



THE ROCKFORD REGION IS TRANSFORMING!

Here are just a few facts that show we are moving in the right direction:

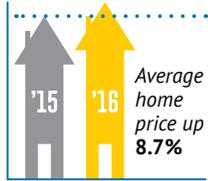


3 CONSECUTIVE YEARS OF JOB GROWTH

We've had three years of job growth for a total of **6,000 new jobs**.

6TH FASTEST GROWING REAL ESTATE MARKET

The city ranked as the nation's sixth fastest growing real estate market with **home sales up 5.1%** and the **average home price up 8.7%**.



\$2+ BILLION CAPITAL INVESTMENT BOOM



There are **massive investments** being made in manufacturing, logistics, health care, education and infrastructure.



RENEWED SPIRIT OF COLLABORATION

Unique **partnerships** and projects are driving downtown redevelopment, amateur sports tourism, and innovative educational programs to name a few.

ROCKFORD IS AN "OPPORTUNITY CITY"



Rockford earned a place on *Forbes* "Opportunity City" list. Factors included affordable housing, big city amenities, and opportunities for individuals to make their mark.

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RECOGNITION FOR CREATIVITY AND EXCELLENCE

Rockford was the first community recognized for **eliminating homelessness among local veterans**; Rockford Park District is a **National Gold Medal Award** for Excellence in Park and Recreation management winner; and Rockford Public Schools was named a **Ford Next Generation Learning Community**.



THIS IS JUST THE BEGINNING.

The Transform Rockford roadmap is a plan to focus our efforts to become a **top 25 community by 2025**. For more information about how you can be involved, visit www.transformrockford.org.



THE COMMUNITY GOAL IS SIMPLE.

WE WANT OUR REGION TO BE A TOP 25 COMMUNITY BY 2025.

During the past three years, more than 6,000 participants have dedicated 65,000 hours to get to this point. Teams established our community shared values, created our vision and developed the strategies and projects to get us to that vision. The result of these efforts is our region's transformation roadmap—our guide to a better, brighter future.

WHAT'S NEXT? WE HAVE A PLAN TO FOCUS OUR EFFORTS. NOW, WE FOLLOW THE PLAN.

HERE'S HOW YOU CAN BE A PART OF OUR CONTINUED TRANSFORMATION:

- Get involved, either in a roadmap project or some other way that makes our community stronger.
- Share our region's progress.
- Commit to living by the shared values of **inclusion, caring, respect, transparency, trustworthiness, unity, ideation, responsibility and interconnectedness**.

Transform Rockford is all of us, together, transforming our region into one in which people are engaged, inspired, and leading successful, fulfilling lives.

Visit www.transformrockford.org to learn more about how you can transform Rockford!

