

Piqua City Commission Economic Development Update Business Attraction Efforts

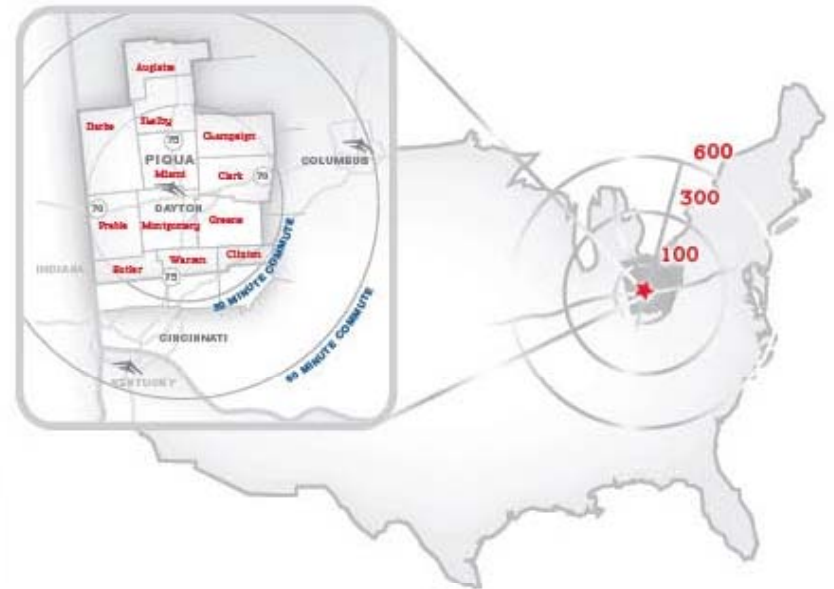
November 16, 2009



Business Attraction Update

Overview

- **Regional Priorities**
 - Advanced Manufacturing & Materials
 - Aerospace (Aviation)
 - Healthcare & Human Services
 - Information Technology
 - Logistics & Distribution
- **Prospect Activity**
 - How are Leads Generated?
 - How Many Leads?
 - What Types of Leads?
- **Consultant Visitation/Engagement**
 - Why Target Them?
 - What Are They Saying?



Business Attraction Update

Regional Priorities

- **Advanced Manufacturing & Materials**
 - Plastics, Coatings, Automotive, Energy
 - Research at AFRL/NCC/UDRI
- **Aerospace (& Aviation)**
 - General/Commercial/ Military
 - Autos-to-Aerospace Initiative
- **Healthcare & Human Services**
 - Aging Demographics
 - Research at AFRL (Aerospace Medicine Group from Brooks)
- **Information Technology**
 - Traditional call center opportunities
 - Research at AFMC/daytaOhio



Business Attraction Update

Prospect Activity

- **ROI Leads – 11**
 - primarily North American leads
- **ERTR Leads – 19***
 - primarily German leads
- **DDC Leads – 2**
 - may be specific to a part of the region
- **ODOD Leads – 2**
 - may be specific to one or more areas of the State
- **Direct Leads – 6**
 - Companies contacted us directly
 - Real estate professionals contacts



Business Attraction Update

Consultant Visitation

- **Why Target Them?**
 - Companies still turn to these consultants to manage site selection process
 - Economic Development is still “relationship-based”
- **What Are They Saying?**
 - Economy is still contracting in many parts of the country.
 - Risk of a “double-dip” recession
 - Growth industries include food service, renewable energy
 - Importance of keeping workforce development aligned with ED efforts



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