

2010 Economic Development Work Plan

City Commission Meeting February 16, 2010



2010 GPN Work Plan

Attract

- **International Recruitment**
 - ERTR Contract with Dayton Dev. Coalition and Troy Dev. Council.
 - Japan Business Development Mission with TDC on April 9-15.
 - German Business Development Mission with TDC and DDC on May 14-20.
- **Domestic Recruitment**
 - ROI contract with Troy and Auglaize, Darke, Logan, Shelby counties.
 - American Wind Energy Association (AWEA) Conference prospecting May 22-24.
- **Consultant Engagement**
 - Attend Five (5) Forums in 2010.
 - Participate in the 2010 IEDC Annual Meeting and IEDC Federal Forum.

2010 GPN Work Plan

Retain

- Visit 30 existing companies through R&E Committee members.
- Highlight Resource Partners at quarterly meetings in partnership with Troy.
- Develop testimonials from companies who have benefited from the R&E program for marketing material.
- Develop an R&E Project Award at the 2011 State of Economic Development Event.

2010 GPN Work Plan

Grow

- **Work with the Small Business Development Center (SBDC) at Edison Community College.**
- **Host four (4) Entrepreneurial Business Development Events in partnership with the Chamber and the SBDC.**
- **Utilize the Micro-Enterprise and the new USDA Loan Programs.**
- **Attend Chamber of Commerce Ribbon-cutting & After-hour events.**

2010 GPN Work Plan

Advocate

- Host first Annual State of Economic Development Event on April 6th in partnership with Piqua Area Chamber of Commerce.
- Participate in Miami County Chambers Legislative Committee.
- Participate in the DDC Regional Partners Committee.
- Attend the OEDA Legislative Day on March 10th.
- Promote the Ohio Ambassador Program through the Association of Ohio Commodores.

2010 GPN Work Plan

Marketing

- Continue development of GPN collateral marketing material.
- Launch GPN quarterly newsletter – First Issue March 1st
- Revamp GPN website – Completed by June 1st
- **Reorganize Information**
 - Add site and building database with demographics
 - Search Engine Optimization
- Evaluate Social Media component to our marketing efforts: Facebook, LinkedIn, YouTube and Twitter.

2010 GPN Work Plan

Redevelopment & Revitalization

- **Develop *ReDO Piqua* Plan**
 - Inventory and prioritize sites.
 - Pursue funding for Riverfront/Mill District.
- **Review USEPA Grants**
 - Reapply for funding if unsuccessful.
 - Implement plan for assessments if successful.
- **Implement *Path to Redevelopment* Plan for the Piqua Hospital clean-up.**

2010 GPN Work Plan

Prioritizing for 2011 and Beyond

- **Follow Up to Strategic Planning Session with City Commission**
 - How to incorporate economic development priorities of Commissioners?
 - Session will likely be held in April or May.
- **SWOT Analysis**
 - What are our Challenges and Opportunities for Economic Development?
- **Identify Priorities**
 - Are we focused on the right industries and the right people?
- **Develop a Framework for Success**
 - How do we gauge success?

2010 Successes

Businesses Growing in 2009-2010

- **Hartzell Fan**
 - Acquired additional industrial fan products from ACME Fan in Muskogee, OK.
 - New product lines will require expansion at the Piqua facility.
- **Harmony Systems**
 - Two expansions over the past 24 months with investments of \$1.5 million.
 - The company hired 59 employees to meet demands.
- **US Kondo**
 - First US presence for Japanese automotive parts supplier Kondo Seiko.
 - Visit to corporate headquarters in April as part of the Japan Business Development Mission.