



2018 Annual Summit “Back to Basics”

October 17-18, 2018

Columbus Renaissance Downtown

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The 2018 OEDA Annual Summit is recognized by the Ohio Economic Development Institute as a professional development event that counts toward 12 hours of elective credit for the Ohio Certified Economic Developer credential (OhioCED).



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The 2018 OEDA Annual Summit is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of Certified Economic Developers (CEd).



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You're Invited!

On behalf of the Ohio Economic Development Association, I am excited to extend this invitation to join us at the 2018 OEDA Annual Summit being held October 17-18 at the Columbus Downtown Renaissance Hotel. Our theme for the Summit is "Back to Basics," to remind us all of the importance of focusing on doing what we do best to build and strengthen our communities. Whether economic times are good or bad, performing the basic skills well will ensure resilience and results.

The Annual Summit Committee has worked very hard to create a two-day agenda filled with general plenary and break-out sessions following five tracks – infrastructure, sites, workforce, tools and programs, and finance and incentives. Programming designed to reinforce your basic understanding and provide innovative applications for new successes.

Nationally-recognized experts and industry leaders will share case studies and new strategies that will enhance your knowledge, allowing you to be able to find the solution to the latest challenge or fully engage with the newest opportunity. As the practice of Economic Development quickly changes and evolves, the 2018 OEDA Annual Summit is designed to remind you that blocking and tackling is still the key to a winning team.

As indicated above, the 2018 OEDA Annual Summit is a two-day event. We recognize it may be difficult to be away from the office for an extended period of time. The straight forward agenda is designed to give you the information you need to best perform your job while respecting the time you are willing to share with us.

Please accept this invitation to join us for the 2018 OEDA Annual Summit October 17-18 at the Columbus Downtown Renaissance Hotel. Click [HERE](#) for full details and to register to attend. We look forward to seeing you there!

Expand your knowledge; expand your network; and expand your influence through OEDA!

Joy Davis, CEcD MP, Executive Director, Hocking County CIC
2018 Annual Summit Committee Chairperson

Schedule of Events

Wednesday, October 17th

9:00 am

Registration/Check In

Location: Woody Hayes Grand Ballroom Foyer, 2nd Floor

10:00-11:00 am

Welcome & Opening General Session: Findlay Formula – It's a Team Effort (Tools and Programs)

Presenter: Tim Mayle, Director, Findlay-Hancock Economic Development

For the past 30 years Findlay has been implementing the Findlay Formula. The Formula is simple; collaboration between Business, Education and Government provides an environment ripe for investment. This Formula has led Findlay to be ranked the #1 Micropolitan in the US the past four years, record infrastructure investment, Downtown Revitalization and much more. Come learn how your community can utilize the same tools of Community Reinvestment Areas (CRA), Tax Increment Financing (TIF), Port Authorities, ODOT grants and much more.

Location: Woody Hayes Grand Ballroom ABC

11:00-11:30 am

Networking Break

11:30-12:15 pm

CONCURRENT SESSIONS

1. Using Downtown Redevelopment Districts as a Local ED Tool (Sites)

Presenter: Rob McCarthy, Partner, Bricker & Eckler

Downtown redevelopment districts ("DRDs") are Ohio's newest local economic development tool. They are also one of its most flexible. Through a DRD, a municipality can generate revenue necessary to pay costs of downtown revitalization by diverting a portion of property tax revenue (similar to a TIF) or establishing downtown redevelopment charges (similar to an NCA). These funds can be used for infrastructure needs or, loans/grants, incubator/accelerator costs, and, in some cases, operating costs necessary for downtown revitalization. Join us as we discuss how communities in Ohio can utilize these new tools. Case studies and example scenarios will be presented to show how Downtown Redevelopment Districts could work given their own parameters.

Location: Woody Hayes Grand Ballroom ABC

2. Dave's Supermarket (Tools and Programs)

Presenter: Richard Barga, Brownfields and Special Projects Manager, City of Cleveland, Michael Panzica, Principle, Hemmingway Development, and Aaron Saltzman, Store Operations/Marketing, Dave's Markets

The City of Cleveland is proud to announce an incredible partnership to bring a new grocery store to east side residents. The session will focus on the funding challenges associated with bringing a grocery store to a low income area.

Location: Woody Hayes Ballroom D

3. Back to Basics: Understanding and Combating Gentrification in Your Community (Tools and Programs)

Presenters: Mark Barbash, Economic Development Consulting; Instructor, Ohio State University; Autumn Glover, Program Director, PACT; Curtiss Williams, President and CEO, Central Ohio Community Improvement Corporation; Jim Sweeney, Sweeney & Associates; Rev. John Edgar, Executive Director of Community Development for All People (CD4AP)

With so much development taking place in our towns and cities, many Ohio communities are experiencing displacement of existing residents, including many low income citizens. What is the impact of this displacement on the health of Ohio's communities. This session will focus on defining and measuring gentrification, and on how communities can utilize development tools in an intentional way to maintain mixed income communities. This OEDA session is designed to work in parallel with efforts by the International Economic Development Council (IEDC) to expand resources available to communities to counter gentrification.

Location: Woody Hayes Ballroom E

12:15-1:30 pm

Lunch and General Session: Launching a Federal Opportunity Zone Fund (Finance/Incentives)

Presenters: John Lettieri, Co-Founder and President, Economic Innovation Group; Dan Kowalski, Counselor to the Secretary, US Treasury; Sara Marrs Maxfield, Executive Director, Athens County Economic Development Council. Moderator: David J. Robinson, Principal, The Montrose Group, LLC

Opportunity Zones are a new community development program established by Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income urban and rural communities nationwide. The Opportunity Zones program provides a tax incentive for investors to re-invest their gains into Opportunity Funds that are dedicated to investing into Opportunity Zones designated by a state Governor and certified by the US Treasury. Ohio has over 300 Opportunity Zones certified by the US Treasury and federal regulations regarding this program are currently under review. Learn what Opportunity Zones are, how new federal regulations will impact their operation and how to launch Opportunity Funds in your community through the Launching the Opportunity Zone panel. This panel will provide a national perspective from the leaders in Washington DC who proposed the Opportunity Zone idea, who are regulating the operation of the tax incentive and local community leaders planning to launch an Opportunity Zone Fund in Ohio.

Location: Woody Hayes Grand Ballroom ABC

2:00-2:45 pm

CONCURRENT SESSIONS

1. Stimulating Investment in Underutilized Spaces (Sites)

Presenters: Tom Mignery, Burgess & Niple; Diana Rife, JobsOhio; Lisa Shook, Ohio EPA; Ken Heigel, OWDA

We all know Ohio has economic development opportunities. Do you have prospective redevelopment sites? What funding assistance is available? What are the requirements? We have OEPA, JobsOhio and OWDA here today help understand what is out there and some examples of projects. Tom Mignery of Burgess & Niple is here to help navigate the discussion. Our goal is to clarify roles including practitioner and regulatory representatives with program updates, project examples and a question and answer period by attendees.

Location: Woody Hayes Grand Ballroom ABC

2. The Future of Energy: The Basics of Technology & Changing Energy Demands (Infrastructure)

Presenter: Tim Wells, AEP Ohio Manager of Economic and Business Development, Tom Kirkpatrick, AEP Vice President, Customer Services, Marketing & Distribution Services

New technologies and emerging industries have rapidly changing energy needs. We'll explore what this means for economic developers and how utilities are innovating to meet future demand.

Location: Woody Hayes Ballroom D

3. Best Practices for Dealing with International Clients (Tools and Programs)

Presenters: Mindy McLaughlin, Director, Director, International Business Development, Team NEO; Deb Scherer, Manager, Global Trade and Investment, Columbus 2020

This session will review cultures of key investors and provide practical tips on how to make interactions go from "good" to "great"!

Location: Woody Hayes Ballroom E

2:45-3:00 pm

Networking Break

3:00-4:15 pm

Statewide Transformation: Aligning Industry Sector Partnerships with Regional Training Programs (Workforce)

Presenters: Terri Burgess Sandu, Director of Talent and Business Innovation, Lorain County Community College; Eric Burkland, President, Ohio Manufacturers' Association; Jessica Borza, Strategic Workforce

Advisor to the Ohio Manufacturers' Association; Bernie Gosky, Project Manager, Ohio TechNet

Over the last 18 months, The Ohio Manufacturers' Association, with nearly 1,500 industry members, has partnered with a consortium of Ohio higher educational institutions called Ohio TechNet, as well as other stakeholders across the state, to create a network of existing and emerging manufacturer-led sector partnerships to tackle the state's urgent manufacturing workforce challenges. The complex work required for relationship building at this level will be illustrated in this session. Participants will leave with specific strategies for implementation, awareness of new resources available to support their work to meet the talent needs of local manufacturing companies, and materials that have been developed to promote sector partnerships to employers and workforce providers.

Location: Hayes Ballroom ABC

4:30-6:00 pm

Networking Reception, sponsored by the Ohio Council of Port Authorities & Montrose Development Advisors, LLC

Meet one-on-one with your colleagues in economic development! Take this additional opportunity to gather resources and contacts that can assist in making your community competitive!

Location: Cityview Terrace, 4th floor

6:00-8:00 pm

2018 Annual Economic Development Awards Dinner, sponsored by Bricker & Eckler, LLP

The Ohio Economic Development Association's annual excellence awards program recognizes the achievements individuals and organizations in Ohio in the areas of economic and workforce development. Join us as we recognize excellence statewide!

Location: Woody Hayes Grand Ballroom ABC

Thursday, October 18th

8:00-8:45 am

Breakfast and Annual Business Meeting

Location: Woody Hayes Grand Ballroom ABC

8:45-9:30 am

Bringing the Power of Place to your Economic Development Decisions with GIS (Infrastructure)

Presenters: Dennis Tubbs, GISP - Assistant Director; Carissa Signore, GIS Technical Applications Administrator II; Bryan Herschel, Executive Assistant – Summit County

The goal of our project is to utilize GIS data to facilitate economic development within Summit County. Summit County Planning/GIS is uniquely situated to conduct land availability searches and provide data on sites available to businesses. Searches can target properties near logistics routes, utilities, identify land use and zoning restrictions, provide information on workforce availability and dynamics, and highlight neighborhood demographic information. We created the Development Data Hub as the vehicle for the assembly of this data. Our Hub makes it easier to visualize, query, analyze, and disseminate information to businesses. There are a number of business problems that we focused on addressing through our economic development project. First, we are able to approach our economic development partners with an application which is interactive and the main repository for all economic development data. The Hub has allowed us to reach across these silos to let all partners use the same data to make more collaborative decisions. Second, it provides a fast and efficient process for getting site information to businesses by allowing partners to have access to spatial information immediately. Finally, in economic development, all decisions had been reaction-based instead of proactive and predictive. With the use of Survey123 and the Hub, we are able to conduct business visitations and record data metrics which allows us to start creating data metrics which could pinpoint themes for business assistance.

Location: Woody Hayes Grand Ballroom ABC

9:30-9:45 am

Networking Break

9:45-10:30 am

CONCURRENT SESSIONS

1. Economic Development Strategy – 101 (Tools and Programs)

Presenters: Toby Rittner, President & CEO, Council of Development Finance Authorities; Nate Green, Director of Economic Development, Montrose Group, Ray Hexamer, President, Stark Development Board. Moderator: Harry Eadon, President of the Economic Development and Finance Alliance

This session will focus on: •Fundamental Strategies of Economic Development Finance •Developing an Economic Development Strategy in your Community •How to identify Cultural Shifts in your Community and how it impacts Community Plans. •What is a Community Plan? How does it differ from an ED Plan? •Creating a plan that is Action Oriented! •Why is it important to engage outside expertise? It will also discuss the Attraction & Retention of: •Talent •Business • Workforce

Location: Woody Hayes Grand Ballroom ABC

2. Drinking Water and Wastewater Treatment Systems In Crisis- How Public/Private Collaboration Works (Infrastructure)

Presenters: Ed Kolodziej, President and COO & Tony Mancari, Director of Municipal Services - Aqua Ohio

This session will cover topics regarding the infrastructure challenges facing Ohio and the US, an overview of regulated utilities and the options they present to

municipalities/regions from a compliance and economic development perspective; how regulated utilities operate and the P3/acquisition construct (ie what does it look like for a city?); case studies and an overview of recent proposed legislation (Municipal Fair Market Valuation).

Location: Woody Hayes Ballroom D

3. JobsOhio - Lead Generation Efforts from Macro to Micro (Infrastructure)

Panelists: Andrew Deye, Managing Director of Strategy; Lee Crume, Global Director of Business Development; Renae Scott, Director of Marketing & Communications. Facilitator: Glenda Bumgarner, PhD, Senior Director

This panel discussion will highlight how JobsOhio identifies new economic development opportunities through research, business intelligence and marketing. Join us to examine the macro, industry, and company decision drivers that help guide our lead generation strategies.

Location: Woody Hayes Ballroom E

4. Bowling Green State University's and Cedar Fair's Program in Resort and Attraction Management: A Case Study in Public Higher Education and Corporate Partnerships (Workforce)

Presenters: Andrew Kurtz, Dean - Bowling Green State University Firelands College; Duff Milkie, Executive Vice President and General Counsel, Cedar Fair; Eric Wobser, Sandusky City Manager

Leadership from the Cedar Fair Corporation, Bowling Green State University, the City of Sandusky, and the Erie County Economic Development Corporation will present a case study in program development and strategic alignment centered around the establishment of an academic program in Resort and Attraction Management. An initiative evolving from Sandusky's strategic goal of establishing a higher education presence in its downtown corridor, and responding to the needs of a very specific industry sector, parties from the Cedar Fair Corporation and Bowling Green State University are working on an undergraduate degree program that will provide a pipeline of employees not only to the thirteen amusement parks comprising Cedar Fair's holding, but also to the industry as a whole, both domestically and internationally. This presentation will present a work-in-progress, with a completion goal of Fall 2020 for the first entering class. While much of the focus will be on the mission and vision of the partnership, as well as details of the program to the extent they can be publically disclosed, we will describe the challenges and opportunities we have encountered as BGSU and Cedar Fair solidify this very complex private/public partnership, each from our different perspectives – corporate, municipal, higher-education, and economic development.

Location: Meeting Room 30

10:30-11:00 am Networking Break

11:00-11:45 am

CONCURRENT SESSIONS

1. Ohio's Smart Transportation Initiatives

Presenter: James Barna, Executive Director, DriveOhio

Location: Woody Hayes Grand Ballroom ABC

DriveOhio is a single point of connection for the smart mobility industries (automotive, technology and data) to work with researchers and government officials on the next generation of advanced transportation technologies. It would accomplish this by acting as one-stop-shop for anyone looking to test or build smart mobility technologies in Ohio and will prepare the state for the next generation of transportation infrastructure. The deployment of this technology could save hundreds of lives and prevent thousands of serious injuries on our roadways.

2. The Capacity Readiness Scorecard: Actionable, Practical Tips for Moving the State of Ohio Forward (Infrastructure)

Presenters: Janet Ady, President and CEO & Mark Knickelbine, Marketing Project Manager – Ady Advantage

In this customized session, Janet Ady of Ady Advantage will share useful and practical advice for implementing and improving community economic development efforts around the State of Ohio. Communities will have the opportunity to participate beforehand in Ady Advantage's Capacity Readiness Scorecard Survey. The survey is a proprietary tool developed by Ady Advantage that catalogs major organizational and regional asset indicators, and identifies areas for improvement. Ady Advantage will analyze up to 25 responses from Ohio communities and will include key findings in its presentation in order to share the state's economic development capacity readiness in terms of Workforce, Infrastructure, Business Support Systems, Quality of Life, Business Climate, Financials, Organizations, ED Programs, and Processes.

Location: Woody Hayes Ballroom D

3. Special Improvement Districts: From Sidewalks to Bus Passes to Solar Panels (Tools and Programs)

Presenter: Colin Kalvas, Attorney, Bricker & Eckler LLP

Special improvement districts, or SIDs, present a unique way to fund and co-fund development and re-development projects. By creating and partnering with a SID, municipal corporations and townships can create a revenue stream paid by the users most benefitted by development or re-development projects. This presentation will highlight several case studies in which municipal corporations are leveraging SIDs to fund and co-fund innovative projects, including the highly anticipated Columbus C-Pass program. A special subset of SIDs, sometimes called Energy SIDs or ESIDs, can also be used to finance energy efficiency and renewable energy projects to both public and private property through property assessed clean energy financing, or PACE. The latter portion of this presentation will describe how local governments are using PACE to attract re-investment and development in their communities. The presentation will include background on PACE fundamentals and case studies for further understanding. Learning

objectives include: understanding traditional SIDs and special assessments, recognizing opportunities to use SIDs, learning how to combine SID special assessments with other sources of revenue, understanding ESIDs and PACE special assessments, and recognizing opportunities to use ESIDs. Colin Kalvas is a public finance and economic development attorney with Bricker & Eckler LLP. He has extensive experience at the forefront of the developing PACE market in Ohio. He also serves as counsel to a number of SIDs participating in innovative co-funding projects, including the Capital Crossroads SID of Columbus and its C-Pass program.

Location: Woody Hayes Ballroom E

4. Creative Combat in the War on Heroin (Tools and Programs)

Presenters: Doug Adkins, City Manager; Chief Rodney Muterspaw, Chief of Police; Shelby Quinlivan, Communications Director; Jennifer Ekey, Economic Development

To combat the opiate epidemic and the associated costs, both tangible and intangible to the city, we've had to change EVERYTHING about how the City of Middletown conducts business on a day to day basis. Opiate addiction impacts every portion of the city including economic development. Beyond the tangible direct costs, there are so many intangibles that the City deals with on a daily basis. What better, more productive uses could have been accomplished (opportunity costs) if that money had been spent in other ways? How does the epidemic and negative media coverage of drug overdoses impact our ability to recruit new companies? With 4.1% unemployment in Butler County, how does the epidemic affect our ability to field a competitive work force in the region? What intangible effect has the image of drug abuse had on recruiting people to live, work and play in Middletown? This panel will discuss one city's battle on opiate addiction and the results we've had so far in this struggle.

Location: Meeting Room 30

11:45-1:00 pm

Luncheon Keynote Session - Economic Development and Free Enterprise: Perspectives from Pat Tiberi, CEO of the Ohio Business Roundtable and Former Member of Congress

Location: Woody Hayes Grand Ballroom ABC

1:00-1:30 pm

Networking Break

1:30-2:15 pm

CONCURRENT SESSIONS

1. Digital Marketing & Economic Development: The Customer's Journey (Tools and Programs)

Presenter: Alicia Blessing, Director Digital Marketing, Team NEO

According to research from DCI, regional and city economic develop groups invested approximately 39% of their marketing budgets in 2017 towards digital marketing efforts.

As economic development organizations continue to invest in digital marketing, it is important to understand the "customer's" journey and how different digital channels can be used to generate and nurture leads. While digital marketing is still relatively new to the world of economic development, my organization, Team NEO, has been actively using digital channels for the past two years to generate project leads. Using multiple platforms, from drip e-mail campaigns, to paid search, paid social and search engine optimization, we have had success in uncovering new opportunities for our region. This presentation will walk attendees through the customer's journey, illustrating how digital marketing can be a useful tool for your economic development organization. See attached PowerPoint sample for additional information.

Location: Woody Hayes Grand Ballroom ABC

2. Accelerating Economic Growth by Harnessing New Technical Tools (Tools and Programs)

Presenter: Dave Parsell, Co-founder & CEO, Local Intel

The new economy is impacting all locations and communities. In doing so it is raising the stakes for economic development practitioners by simultaneously making their task more difficult and more important than ever before. Knowledge-based jobs are the new economic accelerators. Economic practitioners must therefore build local capacity whilst also developing new ways to share market intelligence in order to capture new growth opportunities.

This can be a daunting but there are a range of cutting edge technical tools - online, software and data visualization techniques - which informed practitioners can harness to aid their communities adapt, thrive and survive in the rapidly changing world. These will be explored in this session using real work examples to inform, educate and upskill attendees. This session will be critical for all practitioners involved in capacity building and economic development at a local, national or international level.

Key takeaways for attendees:

- *Takeaway 1 - Economic development practitioners must ready communities for new economy-driven change and they can do this by using cutting-edge technical tools.*
- *Takeaway 2 - Technical tools used internally allow practitioners to better understand the change occurring around them and opportunities and challenges it presents.*
- *Takeaway 3 - Technical tools used externally aid practitioners in promoting their communities and sharing market intelligence with businesses and investors.*

Location: Woody Hayes Ballroom D

3. Predicting the Value of Tax Incentive Applications (Finance/Incentives)

Presenter: Dr. Michael Jones, Assistant Professor of Economics at the University of Cincinnati

This session will include the presentation of a predictive model of tax incentive values based on data from Ohio's Job Creation Tax Credit (JCTC) program. The administrators of the JCTC must consider employees, wages, investment, and other quantitative measures

when evaluating JCTC applications; but at the same time, they are given latitude to award incentives based on economically sound projects that strengthen the economy. While the model presented in this research is specific to these rules and standards, the findings are broadly applicable for any tax incentive. An understanding of these types of models will assist companies in applying for tax incentives from regional governments.

Location: Woody Hayes Ballroom E

4. Decoding the Workforce Challenge (Workforce)

Presenter: Ellen Heinz, Vice President of Human Resources, New Horizons Baking Company; Paul Brehm, Economic Development Director, City of Forest Park Ohio; Dan Evers, Executive Director, Clinton County Port Authority.

An employer-led session that every Economic Developer, Workforce Professional and Community Leader should attend whether they are new to the field or an experienced professional. This interactive session will provide individuals and communities with simple, effective tools to decode and diagnose the real "Workforce" problem and better prepare them to make appropriate recommendations to help employers resolve their workforce issues. Companies often state "We can't find enough people to work" - but where are they looking, who are they looking for, and why are they looking - why do they have openings at all? Is it a retiring but happy workforce, or rampant turnover due to sweatshop conditions, low pay or lack of development programs? And who is at the table within the company to fix the problem? Attendees will leave this session with tools (survey, knowledge) to decode employer workforce issues, better understand local labor challenges, recommend the right solutions, and develop stronger relationships with area employers.

Location: Meeting Room 30

2:15-2:30 pm

Networking Break

2:30-3:30 pm

The Ama-zoning of America...and the End of Civilization as We Know It

Presenter: Rick Stein, Certified Planner (AICP), Principal & Owner, Urban Decision Group

Location: Woody Hayes Grand Ballroom ABC

2018 Annual Summit Registration

**Registration is available online via credit card, check, or purchase order!
Visit www.ohioeda.com to register today!**

All-Inclusive Summit Registration (Both days – Oct. 17-18)	
OEDA Member*	\$450
Non-Member	\$550

Join OEDA Now and Save!

NEW Member Package	\$700
<i>All-Inclusive Registration and OEDA Membership through 12/31/19.</i>	

One Day Summit Registration (select Wednesday or Thursday)	
OEDA Member*	\$250
Non-Member	\$350

* OEDA memberships are individual memberships, not organization-based. The person registering must be a current OEDA member to receive the member rate.

Policies:

Please register online by October 8th. Registrations after this date will be accepted onsite only at the Renaissance Columbus Downtown. No refunds will be granted after October 8th. Registrations with payment pending will be responsible for full payment if cancellation is received after October 8, 2018.

If you are an established investor receiving a complimentary registration as a sponsorship benefit, you may register online. Your primary sponsorship contact will be sent an email from the OEDA office with a registration code and instructions to register.

Please be sure to indicate in your registration form any special dietary needs and/or ADA requirements.

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Annual Summit Hotel and Parking Information

The Renaissance Columbus Downtown will be the host site of the 2018 Ohio Economic Development Association Annual Summit. The Renaissance is located at 50 N. 3rd Street, Columbus, OH 43215.

You may book your hotel room now for the 2018 Annual Summit! A limited number of rooms have been blocked for the nights of October 16 & 17 at the discounted rate of \$184 per night for a standard king room. (Please note that, based on availability at the hotel, the discounted rate is also applicable for the nights of Oct. 15, 16, and 18.) **The reservation deadline is September 24, 2018.**

You may make your reservation online directly

at <https://book.passkey.com/go/oedaannualsummitsep18> (please note that the link is case sensitive). Or you may make your reservation by calling 877-901-6632. Be sure to mention that you are booking your room in conjunction with the OEDA Annual Summit.

Parking: The hotel garage is valet only (no self-parking). The overnight and daily discounted valet parking rate is \$17 per day for Summit attendees. For additional parking options in downtown Columbus, please visit <http://www.bestparking.com/columbus-parking/>.