Economic Development Strategies in NEO

Through NEOSCC’s framework

Caitlin A. Johnson
The George Gund Foundation
Local Plans

• Cuyahoga County (2009 and 2012)
• Cleveland-Cuyahoga County CEDS (2009)
• Eastgate CEDS (2010)
• Wayne County (2011)
• City of Hudson (2005)
• Greater Akron Chamber of Commerce (2007)
• NEFCO CEDS (2010)
• Medina County (2009)
NEOSCC Framework

STRONG ECONOMIC BASE
Community-Focused Economic Development Strategies

Firms

People
Shared Strategies: Economic Growth

- Firms
  - Innovation/entrepreneurship
  - Business attraction
  - Cluster development
Innovation/Entrepreneurship
Innovation/Entrepreneurship

• Cleveland-Cuyahoga County
  • New Product Development and Entrepreneurship Loan Program
  • County’s tech lift program
  • County/city partnerships
Innovation/Entrepreneurship

- Eastgate:
  - Tech Belt Initiative
  - Support entrepreneurial activity through the YBI
Innovation/Entrepreneurship

• **MCEDC:**
  • Innovation Park
  • Centers of Excellence as “Ohio Hubs of Innovation and Opportunity”
  • Promote business forums/interactions around innovation
Innovation/Entrepreneurship

- Greater Akron Chamber:
  - Help build premier research and innovation centers
  - Akron-based early-stage seed fund and/or venture capital fund
Business Attraction/Retention
Business Attraction/Retention

- High wage/high skill
  - Hudson
    - Small companies that pay high wages
  - Wayne County
Business Attraction/Retention

“Business friendly environment”

- Hudson: Land use policy
- MCEDC: business outreach
- Cuyahoga Co.: Develop access point for local businesses
- Cleveland-Cuy Co.: Industrial-Commercial Land Bank
- Akron:
  - Volunteer taskforce
  - Cultivate relationships with site selectors
Business Attraction/Retention

- Business retention
  - Greater Akron Chamber
  - Cuyahoga County
  - Wayne County
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Shared Strategies: Economic Growth

• People
  – Education
  – Workforce development
  – Talent attraction
Education
Education

Scholarship programs
• Cuyahoga County
• Greater Akron Chamber
Education

Partner with higher ed.:
• Medina County University Center
• Eastgate: YSU, Eastgate Community College
• Akron: KSU, UA
Education

• **Alignment:**
  • Eastgate P-16 Council
  • MCEDC: input in vocational school curriculum
  • MCEDC: high school internships
Workforce Development
Workforce Development

• Demand side training
• Work with educational institutions
Workforce Development

Demand side training/business participation

- Greater Akron Chamber
- Cuyahoga County
- Eastgate
- MCEDC
Talent Attraction
Talent Attraction

- Emphasis on branding
- Targeting demographics
- Improving self image
Talent Attraction

External marketing:

• "Tell the Medina Story"
• Hudson’s historic character
• Global Cleveland
• Eastgate: dispel notion that region is a “has been”
Talent Attraction

Young professionals:

- Hudson: Work with Team NEO and the Greater Akron Chamber to attract more young talent
- Akron: Get YPs involved in Chamber activities
- Hudson: young professionals/mid career senior executives
- Cuyahoga County: Cleveland as a destination
Talent Attraction

Enhance self image

• Greater Akron Chamber
  • Launch PR campaign
• Eastgate
  • Celebrate successes
NEOSCC Framework

- **STRONG ECONOMIC BASE**
- **COMMUNITIES**
- **ENVIRONMENTS**
- **QUALITY CONNECTED PLACES**
- **CONNECTIONS**
NEOSCC Framework

- Urban core/central cities
  - Cuyahoga County
  - Cleveland
  - Eastgate
  - Greater Akron Chamber
  - Medina (outlier)
NEOSCC Framework

- Mixed-use developments
  - Hudson
  - Cleveland-Cuyahoga County
  - Eastgate
  - Greater Akron Chamber
NEOSCC Framework

- Targeted development areas
  - Wayne County
  - Hudson
  - Cuyahoga County
NEOSCC Framework

- **STRONG ECONOMIC BASE**
- **COMMUNITIES**
- **QUALITY CONNECTED PLACES**

- Housing Equity/Inclusion
  - Eastgate
  - MCEDC
  - Cuyahoga County
  - Hudson
NEOSCCC Framework

- Green space/Ag.
  - Cuyahoga Co.
  - Eastgate
  - NEFCO
  - Hudson
  - Wayne

ENvironments

Strong Economic Base

Communities

Quality Connected Places
NEOSCC Framework

- STRONG ECONOMIC BASE
- COMMUNITIES
- ENVIRONMENTS
- QUALITY CONNECTED PLACES
- CONNECTIONS

- Transit/Transpo
  - Eastgate
  - NEFCO
  - Hudson
  - Cuyahoga Co.

VIBRANT NORTH EAST OHIO
NEOSCC.ORG
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janderle@neoscc.org