

Economic Development Strategies in NEO

Through NEOSCC's framework

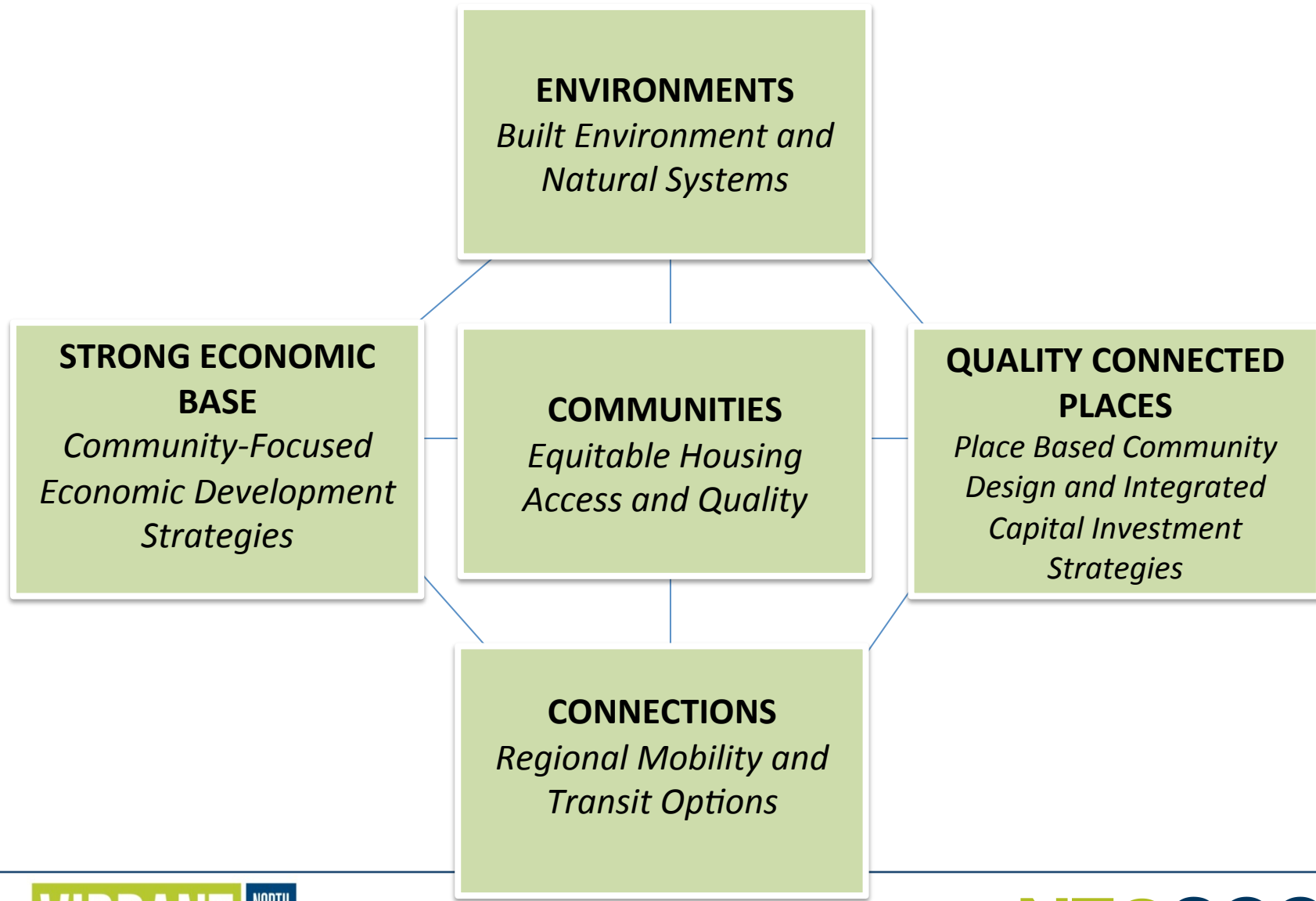
Caitlin A. Johnson

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



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

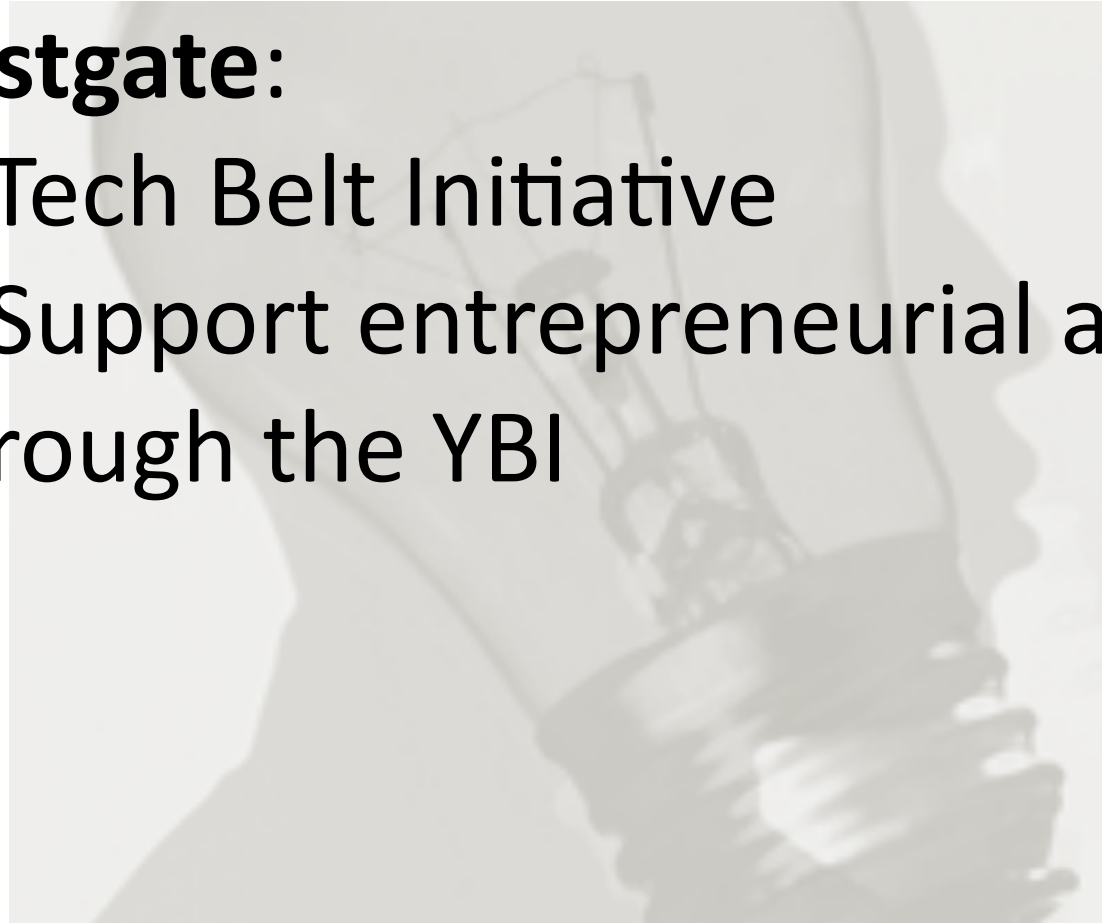


Innovation/Entrepreneurship

- **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



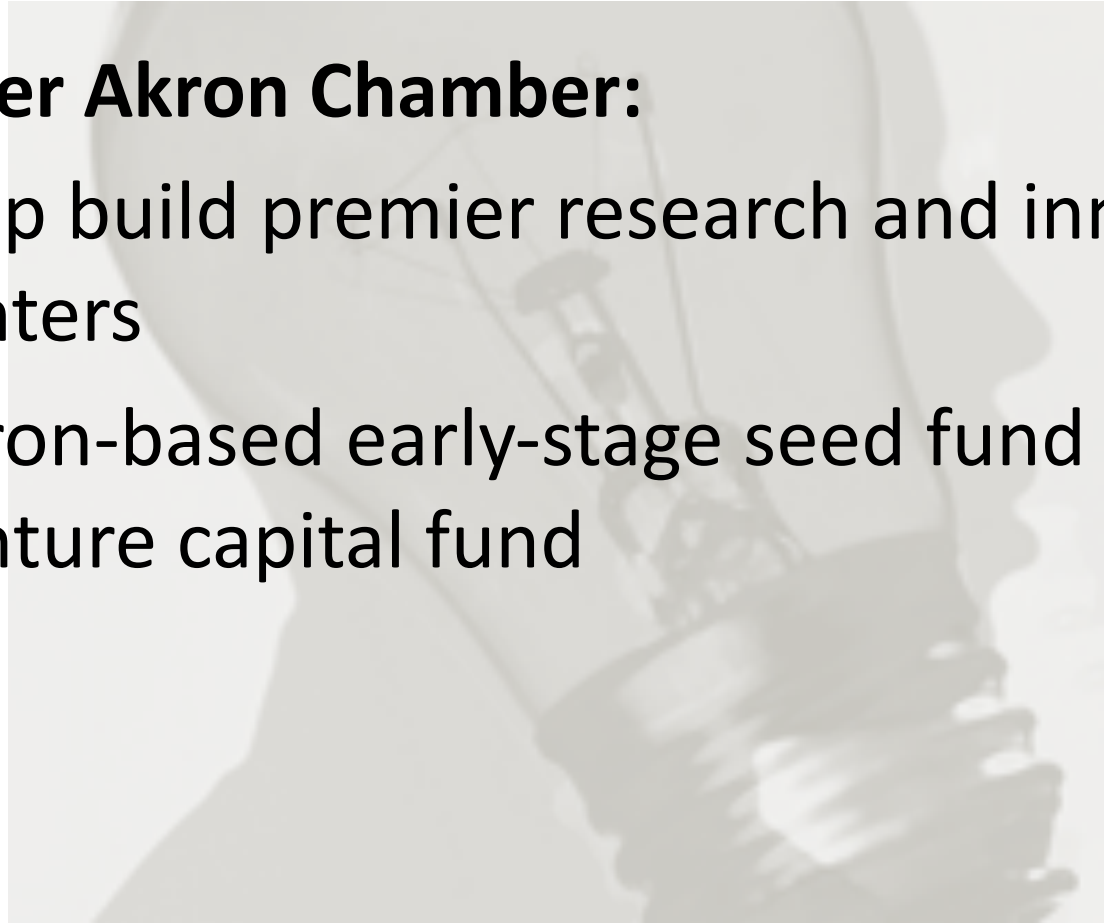
Innovation/Entrepreneurship

- **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

Driver/Emerging Industries

	Biomed	Ad. Mfg.	Auto	R&D	Ag.	Chem/ Poly	Health/ Med	Prof Serv.	Aero	H2O	Ad. Eng./ Green	Fin.	Tech Serv./ Tech	Retail	Logis.	Metal	HQ
Cuy. Co	X		X		X		X	X	X	X	X		X				
Cle-Cuy	X		X			X		X							X	X	
Medina						X	X								X		X
Eastgate		X	X													X	
NEFCO	X	X	X	X	X	X				X	X					X	X
Akron	X					X					X				X		
Hudson					X		X	X				X	X	X	X		X
Wayne			X								X						

Shared Strategies: Economic Growth

- **People**

- Education

- Workforce development

- Talent attraction

Education



Education

Scholarship programs

- Cuyahoga County
- Greater Akron Chamber



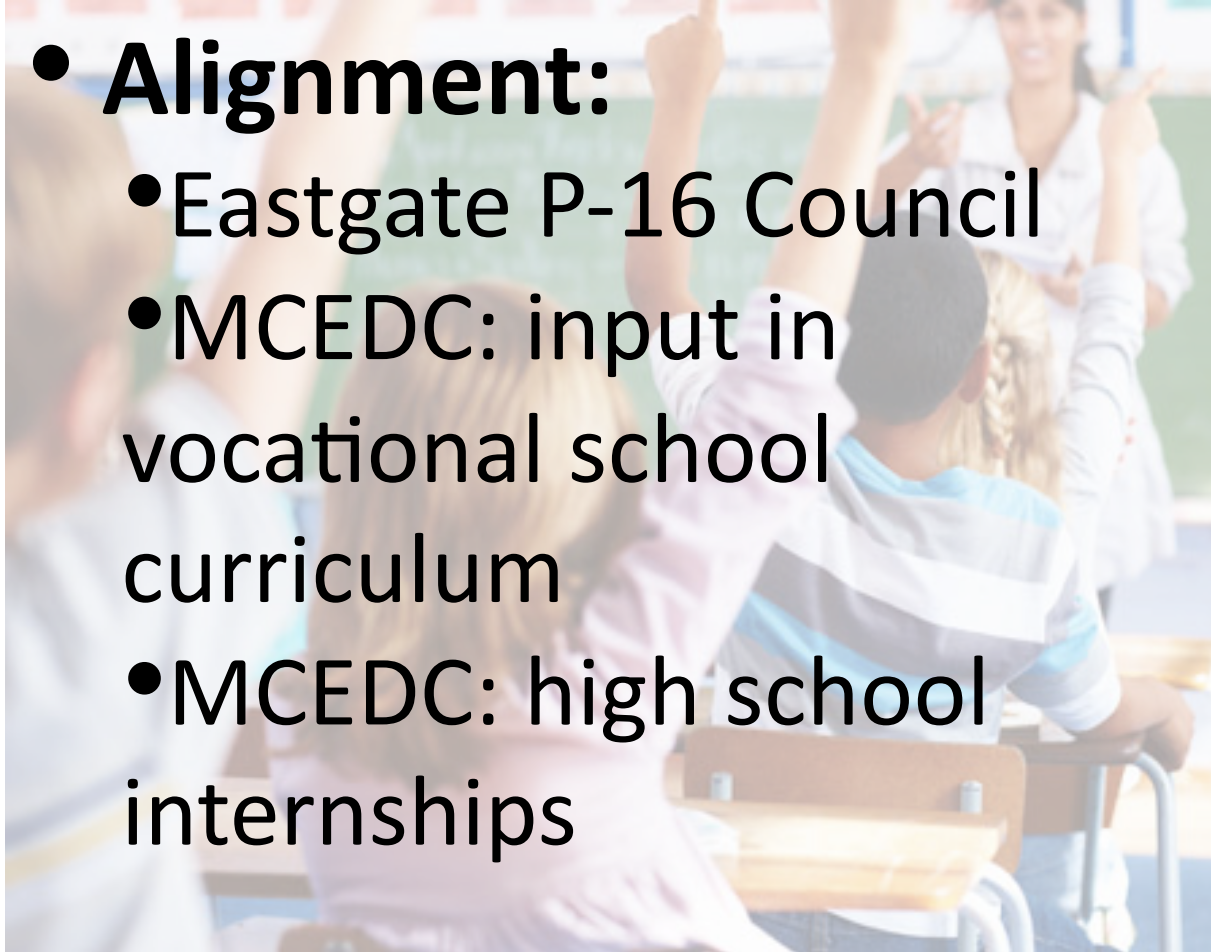
Education

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:

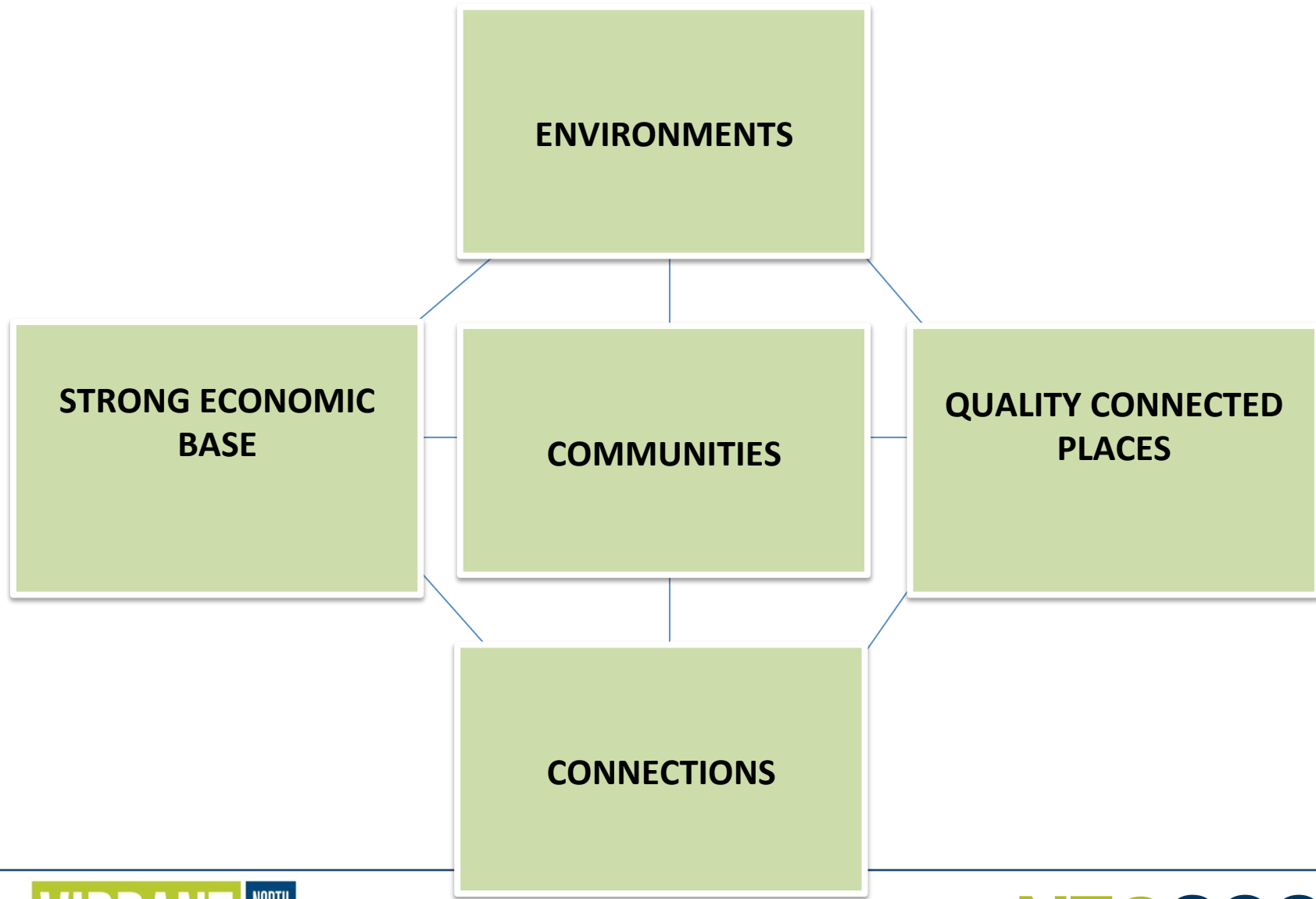
- Hudson: Work with Team NEO and the Greater Akron Chamber to attract more young talent
- Akron: Get YPs involved in Chamber activities
- Hudson: young professionals/mid career senior executives
- Cuyahoga County: Cleveland as a destination

Talent Attraction

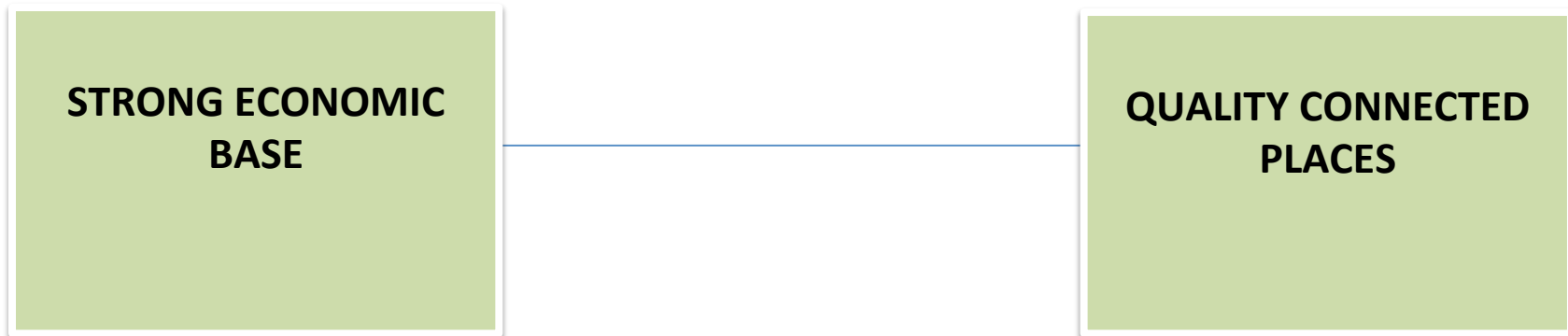
Enhance self image

- Greater Akron Chamber
 - Launch PR campaign
- Eastgate
 - Celebrate successes

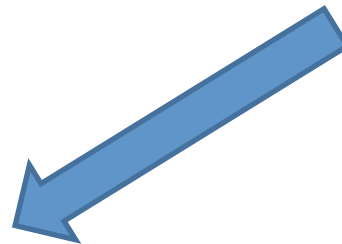
NEOSCC Framework



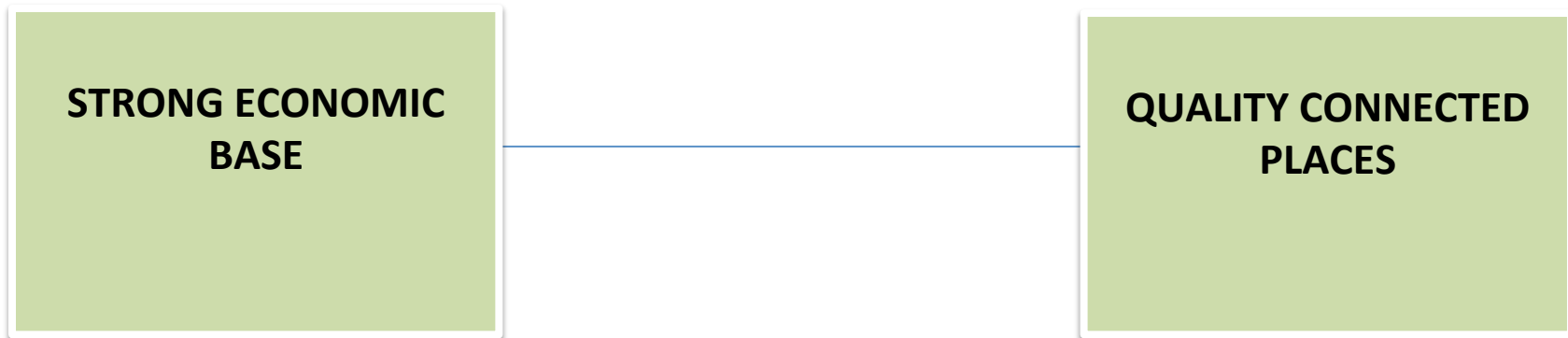
NEOSCC Framework



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

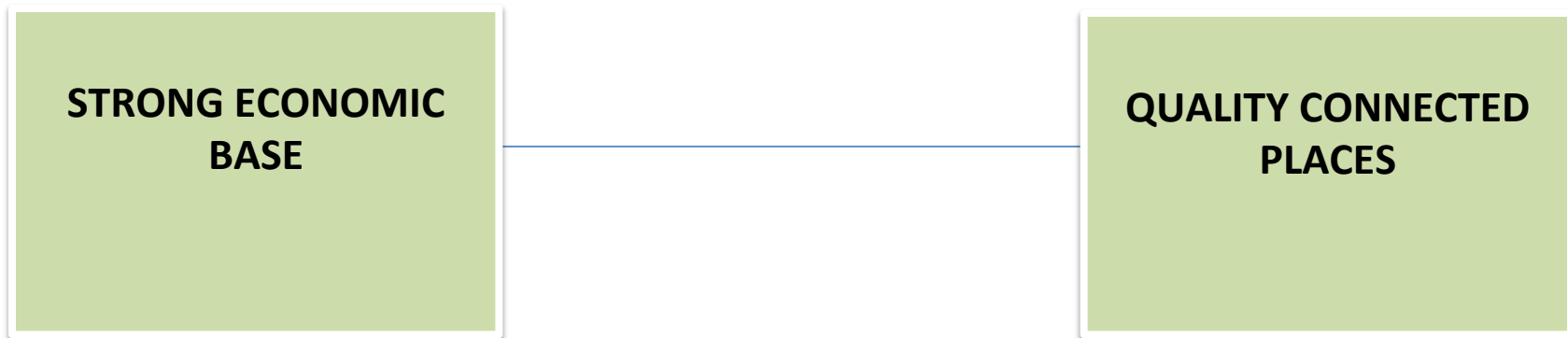


NEOSCC Framework



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

NEOSCC Framework



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

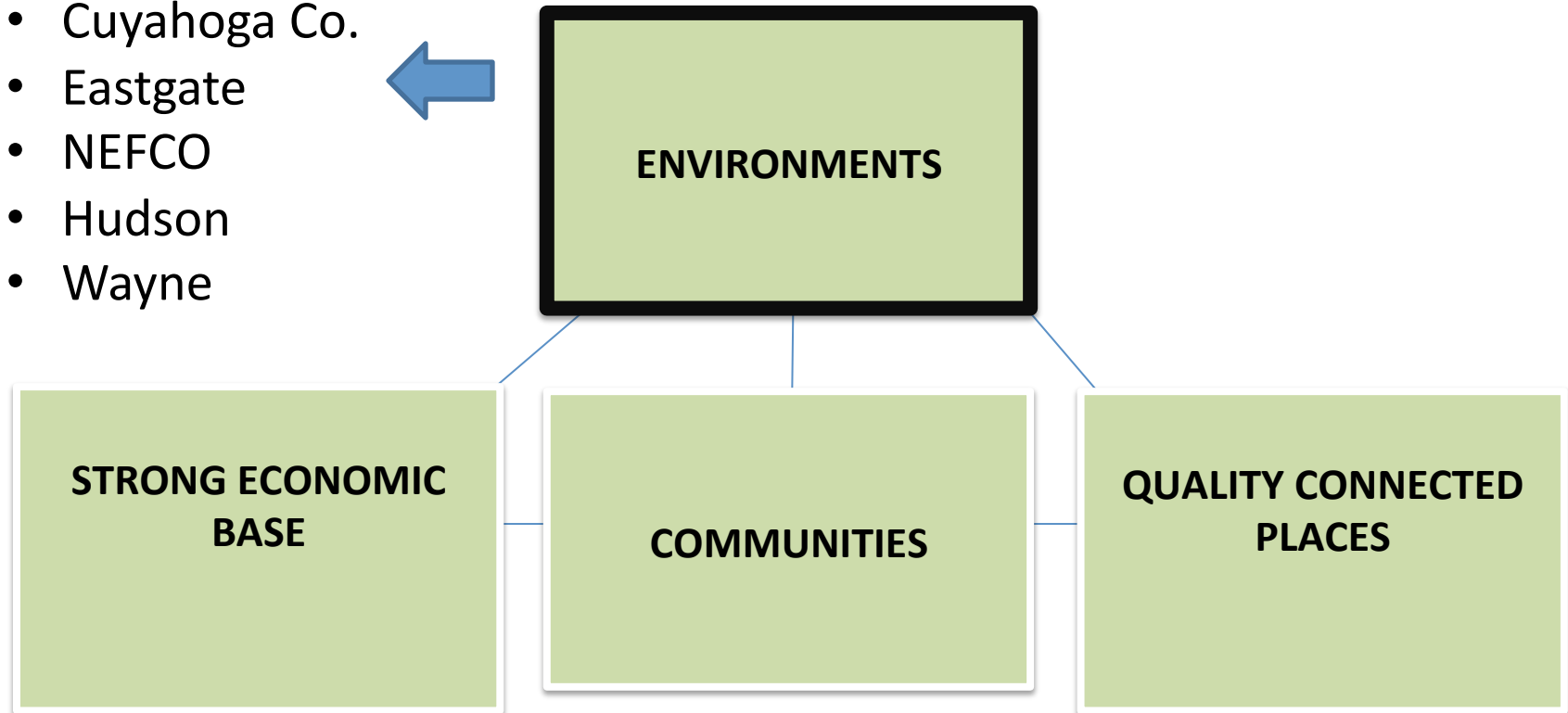
NEOSCC Framework



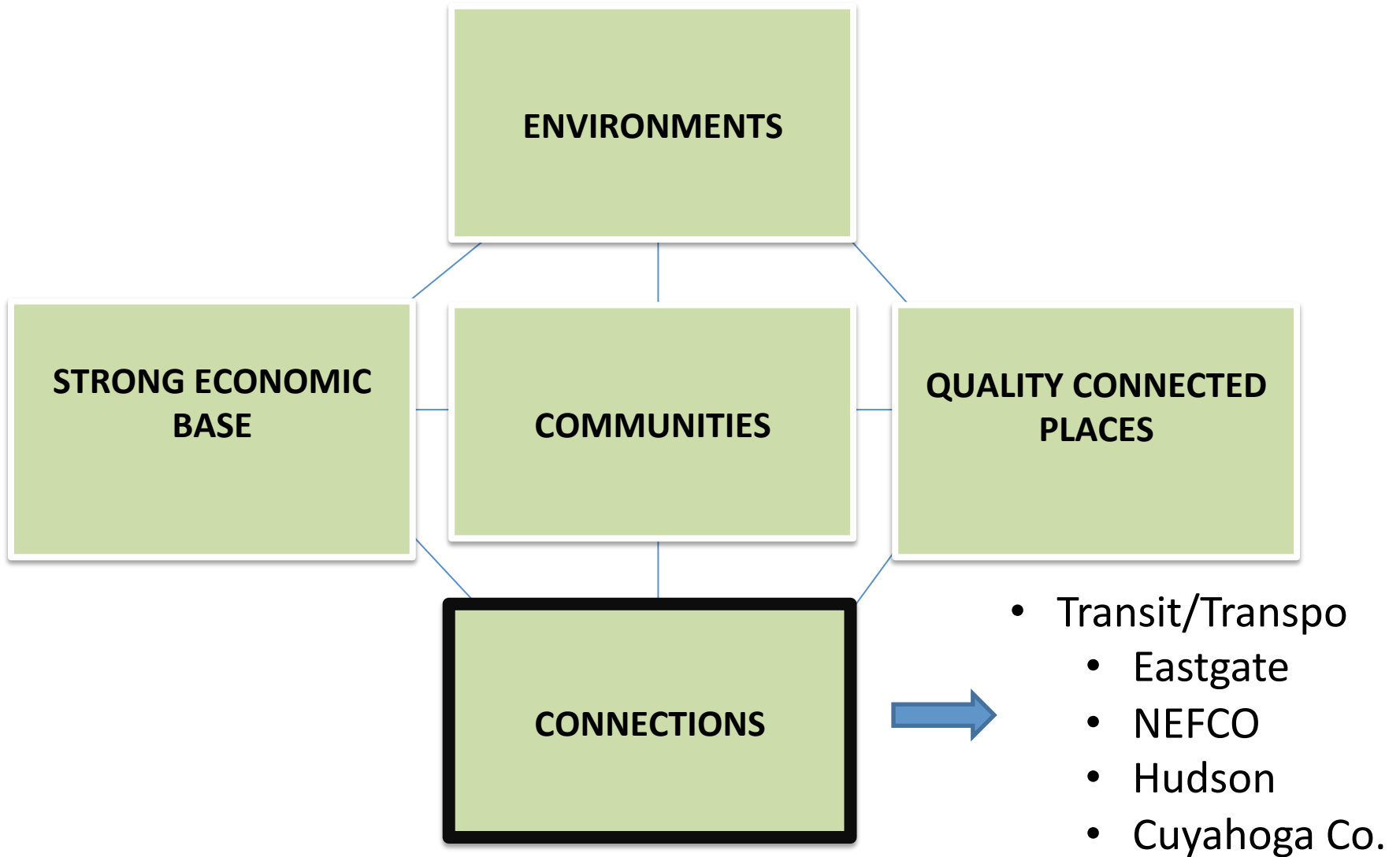
- Housing Equity/Inclusion
 - Eastgate
 - MCEDC
 - Cuyahoga County
 - Hudson

NEOSCC Framework

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



NEOSCC Framework



Place Making

	Brownfield	Green space	Transit	Land use	Core City	Infrastructure	Other
Cuyahoga County	X	X	X	X	X		X
MCEDC			X	X			X
Eastgate	X	X			X		X
NEFCO	X	X		X			
Greater Akron Chamber	X	X			X		X
City of Hudson		X	X	X			
Wayne County		X		X			



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