



JACKSONVILLE

REGIONAL ECONOMIC DEVELOPMENT CORPORATION



2021 ANNUAL REPORT
2022 PLAN OF WORK

Great Scott
Community Market
Winchester, Illinois



CHAIRMAN'S MESSAGE



The mission of the Jacksonville Regional Economic Development Corporation (JREDC) is to create, expand, recruit and retain job opportunities for Morgan and Scott counties. The JREDC, especially during the recent trying years, did a superb job in continuing to improve the region's entrepreneurial ecosystem, strengthening workforce and workforce opportunities, and helping businesses expand. Everyone involved in JREDC, including the dedicated staff and board members, played a role in our success by working closely with community partners to understand the pulse of the region, as well as helping the region prosper with grants and improving our broadband communication.

The Harold Cox Industry of the Year award is given to a business or industry that has exhibited outstanding business development and activity that enhances regional viability. JREDC is happy to announce the 2021 recipient is Illinois College (IC). The Phi Beta Kappa institution was established in 1829 and has been a vital asset to the Jacksonville community ever since. When the region was dealing with the closure of MacMurray College, IC stepped up as a community leader to welcome many of those displaced students and staff on to the hilltop campus. IC also took steps to fill the educational void the Mac closure had on the community by adding additional programs. Lastly, IC continues to expand their offerings and improve the quality of education they provide through capital investments in state-of-the-art buildings to attract students, business and development to this region of Illinois.

Through the Champion Award, JREDC recognizes businesses or individuals that do not focus on economic development as its primary purpose but play a role in the success of this region. It is my great honor to congratulate the Morgan County Fair Association as the most recent recipient of the Champion Award. The Morgan County Fair Association brings in thousands of visitors to the area each year through top-rated agricultural shows, exhibits, contests and entertainment. The Morgan County Fair Association is also greatly involved in providing agricultural education to people in the region.

JREDC's success is dependent upon many things, but none of what we accomplish is possible without a great staff. To that end, I would like to thank our president, Kristin Jamison, and vice president, Bonni Waters, for their dedicated service and the passion they have for our community. Ultimately, this organization's accomplishments are only possible because of our investors. Without the devotion and financial support of our business leaders, JREDC would not exist, and I thank each of you for the trust and support you have in our Board of Directors and staff.

On a personal note, it was a great honor to serve as the chairman of the board for JREDC. I am confident in the future of this organization and the opportunities it will bring to our region as we move forward. Lastly, I would like to say that I am proud of the things the JREDC staff and Board of Directors accomplished over my tenure and, although there is more to achieve, I believe our work over these past 24 months has made this a better community - one we are all proud to call home.

Thank you,

Jodee Nell
Chairman

PRESIDENT'S MESSAGE



As I continue my fourth year at the Jacksonville Regional Economic Development Corporation, it is rewarding to celebrate the accomplishments Bonni and I have achieved. Many of the goals listed on the regional five-year plan are in the process or have been accomplished.

As expressed last year, the Jacksonville region's quality of place improved dramatically with the addition of high-speed, fiber internet service. In fact, we are meeting new residents who were attracted to the area by our safe communities, low cost of living, and fast internet speed allowing remote work.

We look forward to the completion of a Community Revitalization Program with the Illinois Housing Development Authority and the City of Jacksonville. This project has allowed us to better understand current and future housing needs in the city. The culmination of our efforts will be utilized as work begins on a new City of Jacksonville Comprehensive Plan.

Speaking of new development, last year was filled with meetings and presentations to site selectors and developers interested in bringing new industry to the region. While many of these conversations are still in the early stages, we are proud to represent the Jacksonville region. In addition, JREDC successfully applied for the extension of the Jacksonville Regional Enterprise Zone to include the former MacMurray College properties. This incentive will help these new property owners renovate and expand their properties, bringing meaningful development to the former college campus.

During 2021, we began working with many of our community partners to provide a unified message when promoting the Jacksonville region. The recent unveiling of our new Jacksonville brand was the culmination of months of work. We understand how important it is for all of us to work together, and the new branding project is a visible byproduct of our collaboration.

Our commitment to engaging the community has been strengthened in another united effort as we worked with community leaders and partners to educate and assist small business owners and non-profit organizations to apply for local, state and federal grant opportunities. Nearly \$3 million has been awarded to small businesses in Morgan, Scott and Cass counties through our work as a Department of Commerce and Economic Opportunity Community Navigator. JREDC is continuing its role as a Community Navigator in helping launch the next round of small business grants this fall.

We also continue our charge to improve the workforce in the region. We remain connected with our educational partners to build a strong pipeline to the many employment opportunities in the region. Long discussed is a program to connect area high school students with manufacturing opportunities in the region, and the first program is finally underway. Students from Jacksonville High School are working at Reynolds Consumer Products under the auspices of JHS' Cooperative Vocational Education program. Our goal is to launch a program that will involve more manufacturers and more regional schools in the coming years.

In the end, none of these achievements would be made possible without a dedicated Board of Directors and investors who understand the importance of our work. This month we are kicking off our next five-year investor campaign. It is my sincere hope that you will continue to support the JREDC as investors, affording us the opportunity to move the Morgan and Scott County region forward in the coming years.

Thank you,
Kristin Jamison
President



DIAMOND INVESTORS

(Annual Investment of \$25,000 or more)

City of Jacksonville
Morgan County



PLATINUM INVESTORS

(Annual Investment of \$10,000 - \$24,999)

Illinois Electric Cooperative
Jacksonville Area Chamber of Commerce
Jacksonville Memorial Hospital



GOLD INVESTORS

(Annual Investment of \$5,000 - \$9,999)

Farmers State Bank & Trust Company
i3 Broadband
Jacksonville Country Club
Prairie Power
Reynolds Consumer Products
Scott County Development Corporation
Town & Country Bank of Jacksonville
US Bank
Ware Brands



SILVER INVESTORS

(Annual Investment of \$1,000 - \$4,999)

Ameren
Beard Implement
Benton & Associates
Cass Communications
City of Winchester
CNB Bank & Trust
Community State Bank
Don's Place
Elm City Center
EnviroVac
First National Bank of Arezville
First National Bank of Winchester

GFL Environmental
Golden Eagle Distributing
Hutchison Engineering Company
Illinois College
Illinois Road Contractors
Mike Griffiths Properties
Pathway Services
Peak Insurance Agency
Rammelkamp Bradney Law Office
Tri County Community Development Corporation
Windsor Homes
Zumbahlen Eyth Surratt Foote & Flynn



BRONZE INVESTORS

(Annual Investment of \$100 - \$999)

AgriSompo
Bank of Bluffs
Bellatti Law Office
Burrus Seed Farms
Cass-Morgan Farm Bureau
CAT Financial
CCK Automations
CO2 Ventures
Dimond Bros. Insurance Agency
Duncan Management, Inc.
Freeman Seed Company
Hamilton's Catering
ILMO
Linda Standley
O'Shea Builders
People's Bank & Trust
Susan Weller, Jax Civic Center
The Source
Village of Franklin
WLDS/WELI Radio
Worrell Land Services, LLC

OUR MISSION

Since 1964, the mission of the Jacksonville Regional Economic Development Corporation has remained consistent - to create, expand, recruit and retain job opportunities for Morgan and Scott counties.

In accordance with the Regional Economic Development Plan for Morgan and Scott Counties, the JREDC will continue our mission through:

1. **Business Attraction:** Work with public and private sector partners to market available sites and buildings to attract new investment to the region.
2. **Business Creation:** Assist partners to encourage and support start-ups and emerging businesses so more will survive and grow locally within the region.
3. **Business Retention/Expansion:** Expand our business retention and expansion program, with assistance from our allies, to maintain contact with every large employer and many smaller ones as often as possible. Launch a five-year comprehensive investor campaign to ensure our work continues at a high caliber.
4. **Workforce Development:** Collaborate with the Jacksonville Area Chamber of Commerce to implement new workforce development approaches to meet the needs of today's rapidly changing business environment.

GOALS, STRATEGIES AND PLAN OF WORK

As outlined in the five-year Regional Economic Development Plan, JREDC continues its charge to realize seven goals - all of which support to the mission of our organization:

GOAL #1 IMPROVE THE REGION'S QUALITY OF PLACE

JREDC has been working very closely with our partners and allies to promote the amenities and resources our region offers, as well as work to complete more projects to advance place-making strategies. We are partnering with the City of Jacksonville on a Community Revitalization Plan to understand current housing needs in an effort to improve economic development, housing development and community development. The plan is in the final stages of development.

We continue to market our region's reliable public infrastructure; affordable housing and quality education; and availability and access to quality healthcare to attract new businesses to the region. Our vibrant JREDC website has been key in helping us promote our quality of place.

The recent installation of fiber broadband in Jacksonville and South Jacksonville ensures our region's businesses and residents have high-speed internet service expected in today's economy - which is especially important given the impact COVID-19 has had in transforming the way we live, work and learn.

GOAL #2 CREATE AN ENTREPRENEURIAL ECOSYSTEM

JREDC continues to promote and support the Morgan-Scott CEO Program and aspires to engage with these young entrepreneurs as they develop businesses that positively impact our region. In addition, the JREDC has met and counseled several entrepreneurs interested in identifying properties to begin new brick-and-mortar small businesses in the region.



GOAL #3 STRENGTHEN THE REGION'S WORKFORCE

In collaboration with the Jacksonville Area Chamber of Commerce, the JREDC continues to move forward Talent Pipeline Management initiatives. In fact, we are facilitating a program that will connect Jacksonville School District #117 high school students with on-the-job opportunities at Reynolds Consumer Products. Upper-level high school students have the opportunity to work at Reynolds through JHS' current Cooperative Vocational Education curriculum during the academic year. Manufacturing Month tours help connect our high school students with local manufacturers.

Strengthening relationships with Illinois College and Lincoln Land Community College will help grow the talent pool our commercial industries need, as well as provide opportunities for upskilling our workforce.

JREDC also participates in Jacksonville Memorial Hospital's Healthy Communities Collaborative, working on initiatives to help publicize current job opportunities and reduce barriers for unemployed residents in the region to achieve employment.

The employment opportunities page on the JREDC website proves to be one of our most visited pages. We will continue to urge our region's employers to take advantage of this free, "one-stop shop" that benefits local employers and jobseekers.

JREDC now has representation on the West Central Development Council following Kristin Jamison's recent appointment to the board of directors.

GOAL #4 HELP EXISTING BUSINESSES EXPAND AND GROW

Valuable incentives through sales tax and property tax abatements to qualified projects will continue to be administered through our Jacksonville Regional Enterprise Zone, now in its third year. JREDC also takes great pride in facilitating relationships between developers, business owners and municipal leaders to grow business in the Jacksonville region. Enterprise Zone Administrator Bonni Waters worked directly with the new owners of the former MacMurray College properties to add them to our local Enterprise Zone. Those parcels were officially added to the Enterprise Zone in August.

GOAL #5 DEVELOP AVAILABLE PROPERTIES IN THE REGION

JREDC's website allows us to easily market available properties in Morgan and Scott counties. This online tool continues to be valuable during this unprecedented time when it is not always possible to meet in person with site selectors and realtors requesting information about available properties in the region. Many times, our website serves as the first point of contact with business prospects and then we continue the conversation virtually or in person.

Last year we dedicated much of our time working directly with international prospects interested in developing businesses in the Jacksonville region. We also continue to connect with site selectors who request information about our region.

As our work with the Illinois Housing Development Authority and community leaders continue, we will help develop a comprehensive plan for the City of Jacksonville. Our goal is to increase opportunities for commercial and residential development in this community, as well as provide an avenue to remediate the shuttered Jacksonville Developmental Center.

GOAL #6 CONSTRUCTIVELY ENGAGE COMMUNITY-BASED ORGANIZATIONS

The JREDC has made great advances in the last two years to engage with various community-based organizations through newspaper and radio interviews, a re-instated electronic newsletter, public awareness campaigns, volunteerism and an increased social media presence.

Throughout the pandemic, the JREDC continued this work and demonstrated our worth by educating small business owners about loans and grants offered to those negatively impacted by the pandemic. In fact, JREDC was named a Community Navigator working with Illinois Department of Public Health through the Illinois Department of Commerce and Economic Opportunity's Back to Business grant program. To date, we have helped facilitate \$580,000 in funding to small businesses negatively impacted by the pandemic through this new program. Overall, JREDC and other community partners have helped small businesses receive over \$2.7 million in grant funding in Morgan, Scott and Cass counties through local, state and federal programs.

After months of collaboration and planning, JREDC worked with the City of Jacksonville, Jacksonville Area Convention and Visitors Bureau, Jacksonville Area Chamber of Commerce and Jacksonville Main Street to unveil a new brand identity for the Jacksonville area. The new logos for each organization signal a unified approach in marketing this region as a great place to visit, work and live.

GOAL #7 PURSUE DEVELOPMENT THAT DIVERSIFIES THE REGION'S ECONOMY

JREDC's website is a valuable tool in pursuing new development that will help diversify our economy. We utilize the site to focus on our target industries, promote relocation strategies and extend our message through social media channels. We believe our web-based strategy has been successful, as we receive inquiries from prospects specific to our target industries.

In addition, we have also received requests for information that are not considered target markets for our area. The importance of building relationships with entrepreneurs and business leaders formerly or currently living in our region is critical to our work.

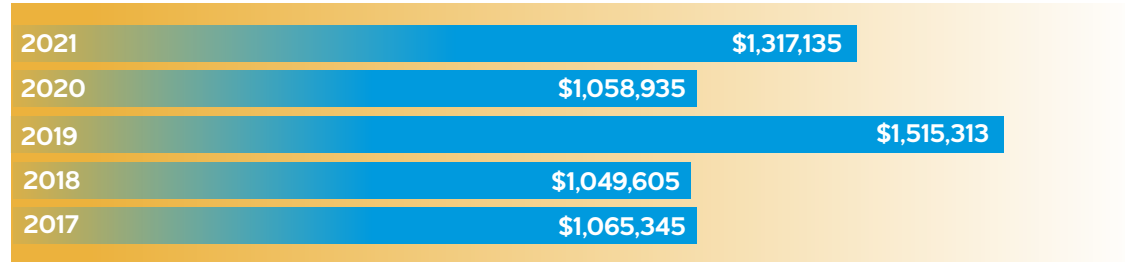




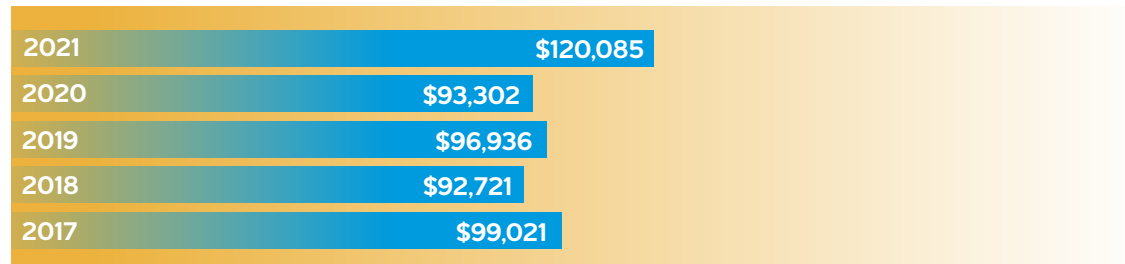
AREA-WIDE FACT & FIGURES

SALES TAX RECEIPTS 2017-2021

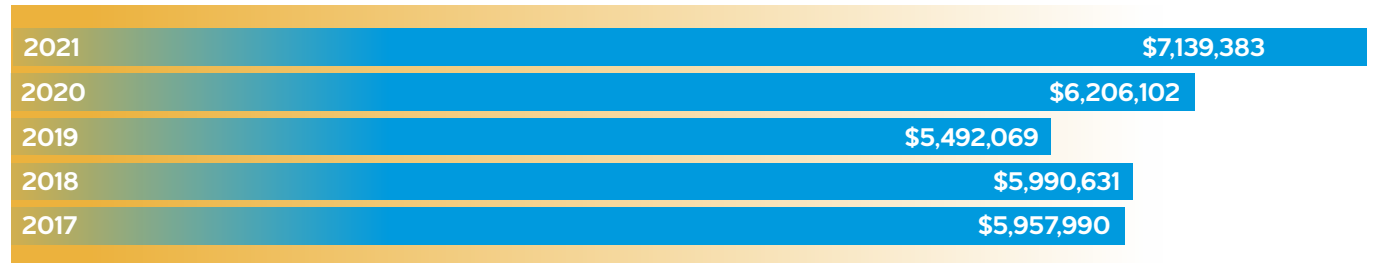
MORGAN COUNTY



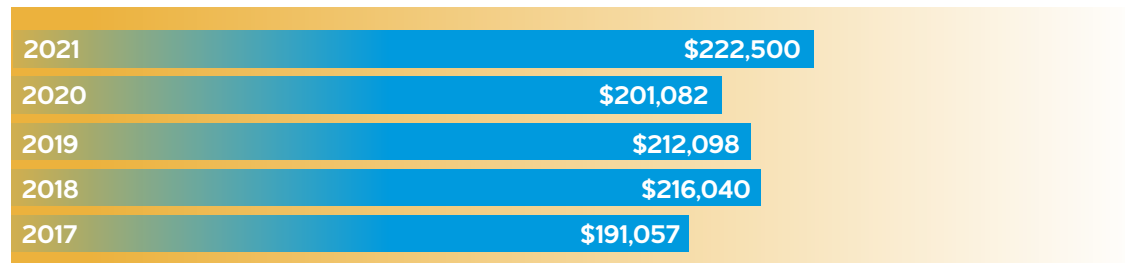
SCOTT COUNTY



CITY OF JACKSONVILLE

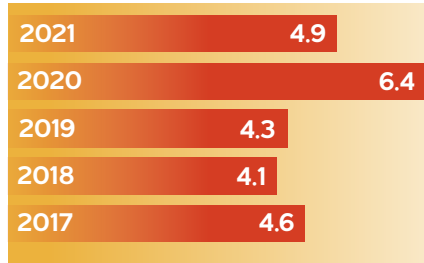


CITY OF WINCHESTER

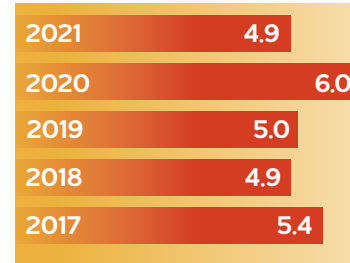


UNEMPLOYMENT 2017-2021

MORGAN COUNTY

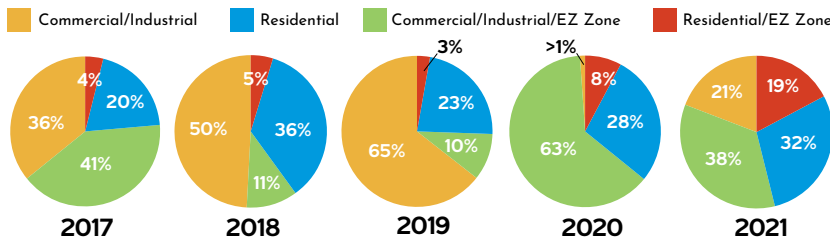
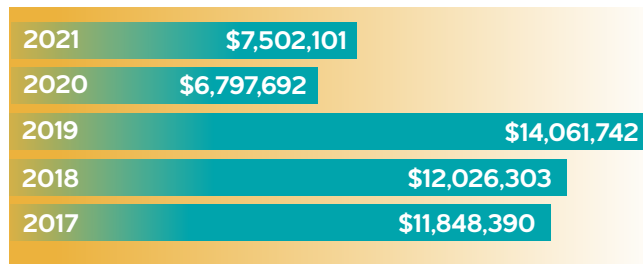


SCOTT COUNTY



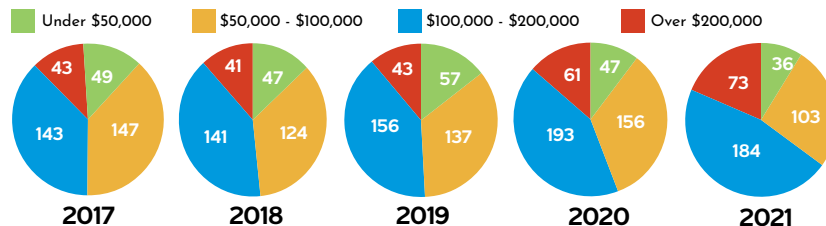
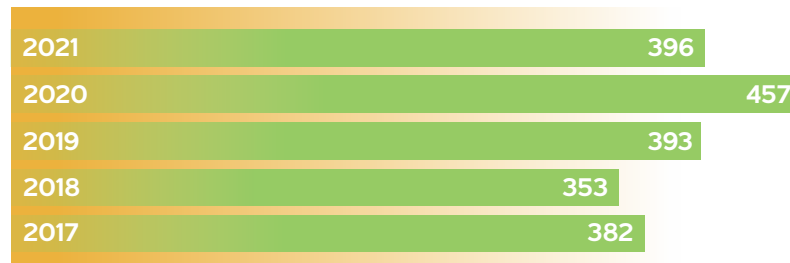
CITY OF JACKSONVILLE ENTERPRISE ZONE 2017-2021

CITY OF JACKSONVILLE BUILDING PERMITS



HOME SALES 2017-2021

HOME SALES - MORGAN AND SCOTT COUNTY



2020-2021 BOARD & OFFICERS

2022 OFFICERS

Chairman, Ginny Fanning, Morgan County

Vice Chairman, Kai Schnitker,

First National Bank of Arezville

Secretary, Rob Lyman, Peoples Bank & Trust

Assistant Secretary, Dan Beard, Bellatti Law Office

Treasurer, Darin Gehrke, Town & Country Bank

Immediate Past Chairman, Jodee Nell, CNB Bank

SILVER BOARD MEMBERS

2022-2023 (2-YEAR TERM)

Chris Gordon, Community State Bank (Re-elected)

Jim Burke, Hutchison Engineering (Re-elected)

David Pennell, Elm City Center (Re-elected)

BRONZE BOARD MEMBERS

2022 (1-YEAR TERM)

Rob Lyman, Peoples Bank & Trust (Re-elected)

J.J. Richardson, CCK Automations (Re-elected)

Allan Worrell, Worrell Land Services (Re-elected)

2022 BOARD OF DIRECTORS

Mike Anderson, Jacksonville Country Club

Shawn Artis, MCS Community Services

Dan Beard, City of Jacksonville - Assistant Secretary

Dr. Scott Boston, Jacksonville Memorial Hospital

Skip Bradshaw, City of Jacksonville

Jim Burke, Hutchison Engineering

Seth Bushnell, Illinois Electric Cooperative

Bob Chipman, Jacksonville Area Chamber of Commerce

Demeion Collins, i3 Broadband

Kenny Dobson, Ware Brands

Dusty Douglas, Morgan County

Paul Eddington, Jacksonville Memorial Hospital

Andy Ezard, City of Jacksonville

Ginny Fanning, Morgan County - Chairman

Barbara Farley, Illinois College

Darin Gehrke, Town & Country Bank - Treasurer

Chris Gordon, Community State Bank

Jamie Headen, Benton & Associates

Eric Hobbie, Prairie Power

Meri Jones, US Bank

Rob Lyman, Peoples Bank & Trust - Secretary

Keri Mason, Lincoln Land Community College

Lisa Musch, Jacksonville Area

Chamber of Commerce

Jodee Nell, CNB Bank - Immediate Past

Chairman

Brian Nyberg, City of Jacksonville,

Community Development

Jim Oliver, Farmers State Bank & Trust Company

David Pennell, Elm City Center

Amy Quigg, Reynolds Consumer Products

Shawn Rennecker, Illinois Electric Cooperative

J.J. Richardson, CCK Automations

Kai Schnitker, First National Bank of Arezville -

Vice Chairman

Pat VanDeVelde,

Scott County Development Corporation

Mike Wankel, Morgan County

Cheryl Welge, Ameren

Chad Winters, Cass Communications

Allan Worrell, Worrell Land Services

RETIRING BOARD MEMBER



MARYJANE BRADBURY

We recognize and sincerely thank retiring board member Maryjane Bradbury for representing the Jacksonville Area Chamber of Commerce on our board. We appreciate her dedication, service and commitment to the JREDC throughout 2021.

OUR MISSION
THE JACKSONVILLE REGIONAL
ECONOMIC DEVELOPMENT CORPORATION
WORKS TO RETAIN, EXPAND, CREATE
AND RECRUIT JOB OPPORTUNITIES
FOR MORGAN AND SCOTT COUNTIES.

2021 HAROLD COX INDUSTRY OF THE YEAR



Since 1829, Illinois College (IC) has prepared young men and women for lives of leadership and service. The Phi Beta Kappa college has been an integral part of the Jacksonville community since its founding, offering an exceptional education at an affordable cost on a safe and beautiful campus.

What Illinois College has been doing for nearly 200 years is inspiring and continues to evolve, especially during unprecedented change in the last few years. IC is one of the only colleges in the Midwest experiencing enrollment growth. In fact, the Detroit Free Press recently named the college the fastest-growing small, private college in the country.

New program offerings in nursing, agribusiness, criminal justice and neuroscience and expanded offerings in communication and business, have helped the college realize a 21 percent increase in enrollment in the last decade. In addition, the launch of fully online programs for working adults in business, health care and education are helping meet the workforce needs of regional employers.

The recent completion of a \$50 million comprehensive campaign has allowed Illinois College to make improvements in its infrastructure, technology, quality of student experience and availability of scholarships. Today's IC students have unprecedented access to internships, research and hands-on learning opportunities. This dedication to experiential learning has prompted the college to reimagine its classrooms, retiring rows of chairs and podiums to make space for cutting-edge technology and flexible learning spaces. A complete renovation of Crispin Hall will allow IC to expand opportunities in science for its students.





Illinois College is committed to serving the needs of the Jacksonville region. When MacMurray College announced it would close its doors in March 2020, IC moved quickly to ensure that Jacksonville's only four-year clinical nursing program would continue. Through service on the boards of Jacksonville Memorial Hospital and Memorial Health, President Barbara Farley was keenly aware of the critical nursing shortage in central Illinois and was committed to finding a solution. In starting a full nursing program in the short period of five months, IC responded to an important community need. Now, over 100 IC students are studying to be nurses, and the college expects to expand that number substantially over the next few years.

During the height of the pandemic, colleges across the country were closing campuses and laying off employees. Illinois College knew it was imperative to remain open in order to continue to serve its students and the Jacksonville region. This decision forced every member of the IC community to rethink how they performed their job. Because of the creativity and tenacity of faculty and staff, IC students remained in class and on campus.

"It takes a campus," is a mantra often expressed by the Illinois College community. "It takes all of us to recruit, education and support students," President Farley explains. "It is critical to our success and the success of the students we serve that everyone on our campus feels fully invested in our vision to inspire achievement and empower students to make a difference in the world."

Congratulations to Illinois College - the 2021 Harold Cox Industry of the Year. IC's continued commitment to the Jacksonville region is invaluable. The College is a respected employer and provides an educated and skilled workforce for other employers in the area. Continued improvements to the hilltop campus positively impact our economy by supporting our local contractors. Finally, the spending power of the 1,200 students who call Jacksonville home ten months each year is crucial to the success of many local businesses.

2021 CHAMPION AWARD



The Morgan County Fair Association has instituted several large changes over the past two to three decades that has added to the growth and success of the Morgan County Fair.

While the Pavilion has long been important on the fairgrounds, it was originally used as a location for displays to showcase products and machinery. One of the first changes the Fair Board made was to renovate the building as a place to host local entertainment and serve food and drinks. This seemingly minor change proved very popular, as evidenced by the continual growth of visitors to the Pavilion throughout the fair each year.

The Fair Board also decided to diversify its line-up to include non-agricultural related events. Sand volleyball tournaments, weightlifting and bag tournaments, and other events have been added in recent years which have helped draw larger crowds to the week-long event.

Perhaps one of the most impactful changes occurred when the Fair Board decided to add live musical entertainment at the Grandstand. An entertainment committee was formed to pursue this idea, and it was such a great success that the fair has now hosted 15 years of live concerts at the Morgan County Fair. Each year the concerts draw a crowd to the Morgan County Fairgrounds in Jacksonville ranging from neighboring communities to many states away. In fact, this year's Cody Johnson act drew 8,000 concert ticket buyers and an additional 4,000 visitors to the fairgrounds that evening. The Fair Board's ticketing software indicates visitors to the fair represented 20 states that evening.





The Fair Board has also dedicated resources to the horse arena and added a rodeo as an added attraction. The horse arena was fairly dormant most of the year, but improvement to this area has increased its use with events now being scheduled multiple times throughout the year. The Fair Board's livestock shows are also bringing people to Jacksonville from surrounding counties during the Morgan County Fair.

The Jacksonville Area Convention and Visitors Bureau estimates that more than 37,000 people attended the 2022 Morgan County Fair resulting in an estimated economic impact of \$3.6 million.

Outside of fair week, the Morgan County Fairgrounds remains very active. Big improvements were recently made to the 4-H building including new insulation, heating and air conditioning, restrooms, and audio/visual systems. The space has been transformed into a state-of-the-art venue for weddings, receptions, meetings and community events. In addition, the Merchants Building is host to many online and in-person auctions, adding more visitors and visibility to our venue.

The Jacksonville Speedway, located on the grounds of the Morgan County Fairgrounds, is nationally known for its unique dirt track and quality of auto racing. The speedway has been a staple for entrainment in central Illinois for decades, drawing spectators and drivers from across the nation. The Jacksonville Speedway recently began hosting televised races viewed nationally which brings the fairgrounds to the spotlight on a larger stage. In addition, many community events are held year-round in facilities located under the Grandstand.

The Morgan County Fairgrounds is now a venue open throughout the year thanks to the hard work of the Fair Board, the support of the community, and the sponsors who help fund the improvements. Every attraction and venue the Morgan County Fair Board has added or renovated in the past 25 years has benefited the organization by helping attract a new demographic to enjoy the fairgrounds.

Thank you to the Morgan County Fair Association for your vision and dedication. This area benefits from visitors to the Morgan County Fairgrounds because they stay in area hotels, buy fuel and supplies at local stores, eat at local restaurants and support community vendors - all of which is vitally important to the Jacksonville region's economy.

FINANCIAL REPORT

BALANCE SHEET

for year ending December 31 (unaudited)

ASSETS	2021	2020
Checking/Savings	\$82,851	\$49,668
Investment/Reserves	\$287,923	\$286,267
Fixed Assets - Furniture	\$64,285	\$63,891
Accum. Depreciation	-\$63,274	-\$62,760
Total Assets	\$371,785	\$337,066
ABILITIES & EQUITY		
Retained Earnings	\$337,066	\$335,980
Net Income	\$34,719	\$1,086
Total Equity	\$371,785	\$337,066

PROFIT & LOSS

for year ending December 31 (unaudited)

INCOME	2021	2020
Investments	\$213,734	\$195,125
Interest Income	\$1,713	\$5,102
Enterprise Zone Fees	\$438	\$1,662
Non Taxable PPP Loan	\$31,700	\$0
Total Income	\$247,585	\$201,889
EXPENDITURES		
Personnel	\$141,679	\$141,921
Administrative	\$44,732	\$37,659
Marketing	\$20,108	\$19,079
Retention	\$1,684	\$2,024
Land Development	\$0	\$0
Office Equipment	\$4,543	\$0
Depreciation Expenses	\$120	\$120
Total Expenses	\$212,866	\$200,802
Net Income	\$34,719	\$1,086

2022 BUDGET

INCOME	\$234,775
EXPENSES	
Personnel	\$161,000
Administrative	\$47,420
Marketing	\$20,500
Retention	\$3,450
Equipment	\$500
Depreciation	\$120
Total Revenue	\$234,775
Total Expenses	\$232,990
Net Income	\$1,785

Nestlé
Jacksonville, Illinois



On Our Cover

Morgan County Fair

Since the Morgan County Fair Board decided to host live entertainment, the concerts have been a great success! The fair has now hosted 15 years of live concerts at the Morgan County Fair. Each year the concerts draw a crowd to the Morgan County Fairgrounds in Jacksonville ranging from neighboring communities to many states away. In fact, this year's Cody Johnson act drew 8,000 concert ticket buyers and an additional 4,000 visitors to the fairgrounds that evening. The Fair Board's ticketing software indicates visitors to the fair represented 20 states that evening. According to the Jacksonville Area Convention and Visitors Bureau, it is estimated that more than 37,000 people attended the 2022 Morgan County Fair resulting in an estimated impact of \$3.6 million.



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