



BUILDING OUR ECONOMY

Our Mission

The mission of the Morton Economic Development Council is to help build a strong and sustainable economy for the citizens of Morton by promoting and supporting existing businesses and attracting new businesses to the community.

MISSION MORTON 2026

Mission Morton is a five-year initiative to continue the Morton Economic Development Council's (EDC) core vision to maintain a strong and sustainable local economy. The focus of the next five years is to assist local businesses, support job growth, expand business opportunities and enhance entrepreneur ecosystem. These initiatives will be coordinated with the Village of Morton along with key organizations within the community, region and beyond as we strengthen the effectiveness of our organization to inform our network and be a resource hub to help Morton advance into the future.

Our Vision

The Morton Economic Development Council seeks to:

- > Preserving the unique character and traditions of Morton while nurturing a creative and progressive environment where existing and new residents and businesses thrive
- > Creating a healthy and diverse tax base in Morton through balanced residential and business growth
- > Attracting a variety of shopping, dining, entertainment and recreation amenities that contribute to the quality of life for Morton residents
- > Fostering a community culture that is attractive to professionals from diverse backgrounds, cultures, age groups and professions
- > Fostering a business climate that supports entrepreneurial growth



DEVELOP. GROW. ADVANCE.

- > The Morton Economic Development Council strives to help DEVELOP new and existing businesses so that we can GROW Morton's tax base, workforce and residents and help Morton ADVANCE into the future.

BUILD ECONOMIC OPPORTUNITY TO ENHANCE THE MISSION



The global pandemic, significant changes in the national and global workforce, ongoing modifications to business operations, landscape of remote workforce, supply chain disruptions, along with desire for quality of place generated **Mission Morton 2026**. While the MEDC has successfully reached our strategic goals through our first 15 years, the next five years represent an opportunity to leverage our business network and industry clusters to enhance sustainability and generate economic opportunity. In addition to continuing robust business assistance, the Morton EDC will continue to promote the assets of Morton, support efforts to build a healthy business environment, industry cluster connections and enhance workforce pipelines.

Workforce is critical to the retention and expansion of all our employers, our team will work regionally to amplify tools and resources for workforce recruitment, retention, and skill development. Regional collaboration leveraging GP2030 with focused efforts to expand our talent pool in attracting new residents.

Morton EDC is equipped to continue advancing our community as a location that responds to 21st Century business and community needs. Over the next five years, we have an exciting and innovative plan and dedicated team to lead the charge.

DEVELOP.

Initiative 1: Local Business & Job Growth

Assisting our existing local employers has been the top priority of the MEDC since its inception. That assistance takes a variety of forms depending on the needs of the individual company. It may help with challenges that threaten to impede their growth including; workforce recruitment and retention, workforce training, product and service promotion, cost saving measures, and infrastructure needs or alignment to local and regional initiatives and introductions to people and resources to help diversify and expand supply chain networks.

Strategic Focus

- Business Visits: connect with 40 businesses each year and follow up with concerns and growth opportunities identified
- Meet with local business owners, HR professionals & Realtors to discuss and respond to workforce challenges and connect to the regional Workforce Alliance and GP2030 resources
- EDC Connect Sessions with core industry clusters
- Provide Communications to showcase local, state, and federal financial opportunities and assistance
- Continue to administer the Morton MicroGrant Program and promote Village of Morton Building Improvement Grant
- Morton Made video series to share the stories of our businesses, products, services and innovation

IMPACT

- Connect businesses to resources, supply chain enhancement & diversification and B2B
- Information is knowledge
- Direct financial support to business growth
- Marketing campaign to share Morton Made stories





G R O W .

Initiative 2: New Business & Entrepreneurs

New business efforts will focus on recruiting both a diverse mix of community-minded primary employers that offer employment opportunities with attractive wages, benefits, and work that enhances the quality of life for Morton residents and provides supply chain diversification. Identify and help local entrepreneurs to start and grow their businesses in Morton by aligning with the regional ecosystem for training, mentoring, networking, and financial assistance.

Strategic Focus

- Development Opportunities: EDC website with available locations, resources and community data
- Participate with the Greater Peoria Economic Development Council on regional marketing initiatives and site selection conferences
- Inform and Communicate with a targeted list of developers, site selectors and corporate real estate professionals on economic opportunities and quality infrastructure available in Morton
- Develop Morton marketing materials for targeted industries
- Continue providing one-on-one assistance to local entrepreneurs and connect them with SmartStart Business Journey platform
- Enhance collaboration with local Hub&Spoke, Distillery Labs, Start-Up Peoria and PeoriaNext Innovation Center
- Host Morton MIXERS to connect people and resources along their business journey
- Annual Morton Venture Award to recognize a person who has made a significant impact on people, leadership & innovation

IMPACT

- Market vacancies and available land
- Enhance entrepreneur ecosystem
- New jobs, increase sales tax revenue
- Data Sharing
- Commercial & Industrial projects enhancing economy
- Quality of place and infrastructure, business opportunity



A D V A N C E .

Initiative 3: Organizational Alignment & Effectiveness

The Morton Economic Development Council is committed to strategic alignment, tracking and reporting the result of our efforts and building a sustainable organization that represents our business community, investor relations and communication outreach to provide information generating the opportunity to make informed decisions and achieve our mission and vision.

Strategic Focus

- Investors engagement
- Host Investor "meet & greet" sessions and behind the scenes business experiences
- Robust website to highlight Morton's economy and opportunities
- Why Morton EDC - educational outreach
- Board Recruitment and Orientation to impact the mission and vision
- Communication Strategy and Marketing Materials
- Strategic Goals Dashboard / Data Tracking
- Build and Share Resource Information Hub
- Regional, State and Federal resources of financial, educational and industry insights

IMPACT

- Build relationships and connect resources
- Expand the network
- Track impact of initiatives
- Communication to build economy and community awareness



ECONOMIC GROWTH MISSION

The MEDC's past and future success is not possible without our investors. We hope that you will help us advance our initiatives to provide economic benefit as we build a strong sustainable economy together.

To become an investor with the Morton Economic Development Council and our Mission Morton campaign, please contact our offices.

> Investment impact: **\$180,000 annually**



- Business Assistance
38%
- Build & Connect Resources
16%
- Workforce Pipeline
14%
- Business Attraction
12%
- Quality of Life
12%
- Entrepreneur Network
8%

CONTACT INFORMATION

Morton Economic Development Council
415 W. Jefferson Street
Morton, IL 61550
309-263-2491 Office

www.mortonedc.org
www.facebook.com/mortonedc