

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB & RAEDC to Highlight Rockford's Growing Economy on SiriusXM Radio

Prestigious business show Knowledge@Wharton will focus on latest business trends in the Rockford region

FOR IMMEDIATE RELEASE

February 8, 2016

Rockford, IL – John Groh, President/CEO of the Rockford Area Convention & Visitors Bureau (RACVB), and Nathan Bryant, President/CEO of the Rockford Area Economic Development Council (RAEDC), will be the featured guests on the **SiriusXM Radio Show, Knowledge at Wharton, hosted by Dan Loney. The show will air on channel 111, 9:30 a.m. – 10 a.m. on Thursday, February 9.**

The pair was invited on the show, which is broadcast from The Wharton School at the University of Pennsylvania, to talk about Rockford's comeback and share how Rockford can be a model for other communities looking to grow their economies and enhance quality of life and place for residents.

Groh will discuss Rockford's economic comeback and enhanced quality of life which has been fueled, in part, by a revitalized downtown core, sports tourism and special events such as Stroll on State, presented by Illinois Bank & Trust.

"Tourism is a powerful tool to grow the economic vitality of a region," Groh said. "Visitors and residents want and enjoy the same experiences; locally owned restaurants and shops, unique cultural and recreational experiences and beautiful surroundings. As a city becomes more livable, it also becomes more attractive as a place to start, grow and retain businesses which employ residents."

In addition, Bryant will focus on Rockford's ability to attract new jobs and make major capital investments, the enhancements in the aerospace cluster and the Milken Institute Report recently ranking Rockford as the 6th fastest-growing city for jobs in the United States.

"When we have a chance to shine a light on our region through national outlets, we want to leverage that opportunity to talk about all of the wins in our region – jobs, investment, and lifestyle. Together RACVB and RAEDC can provide context to why this area is a great place to live, work, play and invest," said Bryant.

SiriusXM Radio Show: Knowledge at Wharton Request Channel 111 Hosted by Dan Loney
Thursday, February 9th, 2017 from 9:30 a.m. – 10:00 a.m. CST

Tune in to listen:

You can sign up for Sirius XM for a free 30 day trial if you don't already have a subscription:

<https://businessradio.wharton.upenn.edu/programs/knowledge-@wharton>

<https://player.siriusxm.com/#/player/on-demand>

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ABOUT Knowledge @Wharton

Knowledge@Wharton is a daily, call-in business interview program, broadcasting live from The Wharton School's historic Ivy League campus. Host Dan Loney goes behind the headlines with world-renowned Wharton professors, distinguished alumni and expert guests.

ABOUT THE RACVB

The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. www.gorockford.com

ABOUT THE RAEDC

The role of the Rockford Area Economic Development Council (RAEDC) is to collaborate with regional stakeholders to cultivate opportunities for primary job growth that increase the economic well-being of our region. The RAEDC markets the region to attract new capital investment, while assisting existing business with resources for sustainable growth. The RAEDC works closely with many partners to improve the competitiveness of the region by taking what it learns from the region's employers and engaging the community in the daily work of economic development. As the economic development organization for the region, the RAEDC also serves as the area's data collection agency on all new capital investment, retained and created quality jobs, and renovated commercial/industrial space.

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FOR MORE INFORMATION:

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