



MACLYN



VALUE PROPOSITION

CHOOSE DUPAGE

FEBRUARY 16, 2016

OBJECTIVE

TO CREATE A VALUE PROPOSITION
THAT EDUCATES OUR TARGET MARKETS
ON THE VALUE, PURPOSE AND NEED
FOR CHOOSE DUPAGE.

TARGET AUDIENCES

- Current and prospective Choose DuPage Board Members
- DuPage County Municipalities
- DuPage County Board Members
- DuPage County Businesses

DISCOVERY INTERVIEWS



DISCOVERY INTERVIEWS

- (11) Interviews
 - Staff
 - Board
- Board Members
 - Variety of industries and company sizes
 - Founding members and new members

WHY DID YOU ORIGINALLY JOIN THE BOARD?

- 33% said to support the mission
- 33% said networking
- 22% said brand awareness
- 12% said the compelling content of meetings

WHAT DO YOU SEE AS THE VALUE OF CHOOSE DUPAGE NOW?

- The benefits of a strong economy, skilled workforce and good business climate
- Access to County and State leadership
- A platform to voice the needs of business
- Strong relationships with other businesses
- Insight into what is happening in the County

- Dialogue between private- and public-sector leaders
- Collaboration to maintain a business-friendly environment
- Investment in the quality of life for our workforce and business community

“...it means DuPage County is not just saying they are pro-business. They are actively investing in being pro-business.”

– Diana Riekse




VALUE PROPOSITION



IN DUPAGE COUNTY,
WE HAVE A VIBRANT ECONOMY.



WE HAVE A HIGHLY EDUCATED
& SKILLED WORKFORCE.



AND WE HAVE A
BUSINESS-FRIENDLY ENVIRONMENT
WITH ABUNDANT OPPORTUNITY.



WE ALSO HAVE A COMMUNITY
OF BUSINESS LEADERS



WHO BUILD AND MAINTAIN

THIS ECONOMY AND
ITS WEALTH OF OPPORTUNITY.



AND EVERY ONE OF THEM
HAS **AMBITION**



FOR THEIR BUSINESS

AND THE GREATER COMMUNITY.



THEY HAVE VISION FOR DUPAGE.



AND THEY HAVE THE DESIRE
TO MAKE THAT VISION A REALITY.




BUT THAT ISN'T ENOUGH.

THEY NEED A VOICE.



A VOICE THAT
SPEAKS ON THEIR BEHALF.



A VOICE THAT RALLIES
BEHIND THE DUPAGE DIFFERENCE.



A VOICE THAT COMMUNICATES
THE CHALLENGES & OPPORTUNITIES



THAT IMPACT

THE LIVES

AND THE COMMUNITIES



OF BUSINESSES

AS WELL AS EMPLOYEES.



SO OUR WORKFORCE

CONTINUES TO EXCEL



AND OUR ECONOMY
CONTINUES TO THRIVE.



CHOOSE FOR THE VOICE.



CHOOSE FOR THE COMMUNITY.



CHOOSE FOR THE **IMPACT.**

CHOOSE DUPAGE.

CORE CREATIVE CONCEPT

When you join Choose DuPage, you join the collective voice of our business community, a voice that speaks on your behalf.

Together, we'll open a dialogue between private- and public-sector leaders to pursue our mission: grow and maintain our vibrant economy. Because when you invest in DuPage County, you impact the lives and the communities of businesses as well as employees, so our workforce continues to excel and our economy continues to thrive.

CHOOSE FOR THE VOICE, THE COMMUNITY, THE IMPACT.

CHOOSE DUPAGE.

CHOOSE FOR THE VOICE.

choose
dupage 

Members of Choose DuPage directly influence the collective voice of our business community.

As we open a dialogue between private- and public-sector leaders, we'll communicate the challenges & opportunities of DuPage County. So our business and our community continue to thrive.

CHOOSE FOR THE VOICE, THE COMMUNITY, THE IMPACT. CHOOSE DUPAGE

BOB HUTCHINSON
GLEN ELLYN BANK & TRUST,
A WINTRUST COMMUNITY BANK

CHAIRMAN DAN CRONIN
DUPAGE COUNTY BOARD

CHOOSE FOR THE COMMUNITY.



When you join Choose DuPage, you join a community of premier business leaders.

You'll collaborate with active, highly influential members of local commerce to create a business-friendly environment across the County. Together, we'll ensure DuPage County continues to flourish as a robust economy with abundant opportunity and a high quality-of-life.

CHOOSE FOR THE VOICE, THE COMMUNITY, THE IMPACT. CHOOSE DUPAGE



DIANA RIEKSE
SVP AT CBRE



JOHN CALAMOS
CEO OF CALAMOS INVESTMENTS



CHOOSE FOR THE IMPACT.

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DuPage County is our home. Let's ensure it continues to thrive.

When you invest in DuPage County, you impact the lives and the communities of your employees, so our workforce continues to excel and our economy continues to thrive. Together, we'll maintain our high quality-of-life and skilled workforce to attract and retain DuPage businesses. Because when commerce flourishes, when businesses choose to call DuPage County 'home', it's a positive impact for all.

CHOOSE FOR THE VOICE, THE COMMUNITY, THE IMPACT. CHOOSE DUPAGE

JEFF SWALLOW
CHAIRMAN & CEO
OF MAGNETROL

CRAIG FUNKHOUSER
PRESIDENT & COO OF
SHORR PACKAGING CORP.



NEXT STEPS

NEXT STEPS

- Investment brochure
- Recruitment presentation
- Recruitment page on website
- Incorporate into board portal
- Incorporate into ongoing messaging as appropriate



THANK YOU