



OHIO ECONOMIC DEVELOPMENT ASSOCIATION

2018 ANNUAL REPORT
PRESENTED AT THE ANNUAL SUMMIT
OCTOBER 18, 2018

From the President

OEDA Member,

Our membership can be proud of much that has transpired this past year. Our Board has spent a significant amount behind the scenes working on the strategy and goals for OEDA's future. We have also worked diligently to develop our Ohio Economic Development Institute (OEDI), a world-class continuing education program for Ohio's intermediate and advanced economic development professionals.

I encourage you to read through this entire 2018 *Annual Report* for more details about the progress we have made. This report is a sampling of OEDA's achievements this year and is a true testament to an organization that has reached its highest membership level ever.

I would also like to take this time to thank Jennifer Price, our Executive Director, and Tracey Hogan and Karla Dunbar, members of our professional management team, for their dedication, work ethic and commitment to making OEDA a world class organization.

Thank you for your continued support of our organization, I promise the best is yet to come.

Sincerely,

Chris Xeil Lyons
OEDA 2018 Board President
Economic Development Director
City of Sharonville

From the Executive Director

Why you do that thing you do...

This sounds like a line from an overplayed Top 40 song on the radio. But it's not. It's why we are here. At OEDA, our commitment is to you—because that thing you do is economic development.

And, that thing you do matters. Economic development change people's lives and transform communities. Every day—whether it makes the news or is captured in a handshake on Main Street away from the headlines, economic developers are making a difference in their local communities, across their regions and around the state.

At the Ohio Economic Development Association, we believe like to think we are making a difference, too. We are proud to be the state's professional association for economic developers. We strive to support the economic development community as the information safety net for ED news and issues, tireless advocate for the profession and provider of high quality, high value professional development.

It's been a great year for OEDA and the future is very bright. OEDA enjoys a strong financial position, positive membership growth, record high investor engagement, and enhanced recognition at the Statehouse.

Professional development continues to be fundamental to OEDA. The hallmark of these efforts is the Ohio Economic Development Institute. Since its inception two years ago, the Institute has served as the pathway to becoming an Ohio Certified Economic Developer. This year, OEDA will award the Ohio Certified Economic Developer credentials for the first time to eight outstanding economic development professionals.

It's wonderful to celebrate Ohio's most accomplished economic developers. But, OEDA is equally committed to supporting the newest practitioners and starting them on the road to a successful career in economic development. The Ohio Basic Economic Development Course attracted a full enrollment, giving Ohio's newest practitioners foundational knowledge across all areas of economic development so they can hit the ground running.

Our Young Professionals (EDYP) initiative, has grown exponentially with active YP groups in each region of the state. The program supports young professionals and those new to the profession by providing opportunities to connect with their peers AND experienced mentors.

OEDA's advocacy program allows the profession and the association to have a voice in the policy decisions that impact economic development in Ohio. In conjunction with the OEDA 360 event, OEDA hosted a legislative reception in Spring 2018. OEDA members had the opportunity to connect with their legislators and educate them on issues impacting economic development in their respective districts. OEDA was honored to receive an appointment to

the Regional Economic Development Study Alliance Committee created in HB 122 which was signed into law in August 2018.

OEDA is proud to represent the economic development community in Ohio. Through professional development, advocacy, member resources and networking, OEDA helps its members be the best prepared economic developers in the country. In turn, the efforts of OEDA's members translate to thousands of jobs created, millions in capital invested, and steady tax base growth. That thing you do is pretty amazing and we're pretty excited to work with you in 2019.

Best,

A handwritten signature in black ink, appearing to read "Jennifer".

Jennifer Tisone Price
Executive Director
Ohio Economic Development Association

PROGRAM OF WORK HIGHLIGHTS

Communications Committee

Jeremiah Gracia, Economic Development Administrator, City of Dublin, Committee Chair

Keeping with the momentum last year, we are having another great year of executing our communications plan in 2018. All communications activities are focused on providing value to economic development practitioners and reinforce the value of the economic developer to key audiences and decision makers.

There's a new energy at OEDA, reflecting those we serve. As the professional association for economic developers, OEDA's new brand reflects its members– dynamic, on-the-move, decisive, knowledgeable, informed, engaging. The Ohio Economic Development Association is committed to helping its members expand their knowledge, expand their network and expand their influence.

Here's a little insight into OEDA's new graphic identity:

- The concentric circles represent the ways in which OEDA can expand one's knowledge and network; both which are critical to an economic developer's success.
- The linear movement captures the energy and "on-the-go" attitude so prevalent among economic development professionals.
- The crossing lines represent the connection points, those programs and services that help OEDA members connect with their peers, policy makers, and service providers.
- The sunrise color palette reflects the optimism of the economic development profession and its commitment to fostering a bright future for all of Ohio's citizens and businesses.

Along with the new branding, OEDA refined its communications tools and resources including the monthly newsletter, legislative update, news board and jobs board. The jobs board makes it easier to find job postings and the postings are now sent as stand-alone emails OEDA members to make sure they are aware of professional opportunities and gain that competitive edge.

What's Next:

The committee is always evaluating the best way to communicate and provide value to your membership. Please don't hesitate to share your open and honest feedback. More importantly, if you want to help shape OEDA's communications please contact me at jgracia@dublin.oh.us to join our committee.

Economic Development Policy & Program Committee

Jamie Beier-Grant, Director, Ottawa County Improvement Corporation, Co-Chair
Quinten Harris, Deputy Director for Jobs & Economic Development, City of Columbus, Co-Chair

As a non-partisan professional association, OEDA's Economic Development Policy & Program Committee advocates on behalf of economic development practitioners and issues important to growing the Ohio economy.

In early 2018, the Committee finalized its Policy Paper and formally introduced priorities to legislators and members during the March OEDA 360 event. Major components of the Policy Paper include: Infrastructure Development; Workforce Development; Simple and Equitable Tax Structure; Affordable and Reliable Energy; and Support for Existing Businesses. The Policy & Programs Committee views the creation of this Policy Paper as critical, with 2018 being a big election year in Ohio. Ohioans will have a new governor for the first time in eight years and down-ticket races are heating up as all of Ohio's sitting statewide office holders are term limited and seeking other offices.

OEDA also continued its work monitoring legislation of interest with the assistance of Bricker & Eckler. Pertinent information is reported on a monthly basis to the full membership. A highlight of legislative activity in 2018 includes:

- OEDA moved into the 2018 year following three major federal issues – Tax Cuts and Jobs Act, Federal Omnibus Spending Bill, and Opportunity Zones Program
 - **Tax Cuts and Jobs Act** was signed into law on December 22, 2017. During consideration by the House and Senate, the bill caused great concern for economic development professionals due to proposed negative treatment of Private Activity Bonds (PABs), Advance Refunding Bonds (ARBs), Historic Preservation Tax Credits (HPTC) and New Markets Tax Credits. Luckily, in the final law, the main provisions of PABs and the HPTC program were preserved, but slight revisions were made that will be further studied.
 - **Federal Omnibus Spending Bill** was passed in March 2018 and authorized favorable spending levels for federal economic development programs, including: Economic Development Agency, Manufacturing Extension Program; CDBG; TIGER; Rural Business-Cooperative Service; Employment & Training Administration; Minority Business Development Agency; and Appalachian Regional Commission.
 - **Creation of Opportunity Zones Program** as another economic and community development tool.
- **Regional Economic Development Alliance Study Committee** – The Legislature moved to create the Study Committee in mid-2018 and OEDA is pleased to see the

appointment of two outstanding economic development professionals to the committee – Joy Davis, Hocking County CIC and Tim Mayle, Findlay-Hancock County Economic Development. OEDA is also pleased to have a request for an ex-officio seat on the Study Committee approved.

- **Ohio Gubernatorial Candidates Forum** – OEDA appreciated the opportunity to partner with the Ohio Association of Regional Councils to host this event that welcomed candidates Richard Cordray and Mike DeWine. More than 500 guests attended the event, which provided a great platform for OEDA visibility.

Economic Development Young Professionals Committee (EDYP)

Andrea Enders, Manager, Projects & Business Development, REDI Cincinnati, Committee Chair

ED YP's mission is to advance Ohio's economy by engaging new economic development professionals through unique networking, educational and leadership opportunities.

To accomplish this, ED YP connects new economic development professionals to industry leaders, mentors, and peers from across the state of Ohio, fostering growth and passion for the field of economic development.

ED YP is sponsored by the Ohio Economic Development Association* (OEDA) and was formally created in 2016. The program is designed to support young professionals and those new to economic development. Each of the six JobsOhio Network Regions have at least two local contacts from various economic development organizations coordinating activities. This framework has helped create an amazing network for ED YPs across the state of Ohio

In 2018, the ED YP regional teams hosted networking events, identified target audience members, built regional contact lists and contributed new ideas and perspectives on key planning committees to ensure OEDA programs address the needs of the youngest and newest members of the economic development profession.

Engagement with college students was a focus in 2018. ED YP regional leads coordinated presentations at schools like Ohio University, Tiffin College, Cleveland State University, Northern Kentucky University, Ohio State University and Wright State. Increasing these engagements and growing the regional committees is a priority going into 2019.

*OEDA membership is not required to participate in ED YP.

Investor Committee

David Zak, President & CEO, Tiffin-Seneca Economic Partnership, Committee Chair

Building on last year's success OEDA experienced its strongest fundraising year to date with investor revenue exceeding \$100,000 for the first time in OEDA history. This represents an increase of 27 percent in revenue over 2017. Several new additions to the investor program from the consulting, real estate development, utility and construction sectors helped OEDA exceed its goal.

The growing funding from our partners has allowed OEDA to make a series of strategic investments in programs and services that support OEDA's mission. Those investments are evident in expanded professional development, greater awareness of the organization and profession among thought leaders and policy makers, and enhanced information services.

Clearly the investor program continues to flourish under its new structure. The framework adopted in 2017 increased OEDA's flexibility in building benefits packages that align with an investor organization's goals and objectives. This approach not only benefits OEDA's members, it allows the association to return greater value to its investors.

Moving forward, investor relations will remain high on the association's list of priorities. OEDA seeks to engage its investors on a more regular basis to ensure there is continuous dialogue around how the association and its partners can expand capacity and leverage resources to support the economic development community.

Professional Development Committee

Mark Barbash, Economic Development Consulting, Committee Chair

The **2018 Ohio Basic Economic Development Course** continues to be OEDA's highly regarded flagship professional development program. Paul Brehm continues to serve as the Basic Course Chair.

In 2018:

- There were 54 participants in this year's Basic Economic Development Course, exceeding last years enrollment of 47.
 - Attendees represented Ohio, Colorado, Virginia, Kentucky, West Virginia, Indiana, and Washington, D.C.
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- The faculty included 23 economic and business development professionals who brought their years of experience to the students.
- The evaluations received very highly ratings across the board in student evaluations, including the quality and expertise the instructors, the interactive teaching methods, overall course content, and of course content.
- Instructors were rated a 4.49 on a 5-point scale, with a range of 4.14 to 4.80. Again, the quality of our faculty remains a key strength for our basic course.

The **Ohio Economic Development Institute** completed its second full year of offering advanced professional development courses, with the support of JobsOhio, and in partnership with Ohio University. The OEDI is designed to provide top level training for experienced economic development professionals, with a primary focus on Ohio practice and programs.

OEDI Core Courses offered in 2018 included:

- Real Estate Development, Instructor: Jim Russell, Pizutti
- Site Development, Instructors: Christine Nelson & Mary Cierebiej, Team NEO
- Finance/Incentives, Mark Barbash, Ohio State and Quinten Harris, City of Columbus
- Business Retention and Expansion: Erik Collins, Montgomery County Economic Development and Laith Wardi, ExecutivePulse, Inc.

A total of 125 students took the four core courses, with a large percentage indicating that they planned to go for their OhioCED certification once they had completed the Core Courses. Students represented all areas of the state, and included representatives of JobsOhio and all Regional Partners. The full set of Core Courses will be conducted in 2019.

In addition to the Core Courses, the Institute offered three webinars on:

- Fundamentals of Electric Utilities
- Fundamentals of Gas Utilities,
- Broadband and Economic Development, In partnership with IceMiller

More than 125 individuals participated in the three webinars conducted during the year.

The **OEDI Capstone Course** is the final course before students can receive their Certification. OEDI completed the first cohort (round) of the Capstone Course in 2018. There were seven students enrolled in the Capstone Course who will complete their presentations in October, 2018. The first graduates to receive the Certified Economic Developer (OhioCED) certification will be announced in October, 2018. The Capstone Course was assisted by Ohio University as well as a team of more than 20 experienced economic development professionals who serve as Mentors to the Capstone Students. The second cohort (round) of the Capstone Course began in September, 2018. A third round will begin in early 2019.

Mark Barbash serves as Institute director, with assistance from OEDA and JobsOhio staff. OEDA engaged Ohio University's Voinovich School of Public Affairs and Leadership to assist in developing, conducting, and evaluating course offerings.

OEDI continues to expand its training partnerships, in addition to existing OEDA partnerships with the Council of Development Finance Agencies (CDFA) and the International Economic Development Council (IEDA).

Ohio Econ. Dev. Association
STATEMENT of FINANCIAL POSITION
 (Balance Sheet)
 December 31, 2017

	CURRENT YEAR	PRIOR YEAR
----- ASSETS -----		
CURRENT ASSETS		
Checking - Huntington	\$ 323,554.60	\$ 327,887.20
Investments - HNB - New	6,045.86	6,031.19
JobsOhio Training Grant	87,873.03	170,127.57
Raffle Scholarship Fund	97.00	0.00
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TOTAL CURRENT ASSETS	417,570.49	504,045.96
TOTAL ASSETS	\$ 417,570.49	\$ 504,045.96
	<hr/> <hr/>	<hr/> <hr/>
----- LIABILITIES & CAPITAL -----		
CURRENT LIABILITIES		
Accounts Payable	\$ 0.00	\$ 16,631.74
Deferred Dues	33,721.00	17,075.00
Sponsorship Deferred Income	12,500.00	5,000.00
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TOTAL CURRENT LIABILITIES	46,221.00	38,706.74
TOTAL LIABILITIES	46,221.00	38,706.74
CAPITAL		
Net Assets	465,339.22	562,091.85
Current Year	(93,989.73)	(96,752.63)
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TOTAL CAPITAL	371,349.49	465,339.22
TOTAL LIABILITIES & CAPITAL	\$ 417,570.49	\$ 504,045.96
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