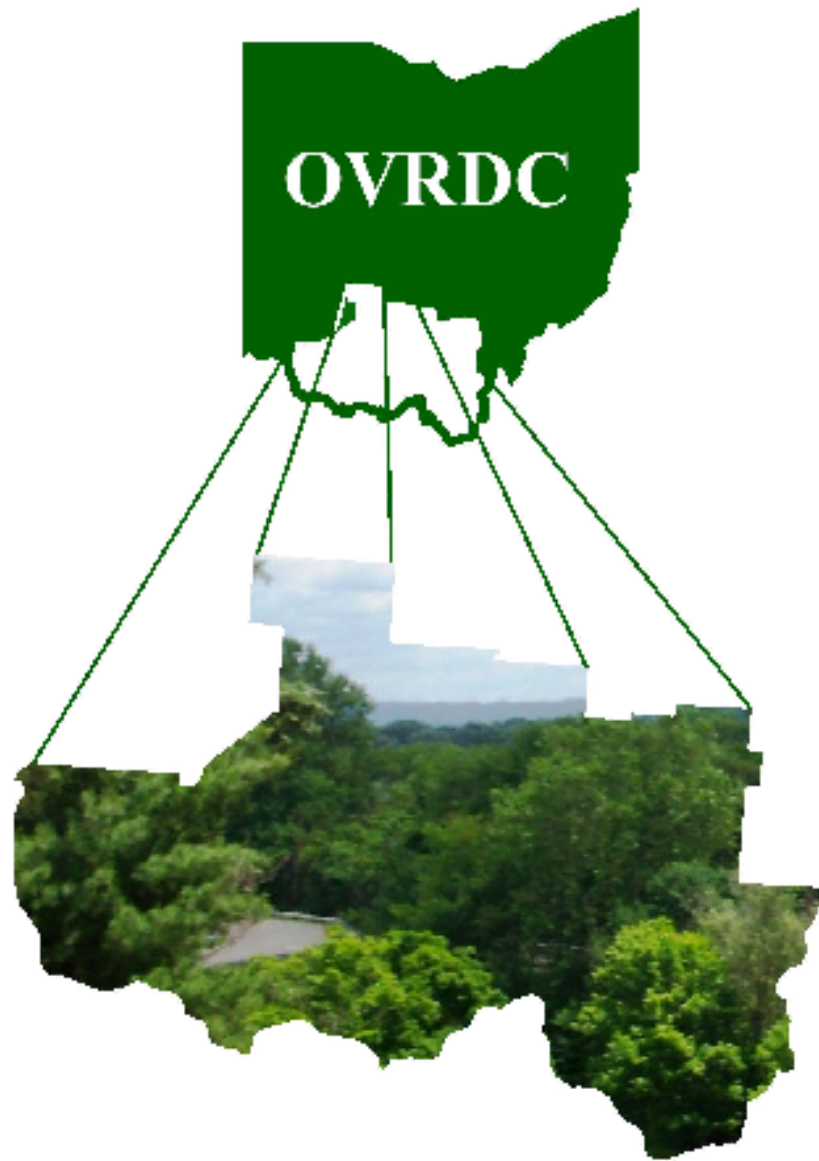


Ohio Valley Regional Development Commission
Regional Economic Development
Strategic Plan



2010-2012

The Ohio Valley Regional Development Commission (OVRDC) is pleased to present its Executive Committee, Full Commission and the citizens of southern Ohio its revised Regional Economic Development Strategic Plan 2010-2012.

The Plan represents a substantial revision to our 2003 Regional Strategic Plan. This revised Plan is much more than a strategic planning document listing desirable regional goals. Rather, it is a “blueprint for action” outlining the major tasks that must be undertaken if our region is to compete for continued economic and community development during the next three (3) years.

This Plan was put together in partnership with the OVRDC county caucus membership, who assisted with the SWOT (strengths, weaknesses, opportunities, and threats) analysis and the OVRDC Comprehensive Economic Development Strategy (CEDS) Committee membership who assisted with the development of the Goals, Objectives, and Strategies identified in the Plan. OVRDC wishes to express its deepest gratitude to the dedicated members of these committees who have volunteered their limited time and considerable energies to complete this Plan. Without their expertise and commitment to serving the district, this plan would not have been possible.

In the fall of 2008, Lee Fisher, Lieutenant Governor of the State of Ohio, provided a presentation in Chillicothe of the Ohio Department of Development’s (ODOD) new Economic Development Strategic Plan for the State of Ohio. At that meeting he stated that he and Governor Strickland wanted to see various regions of the state adopt their own regional plans that would be similar to the statewide ODOD plan. A person in the audience asked who would be responsible for putting such a regional plan together. OVRDC volunteered at that meeting to do such, and the creation of this Plan is just the start of that commitment. Implementing the strategies of this Plan will be paramount to its success and for completion of our commitment.

OVRDC annually is responsible as an Economic Development District (EDD) of the US Department of Commerce, Economic Development Administration (EDA) to complete a Comprehensive Economic Development Strategy (CEDS) for the region. As a part of the CEDS, OVRDC must identify regional goals, objectives, and strategies, therefore, it only made sense for us to take on the task of putting together a regional economic development strategic plan that was similar to the ODOD plan. If you compare the ODOD plan and the OVRDC Plan, you will see that we used similar goals as the ODOD plan, modifying them only to better represent the regional aspect of our Plan.

We look forward to working with our member counties; our funding agencies; our strategic local, regional, state, and federal partners; and the citizens of the region in implementing this Regional Economic Development Strategic Plan.

The following pages represent the Goals, Objectives, and Strategies of the OVRDC Regional Economic Development Strategic Plan. We welcome input into the Plan as it is a working document and if changes are suggested, we are willing to consider such recommendations.

Goal #1

Share the Southern Ohio Story

Objective 1: Improve the perception of Southern Ohio by business executives and site selection consultants both in and outside of Southern Ohio to increase the economic growth of the region.

Strategy 1: Encourage development of marketing plan for the region.

Strategy 2: Develop and maintain a website to market the region's industrial sites and strengths, such as labor force, education and incentives.

Strategy 3: Contact and gain attention of five site selection consultants.

Strategy 4: Encourage area residents to join the Ohio Ambassador Program in order to promote Southern Ohio and Ohio. Also, form a "Southern Ohio Ambassadors", to further promote region.

Strategy 5: Increase the number of Appalachian companies competing for and winning Export Awards.

Responsibility: OVRDC, County E.D. Officials

Outcomes:

- 1. Regional marketing plan developed**
- 2. Regional Website developed and maintained**
- 3. At least five site selection consultants contacted**
- 4. At least one site visit by a site selection consultant**
- 5. At least one Ambassador from each county**
- 6. At least two Appalachian companies entering Export Awards Contest.**



Objective 2: Improve the perception of Southern Ohio as a tourist and residential destination to tourism industry officials and residents, both inside and outside of Southern Ohio.



Strategy 1: Coordinate the development and/or compiling of “Theme” Tours throughout region with mapping and routing available online and encourage marketing by counties to potential visitors, including international visitors.

Strategy 3: Develop and make available to counties educational training for local officials, key businesses (hotels, convenience stores, etc.) and volunteers.

Strategy 4: Continue to support AppalachianOhio.com to market region.

Strategy 5: Encourage participation in the Ohio Ambassador Program.

Strategy 6: Facilitate meetings with Tourism Directors to survey needs and encourage cooperation.

Responsibility: OVRDC, County Tourism Directors

Outcomes:

- 1. List of “Theme” tours compiled**
- 2. Tourism training materials developed and made available**
- 3. One Ambassador identified for each county**
- 4. Number of visitors to Southern Ohio increased by 5%.**

Goal #2

Strengthen Our Strengths

Objective 1: Retain and strengthen our existing businesses and industries to retain our current job base.

Strategy 1: Conduct baseline Retention and Expansion Study in each OVRDC county.

Strategy 2: Link industries with available and appropriate resources, such as training, funding sources, etc. (Identified by R&E Study)

Strategy 3: Develop resource guide/website for companies with information on available programs, funding sources, etc.

Responsibility: OVRDC, County E.D. Officials, Chambers

Outcomes:

1. R&E survey completed and analyzed in each county
2. Information meeting/seminar held for companies
3. Resource/Information guide developed and maintained
4. At least 200 jobs retained and 100 jobs created.



Objective 2: Use existing industries to determine possible target industries for attraction, such as similar or compatible industries and supply chain companies to create new jobs.



Strategy 1: Use R&E study to gather information, analyze and provide information back to economic development officials.

Strategy 2: Determine if existing companies' products can be utilized or adapted to "green" industry sector.

Strategy 3: Assist companies with the conversion to green energy.

Responsibility: OVRDC, County E.D. Officials, Companies

Outcomes:

1. Analysis completed to determine industries to target
2. Workshop for Southern Ohio companies held to explore manufacturing and supply needs of "green" industries
3. Five companies assisted with converting to greener technology.

Objective 3: Continue to support small businesses and entrepreneurs.



Strategy 1: Provide “clearinghouse” of information needed for entrepreneurs and small businesses.

Strategy 2: Facilitate connections between businesses, government and education to bridge current disconnect among them.

Strategy 3: Continue operation of OVRDC RLF fund and coordination of Regional Business Assistance Network

Responsibility: OVRDC, County E.D. Officials, Chamber Officials

Outcomes:

- 1. Resource Clearinghouse/Data Base developed and maintained**
- 2. Meeting facilitated between business and government leaders**
- 3. RLF continued with at least 1 new loan.**
- 4. At least 25 jobs retained and 10 jobs created.**

Objective 4: Determine and build upon OVRDC’s core strengths to grow the agency.

Strategy 1: Determine OVRDC’s strengths.

Strategy 2: Maintain core programs and explore additional funding to expand upon them.

Strategy 3: Explore internships with area colleges to provide students to compile needed information and develop data bases, etc. as identified above.

Responsibility: OVRDC

Outcomes:

- 1. OVRDC Strengths identified**
- 2. Core programs maintained and/or expanded;**
- 3. Intern obtained to help with data compilation**

Goal #3

Cultivate Top Talent

Objective 1: Retain, train and advance our existing workforce—white, blue and green collar workers and recruit the best new workforce available for the future.

Strategy 1: Identify needs of business (R&E Study)

Strategy 2: Facilitate dialogue between business and education and government.

Strategy 3: Build upon existing educational strengths and resources.

Strategy 4: Conduct Wage and Benefit Survey to help in promotion of our workforce to potential companies.

Strategy 5: Work with state and local Job and Family Service offices and One-Stop Centers to facilitate needed training programs linking workers and companies with educational institutions.

Responsibility: OVRDC, Business Leaders, Education Leaders, One-Stop Centers, County CIC, E.D. and Chamber officials.

Outcomes:

1. R & E Study completed in each county.
2. Regional meeting held with business and education leaders and government officials to discuss needs identified in R&E Study
3. Wage and Benefit Survey conducted, results provided to area E.D. officials
4. At least 50 workers per county receive training
5. At least 15 companies assisted with training needs



Goal #4

Invest in Our Local/Regional Assets

Objective 1: Improve our communities' existing physical assets.

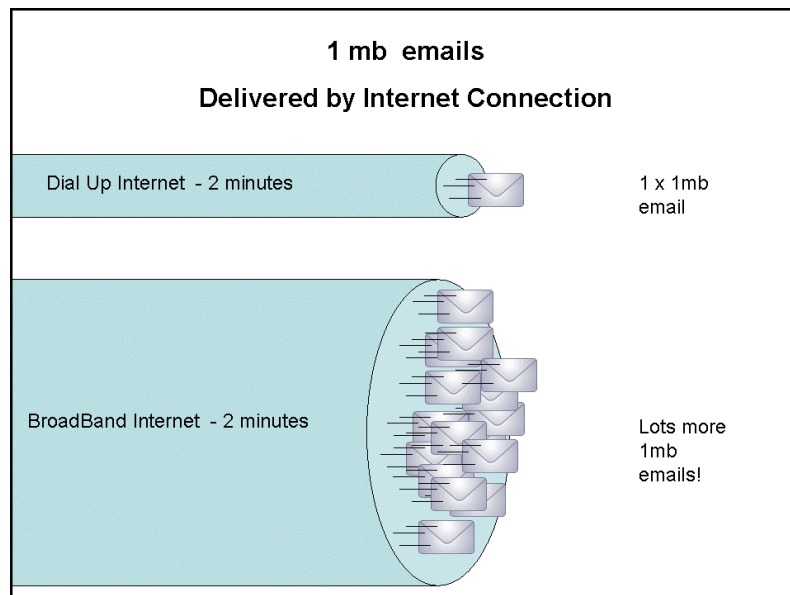
Strategy 1: Work to make broadband available and affordable to all residents and businesses in region.

Strategy 2: Provide technical assistance to communities to identify both new and existing (maintenance/replacement) water and sewer infrastructure needs and link them to funding sources.

Responsibility: OVRDC, Communities, Elected Officials, Connecting Appalachia

Outcomes:

1. **Affordable broadband available to all of Southern Ohio**
2. **Technical assistance provided to 25 communities/counties**
3. **At least 20 infrastructure projects funded and completed.**



Objective 2: Aid communities in the development of dedicated plans to handle future infrastructure maintenance and growth needs.

Strategy 1: Assist communities in conducting an inventory of existing infrastructure and developing 5 year capital improvement planning.

Responsibility: OVRDC, RCAP, Communities

Outcomes: At least 5 communities assisted in completing a capital improvement plan.

Objective 3: Improve existing and develop new transportation systems.

Strategy 1: Promote designation of Rural Planning Organizations (RPO) to give rural governments a larger voice in infrastructure planning and provide a means of prioritizing projects on a regional basis.

Strategy 2: Promote completion of Appalachian Development Highway System in OVRDC region.

Strategy 3: Work to secure additional funding for our region's highways.

Strategy 4: Promote funding and development of intermodal facilities at strategic locations in region to encourage better utilization of rail and barge facilities throughout region.

Responsibility: OVRDC, Local Transportation Organizations (SEORC), Local Elected Officials.

Outcomes:

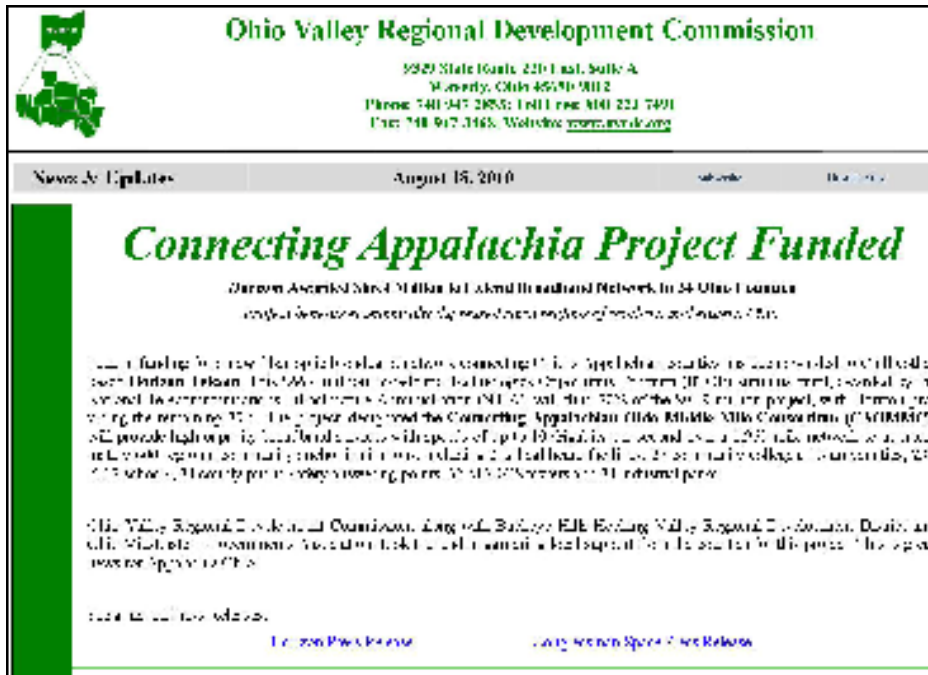
- 1. Official designation of RPO's**
- 2. Regional transportation projects identified and prioritized**
- 3. At least one OVRDC Appalachian Development Highway system project started and/or completed**
- 4. At least one intermodal site identified and funding pursued.**



Goal #5

Focus on Our Customers and Shareholders

Objective 1: OVRDC will become a more customer friendly and shareholder based organization and will improve its perception as a local development district to local, state and federal elected officials, economic development officials, business leaders, the media and the general public.



Strategy 1: Expand reach of E-newsletter and publish at least 4 times a year.

Strategy 2: Conduct more shareholder and legislative meetings.

Strategy 3: Improve follow-up response time to inquiries.

Strategy 4: Improve media relations by increasing the number of press releases provided to the media and scheduling visits to media outlets, when in counties.

Strategy 5: Improve relations with area business leaders by attending more Chamber of Commerce, CIC and Economic Development meetings/functions.

Strategy 6: Schedule and conduct regular meetings of economic development and business officials for a better understanding of their needs and to disseminate needed information to them from state and federal officials.

Responsibility: OVRDC

Outcomes:

1. E-newsletter distribution increased by 10% and published minimum of four times per year
2. Conduct an additional five shareholder meetings and two additional legislative meetings yearly
3. Institute inquiry response time procedures
4. Provide an additional four press releases per year and schedule at least two media visits per year
5. OVRDC staff will attend at least one business function in each county per year.
6. Conduct at least four meetings yearly off/for economic development officials.



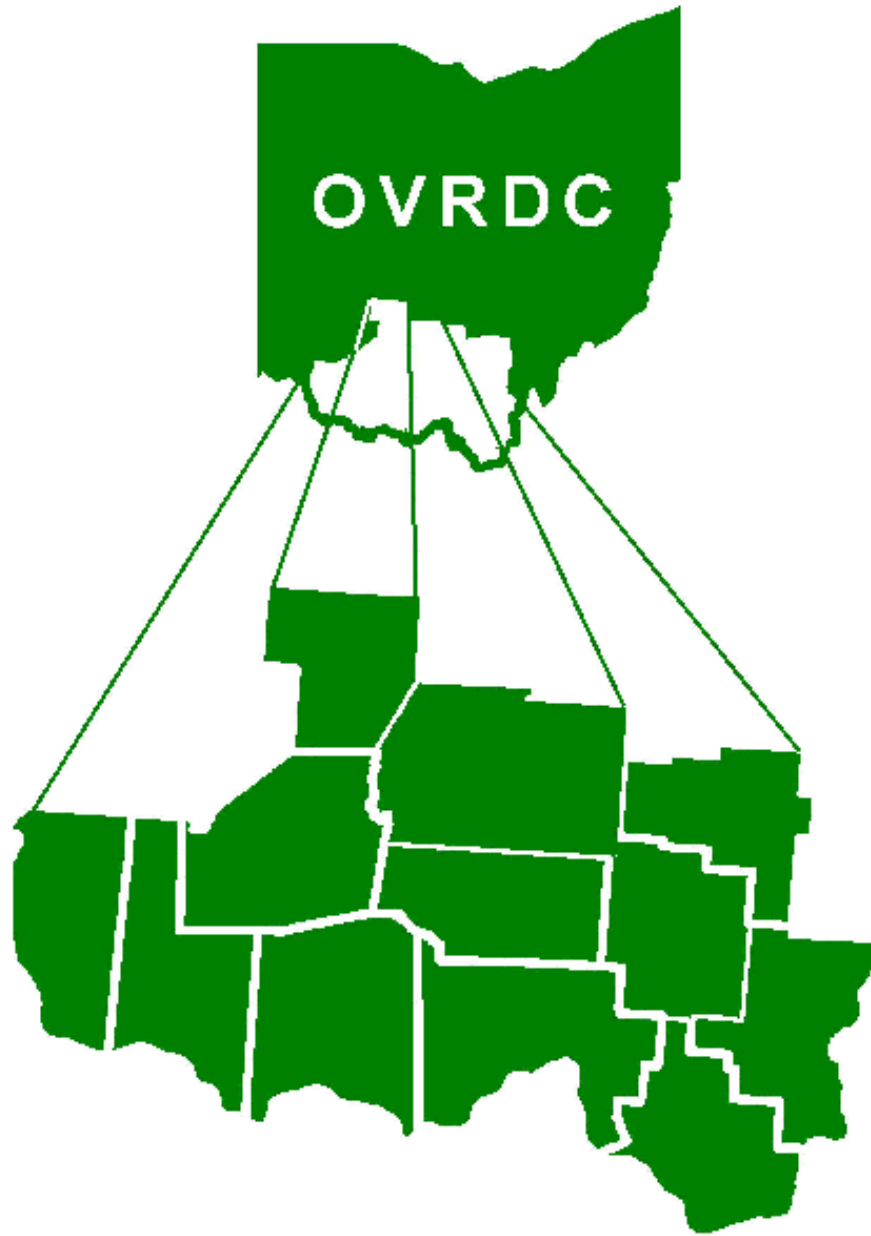
OVRDC CEDS Committee

2009

Name	County
Roger Rhonemus CEDS Committee Chairman	Adams
Harty Wallingford	Adams
Ben Houser	Brown
Tim Ross	Clermont
Doug Marine	Fayette
Tracy Stewart-Call	Gallia
Charles Stevens	Highland
Rick McNelly	Jackson
Carl Darling	Lawrence
Robert Matthey	Pike
Tom White	Ross
Don Hadsell	Ross
Dana Eberts	Scioto
Mal Payne	Ross
Brett Boothe	Gallia
Joe Denen	Fayette
Dave Kennedy	Clermont
Jack Webb	Jackson
Mike Bledsoe	Vinton
Sherry Stout	Highland
Jewell Hackworth	Lawrence
Sharon Manson	Pike
Gary Coleman	Scioto

2010

Name	County
Roger Rhonemus CEDS Committee Chairman	Adams
G.H. "Harty" Wallingford	Adams
Ben Houser	Brown
Tim Ross	Clermont
Doug Marine	Fayette
Tracy Stewart Call	Gallia
Charles Stevens	Highland
Rick McNelly	Jackson
Rick Griffith	Lawrence
Robert Matthey	Pike
Tom White	Ross
Don Hadsell	Scioto
Andy Adelman	Vinton
Mal Payne	Ross
Brett Boothe	Gallia
Joe Denen	Fayette
Dave Kennedy	Clermont
Jack Webb	Jackson
Mike Bledsoe	Vinton
Dr. Keith Boys	Highland
Jewell Hackworth	Lawrence
Sharon Manson	Pike
Gary Coleman	Scioto



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