new initiative that was derived through a newly created regional partnership effort, the Greater Chicagoland Economic Partnership (GCEP). The Municipal Analytics Program (MAP), is a new initiative which is intended to allow for participating municipalities the opportunity to partner with Choose DuPage to access a broad range of economic development tools and resources to address economic development data inquiries. Such data, depending on the data source and purpose, can provide information at the local or regional level.

Choose DuPage has been asked by staff to present this new MAP initiative at the June 10, 2024 ECDC meeting. For reference, attached in a brochure describing the MAP Program as well as a companion PowerPoint presentation.

Annual costs to participate in this voluntary program would be \$5,000, which is quite reasonable given the broad data availability and it may reduce the need for other third-party consultant activities of software/licensing programs. While such an expenditure can be authorized at the municipal staff level, noting and promoting this work element with the ECDC is worthwhile.

COMMITTEE ACTION REQUESTED

This item is being placed on the June 10, 2024 ECDC Agenda for consideration. Staff recommends that the ECDC authorize staff to approve the annual expenditure of \$5,000 a become a Municipal Analytics Program (MAP) partner with Choose DuPage.



MUNICIPAL ANALYTICS PROGRAM [MAP]

MAKE BETTER DATA-DRIVEN DECISIONS FOR YOUR COMMUNITY.

The Municipal Analytics Program (MAP) puts quality data and actionable insights in the hands of community decision-makers. Get access to exclusive reports about everything from the local workforce to key trade areas, plus custom reports made for your municipality.

WHAT CAN YOU DO WITH MAP DATA?

The Municipal Analytics Program equips you with the tools to see your community clearer, be more efficient, and make better-informed decisions. With MAP, you can:



SEE THE FULL ECONOMIC IMPACT.

Translate the number of jobs created and retained into earnings for workers – and understand how one project indirectly supports other jobs and industries.



BETTER UNDERSTAND TRADE AREAS.

Get details about the businesses, employees, and population in an area, based on current and potential business environments.



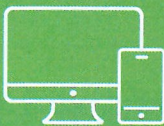
GAIN INSIGHTS ON LOCAL CONSUMERS,

including housing and family characteristics, employment and education levels, home values, product preferences, and more.



IDENTIFY MARKET POTENTIAL.

Detect gaps in specific businesses and services. Get information about consumer preferences and attitudes.



REACH PROSPECTIVE BUSINESSES.

With access to a large database of companies and employees, you can search contacts by job title and function, industry, location, and more – and get verified email addresses and direct dials.



GAIN WORKFORCE INSIGHTS.

See the supply and demand of workforce segments based on occupation and skill. Get a better understanding of career pathways and skills for the industries shaping your community.



GET DETAILS ON VC AND PE FUNDING,

including leading partners, multiples, and valuations.



ANALYZE TRAFFIC PATTERNS

and identify high-demand areas within your municipality and surrounding areas.

AND ACCESS EVEN MORE DATA & INSIGHTS.

MAP'S DATA POOL GOES DEEPER

With more than 125 reports covering a wide range of topics, plus custom reports, MAP has the quality information you need to make strategic community decisions.

BUSINESS & COMPANY INFORMATION

- Business Location Map
- Business Locator
- Business Summary
- Site Map
- Traffic Count Profile
- Business Case
- Business Map & Business Table
- Business Recruitment
- Company Talent Profile
- ZoomInfo

CONSUMER SPENDING

- Automotive Aftermarket Expenditures
- Financial Expenditures
- House and Home Expenditures
- Medical Expenditures
- Recreation Expenditures
- Retail Goods and Services Expenditures
- Retail Demand by Industry
- Retail Demand Outlook
- Retail Profile

ECONOMY OVERVIEW

- Economic Overview Report
- Geographic Profile
- Community Profile
- Economic Development Profile
- Executive Summary
- Market Profile
- What's in My Community
- Economy Overview
- Regional Comparison

COST OF LIVING

- Cost of Living Index & Comparison

ECONOMIC IMPACT

- Impact Scenario
- Basic Economic Impact Report

INVESTMENTS & STARTUPS

- VC Emerging Opportunities
- Industry Report
- Company Profile
- Deal, Company, and Investor Data

EDUCATION

- Educational Attainment Snapshot
- Education Pipeline
- Educational Attainment Map
- Freshmen Home State Map
- Program Map
- Program Snapshot
- Program Table



DEMOGRAPHICS, POPULATION, & HOUSING

- Community Demographics
- 2020 Census Profile
- ACS Housing Summary
- ACS Key Population & Household Facts
- ACS Population Summary
- Age 50+ Profile
- Age by Sex by Race Profile
- Age by Sex Profile
- Community Summary
- Commute Profile
- Demographic and Income Comparison Profile
- Demographic and Income Profile
- Detailed Age Profile
- Disposable Income Profile
- Graphic Profile
- Household Income Profile
- Housing Profile
- Net Worth Profile
- Population Trends and Key Indicators
- Site Details Map
- Tapestry Map
- Tapestry Segmentation Area Profile
- Time Series Profile
- Community Indicators
- Commute Map
- Migration
- Population Demographics

OUTPUT

- Gross Regional Product
- Output by Industry

STATE INCENTIVES

- State Business Incentives Database

INDUSTRY

- Industry Spotlight
- Business Case
- Business Recruitment
- Compare Industries
- Industry Cluster Report
- Industry Cluster Identification
- Industry Demographics
- Industry Diversity Map
- Industry Diversity Snapshot
- Industry Map
- Industry Snapshot
- Industry Table
- Staffing Patterns
- Unemployment by Industry Sector

JOB POSTINGS, SKILLS, & TALENT ATTRACTION

- Real Time Intelligence
- Applicant Profile Analytics
- Career Pathways
- Hot and Cold Skills by Job Posting
- Job Posting Analytics
- Job Posting List
- Job Posting Table
- Skills Transferability
- Talent Attraction

MARKET POTENTIAL

- Electronics and Internet Market Potential
- Finances Market Potential
- Health and Beauty Market Potential
- Restaurant Market Potential
- Retail Market Potential
- Sports and Leisure Market Potential

SUPPLY CHAIN

- Supply Chain Analysis
- Industry Purchases
- Industry Sales
- Regional Requirements

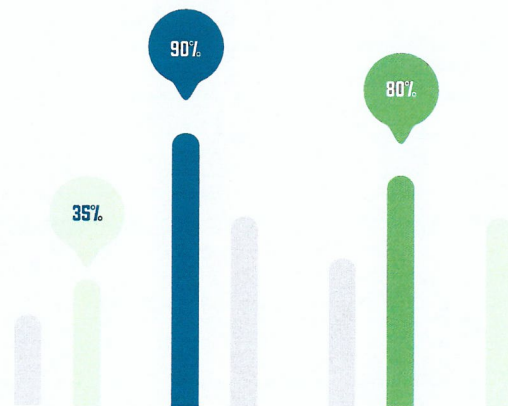


WORKFORCE

- Civilian Labor Force Profile
- Industry Demographics
- Labor & Wage Trends
- Industry Diversity Snapshot
- Industry Table
- Staffing Patterns
- Unemployment by Industry Sector
- Employment Analysis
- Occupational Report
- Compare Occupations
- Compensation Analysis
- Education Pipeline
- Highest Ranked Occupations
- Inverse Staffing Patterns
- Occupation Demographics
- Occupation Diversity Snapshot
- Occupation Map
- Occupation Snapshot
- Occupation Table
- Skills Transferability

CUSTOM REPORTS

In addition to regular reports, members can request custom reports related to their community. Additional analytics and offerings are subject to GCEP approval.

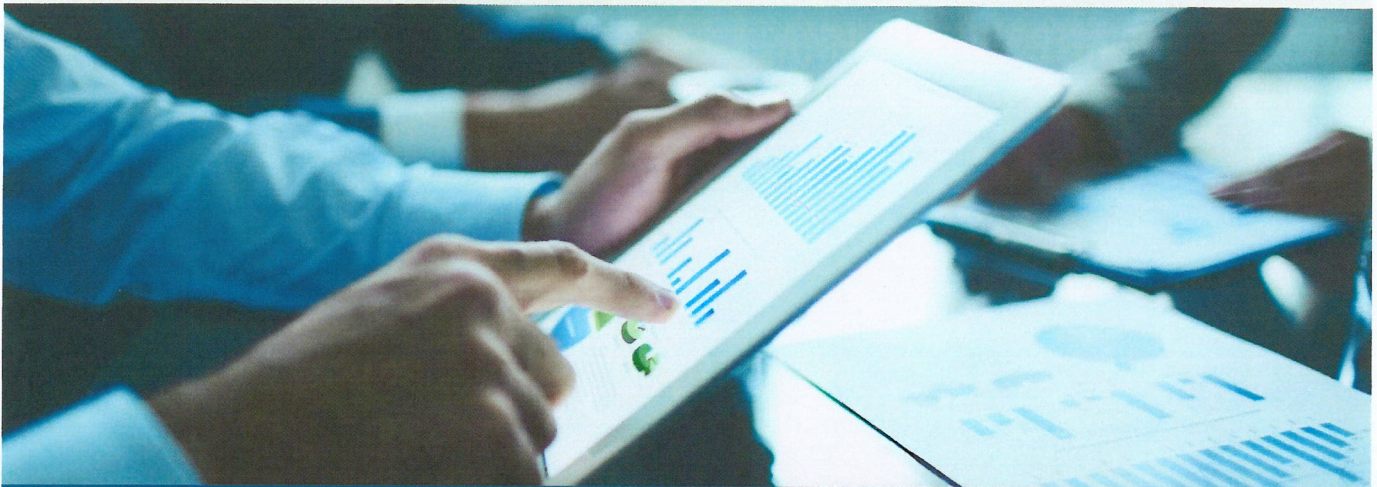


GET ON THE MAP TODAY.

For an annual investment of \$5,000, your municipality can access high-quality data and insights about your community and the surrounding region. With both regular and custom reports, you'll be equipped with the information you need to make key decisions with confidence.



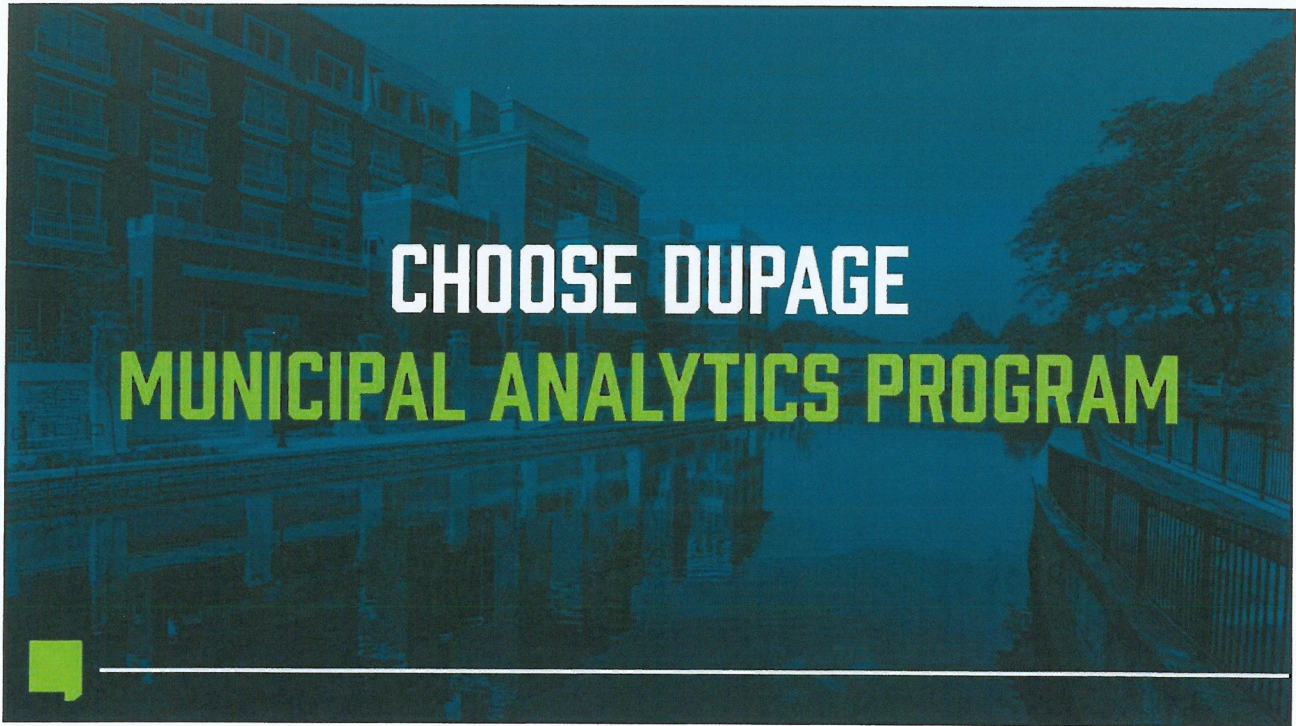
ANNUAL INVESTMENT



**TO REGISTER OR LEARN MORE, CONTACT LISA MICELI AT
LMICELI@CHOOSEDUPAGE.COM OR [630] 379-9250.**

ABOUT CHOOSE DUPAGE

Choose DuPage is a network of Chicagoland stakeholders committed to fostering a pro-people, pro-business environment in DuPage County. We work collaboratively to grow, retain and attract businesses, while supporting countywide economic development initiatives and addressing key policy issues. Learn more at ChooseDuPage.com.



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About Choose DuPage

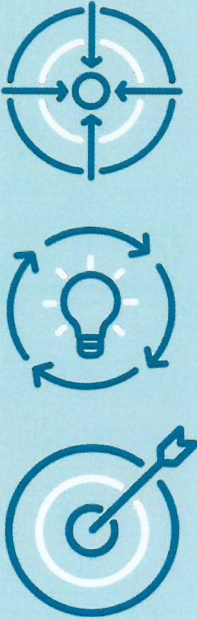
Choose DuPage is the collective voice of our County’s business community. Together, we open a dialogue between private- and public-sector leaders, so our economy continues to thrive.

We support and promote the *DuPage Difference* – the high quality-of-life, business-friendly environment, premier location, and skilled workforce that call our County ‘home’. It’s the Difference that makes DuPage County the proven and premier global business location.

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Choose DuPage Goals

- Grow, retain and attract businesses
- Support county-wide economic development initiatives.
- Address policy issues critical to the needs of the regional economy.



A vertical stack of three blue icons on a light blue background. The top icon is a target with four arrows pointing inward. The middle icon is a lightbulb with three circular arrows around it. The bottom icon is a target with an arrow hitting the bullseye.

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About the Greater Chicagoland Economic Partnership

DuPage County, together with Cook, Kane, Kendall, McHenry, Lake, and Will Counties and the City of Chicago have formed an innovative partnership to drive economic growth and advance equity across the region.

The Greater Chicagoland Economic Partnership (GCEP) focuses on promoting the region’s assets – including extensive freight infrastructure, diverse talent, strong exporting industries, world-class research institutions, and culture to develop an identity that can compete on a global scale.

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CHOOSE DUPAGE: M.A.P.

More Collaboration Means More Data.

Thanks to GCEP, DuPage Municipalities have more data (and *better* data) on-hand than ever. We can use it to gain insights into our communities, create data-driven strategies, and drive economic development.



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CHOOSE DUPAGE: M.A.P.

Current Services & Benefits for Municipalities

- Economic Overview Reports
- Industry Reports
- Co-Star Available Property and Analytic Reports
- RFI Assistance



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CHOOSE DUPAGE: M.A.P.

GCEP Research Capabilities

DATABASE	DATA	GEOGRAPHY
Moody's Analytics	Employment, GDP	Metro areas, US only.
Lightcast	Employment, workforce, talent pipelines	State, metro area, some zip codes, some census tracts. Custom geography available, including drive times and radius calculations. US only.
Pitchbook	Venture capital, startup ecosystem	County, state, metro area, town, zip code. Global.
Esri Business Analyst	Populations, demographics, employment, etc. (mapping)	Custom, including drawn polygons and radius calculations. Global.
Census, BLS, BEA, EIA, Tax Foundation, etc.	Labor force, population, output, innovation, energy costs, etc.	Generally, US, state and metro area. Variable depending on dataset. US only.
C2ER	Cost of living, state incentives	Metra area. US only.
CoStar	Commercial real estate	Custom, including drawn polygons and radius calculations. US only.

NOTE: This is not a comprehensive list, additional capabilities available.

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What can you do with this data?

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CHOOSE DUPAGE: M.A.P.

Convey economic impact.

Translate number of jobs created and retained into earnings for workers.

Understand how a project indirectly supports other jobs and areas of the economy.



SyBridge Technologies

Consolidation & Expansion, Itasca

New Jobs: 50, Retained Jobs: 100

ECONOMIC IMPACT:

Supports 301 indirect jobs

\$46.2 million in earnings for workers

CHOOSE DUPAGE: M.A.P.

Better understand trade areas.

Learn details about the businesses, employees, and population in an area, based on the current and potential business environments.

Radius	1-Mile	3-Miles	5-Miles
Total Businesses	5,789	10,582	16,743
Total Employees	89,741	162,354	304,128
Retail Trade Employees	12,456	18,452	27,523
MFG Employees	11,256	22,541	47,895

CHOOSE DUPAGE: M.A.P.

Gain consumer insights.

Get consumer demographics including housing and family characteristics, employment and education levels, home values, product preferences and activities.

Radius	1-Mile	3-Miles	5-Miles
Households	14,234	32,456	84,523
Median HHI	\$128,245	\$102,236	\$89,028
Median Age	30.9	32.6	31.5



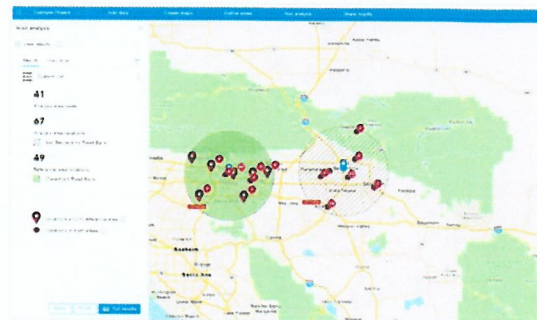
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CHOOSE DUPAGE: M.A.P.

Identify market potential.

Detect voids and gaps in specific businesses and services.

Get information about the products and services consumers want and the attitudes they have.

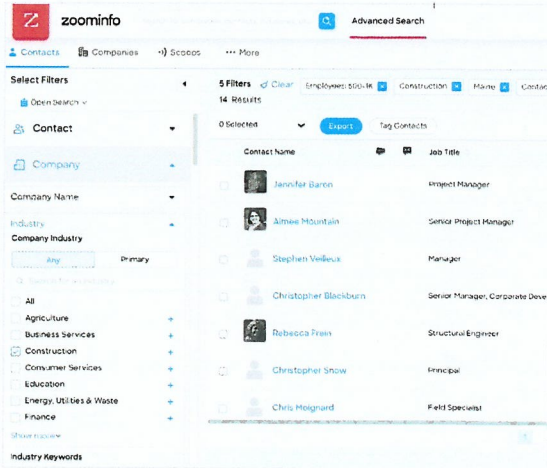


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CHOOSE DUPAGE: M.A.P.

Reach prospective businesses.

With a contact database of over 100 million companies and their employees, you can get verified email addresses and direct dials, segmented by job title and function, industry, location, and more.



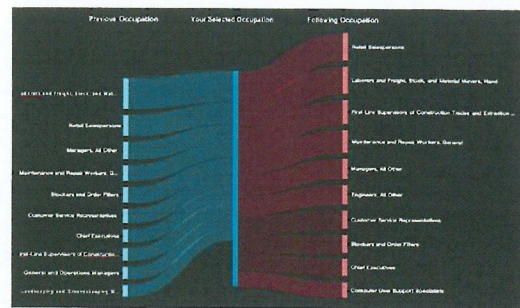
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CHOOSE DUPAGE: M.A.P.

Gain workforce insights.

Know the industries and occupations driving your community, including the supply and demand of workforce based on occupation and skill.

Understand career pathways and skills.

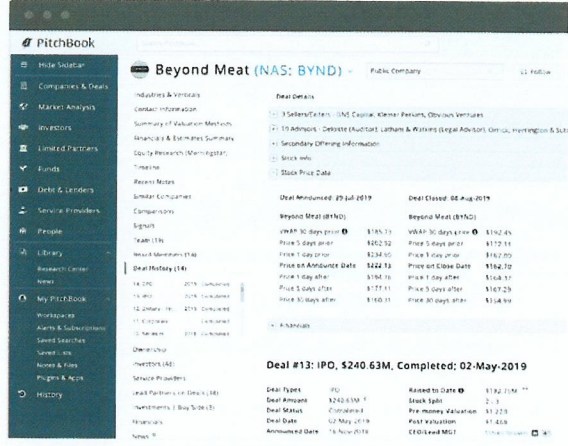


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CHOOSE DUPAGE: M.A.P.

Get details on VC + PE funding.

Get information about deals across public and private equity markets – including leading partners, multiples and valuations.

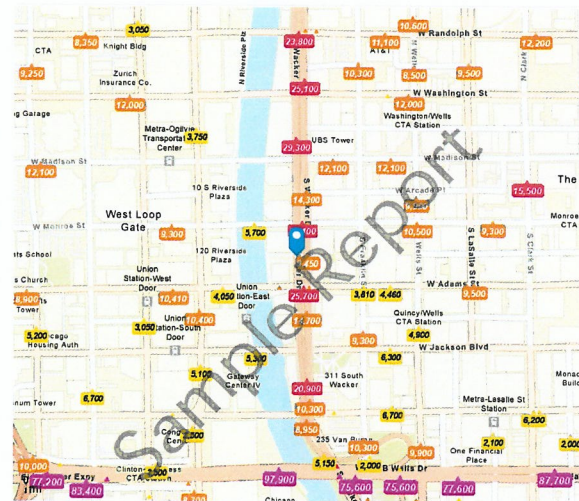


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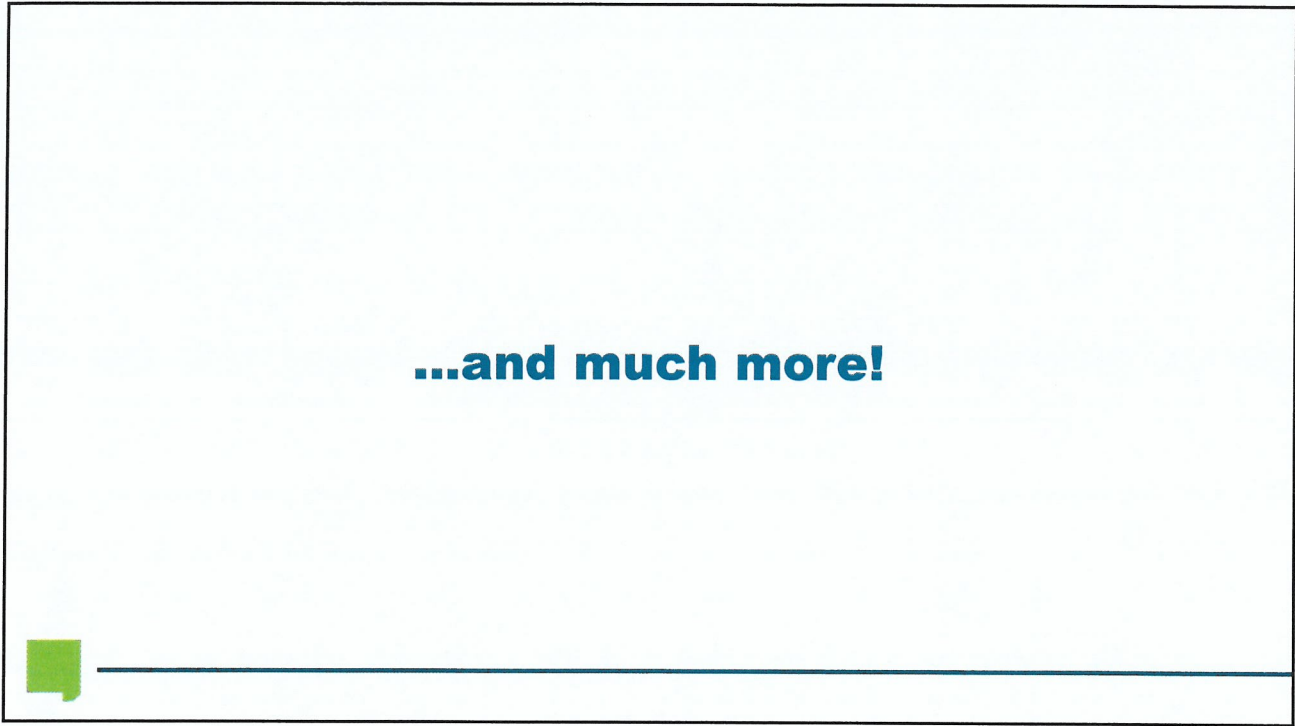
CHOOSE DUPAGE: M.A.P.

Analyze traffic patterns.

Understand traffic patterns and identify high-demand areas.

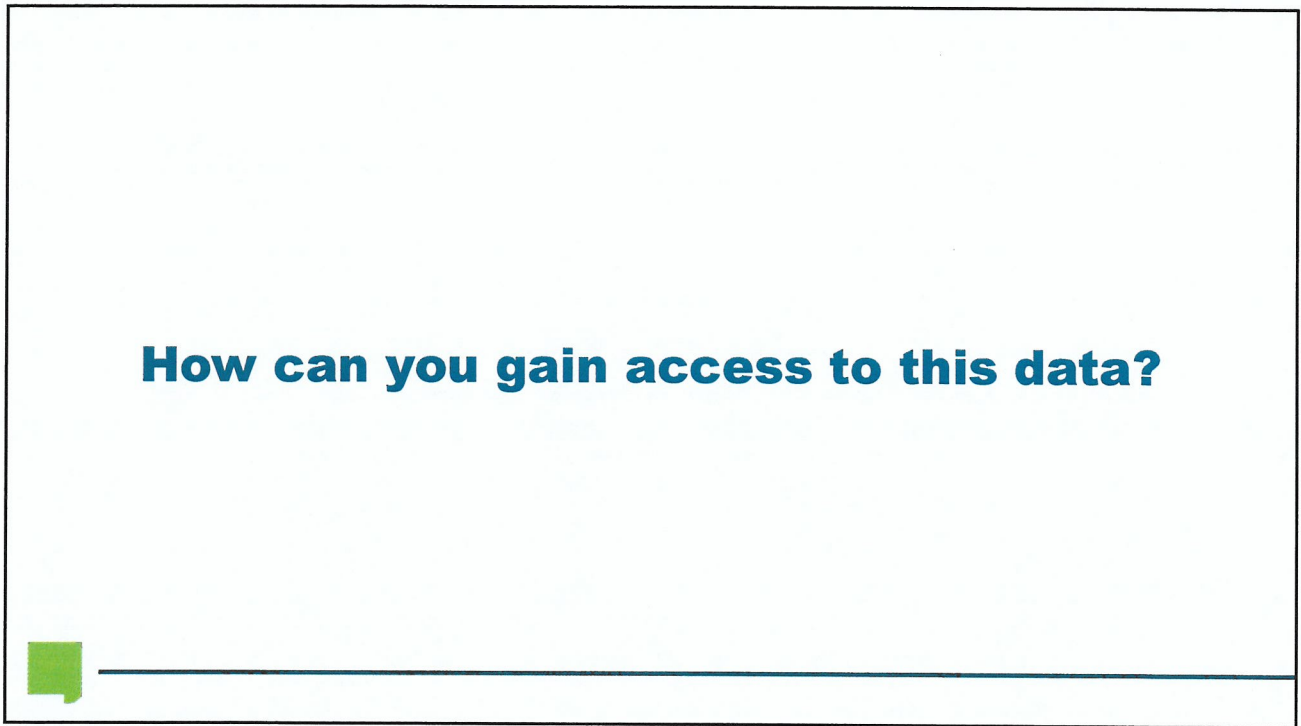


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...and much more!

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How can you gain access to this data?

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Municipal Analytics Program

DuPage County municipalities and economic development organizations can access this data through an annual data membership offered by Choose DuPage.

\$5K

ANNUAL INVESTMENT

Municipal Analytics Program

The following reports will be provided based on the schedule below:

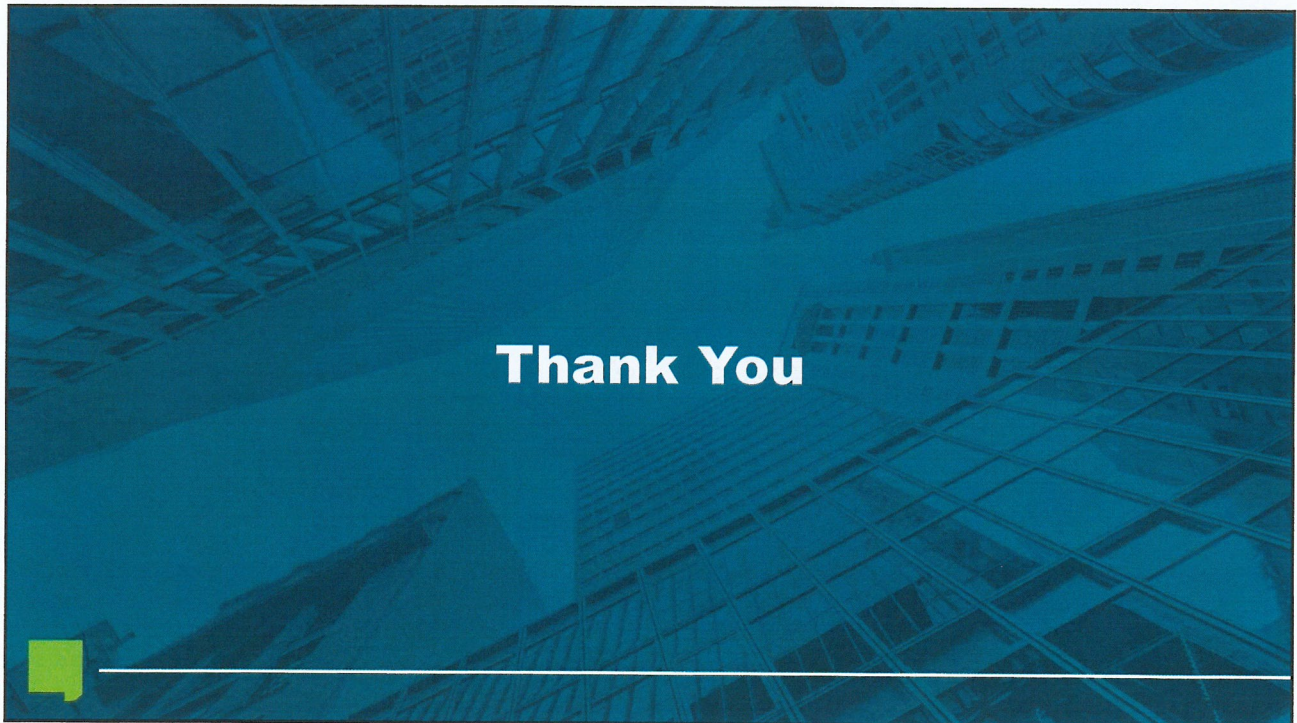
- Economic Overview Report – January & June
- Industry Overview Report – January & June
- List of Major Employers – January
- Demographic Reports – January
- Additional analytics and offerings as determined by municipality and Choose DuPage – subject to GCEP approval

Requesting Custom Reports

- Custom reports will be developed based on individual requests.
- To request a report, contact Lisa Miceli at lmiceli@choosedupage.com.
- Include the data or analysis needed, requested format, audience/recipient, and timeframe.
- Not sure what to ask or where to start? No problem – we can figure it out together!



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