



The Villager

December 2021

Volume 1, Issue 2

Village of Godfrey



from the Village of Godfrey

Special points of interest:

- Merry Christmas from the Village
- Godfrey Initiates Business Retention Program.
- Scooters Coffee coming to Godfrey
- What Younger People Think About Godfrey
- Utilizing Godfrey's 311 Reporting App
- Expansion of Godfrey's Enterprise Zone
- Godfrey Population Demographics and Lifestyles
- Oh, and one more thing...

Village of Godfrey Office of Economic Development

6810 Godfrey Road

Phone: 618-466-3325

E-mail: jmager@godfreyil.org

**You can see your future from
here.**



Michael J. McCormick

Mayor



Keep your friends close, your enemies closer, and receipts for all major purchases.

Bridger Winegar

Village of Godfrey Partners with North Alton Godfrey Business Council for Business Retention and Expansion Program

As defined by a report from North Dakota State University, a business retention and expansion program (BR&E) visitation program is a team effort that expresses interest in and concern for the issues faced by local businesses in the community. It consists of a survey activity that allows businesses to voice their concerns, an analysis activity that analyzes the surveys and identifies issues that need to be addressed, and strategic planning and implementation activities that mobi-

lize educational, technical assistance and local policy resources that will address the issues faced by these communities.

With that goal in mind, the Village of Godfrey is partnering with the North Alton Godfrey Business Council to conduct BR & E visits to Godfrey businesses. The program was initiated in early summer of 2021 and is ongoing.

A team of volunteers are visiting companies to identify op-

portunities, issues and concerns of business owners. Prior to the team visiting, the business owner or manager is provided with a retention survey. The survey addresses a number of elements designed to gauge the business environment in the Village.

Jim Mager, Economic Development, stated, "While it is important to hear from our business owners on how to improve the business climate, we want them to know how much they are appreciated."



Plans are moving forward for a Scooters Coffee to be located at 5206 Godfrey Road. In 1998, Scooter's Coffee was born in Bellevue, Nebraska. Their keys to success: find a great location and stay committed to high-quality drinks, speed of service, and a BIG smile. Scooter's Coffee is fortunate to have over two decades of success due to its commitment to the original business principles and company core values.

<https://www.scooterscoffee.com/about>



What Are Younger Adults Thinking About Godfrey?

Godfrey's demographic is one of older adults. The median age of Godfrey is 45.7 years. The median age of Illinois and the U.S. is 38 and 37.5, respectfully. Given the importance of maintaining the vibrancy of a community, the question becomes what makes a community attractive to a younger demographic? To seek some insight into that question, a group of younger adults were invited to share their thoughts about Godfrey.

The process was a "focus group" format in which the moderator presented a series of open-ended questions. While there was a planned series of questions, the moderator would take some of the remarks from participants and ask for more detail or elaboration. As members of the group responded, the subject of the

comment was recorded. At the end of the "brain-storming" session, the group was asked to prioritize items they thought to be most important.

"Take Away" from the session:

A younger demographic desires a community that is family-oriented and is focused on things that will support a household that is raising children. This group seems particularly interested in a community that offers park and recreation and leisure activities. They are leaving the community in search of entertainment and leisure activities. There is strong support for some type of indoor recreation/entertainment center. They also seem to be attuned to sustainability and environmental issues. As with an older demographic, they see policies

from the State of Illinois as a significant threat to the community's future. There seems to be concern that Godfrey lacks planning and/or the ability to follow through with plans that may have been developed in the past. The fact that Godfrey lacks a definitive town center is seen as a weakness.

The group expressed an interest in being involved in efforts to make Godfrey a better community. Some individuals made statements about a willingness to engage in volunteerism with community improvement events. Given the "better-than-expected" turnout for the Engage Godfrey event, it might be a fair assumption that younger people would become involved if presented an opportunity.

An App to Help Residents Stay Informed and In Touch With Village Hall



Godfrey Mayor, Mike McCormick, reminds everyone that residents have an opportunity to download

an app for quickly and easily reporting various problems to the appropriate departments within Village government. The app is called "Godfrey 311." Use of the app makes it convenient to; report potholes, broken street lights and other problems, call or email officials and access activity calendars, receive village alerts and more.

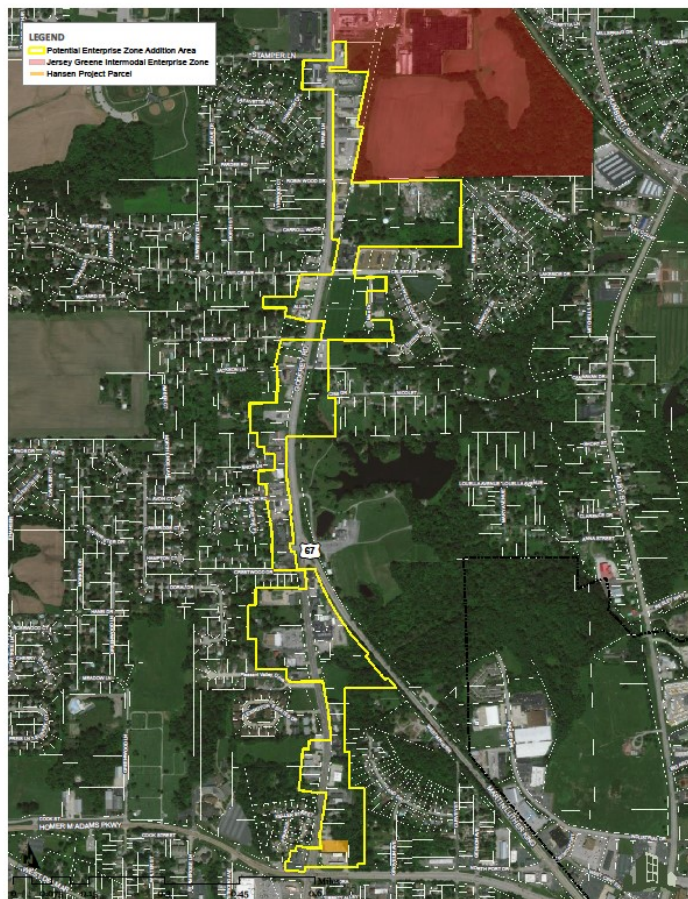
For example, a resident can report a pothole by taking a picture on one's smart phone. Using the Godfrey 311 app, the resident simply sends the picture to the Village; along, with any comments the resident cares to make. That report is routed to the appropriate department, in this case public works. The resident gets a notice that the report has been received and what action that will be taken.

Although the tool has been available to Godfrey residents for over three years, it has experienced limited utilization. With the "Godfrey 311" app, the Village strives to be more responsive to the con-

cerns of its residents. At the same time, the app provides an opportunity to make operations more efficient. With the information that a resident has provided through the application, it allows department managers to more quickly determine an appropriate resolution and take quicker actions with less wasted resources. "I continually work to make the operations within Godfrey as efficient and effective as possible," said McCormick.



Village of Godfrey Expands Enterprise Zone



The Illinois Enterprise Zone Program is designed to stimulate economic growth and neighborhood revitalization in economically depressed areas of the state through state and local tax incentives, regulatory relief and improved governmental services. Businesses located or expanding in an Illinois enterprise zone may be eligible for the following state and local tax incentives:

State Incentives and Exemptions (may include):

- Exemption on retailers' occupation tax paid on building materials
- Expanded state sales tax exemptions on purchases of personal property used or consumed in the manufacturing process or in the operation of a pollution control facility
- An exemption on the state utility tax for electricity and natural gas
- An exemption on the Illinois Commerce Commission's administrative charge and telecommunication excise tax

Exemptions are available for companies that make minimum statutory investments that either create or retain a certain number of jobs. These exemptions require a business to make application to, and be certified by, the Illinois Department of Commerce.

Local Incentives and Exemptions

In addition to state incentives, each zone offers local incentives to enhance business development projects. Each zone has a designated local zone administrator responsible for compliance and is available to answer questions. To receive a Certificate of Eligibility for Sales Tax Exemption, contact must be made with the local zone administrator of the zone into which purchased building materials will be incorporated.

The Village of Godfrey partnered with communities to the north to become part of the Jersey-Greene Intermodal Enterprise Zone. The zone was created in 2017 and will expire in 2032. Other communities include; Carrollton, Grafton, Jerseyville, Roodhouse, White Hall, Brighton, Greene County and Jersey Country.

With the construction of the Eclipse car wash located behind the Quik Trip, the Village initiated a process to expand the Enterprise Zone to include properties along Godfrey Road down to the new car wash. The goal of placing the properties in this zone is to provide greater opportunities and incentives for commercial development along Godfrey Road.

For more information about the Enterprise Zone contact:

Jim Mager, Office of Economic Development.

618-466-3325; or, jmager@godfreyil.org

Additional information can be found at:

<https://www2.illinois.gov/dceo/ExpandRelocate/Incentives/taxassistance/Pages/EnterpriseZone.aspx>

Don't Forget.....

December 3, 6:00 to 8:30 P.M.

Snowflake Festival at Glazebrook Park.

CARRIAGE RIDES

FREE HOT COCOA AND COOKIES

MARSHMALLOWS FOR TOASTING ON AN OPEN FIRE

PICTURES WITH SANTA

December 11, 8:30 to 10:30 A.M.

Breakfast with Santa at Godfrey K.C. Hall

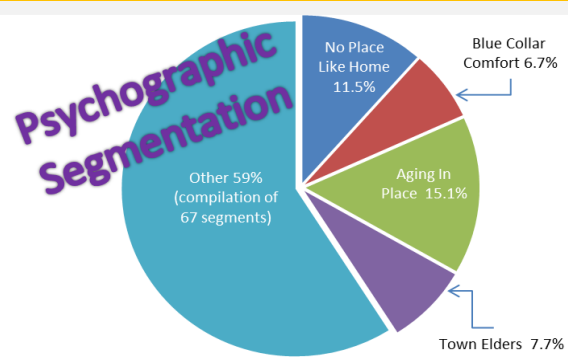
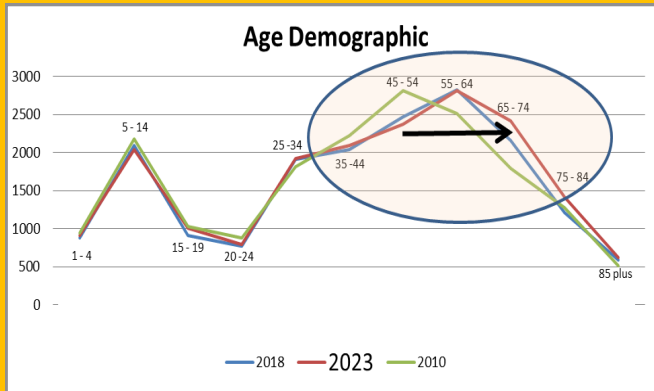
\$12 for Adults/Children: 13 and older

\$7 for ages: 6 - 12

Free for ages: 5 and under

For more info:

Park and Recreation 618-466-1483



No Place Like Home segment (11.5%): Smart shoppers, multi-generational homes, tech apprentices, large households, social media fans, conservative values, head of household age is 51 to 65, household income is \$75K to \$100K, home ownership, household size is 5+, Single family housing.

Blue Collar Comfort segment (6.7%): Multi-generational households, middle class comfort, union workers, older homes, bargain hunters, social media fans, head of household age is 36 to 45, household income is \$50K to \$75K, home ownership, household size is 5+ persons, single family housing.

Aging In Place(15.1%): Retired, financially secure, AARP members, fine arts appreciation, avid newspaper readers, Republican households, head of household age is 66 to 75, household income is \$35K to \$49K, home ownership, single family housing

Town Elders (7.7%): Avid TV watchers, rural lifestyle, seniors, home-centered activities, conservative values, cautious money managers, head of household age is 76+, household income is \$25K to \$35K, home ownership, single family housing

Oh, and one more thing.....

The above graph on the left illustrates the population segment up to age 34 remains somewhat persistent since 2000; and will continue upon projections. At about 35 years of age, the trend lines indicate a “shift” in age segments toward an older population. In other words, the total population is getting older. Growth in younger-age segments to replenish the aging segments is lacking.

Another way of looking at the make up of a population is ‘psychographics’ segmentation. Basically psychographics can be understood as attitudes and lifestyles. There are seventy-one different psychographic categories.

With the combination of just four out of the seventy-one

categories, a total of 41% of Godfrey’s population is in more mature lifestyles. The other 59% of the population is a combination of the remaining segments; or, every-one else. From such a perspective, the profile of a “mature” village is reinforced.

Godfrey is a very safe and secure community. Moreover, the make-up of residents provides for a financially sound and stable community. Such attributes offers businesses solid market potential.

Younger adults living in Godfrey express expectations for a broader variety of shopping, dining, entertainment and recreational alternatives. Godfrey’s park and recreations system gets high

marks from young adults. In developing additional alternatives for shopping, dining and entertainment, there is still work to do. The Mayor, trustees and staff are focused on making the community one that is attractive to those in the family-rearing stages of the family life cycle.

Having young-adult perspectives in community development would be beneficial. Raising a family is a time consuming vocation, but their involvement in the community enhances the future.

The best of the Holiday Season and Happy New Year!



Jim Mager

Economic Development

618-466-3325

