

**DeKalb County Government
Public Meetings & Agendas
August 3 – 6, 2020**

Monday – 8/3	Tuesday – 8/4	Wednesday – 8/5	Thursday – 8/6
<p>Health & Human Services 6:30 pm</p> <ol style="list-style-type: none"> Roll Call Approval of Agenda Approval of Minutes Public Comments PUBLIC HEARING: -Rebuild Illinois Transit Capital Assistance Grant Approval of IDOT Transit Capital Assistance Grant Resolution Public Health Annual Report Public Complaints and Concerns Regarding Apartment Complexes Adjournment <p>Meeting Materials</p> <p align="center">Join Zoom Meeting https://us02web.zoom.us/j/86242698731?pwd=WTVtTG9Xa2lwK2RhNVAvclUjUXBDdz09</p> <p>The Meeting ID # 862 4269 8731 Password: 132206</p> <p>One tap mobile +1312-626-6799, 86242698731# US (Chicago)</p> <p>Dial by your location +1 312 626 6799 US (Chicago) Meeting ID: 862 4269 8731</p>	<p>Public Building Commission 8:30 am</p> <p>Link to Agenda & Meeting Materials</p> <p align="center">Join Zoom Meeting https://us02web.zoom.us/j/82708870193?pwd=R0hXN0paR0RGNnUrMTc3bHBNZXlqdz09</p> <p>Meeting ID: 827 0887 0193 Passcode: 901627</p> <p>One tap mobile +13126266799,,82708870193# US (Chicago)</p> <p>Dial by your location +1312-626-6799 Meeting ID: 82708870193</p> <hr/> <p align="center">Economic Development Committee 7 pm</p> <ol style="list-style-type: none"> Roll Call Approval of Agenda Approval of Minutes Public Comments Assessment Office -Annual Report by Bridget Nodurft DeKalb County Economic Development Corporation -Branding Initiative Presentation Adjournment <p>Meeting Materials</p> <p align="center">Join Zoom Meeting https://us02web.zoom.us/j/87898041867?pwd=OEtrYkJEUXdSQlJkUkVWYWRnSnNLQT09</p> <p>The Meeting ID # 878 9804 1867 Passcode: 715293</p> <p>One tap mobile +13126266799,,87898041867# US (Chicago)</p> <p>https://zoom.us/join or Dial by your location +1 312 626 6799 US (Chicago)</p>	<p>E-911 Board 3 pm</p> <p>Link to Agenda</p> <p align="center">Join Zoom Meeting https://us02web.zoom.us/j/85843302575?pwd=TWNwVHMzOGUxdHowQmJRdDhQY25vdz09</p> <p>Meeting ID: 858 4330 2575 +13126266799,,85843302575# US (Chicago)</p> <hr/> <p align="center">Finance Committee 7 pm</p> <ol style="list-style-type: none"> Roll Call Approval of Agenda Approval of Minutes Public Comments Presentation of Annual Audit COVID-19 Impact on County Finances Claims Review Adjournment <p align="center">Join Zoom Meeting https://us02web.zoom.us/j/88543252682</p> <p>https://zoom.us/join or To connect by phone: 1 (312) 626-6799 Meeting ID: 885 4325 2682</p>	<p align="center">Public Hearings-Virtually</p> <p>1 pm -Mr. Leroy Shere Special Use Permit petition FR-20-26</p> <p>2 pm – (or at the conclusion of the previous public hearing, whichever is later) -Milan Township Special Use Permit petition MI-20-28</p> <p>Link to Public Hearings Page -Please see for more information, meeting materials on each Public Hearing and how to provide Public Comments</p> <p>This virtual meeting can be joined through the following link: https://us02web.zoom.us/j/88947891947?pwd=S2VjaURNbU83d2JkMkpNTTErTGo4dz09 The Meeting ID # will be 889 4789 1947 Password: 380966</p> <hr/> <p align="center">Highway Committee 6 pm</p> <ol style="list-style-type: none"> Roll Call Approval of Agenda Approval of Minutes (June 4, 2020) Public Comments Resolutions: <ul style="list-style-type: none"> - R2020-45 Plank Road Realignment Phase I Engineering - R2020-46 Award of Construction of Timber Salt Storage Building - R2020-47 Award for Replacement of South First St. Concrete Box Culvert - R2020-48 Award of One New Bobcat All-Wheel Skid Steer County Engineer's Comments <ol style="list-style-type: none"> Monthly Update on Projects Legislative Update DSATS Update 2021 Department Budget Adjournment <p align="center">Join Zoom Meeting https://us02web.zoom.us/j/84547879087 Meeting ID: 845 4787 9087</p> <p>Dial by your location +1 312 626 6799 US (Chicago) Meeting ID: 845 4787 9087</p>

Looking Ahead: August 10th Veterans Assistance Commission – 7 pm
August 12th County Board Committee of the Whole / Executive Committee – 7 pm

For questions about this agenda, please call 815-895-1630
All Meeting Locations are Handicap Accessible

Posted on Web: 7/30/2020 12:03 PM

ALL COMMITTEES ALLOW FOR PUBLIC COMMENTS:
Any member of the public may address a Committee for up to 3 minutes on any topic of their choosing. There will be no yielding of time to other members of the public and agenda time for public comments is limited to thirty minutes in total.

DEKALB COUNTY
CHIEF
ASSESSMENT OFFICER
2019
ANNUAL REPORT



Robin L. Brunshon, CIAO-I
Chief County Assessment Officer
June, 2020

June 2, 2020

DeKalb County Board
200 North Main Street
Sycamore, IL 60178

On February 14, 2020, the DeKalb County Office of Assessments certified the completed 2019 assessment roll to the County Clerk, having processed 691 Board of Review instruments, of which 239 were docketed taxpayer-generated assessment appeal, which 11 were canceled before scheduling a hearing. For 2019, the Illinois Department of Revenue applied a state equalization factor of 1.0000 to the tax bills in DeKalb County.

For the 2019 quadrennial assessment year we saw another assessment base increase. According to the preliminary in-house sales ratio study we should see the 2020 assessment base increase with positive equalization factors, which soon should be confirmed by the Illinois Department of Revenue.

The 2019 equalized assessed value rose from 2,321,843,753 2018 equalized assessed value to 2,430,988,300 2019 equalized assessed value for DeKalb County. New construction equalized assessed increased from 14,478,113 for the 2018 assessment year to 17,758,253 for the 2019 assessment year.

The 2019 median price per acre for farmland in our county was \$9,425, down from the 2018 median value of \$9,875.

The number of Disabled Veterans Exemption and Adult with Disabilities Applicants decreased from 651 in 2019 to 641 in 2020. The assessed value amounts for the Disabled Veteran Exemption and Adults with Disabilities increased from 12,897,848 in 2018 to 16,249,856 in 2019.

I would again like to thank Tammy Anderson, her staff and mine, for their excellent work in assisting the veterans with the exemption paperwork. Our two departments have a very strong working relationship.

I have been working with the Sheila Santos, Information Management Department Head, and the GIS employees, Bruce Hamilton and Chad Bergeson on Assessment/Sales Maps. I am happy to say that the DeKalb Board of Review used them when reviewing assessments appeals and assessor changes for the 2019 assessment year. The maps were very beneficial for the Board of Review.

We have rolled out maps for the township assessors to use for assessing and preparing for assessment appeals. We are currently working on maps for the public to use. This was a unified project, and I want to express my sincere gratitude for everyone involved.

Again in 2019, Christine Johnson and I went to different Senior Citizen Centers to explain the assessment cycle, exemptions, and the Treasurer's Department role.

I would like to thank the DeKalb County Township Assessors and their staffs, the DeKalb County Assessment employees and the Board of Review members for their continued hard work during the 2019 assessment year.

A handwritten signature in black ink that reads "Robin L. Brunson". The signature is written in a cursive style with a large initial 'R'.

Robin L. Brunson
DeKalb County Assessor

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Chief County Assessment Officer

2019 Assessment Year

Timeline

- ◆ Computers rolled to the 2019 year on February 6, 2019
- ◆ Farmland values updated on Property Tax System February 14, 2019.
- ◆ Assessors annual meeting held December 14, 2018. Workbooks were distributed and were DUE on **June 1, 2019.**

Date Returned	Township
6/14/2019	Franklin
6/21/2019	Genoa
5/31/2019	Clinton
5/10/2019	Somonauk
5/10/219	Victor
6/26/2019	Afton
6/26/2019	Pierce
6/3/2019	Paw Paw
6/3/2019	Shabbona
5/29/2019	Sandwich
6/25/2019	Malta
6/25/2019	Milan
7/8/2019	Mayfield
7/8/2019	South Grove
6/14/2109	Squaw Grove
7/29/219	Cortland
7/30/2019	Kingston
7/30/219	DeKalb
6/14/2019	Sycamore

- ◆ Sent out Fraternal & Veterans exemptions on December 27, 2019.
- ◆ Sent out Exempt Renewals on December 27, 2019 for 2020.
- ◆ Senior Assessment Freeze applications for 2019 were mailed January 7, 2020.
- ◆ Sent out Second Notice for Exempt Renewals on July 12th 2019.
- ◆ Farmland Assessment Committee meeting and hearing on May 23, 2019 to review 2020-year farmland values.
- ◆ There were a total of 600 (new & renewed) Disabled Persons and Veterans exemptions and renewals mailed. Notices were mailed out on December 27, 2019.
- ◆ 2019 was the quadrennial reassessment year, there were 44,086 parcels published in local papers on October 10, 2019. (Chronicle and the Sandwich Record).
- ◆ Board of Review complaint forms were due November 12, 2019.
- ◆ Tentative abstract was mailed to Department of Revenue on October 15, 2019.
- ◆ 239 Board of Review dockets were examined by the Board, and 11 were cancelled before hearings were scheduled. There were 30 assessor changes on which the board required hearings
- ◆ Board of Review notices were sent for the Mapping Department (123) and Assessor proposed changes (327) in October, November and December, 2019; and January, 2020.
- ◆ February 14 2020 - Abstracts and PTAX forms given to County Clerk Tax Extension for forwarding to the Department of Revenue.
- ◆ February 14, 2020, the Board of Review adjourned. Final Decisions were mailed on February 14, 2020.

Counter Work

- Accepting and completing paper work for all exemptions
- Completing Address changes
- Answering questions regarding assessments, exemptions and property taxes

Tax Payer Inquiries

- Assessment data
- Parcel Numbers
- Township Assessor Information
- Square Footage & Lot dimensions
- Exemption Information

Professional Inquiries

- Appraisers, Attorneys, Banks, Lending Institutions, Title Companies, Municipalities and Other Governmental Offices
- Answer questions
- Provide Spreadsheets
- Provide Reports

Exemptions-Types

- Owner Occupied
- Senior Exemption
- Senior Assessment Freeze
- Leasehold
- Disabled Person
- Disabled Veteran
- Natural Disaster
- Fraternal Freeze
- Veteran Freeze
- Home Improvement Exemption

Exemption-Processing

- Entering and Calculating Exemptions in Devnet Ownership record
- Record Keeping & File Maintenance
- Scanning exemptions into Devnet
- Checking Death Records
- Keeping spreadsheets to add or remove Exemptions.
- Issuing Certificate of Errors to correct exemptions

Non-Homestead Exemptions

- Annual Renewal Mailing
- New Application Processing
- Board of Review Approval
- Entering and Calculating Exemptions in Devnet Ownership record

Township Assessors

- Print Annual Workbooks
- Hold Annual Training Workshop
- Answer questions
- Supply with information
- Correspond with Offices
- Perform Oath of Office

Assessment Notices

- Input Township Assessor changes
- Contact Assessors with questions
- Mail Assessment Notices to Tax Payer
- Publish Assessment Changes in local Newspaper

Ownership Records-Devnet

- Print Deeds for ownership changes
- Performs Name and address changes
- Doublecheck legal descriptions and exemptions
- Performs FOIA & General Data requests

Mapping Department

Maintain Parcel Ownership Record

- *Interpret legal descriptions on conveyance documents and label before forwarding for data entry to ownership record*
- *Interaction with document preparers to correct discrepancies on legal documents*

Map Maintenance

- *Worksheet generation & data entry of the created/retired parcels ownership and assessments*
- *Retire & assign parcel numbers based on recorded documents*
- *Edit the base map to effect changes of parcel lines and associated cadastral data*
- *Monthly update to GIS for Compass Map*

Farmland Assessment

- *Assess new farm land parcels based on use & soil type productivity*
- *Preferential Farmland Assessments*
 - *Vegetative Filter Strips*
 - *Forestry Management*
- *Publish Farmland Assessment Cards on CCAO web page annually*

Create and Provide Custom Maps & Assessment Maps

- *Township Assessors*
- *Community Development Hearing Maps*
- *PTAB Hearing Maps*
- *Municipality Zoning Hearing Maps*
- *Taxpayers, Surveyors & Title Companies*

Support Assessment Office

- *Assist with Phones*
- *Counter Traffic*
- *Building Permit Data Entry*
- *Process Daily Mail*



DEKALB COUNTY BOARD OF REVIEW

DeKalb County Administration Building

110 E. Sycamore Street

Sycamore, IL 60178

Phone (815) 895-7120 / FAX: (815) 895-1684

2019 ADJOURNMENT SUMMARY

The action of the DeKalb County Board of Review for the 2019 year shall reflect the following:

- ♦ Two hundred thirty-nine (239) complaints were filed with the Board of Review and acted upon: Fourteen (14) complaints were cancelled and/or suspended after complaint numbers were issued.
- ♦ Ninety (90) Applications for the Non-Homestead Exemption were filed with Board having recommendations made to the Illinois Department of Revenue. One filed application is being held for more information. Docket numbers are 19-1901 thru 19-1990.
- ♦ One hundred fifty-one (151) Home Improvement Exemptions were granted.
- ♦ Three hundred twenty-two (322) Senior Homestead Exemptions were granted for first time applicants. (6,029) total Senior Homestead Exemptions were granted.
- ♦ One thousand five hundred forty-one (1,541) Senior Assessment Freeze Homestead Exemptions were granted.
- ♦ Three hundred twenty-three (323) Disabled Persons' Homestead Exemptions were approved and two (2) were denied. 294 Renewed. 29 New.
- ♦ Three hundred sixteen (318) Standard Homestead Exemption for Veterans with Disabilities were approved. 275 Renewed. 43 New.
- ♦ Four hundred fifty-two (452) Assessments on the Board's own Motion were reviewed. Assessor Changes: 327 and Mapping Changes: 125
- ♦ Six hundred fifteen (615) Certificates of Error were completed.
- ♦ Six (6) Model Home Exemptions were granted.
- ♦ One (1) Enterprise Zone Abatement was granted.

All of the above were properly entered in the Assessor's books of DeKalb County for 2019 by the Clerk of the Board of Review.



DEKALB COUNTY BOARD OF REVIEW

DeKalb County Administration Building

110 E. Sycamore Street

Sycamore, IL 60178

Phone (815) 895-7120 / FAX: (815) 895-1684

The record of proceedings of the Board of Review of DeKalb County, State of Illinois, for the year 2019 are electronically stored on the J drive file, Board of Review, for further reference and safe keeping.

The Board of Review adjourned. Dated this 14th day of February, 2019.

By signing below, you certify the above statements are true and correct to the best of your knowledge.

John B. Guio
John Guio, Chairperson

2/14/2020
Date

Robert Merriman
Robert Merriman, Member

2/14/2020
Date

Daniel Cribben
Daniel Cribben, Member

2/14/2020
Date

DeKalb County Board of Review

Board of Review Statistics Report

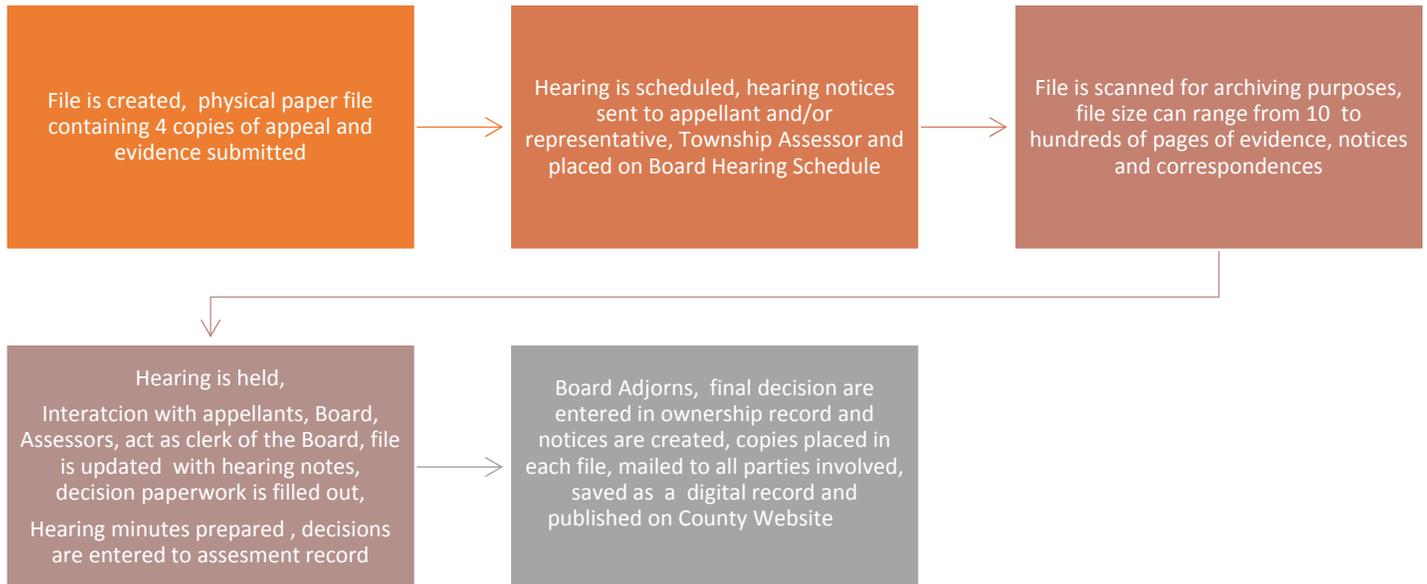
DeKalb County

Township	Dockets	Parcels	Value		Value		No Change		Hearings		No Hearings	
			Increased	Decreased	Decreased	Increased	in Value					
Afton	34	34	4	12.00%	30	88.00%	0	0.00%	2	6.00%	32	94.00%
Clinton	7	7	4	57.00%	3	43.00%	0	0.00%	0	0.00%	7	100.00%
Cortland	154	186	38	20.00%	130	70.00%	18	10.00%	72	39.00%	114	61.00%
DeKalb	221	326	46	14.00%	203	62.00%	77	24.00%	221	68.00%	105	32.00%
Franklin	19	19	9	47.00%	3	16.00%	7	37.00%	10	53.00%	9	47.00%
Genoa	27	29	11	38.00%	12	41.00%	6	21.00%	13	45.00%	16	55.00%
Kingston	37	38	16	42.00%	20	53.00%	2	5.00%	12	32.00%	26	68.00%
Malta	15	15	3	20.00%	10	67.00%	2	13.00%	5	33.00%	10	67.00%
Mayfield	5	5	3	60.00%	2	40.00%	0	0.00%	1	20.00%	4	80.00%
Milan	6	6	5	83.00%	1	17.00%	0	0.00%	1	17.00%	5	83.00%
Pierce	0	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Paw Paw	0	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sandwich	29	30	4	13.00%	21	70.00%	5	17.00%	14	47.00%	16	53.00%
South Grove	3	3	2	67.00%	1	33.00%	0	0.00%	0	0.00%	3	100.00%
Shabbona	4	4	1	25.00%	3	75.00%	0	0.00%	0	0.00%	4	100.00%
Somonauk	21	21	6	29.00%	15	71.00%	0	0.00%	1	5.00%	20	95.00%
Squaw Grove	6	6	5	83.00%	1	17.00%	0	0.00%	1	17.00%	5	83.00%
Sycamore	92	103	25	24.00%	56	54.00%	22	21.00%	47	46.00%	56	54.00%
Victor	6	6	1	17.00%	5	83.00%	0	0.00%	0	0.00%	6	100.00%
Totals:	686	838	183		516		139		400		438	

Impact of Board of Review hearings on Office Staff

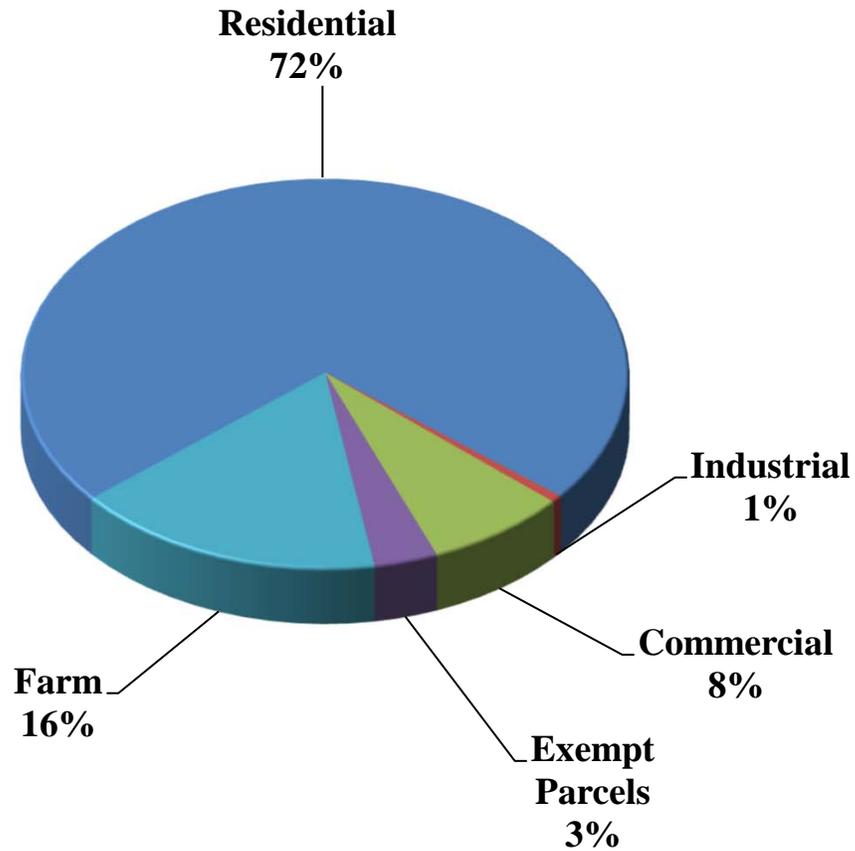
The functionality of the Board of Review is run by the Assessment Office Staff. The hearing session runs generally from October culminating in late February of the following year.

Appellant files an Assessment Appeal:



- ◆ 239 Appeals processed, files created and scanned for digital archiving, 8,255 pages scanned.
- ◆ 870 Hours spent by lead appeals clerk, does not account for assistance from other staff
 - 200 Hours-file prep, docketing and double checking
 - 140 Hours-scanning and emailing files
 - 40 Hours-Scheduling
 - 130 Hours-Hearing notices, prep, print and sent
 - 40 Hours-Agenda/Minutes-type, post email and publish on web
 - 20 Hours-Correspondence/Misc.
 - 300 Hours-Property Tax Appeal Board files, ongoing throughout the year
- ◆ 239 hearings held over 46 days taking 138 hours to conduct
 - Does not include time for file creation, file scanning, communications with parties involved or scheduling
 - Hearings can be held, in person, via skype or zoom teleconference
- ◆ 977 Final decisions entered, notices printed, mailed and published to the County Website

2019 Percentage of Parcels According to Use (Wind Turbine included in Commercial)

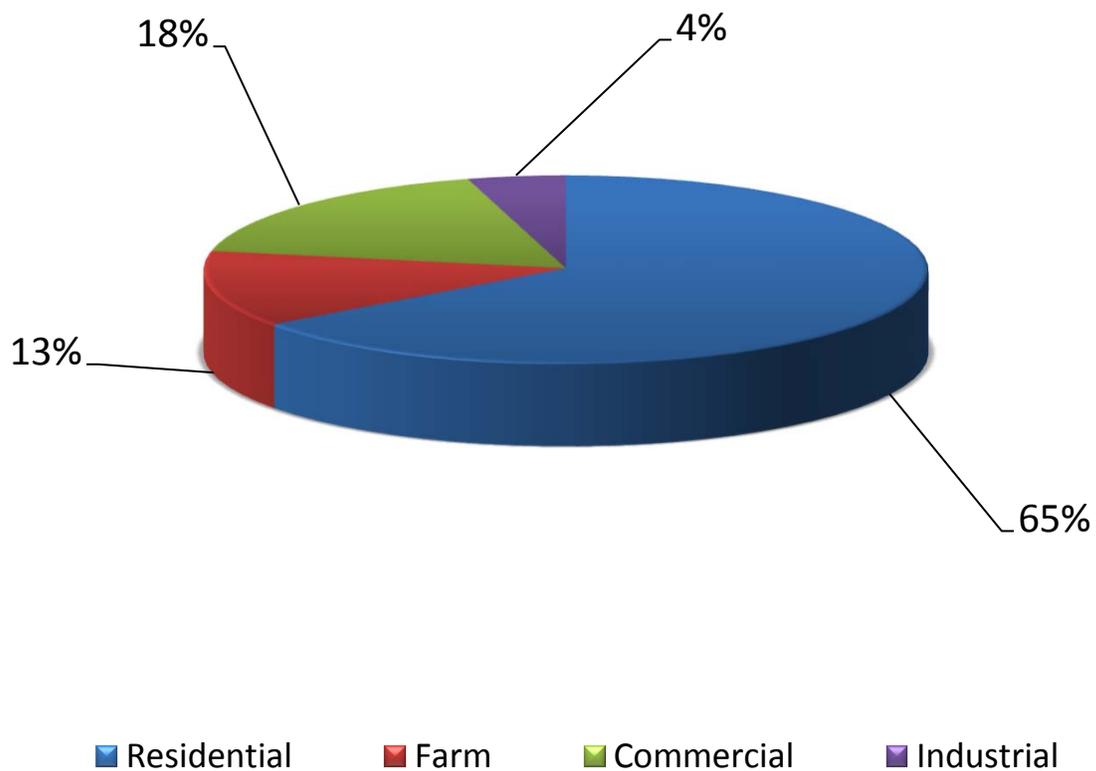


■ Residential ■ Industrial ■ Commercial ■ Exempt Parcels ■ Farm

TOTAL EAV 2019

Wind Turbines are included in Commercial

Percent of Value
According to Use



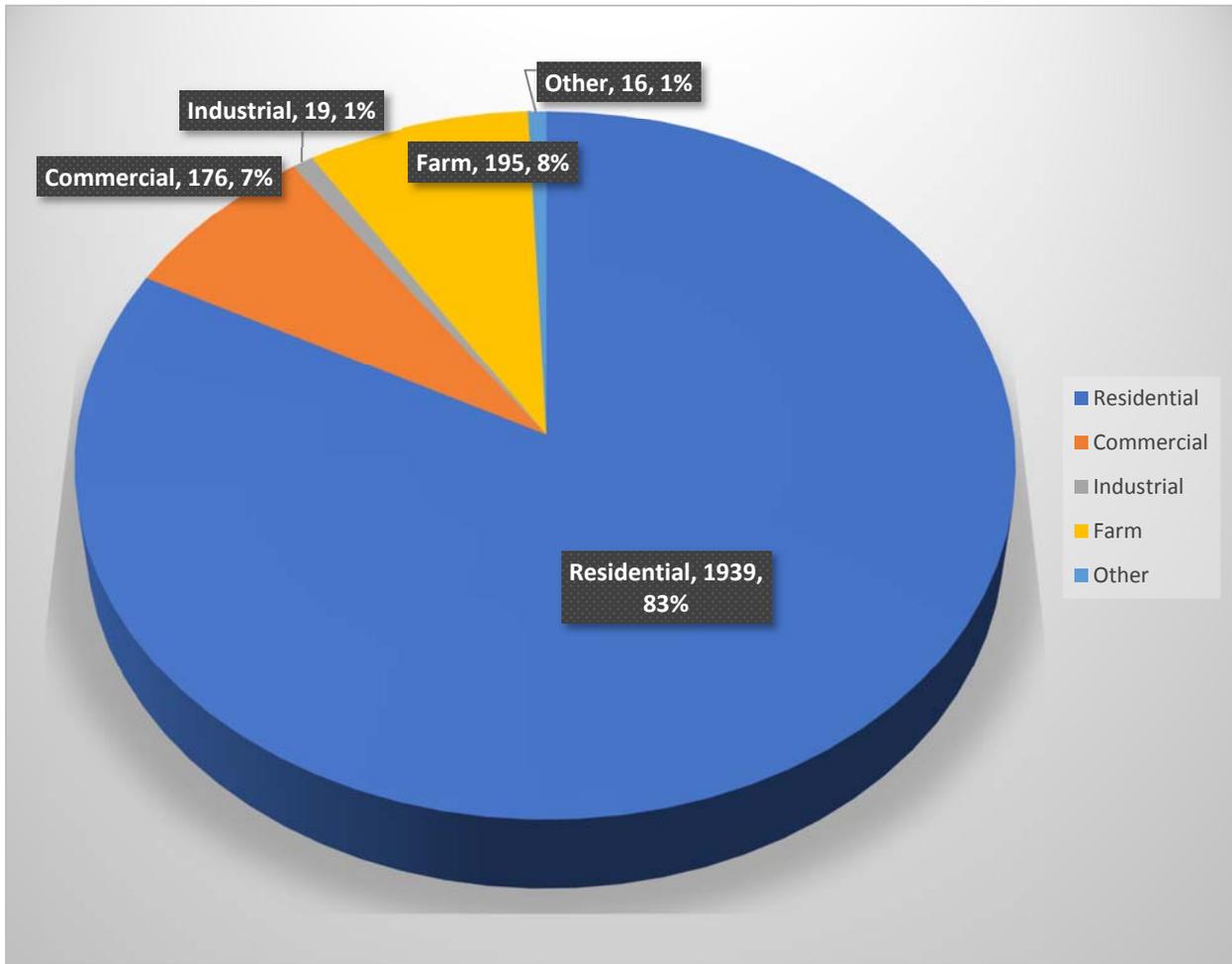
This is the raw Estimated Assessed Value, not subtracting Exemptions.

New Construction 2018 & 2019



2019 Sales Breakdown

Total parcels sold 2345



These figures do not represent the number of sales, but the number of parcels sold.

Residential

0030-Vacant Lot
 0032-Developers Lot
 0040-Improved Residential
 0041-Model Home

Commercial

0050-Vacant Lot
 0052-Developer's Lot
 0060-Improved Comm.
 0065-Comm w/Farm

Farm

0011-Farm w/Res
 0021-Bare Farm Land

Industrial

0080-Industrial
 0082-Developer's Lot
 0085-Industr w/farm

Special/Other

0027-Wind Farm
 0028-Conservation
 0029-Wooded Trans.
 0090-Tax Exempt

Statistics from year 2015 thru 2019

	2011**	2012	2013	2014	2015**	2016	2017	2018	2019**
Date Rolled to new yr	2/23/2012	2/7/2013	2/6/2014	1/21/2015	2/26/2016	2/8/2017	3/8/2018	2/13/2019	2/18/2020
Date Twp Assessor meeting	3/15/2011	3/15/2012	3/8/2013	2/28/2014	2/6/2015	2/19/2016	12/28/2017	12/14/2018	12/19/2019
County Parcel Count	42,481	42,546	42,527	42,557	42,562	42,550	42,613	42,643	42,514
EAV	2,295,890,773	2,104,357,701	1,954,258,211	1,914,107,537	1,963,795,307	2,104,078,925	2,220,340,466	2,319,293,317	2,181,587,079
No. of HEL'S	23,102	22,569	22,029	21,718	21,480	21,370	21,071	21,093	21,301
No. of HE's	5,596	5,738	5,835	5,807	5,974	6,089	6,026	6,175	6,361
No. of Senior Freezes	1,887	1,812	1,719	1,544	1,437	1,359	1,533	1,497	1,730
Freeze \$ Amounts	14,200,360	8,267,140	4,848,796	3,362,372	3,955,418	7,196,864	10,179,992	11,259,388	15,833,675
No. of Home Improvement Exemptions	168	127	161	139	524	119	134	186	154
No. of Disabled/Vet Exemptions	330	377	369	391	179	209	236	296	319
Value of Dis/Vet Exemption	740,000	829,000	930,000	980,500	5,958,431	7,488,304	9,102,417	12,187,848	15,605,856
No. of Dis/Person Exemptions					313	321	326	355	322
Value of Dis/Person Exemption					626,000	642,000	652,000	710,000	644,000
No. of Natural Disaster Exempt						9	9	10	10
Value of Natural Disaster Exempt						335,099	335,099	350,401	350,401
New Construction	13,221,281	11,612,722	9,985,773	10,057,302	15,021,113	19,857,614	29,598,321	14,478,113	17,758,253
No. of Exempt Renewals	1,312	1,264	1,291	1,307	1,308	1,395	1,400	1,497	1,429
No. of TA assessmt changes	14,733	6,446	4,137	3,497	11,354	3,780	3,262	1,826	6,057
BofR complaints/Assr/Mapping	461/742/107	301/297/136	227/259/72	143/254/45	218/516/127	330/462/124	263/252/99	132/301/86	239/327/125
No. of C of E's	301	263	295	316	369	367	478	439	615
Median Farmland Value	8,550	8,718	10,500	11,955	11,900	10,691	9,000	9,875	9,425
Farmland Subdivided (acres)	-	1	-	-	84.07	0	0	52	73.96
No of new Sub/R of W/Annexations	2	10	12	8	18	34	11/4/7	19/7/4	18/5/4
No. of Sales /No. of parcels	1,142	1,479	1,722	1,605	1,819	2,048/2,193	2,158/2,407	2177/2649	2012/2345
Documents Processed (deeds)	2,339	3,061	3,277	2,992	3,091	3,152	3,369	3,221	3,285
Splits/Deleted/Created	417	744	567	424	573	136/253/256	122/191/254	150/310/323	132/440/285

** Quad Years

First year for Natural Disaster Exemptions was 2016

EXEMPTIONS FOR 2019

HEL (Owner Occupied Homestead Exemption Limited) Available to all residential property owners who live in and own (or have a legal interest in) their home. This exemption must be applied for at the Chief County Assessment Office and is worth up to \$6000 off the assessed value of the property. New construction property receives a pro-rated exemption from the date of occupancy. No annual renewal is necessary.

HE (Senior Citizen Homestead Exemption) Available to all seniors, 65 and older, who live in and own (or have a legal interest in) their home. This exemption is worth \$5000 off the assessed value of their property. This exemption must be applied for at the Supervisor of Assessments office. A pro-rated exemption is granted from the date of new ownership. No annual renewal is necessary.

SCAFHE (Senior Citizen Assessment Freeze Homestead Exemption) This exemption enables senior citizens who are 65 and older, own (or have a legal interest in) their home, have lived in their home for the last two January firsts, and have a total household income of \$65,000 or less to annually file for this exemption. This exemption freezes the assessed value of their home for property tax purposes at the assessment prior to the year of original application. Applications are mailed to senior citizens who have previously filed and are also available at the Chief County Assessment Office for those filing for the first time.

HIE (Homestead Improvement Exemption) An exemption of up to \$25,000 off the assessed value available on property that is owner occupied and has improvements added that were not previously on the property (garage, central air, room addition, in-ground pool, etc.). Maintenance items do not qualify. This exemption is automatically granted upon certification by the township assessor of the value of the improvement. The homeowner does not have to pay taxes on the improvement for up to four years.

RVT (Returning Veterans' Homestead Exemption) The new Returning Veterans' Homestead Exemption provides a \$5,000 reduction in a property's equalized assessed value (EAV) to qualifying veterans who returned from active duty in an armed conflict involving the armed forces of the United States. The exemption is awarded the year the veteran returns and the year after. If a veteran does not own a property at the time of return but purchases one within that year, and occupies the residence on January 1 of the following year, will be awarded the exemption for that year. To receive this exemption, the veteran must file an application upon their return home with the Chief County Assessment Office.

DIS (Homestead Exemption for Persons with Disabilities) The Homestead Exemption for Persons with Disabilities provides a \$2,000 reduction in a property's EAV for a qualifying property owned by a permanently disabled person. Proof of disability is required. A disabled person must file an annual application with the Chief County Assessment Office to continue to receive this exemption.

DV1, DV2, & DV3 (Disabled Veterans' Standard Homestead Exemption) The Disabled Veterans' Standard Homestead Exemption provides a reduction of \$2,500 in a property's EAV for a qualifying property owned by a veteran with a service-connected disability of at least 30 but less than 50%; a \$5,000 reduction homestead exemption is available to a veteran with a service-connected disability of at least 50 but less than 70%; and fully exempt if you have a service-connected disability of 70% or greater. A disabled veteran must file an annual application to continue to receive this exemption. Documentation is required.

VEZ (Disabled Veterans' Homestead Exemption) These exemptions apply to very few properties and are not represented in my information. These consist of the Disabled Veteran Exemption of up to \$100,000 off the assessed value of a home (three in the county), and the Veteran's and Fraternal Organization Assessment Freeze (along with the Knights of Columbus) , which freezes the value of the property at 15% of the assessed value (an 85% exemption).

Natural Disaster Homestead Exemption This exemption is on homestead property for a rebuilt residential structure following a natural disaster occurring in the taxable year 2013 (property taxes payable 2014) or any taxable year thereafter. The amount of the exemption is the reduction in EAV of the residence in the first taxable year for which the taxpayer applies for an exemption minus the EAV of the residence for the taxable year prior to the taxable year in which the natural disaster occurred. The exemption continues at the same amount until the taxable year in which the property is sold or transferred. The initial application Form PTAX-327, Application for Natural Disaster Homestead Exemption must be filed with the chief county assessment office no later than July 1 of the first taxable year after the residential structure is rebuilt or the filing date set by your county. The Form PTAX-327 must be filed each year to continue to receive the exemption.

Also available to contractors upon application is the **Model Home Exemption**. The assessed value of the building is exempt from taxation until it is used as a residence, upon sale of the property, or rented. A pro-rated assessment is then placed on the property.

HOW EXEMPTIONS AFFECT ASSESSED VALUE USING 2019 ESTIMATED ASSESSED VALUE

Board of Review Abstract			2,429,009,843
 EXEMPTIONS:			
Home Improvement	-	3,216,615	
Veterans	-	224,416	
Senior Assessment Freeze	-	15,833,675	
Owner Occupied	-	128,970,290	
Senior Citizens	-	32,816,286	
Disabled Person	-	644,000	
Disabled Veteran	-	15,595,856	
Returning Veteran	-	10,000	
Natural Disaster	-	350,401	
Fraternal Freeze	-	810,545	
Veterans Freeze	-	299,443	
TOTAL EXEMPTIONS	-	-	198,771,527
 Less TIF/Ezone	 -	 -	 66,325,490
State Assesses	+	-	17,674,253
TAXABLE VALUE			2,181,587,079

Difference in Board of Review Abstract and Taxable Value
\$247,422,764

Not included:

Exempt Parcels – there are 1,404 parcels that are fully exempt and do not show above.

MULTIPLIERS FOR YEARS 2010-2019

TOWNSHIP	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
01 FRANKLIN	0.9663	0.9314	0.9552	0.9207	0.9717	1.0814	1.0655	1.0230	1.0258	1.0293
02 KINGSTON	0.9867	0.9169	0.9248	0.9207	0.9930	1.0407	1.0452	1.0425	1.0557	1.0220
03 GENOA	1.0026	0.9681	0.9842	0.9109	1.0015	1.0174	1.0246	1.0023	1.0409	1.0475
04 SOUTH GROVE	0.9379	0.9304	0.8892	0.9207	0.9717	1.0088	1.0600	1.0412	1.0640	1.0436
05 MAYFIELD	0.9355	0.9339	0.8862	0.9207	0.9717	1.0088	1.0600	1.0412	1.0640	1.0436
06 SYCAMORE	0.9517	0.9496	0.9069	0.9419	0.9812	1.0531	1.0625	1.0478	1.0412	1.0313
07 MALTA	0.9270	0.9365	0.8886	0.9207	0.9717	1.0088	1.0600	1.0246	1.0640	1.0436
08 DEKALB	0.9392	0.9721	0.9103	0.9107	0.9520	0.9873	1.0554	1.0259	1.0403	1.0351
09 CORTLAND	0.9536	0.9275	0.9062	0.9093	0.9650	1.0390	1.0649	1.0640	1.0504	1.0574
10 MILAN	0.9318	0.9281	0.8946	0.9207	0.9717	1.0322	1.0600	1.0246	1.0640	1.0436
11 AFTON	0.9480	0.9524	0.8936	0.9488	0.9717	1.0088	1.0600	1.0412	1.0640	1.0436
12 PIERCE	0.9280	0.9354	0.8898	0.9310	0.9719	1.0091	1.0600	1.0412	1.0640	1.0436
13 SHABBONA	0.9303	0.9341	0.8896	0.9207	0.9717	1.0088	1.0600	1.0412	1.0640	1.0436
14 CLINTON	0.9421	0.9184	0.8950	0.9207	0.9717	1.0088	1.0600	1.0412	1.0400	1.0436
15 SQUAW GROVE	0.9707	0.9846	0.9724	0.9830	0.9940	1.0106	1.0772	1.0700	1.0628	1.0403
16 PAW PAW	0.9374	0.9331	0.8864	0.9207	0.9716	1.0091	1.0600	1.0412	1.0640	1.0436
17 VICTOR	0.9545	0.9200	0.8928	0.9207	0.9717	0.9974	1.0600	1.0521	1.0816	1.0616
18 SOMONAUK	0.9512	0.9214	0.9068	0.9207	0.9717	0.9914	1.0600	1.0521	1.0816	1.0616
19 SANDWICH	0.9517	0.9135	0.9230	0.9065	0.9655	1.0134	1.0481	1.0642	1.0557	1.0436

DEKALB COUNTY ASSESSORS

<u>TOWNSHIP</u>	<u>NAME</u>	<u>ADDRESS</u>	<u>PHONE</u>
01 FRANKLIN	PAULINE RUCHTI genoatwpassr@yahoo.com	221 E RAILROAD ST PO BOX 153 GENOA, IL 60135	815-784-3400
02 KINGSTON	RACHEL GRAF kingstontownshipassessor@gmail.com	101 E RAILROAD ST KINGSTON, IL 60145	815-570-7173
03 GENOA	PAULINE RUCHTI genoatwpassr@yahoo.com	221 E RAILROAD ST PO BOX 153 GENOA, IL 60135	815-784-3400
04 SOUTH GROVE 05 MAYFIELD	KEVIN SCHNETZLER southgrovemayfieldtwps@gmail.com		815-899-3148
06 SYCAMORE	KEVIN SCHNETZLER SycTwpAssr@gmail.com	545 BRICKVILLE RD SYCAMORE, IL 60178-9801	815-899-5313
07 MALTA 10 MILAN	KEVIN SCHNETZLER southgrovemayfieldtwps@gmail.com		815-899-3148
08 DEKALB	RICH DYER rdyer@dekalbtownship.org	2323 S 4 TH ST DEKALB, IL 60115-0504	815-758-5454
09 CORTLAND	MELODIE BIRDSSELL cortlandassessor@yahoo.com	14 S PRAIRIE ST CORTLAND, IL 60112	815-756-6423
11 AFTON 12 PIERCE	JAY W. WALKER jwwgold@yahoo.com		815-501-4077
12 SHABBONA 16 PAW PAW	CORNEL A. RECKNOR c.s.recknor@gmail.com		815-627-8231
14 CLINTON	DEAN LUNDEEN deanlundeen@gmail.com	PO Box 231 Waterman, IL 60556	815-501-6873
15 SQUAW GROVE	KATRINA MOYER sqwgroveassessor@yahoo.com		815-286-3053
17 VICTOR 18 SOMONAUK	DEAN LUNDEEN deanlundeen@gmail.com	4445 Graham Rd Somonauk, IL 60552	815-501-6873
19 SANDWICH	SHEILA JOHNSON Sh8jh@aol.com	201 W CENTER ST SANDWICH, IL 60548	815-786-2828

2019 ASSESSMENT CHANGE NOTICES - MAILING AND COMPLAINT DEADLINES										
	TOWNSHIP	NEWSPAPER USED	PUBLICATION DATE	DEADLINE TO FILE COMPLAINT	ASSESSOR'S DEADLINE	MULTIPLIERS	Difference			
01	Franklin	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0293	2.93%			
02	Kingston	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0220	2.20%			
03	Genoa	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0475	4.75%			
04	South Grove	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0436	4.36%			
05	Mayfield	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0436	4.36%			
06	Sycamore	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0313	3.13%			
07	Malta	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0436	4.36%			
08	DeKalb	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0351	3.51%			
09	Cortland	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0574	5.74%			
10	Milan	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0436	4.36%			
11	Afton	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0436	4.36%			
12	Pierce	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0436	4.36%			
13	Shabbona	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0436	4.36%			
14	Clinton	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0436	4.36%			
15	Squaw Grove	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0403	4.03%			
16	Paw Paw	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0536	5.36%			
17	Victor	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0616	6.16%			
18	Somonauk	Chronicle	10/10/2019	11/12/2019	11/22/2019	1.0616	6.16%			
19	Sandwich	Sandwich Record	10/10/2019	11/12/2019	11/22/2019	1.0436	4.36%			



OPPORTUNITY
UNBOUND
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DeKalb County Economic Development Committee Investment Proposal

DCEDDC

DEKALB COUNTY
Economic
Development
Corporation



“

The ultimate resource in economic development is people. It is people not capital or raw materials that develop an economy. ”

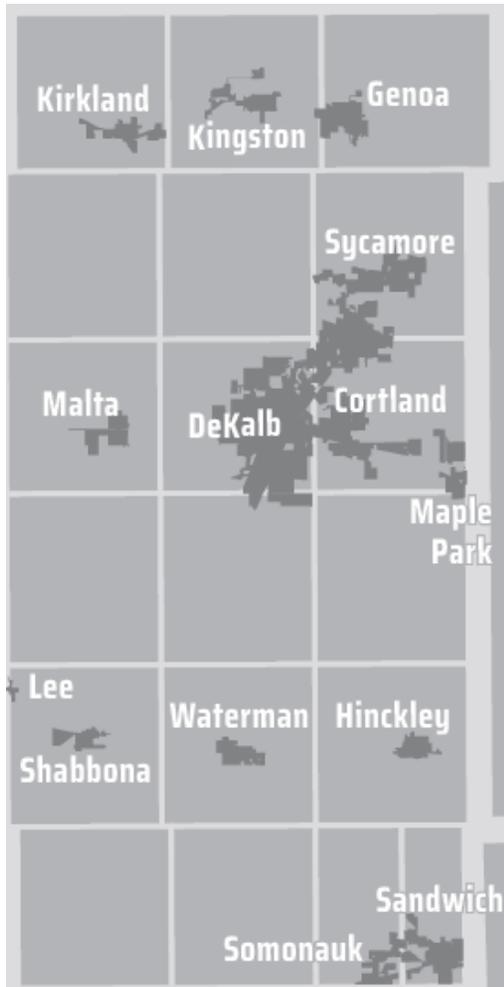
- Peter Drucker

DeKalb County Enterprise Zone

- Research & development and technology complementing industrial & commercial
- \$1 billion of investment
- \$150 million new tax revenue projected over 20 years
- 7,400% projected return on \$100,000 investment in Enterprise Zone
- Upon full build-out, Ferrara and Facebook are projected to increase the county's industrial EAV to 12% (from a longstanding base of 4%)

COUNTYWIDE IMPACT

Our success is based on the collective effort within the county

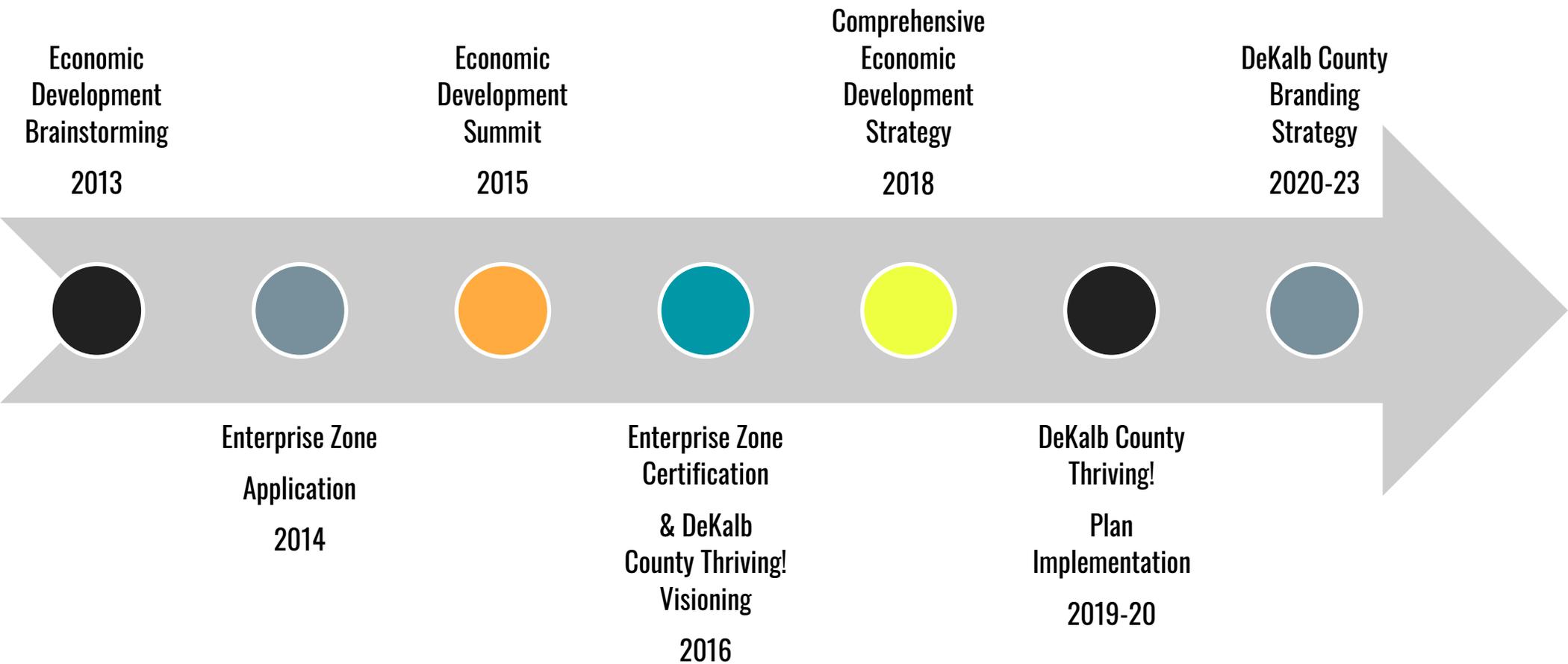


The Opportunity Unbound Branding Strategy will promote economic and community growth throughout DeKalb County. Over the past 5 years, significant business investment was realized or pending in every Enterprise Zone community in DeKalb County.

36
Projects

City	Projects
Cortland	Natural Polymers, DC Trash
DeKalb	Facebook, Ferrara Candy, Cornerstone, Home2Suites
Genoa	Custom Aluminum, IBEW Training Center
Sandwich	Meadowvale, Gord Industrial Plastics, Midwestern Concrete
Sycamore	Meijer Store, The Suter Company, IDEAL INDUSTRIES
Waterman	Conserve FS (pending)
DeKalb County/Malta	Syngenta (pending)

THE COLLABORATIVE JOURNEY



FOCUS GROUP INPUT

In development of the Branding Strategy, we met with a diverse group of countywide businesses and community leaders to gather input, including:

- Large & Small Business
- Elected Officials
- *DeKalb County Thriving!* Community Champions Committee
- Neighborhood and Grassroots Leaders



FOCUS GROUP INPUT

Focus Group Key Words

FRIENDLY Open Space Farming **WELCOMING** Thoughtful
Interests Urgency **Possibilities** AGRICULTURE Balance
Receptive **BUILDING** Industry to combat taxes Work/Life
READY (things growing) **INNOVATOR** Mystery
Economics **OPPORTUNITY** **BOOM TOWN**
Underappreciated Philanthropic
NIU **NICCS** **Competitive** **GROWING** (industry)
Corny Antiquated
Vast Space **Collaborative** **People** **OPPORTUNITY**
Rural/Rurban Small-Town
Poised Siloed **Potential** **Challenge** **DIVERSE** NIU Alumni
State policy and taxes Centralized
Interstate/Network
Multi-generational **Responsibility** **Tight-knit** **Service** **Rich**

FOCUS GROUP INPUT

STRENGTHS

- Access
 - Location
 - Chicago to Rockford
 - Shovel Ready
 - Rurban
 - Big cities hour away
 - No traffic
 - Transportation
 - Highways
 - Rails (non commuter)
 - Airports (Chicago & Rockford)
 - Distribution
 - Speed to market
 - Healthcare
 - Northwestern
 - Education
 - NIU
 - Kishwaukee
 - Pre-K
 - High School & Higher-ed partnerships
 - Infrastructure
 - Workforce
 - 1.5 million pool
 - Opportunity Zone
 - Affordable Housing

CHALLENGES

- Crime rates
 - Real and perceived
- High taxes
- Out migration
- No commuter rail
 - Chicago access for working spouses
- Negative noise of critics
- Lack of identity
- Lack of young leadership
- Elementary school system
 - Many send kids to private schools
- Lack of quality of life
 - Choosing Fox Valley
- Realtors part of decision process driving new employees to Fox Valley

OPPORTUNITIES

- Media
 - Form relationships
 - Use social media drown out negative noise
- Industry
 - Healthcare
 - Agriculture
 - Manufacturing
 - Technology
 - Education
 - Retail
- Housing
- Campus life
- Entertainment
 - NIU
 - Egyptian Theater
- Alignment
 - Cities across county – don't compete with events
 - NIU
 - DCEDC
 - Community Organizations
 - DAAHA
 - DCCF
 - DCCG
 - DCCVB
 - Community Parks

THREATS

- Crime
- Low unemployment
- State economy
- NIU
 - State funding
 - Enrollment
 - Elearning

FOCUS GROUP INPUT

The biggest strengths in DeKalb County revolve around location, education and workforce.

Location: access is the key driver. DeKalb County is able to provide the shovel ready sites for businesses, no traffic congestion for residents and workforce, rural life with access to a big city in Chicago a little over an hour away. Businesses also enjoy the speed to market due to DeKalb County's access to highways, rails and airports (Rockford and Chicago).

Workforce: In addition businesses are able to draw from a large workforce of over 3 million population.

Education: The strength of higher education in the county is also a strong asset with NIU ranking 3rd among US universities with under \$100 million in total research spending according a recent study "The Innovation Impact of U.S. Universities" conducted by the George W. Bush Institute, Opus Faveo Innovation Development, and Southern Methodist University.

The largest challenges and threats are perceived crime rates, high taxes and state funding. While the biggest **opportunities** are centered around owning the media story, focusing on quality of life and entertainment, as well as, alignment across cities in the county and alignment with key community organizations.



DeKalb County Branding Playbook

The mission of the DCEDC branding initiative for DeKalb County is to create a countywide collaborative business climate which contributes to both business and population growth.



STRATEGY

The Purpose of the branding strategy:

- Target corporations to relocate here
- Grow our community drawing younger residents and higher paying jobs
- Create awareness in surrounding areas increasing traffic to our local amenities and small businesses

Our community's challenges vary, but the opportunities are unbound. All of these missions are dramatically different, but in order for people inside and outside of the community to understand our true differentiation and brand, each of these issues must be encapsulated in the final strategic marketing plan.

Branding Playbook Strategic Marketing Goals

The money invested in the DeKalb County Branding Playbook will deliver against the following goals:

- Retain current business
- Recruit new businesses to locate to DeKalb County from strong and growing industry sectors
 - Logistics and Manufacturing
 - Agriculture and Food Processing
 - Technology-Based Companies
 - Retail/Commercial
 - Research & Development, including start-ups with NIU and NICCS
- Increase population of young professionals and families ages 25-40

THE WHY BEHIND THE BRANDING STRATEGY

- DCEDC has played a relentless role in the attraction of three world class firms to DeKalb County – Ferrara, Facebook and Syngenta.
 - Our branding strategy will promote the attraction of more companies that will find the economic climate in DeKalb County very appealing
- DCEDC's small staff continues to respond to all broker inquiries and site selector cold calls, as well as manage the county's Enterprise Zone
 - Desperately needed is a Marketing Manager to Execute our Branding Strategy
 - They will sharpen our message; track, manage and place digital and traditional media stories about what the county has to offer; and work with community representatives to polish our story as we all connect with business associates and prospects.

THE WHY BEHIND THE BRANDING STRATEGY

- The time has come for DCEDC to proactively recruit investment in business and community development throughout DeKalb County.
 - We need to attract more world class companies, including food processing, technology and research & development in collaboration with NIU and the Northern Illinois Center for Community Sustainability.
- We need to attract industrial, retail and commercial businesses to communities throughout the county.
- As important as business, we need to attract young professionals to settle in DeKalb County; to work at our companies, start new businesses and raise families.
 - Currently we are losing population in the 18 to 34 age group (-2.4%) and the 35 to 49 age group. (-7.4%)
- The County Marketing Manager will proactively manage and drive more business interest and attract our target demographic to the community.

THE WHY BEHIND THE BRANDING STRATEGY



Increase the median household income



Increase the overall population



Decrease the unemployment rate



Increase the satisfaction of the community

- Having a consistent message and narrative to contribute to growth goals
- Being recognized as an entrepreneurial community
- Community and business buy-in across the county “I’ll be a part of making it happen”
 - People excited to be a part of it
 - Collaborative county-wide approach, less competitive against each other
- An engaged younger, diverse community leadership, transferring to the next generation
- Increased conversation and perception of DeKalb County by surrounding counties and their respective communities

Logo



OPPORTUNITY
UNBOUND

DEKALB COUNTY • IL

OPPORTUNITY UNBOUND

DEKALB COUNTY ▪ IL

Opportunity Unbound is a reference to all that DeKalb County has to offer.

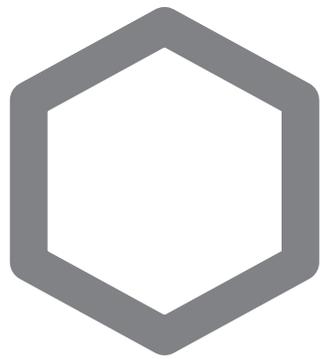
It provides a set up to talk about lesser known aspects of the county and to promote new initiatives.

The word “unbound” acknowledges that while DeKalb County has always had a lot to offer, we’re taking it to the next level.

The line connotes a feeling of adventure, excitement and optimism about what’s to come.

GRAPHIC MARK

Icon



Hexagon: Implies strength, balance, reliability, dependability and communication. This shape also references NIU landmark shape.

Arrow: Direction, guidance, upward and forward movement

The graphic mark can be seen creating the letters of an “O” and “U” to call back to the concept messaging of Opportunity Unbound.

MESSAGING INTENT

- Create a more diverse palette of opportunities for people of varied races, religions and ethnicities
- Change the current perception of citizens already within the community
- Expand the quality of life in the county through usage of specific attractions and entertainment venues
- Leverage business retention and attraction efforts
- Attract and retain a strong and diverse workforce to support businesses
- More strongly integrate county with NIU and other education institutions

Audience 1

Prospective Businesses/ Corporations

- Attract businesses in growing sectors: logistics, agriculture, tech, research, etc. bolstering economic development.
- Support retention and expansion of current business DeKalb County.
- Provide a strong workforce and location incentives

“Land of opportunity.” That’s got a nice ring to it. Shovel-ready development sites with pre-approved incentives, extensive supplier networks, easy access to Chicago and Mid-American markets and a skilled workforce ready to boost your bottom line. We don’t know what kind of list you have, but we’re pretty sure that ticks all of the boxes. Whatever you’re looking for, you’ll find it here in DeKalb County.





Audience 2

Prospective and Current Residents

- Primary target is the Millennial age range 24-39.
- Millennials account for the largest percentage of the workforce at 35% or more than 1 in 3, according to Pew Research Center.
- Messaging should consider young families and recent graduates from local higher education institutions.
- Build positive perception with current residents and surrounding communities that DeKalb County is a great place to live and work. Affordable housing, access to quality healthcare, education etc.

We get it. You want affordable housing, good schools, access to quality healthcare. Job opportunities in a growing local economy and access to modern amenities without losing that small-town charm. An environment where you can truly live, work and play. What if we told you there's all that and more in DeKalb County? That sounds like a homerun to us, but we're biased.

Audience 3

Prospective Visitors

- Tourism messaging will primarily target people living in the Rockford to Chicago corridor.
- Support countywide local businesses: microbreweries, festivals, etc.
- Leverage new trends: slow food movement, authentic tourism, history tourism, agritourism and geotourism to increase traffic.
- Position DeKalb County as “Rural Tourism” destination by focusing on small, locally owned businesses and hospitality.

Some may say there is nothing to do here, but they couldn't be more wrong. You see, in DeKalb County, we believe only boring people get bored. Microbreweries, farm-to-table dining, art, antiques, orchards galore. We've got all of the buzzwords. What more could you really want? So get out there. Leave no stone unturned, no festival unattended. It's an adventure if you make it.



CREATIVE EXECUTION



Media Channel Distribution

TARGET AUDIENCE	Facebook/ Instagram Organic	LinkedIn Organic	Facebook/ Instagram Paid	LinkedIn Paid	Google Display	Youtube	Email	Direct Mail	Individual Outreach	Events	Flyers	Billboards
Prospective Businesses and Corporations												
Community Organizations												
Employers in the County												
New and Existing Workforce in County												
People in Surrounding Communities Under 45												
General Public												

RETURN ON INVESTMENT



- Business Attraction, Job Creation, Capital Investment
- Increased Population/Residential Development
- Increased Retail/Commercial
- Increased Employment, Hourly Wages, Median Wage, Median Family Income
- Decreased Poverty Indicators
- Countywide Impact

Limitless Decatur Results

Substantial outcomes from the Limitless campaign can be directly linked to the investment the EDC made in the initial development and continued support of marketing campaigns. These statistics include a 20 year low for property and violent crime rates, highest hourly wages in the region, a new fiber optic network and neighborhood revitalization project.

- 2018-2019:
 - 15.3% increase in wage rates
 - 2010 population decline to complete reversal and incline since project started in 2015
 - Unemployment rate decreased to 5%, down 13.6% from previous year (four-year low)
 - Employees took home \$113 million more in pay than they did in 2017
 - Year to Year gains in employment
 - Manufacturing 500 jobs
 - Education/Health Services 400 jobs
 - Business wins
 - Mueller Foundry: \$66 million new investment
 - Akorn: \$25 million expansion
 - ADM: \$22 million James Randall Research expansion
 - Community wins
 - \$30 million Community Care Campus
 - \$15 million State-wide Police Training Facility
 - \$2 million Fire Training Facility
 - \$4 million Dispatch Center
- Quality of life wins investments over the last 3 years
 - Scovill Zoo Train: \$2 million
 - Devon Outdoor Amphitheater: \$8 million
 - Splash Cove Aquatic Center & Waterpark, Overlook Adventure Park: \$10.5 million
 - Children's Museum Expansion: \$3 million
 - Ag Academy at Decatur Public Schools: \$1.6 million
 - Boys & Girls Club: \$700K
 - Sculpture Park: \$250K

What do successfully branded communities have in common?

- They have identified key stakeholders to participate in the evaluation, identification and strategic marketing project
- They have hired at least one person to “manage” the marketing and branding project
 - This is the sole responsibility of an individual, not an added duty
- The branding campaigns are a collaboration among a number of groups
 - Citizens, neighborhoods, businesses and government are all involved
- They are proactive and not reactive, especially when faced with negative press
- They create and execute a plan, involve people, and utilize the skills of a manager to implement this plan

This requires a full-time County Marketing Manager. This person is the driving force behind the success of the marketing plan outlined in the Branding Playbook. He/she is the brand’s visionary and steward of the overall vision and marketing strategy.

THE COUNTY MARKETING MANAGER ROLE & RESPONSIBILITIES

- Promote community growth and enhancement
- Lead a marketing coalition of organizations and individuals to promote the community
- Marketing Strategy
 - Design, implement and facilitate the annual marketing plan for the County
 - Develop community objectives and strategies
 - Develop and maintain the brand standards
 - Collaborate with project managers and community stakeholders to develop strategic communication initiatives
 - Identify target audiences and messaging position for each initiative
- Manage Marketing Suppliers
 - Manage the relationship with outside service providers
 - Negotiate with Media providers to procure strategic media buys
 - Ensure service providers adhere to brand standard guidelines
 - Direct the creation of promotional and collateral elements

THE COUNTY MARKETING MANAGER ROLE & RESPONSIBILITIES

- **Marketing Plan Implementation**
 - Manage and/or align with Agency partner for search engine optimization (SEO), advertising, public relations, trade shows, media relations and social media to drive plan execution
 - Maintain knowledge of current marketing trends, developments, best practices and new media
- **Marketing Budget**
 - Plan and administer the community's marketing operations budget
 - Ensure spend is delivering highest ROI, recommending shifts as needed
- **Measurement**
 - Analyze and adjust marketing plan as needed
 - Measure and report on marketing plan results
 - Identify areas for continued improvement in the plan
 - Benchmark other community marketing/rebranding case studies

IMPLEMENTATION PRIORITIES & INVESTMENT

Implementation of the Branding Strategy is a long-term commitment to our community

- Hiring of a County Marketing Manager \$80,000-\$110,000
 - Candidate will manage the overall marketing plan & engage the community
- Marketing Plan
 - Social media management/Content Development/Agency Fees \$64,800
 - Social Ad placement \$12,000
 - Digital Ad placement \$21,000
 - Website development (year 2 this can be decreased to maintenance only and money shifted to other things) \$18,600
 - Video development \$9,500
 - Collateral materials for Realtors and other influencers \$5,000
 - News/Radio \$18,000
 - Billboards \$58,000
 - OTT \$30,000

Total Budget \$200,000-\$255,000/year for 3 years

Investment in Opportunity Unbound Branding Strategy

- Strategy preparation \$60,000
 - 20% of DCEDC Reserve Fund with DeKalb County Community Foundation
- Opportunity Unbound Execution \$255,000 per year/3 years (\$765,000)
 - 25% of DeKalb County Opportunity Fund

Now is the Time:

The momentum created by the recent wins tells a powerful story. Capitalize on these successes and draw more businesses into our communities.

- Facebook, Ferrara & Syngenta are fresh wins and interest is high
- Most communities do not have Opportunity Fund
- Successful Companies are Doubling Down on Marketing & Sales due to Covid-19
- We need to extend, expand and accelerate recent success to:
 - All Communities throughout the County
 - Industries: R&D, Tech, Retail, Commercial and Industrial
 - Attract Entrepreneurs, Professionals and Families

Thank you

[DCEDC.ORG](https://dcedc.org)

DeKalb County Marketing Manager position

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DeKalb County Marketing Playbook

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