



2019 Annual Summit “Better Together”

October 7-9, 2019

Embassy Suites Columbus-Dublin

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The 2019 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 2019 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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*The Power of
Knowledge and Leadership*



Schedule of Events

Monday, October 7th

OEDA Annual Summit Pre-Conference

7:30 am-4:00 pm **Registration/Check In for Pre-Conference**
Location: Dublin Ballroom Foyer

7:30-8:30 am **Continental Breakfast**
Location: Dublin Ballroom/Foyer

8:30 am-4:00 pm **Staying on the Leading Edge: The Changing Practice of Workforce & Economic Development**
Location: Dublin Ballroom A
*Join us for the hands-on one-day conference. This precon to the Annual OEDA Summit qualifies for 6 credits for the Ohio Economic Development Institute's OhioCED certification Program. **Please note:** Registration for this pre-con is not included with your Summit registration. **To register for this pre-conference event, visit <https://oeda.wildapricot.org/event-3503593>.***

Tuesday, October 8th

8:00-9:30 am **Breakfast**
Embassy Suites Restaurant/Atrium

8:30 am-5:00 pm **Registration/Check In for Annual Summit**
Location: Dublin Ballroom Foyer

9:45-10:00 am **Welcome and Opening Remarks**
Location: Dublin Ballroom ABCD

10:00-11:00 am

In Defense of Our Profession

Presenter: Katie Culp, President, KSM Location Advisors

To the outside world economic development professionals can be misunderstood at best. At worst, they are blamed for a community's bad business environment, written off as unnecessary or even accused of facilitating crony capitalism. With more than 20 years of economic development experience, six of which were in the public sector, Katie Culp has seen the good, the bad and the ugly. She knows firsthand the value economic development professionals can bring to communities – and just how lost communities are without sound economic development strategies and capable leadership. Join Katie for our keynote session as she walks attendees through how to overcome stereotypes, respond to the naysayers, set priorities, and define success.

Location: Dublin Ballroom ABCD

11:00-11:30 am

Networking Break

Location: Dublin Ballroom Foyer

11:30-12:15 pm

CONCURRENT SESSIONS

1. JobsOhio Talent Acquisition Services Delivery

Presenters: Kristi Clouse, Executive Director of Operations; Brent Maurer, Manager of Talent Operations; Alex Conley, Brand Campaign Manager, Talent Projects; Jessica Hutchison, Talent Acquisition Specialist - JobsOhio

During this session, the JobsOhio Talent Acquisition Services team will present case studies demonstrating how we work with companies to fulfill their talent needs when Ohio is competing for new development opportunities and jobs for Ohioans.

Location: Dublin Ballroom A

2. Crisis Planning in a Digital Age

Presenters: Sandra Harbrecht, CEO and President & Celina Fabrizio, VP of National Media Relations - Paul Werth Associates

The growing scrutiny of economic incentives and the risks inherent in today's business environment mean that economic development organizations need to be ready to handle unforeseen challenges that can arise unexpectedly. Even in the face of a crisis, it is important to handle such situations so that reputation and credibility are in protected – and even enhanced.

Location: Dublin Ballroom B/C

3. La Plaza Tapatia: How a Local Grocer, a Land Bank, and a Lot of Partners, Spurred Neighborhood Reinvestment

Presenters: Alex Beres, Assistant Director, Franklin County Economic Development and Planning; Curtiss Williams, Franklin County Land Bank; Julie Verne Orr, CCDC; Cornell Robertson, Franklin County Engineer

The presentation will include multiple partners reflecting on the breaking down of barriers to redevelopment by coordinated partnerships: La Plaza Tapatia is a local grocer within the unincorporated west side of Franklin County, Ohio. Looking to move from an aging strip mall to a newly built and owned facility, they are making a \$10 million dollar investment in an area starved for new private investment. But this isn't just the story of a local family grocer taking a risk and investing in their own neighborhood, this is a story of multiple economic development partnerships and inclusive development policies.

Location: Dublin Ballroom D

4. Shared Services and Local Government Cooperation

Presenters: Shannon Martin, Partner & Amy Bartemes, Partner - Bricker & Eckler LLP

This session will comprehensively survey the many state law provisions that provide authority for intergovernmental cooperation and collaboration in the delivery of governmental services and advancement of regional economic development initiatives. We will also provide case studies of several successful models for local government cooperation, including specifically related to real estate re-development projects.

Location: Metro Meeting Room

12:15-1:30 pm

Networking Lunch

Location: Embassy Suites Atrium

1:45-2:30 pm

CONCURRENT SESSIONS

1. CDFI's: A Unique Partner in Economic Development

Presenters: Alison Goebel, Executive Director, Greater Ohio Policy Center; Dione Alexander, President, Village Capital Corporation; Michael May, Economic Development Administrator, Cuyahoga County; Tiffany Swigert, Director, Coshocton Port Authority; Brad Blair, Appalachian Growth Capital

CDFI's are unique community based organizations that provide financing and technical assistance in their communities. This panel will bring together the practicing CDFI's, Ohio CDFI Network, the Greater Ohio Policy Center to highlight ways that CDFI's can collaborate in economic development.

Location: Dublin Ballroom A

2. Ohio. Find It Here. Partnership Opportunities

Presenter: Matthew MacLaren, Chief of TourismOhio

Visitors spend over \$46 billion in Ohio each year! Ohio. Find It Here. marketing helps increase the number of visitors, visitor spending, and employment in our state. Our assets, including video, photo, music, and more are available to Ohio agencies and Ohio companies to help us attract more visitors. In this session learn how you can partner with TourismOhio and access Ohio. Find It Here. brand assets for free.

Location: Dublin Ballroom B/C

3. **Think Tank Tuesdays (T3) – Innovation, Planning, & Execution of Your Economic Development Strategy**

Presenters: Rachel Ray, Economic Development Administrator & Jeremiah Gracia, Economic Development Administrator - City of Dublin Economic Development

Is innovation central to your economic development strategy? How do you respond when asked, "what's the next big thing you're working on?" The City of Dublin's Economic Development team instituted biweekly "Think Tank Tuesdays" (T3s) dedicated to deliberately thinking about what's just over the horizon. T3s are used to pitch new project ideas, examine existing programs to avoid the "we've always done it that way" rut, and invite guests to share insights and lend new perspectives. It's through the T3 process that the City of Dublin introduced the seeds of a workforce development strategy in early 2016 that has evolved over the past three years to focus specifically on the I.T. sector, implemented through four tactics validated by I.T. industry stakeholders.

Location: Dublin Ballroom D

4. **Building a Culture of Collaboration**

Presenters: Barrett Thomas, Director of Economic Development, Richland Area Chamber & Economic Development, Jodie Perry, CEO, Richland Area Chamber & Economic Development; Clint Knight, Director of Workforce Development, Richland Area Chamber & Economic Development; Jessica Gribben, Economic Development Liaison for Shelby/Northern Richland County, Richland Area Chamber & Economic Development

Impactful community projects are usually big, and nothing big happens in a silo. Large-scale projects require a collaborative team of community partners; all of whom operate under their own unique work processes and organizational values. The Richland Area Chamber & Economic Development has fostered a culture of community collaboration that has yielded great results in economic development, workforce development, business advocacy, and the merger of two healthy organizations. In this session, we will discuss the process of creating a culture of collaboration, how to maintain that culture, and the results that can be expected. We will include numerous examples in the areas of economic development projects, workforce initiatives, on-going convening groups, and some unique organizational collaborations and community development plans. Let this session give you the tools to create a collaborative culture, spark ideas for working with other community groups, and accomplish some big impact by sharing the work - and credit - with your partners.

Location: Metro Meeting Room

2:30-2:45 pm

Networking Break

Location: Dublin Ballroom Foyer

2:45-3:30 pm

CONCURRENT SESSIONS

1. High Leverage Economic Development: Case Studies of Two Creative Projects Designed to Catalyze Neighborhoods

Presenters: Kimm Lauterbach, President and CEO, REDI Cincinnati; David Adams, University of Cincinnati Chief Innovation Officer; Radhika Reddy, Ariel Ventures; Tom Brown, Lorain Port Authority

This session will focus on two projects that have significant leverage potential for their communities. The Greater Cincinnati - Uptown Innovation District is a mixed use development supporting medical, research and innovation industries. The Downtown Lorain Redevelopment: Ariel on Broadway is the redevelopment of a cornerstone historic building which has been vacant for over 15 years and is now being revitalized through the work of the developer, Ariel Ventures and the Lorain County Port Authority.

Location: Dublin Ballroom A

2. So You Want to Build a Spec Building

Presenters: Jason Kester, Regional Development Director, Agracel, Inc.; Nate Green, Director of Economic Development, Montrose Group; Renee Smith, President, Fostoria Economic Development; Jeremy Clay, Associate Executive Director, Lawrence Economic Development Corporation (LEDC)

Moderator: Dennis Mingyar, Director of Economic Development, Ohio's Electric Cooperatives

The construction, cost, partnerships, and marketing of a speculative building are often one of the most misunderstood aspects of economic development. This panel discussion will provide tips and best practices from successful public and private industrial developers across Ohio. Specific focus will be given to the types of programs that can be used to structure the deal, the "do's & don'ts" of the construction, and the next steps once the building is completed.

Location: Dublin Ballroom B/C

3. Using Governmental Collaboration to Make Dream Projects a Reality

Presenters: Eric Phillips, Economic Development Director, Union County; Andrew Bremer, Managing Director, DriveOhio; Donna Goss, Dublin Director of Development, City of Dublin

Successful collaboration across municipal, township, and county borders is the key to Ohio's economic future. The NW 33 Innovation Corridor Council of Governments has worked successfully since 2016 to bring together diverse governmental entities, academia, and private sector partners to establish the 33 Smart Mobility Corridor. During this presentation, a panel of government officials, economic development professionals, and private industry representatives will share their experiences, downfalls and successes on the 33 Smart Mobility Corridor project, including tips on how communities across Ohio can work together to make their dream projects a reality.

Location: Dublin Ballroom D

4. Building Development Indicators that Support Regional Partnerships & Foster Economic Growth

Presenter: Alex Doherty, Economist, Chmura Economics & Analytics

For the past two years, Chmura has been working with a group of regional stakeholders – including different economic development organizations, a foundation, and the United Way – to develop a set of trackable “indicators” to help measure the region’s progress related to demographics, employment and wage growth, educational attainment, and community wellbeing. An initial set of indicators has been established and now this group is splintering into “working” groups responsible for formulating strategies that will “move the needle” in these different areas. This session will describe a sample of the indicators used, drivers of change for each group of indicators, examples of strategies to impact drivers, aligning public/private resources, and share general tips and insights about collaborating across stakeholder entities.

Location: Metro Meeting Room

3:30-4:00 pm

Networking Break

Location: Dublin Ballroom Foyer

4:00-5:00 pm

How Economic Development Organizations Helped a Homegrown Company Deepen Its Roots

Presenters: Todd Castellini, Vice President, Public Finance, The Port; Shannon David Hamons, CEcD, Director of Economic Development, Building & Zoning, City of Harrison; Andrea Enders, Director, Business Development, REDI Cincinnati; Bill Meier, Chief Financial Officer, JTM Food Group; Melissa Taylor, Ohio Department of Transportation

JTM Food Group is a national food manufacturing leader and has been listed on the Deloitte Cincinnati USA Top 100 list of the largest privately held companies for many years. Family owned and operated since 1980, JTM Food Group specializes in menu solutions that deliver superior results to the food service industry. Focused on customer service, quality and innovation, JTM serves thousands of schools, restaurants, military and government organizations, food distributors and retailers throughout North America from its headquarters and production facilities in Harrison, Ohio, where it is the community's largest employer. In 2016, JTM's leaders saw an opportunity to expand its "kettle" products (burrito fillings, mac and cheese, sauces, dips, soups, chili, etc.) and considered many factors when determining where to expand its production and distribution facilities. JTM's leadership has shared that the \$26.1 million expansion was made possible because of the cooperation and support the company received from economic development organizations at every level of government, from the City of Harrison, HCDC, REDI Cincinnati and The Port to JobsOhio. The company's Innovative Solutions Center and Sales Distribution Center opened in May 2018 and are projected to support the company for 20 years of sustained growth. The speakers on the panel will share the lessons learned from an economic development perspective in working with JTM to retain the company, support its growth and job creation.

Location: Dublin Ballroom ABCD

5:30-7:30 pm

Networking Reception

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: Embassy Suites Atrium

Wednesday, October 9th

7:30-8:30 am

Breakfast

Embassy Suites Restaurant/Atrium

7:30 am-5:00 pm

Registration/Check In

Location: Dublin Ballroom Foyer

8:30-9:00 am

OEDA Annual Business Meeting

Location: Dublin Ballroom ABCD

9:00-9:45 am

JobsOhio's Strategic Direction

Presenter: Andrew Deye, Managing Director - Strategy, Business Development, & Research

Leadership at JobsOhio will share new opportunities to better serve the state's businesses, communities, and citizens.

Location: Dublin Ballroom ABCD

9:45-10:15 am

Networking Break

10:15-11:00 am

CONCURRENT SESSIONS

1. Opportunity Zones & Economic Development

Panelists: David Robinson, Principal, The Montrose Group, LLC; Mayor Steve Patterson, City of Athens; John Sciarretti, Partner, Novogradac; Steven Mount, Partner, Squire Patton Boggs
Moderator: Lydia Mihalik, Director, Ohio Development Services Agency

Opportunity Zones, a product of the federal government's tax reform law, provide reduced capital gains taxes for long term investments in one of the nation's 8700 and Ohio's 320 certified Opportunity Zone census tracts. More importantly, Opportunity

Zones create a chance to attract some of the \$6.1 Trillion in capital gains available for investment in these underserved sites. A panel presentation will provide insight into what Opportunity Zone deals have happened, how the new proposed rules can enable the creation of high-wage jobs and capital investment, and what communities need to do to capitalize on this new program. Leading national experts will provide insight on important next steps Ohio economic developers should take to capitalize on the Opportunity Zone program.

Location: Dublin Ballroom A

2. Moving Ohio Forward: Economic Development Tools in the Biennial Budget (HB 166)

Presenters: Chris Schmenk, Sr. Counsel; Rob McCarthy, Partner; Matt Koppitch, Associate - Bricker & Eckler LLP

Attend this session to learn about New Economic Development Tools as well as Tweaks Made to Current Tools in Ohio's Budget Bill.

Location: Dublin Ballroom B/C

3. Elevate Greater Akron

Presenters: Jason Dodson, Chief of Staff, Summit County; Steve Millard, President and CEO, Greater Akron Chamber; James Hardy, Chief of Staff, City of Akron; Christine Amer Mayer, President, GAR Foundation

Elevate Greater Akron (EGA) is a regional economic development strategy involving business, nonprofit, government and community leaders. This plan has led to an unprecedented level of collaboration among its stakeholders and encouraging results of this unique regional partnership have already taken shape. The plan is based on the concept of "new business fundamentals" and includes five core strategies, designed to address Greater Akron's most pressing issues and to capitalize on our greatest opportunities.

Location: Dublin Ballroom D

4. PROJECT BEACON - A Renewable Energy Pathway to Economic Development

Presenters: Joe Price, Grafton Village Administrator; Lian Niu, CEO, ETRI Foundry

The Village of Grafton is creating new development opportunities --- anchored by low cost renewable energy --- by facilitating redevelopment on former state farm land. Renewable Energy - Grafton Project BEACON Public Power utility systems... the energy generating a portrait for the dawn of modern economic development. February of 2016 the State of Ohio announced its intention to no longer farm public land in Grafton. Faced with the State choosing to end farming on state property, Grafton took immediate action to work with the Ohio Department of Administration Services, to purchase and develop the property for future municipal land development. As a public power provider, the Village of Grafton sought to fortify its energy purchase portfolio with low-cost renewable energy, specifically solar. Project Beacon Phase 1 is currently construction on a 36-acre site and will provide 4MW of solar power during

daytime generation. Project Beacon Phase 1 will be Lorain county's largest single site footprint for renewable energy. Project Beacon Phase 2 will provide acreage for what Grafton believes will be the largest single site solar generation facility in Northeast Ohio.

Location: Metro Meeting Room

11:00-11:15 am **Networking Break**

11:15-12:00 pm **CONCURRENT SESSIONS**

1. How a Roadmap and Cluster are Putting the “Smart” into Manufacturing

Presenters: Jay Foran, SVP, Industry & Innovation, Team NEO; David Knowles, Digital Transformation Leader, Rockwell Automation

In 2018, Team NEO in partnership with numerous industry partners, academia and economic development organizations jointly generated a commercialization roadmap to accelerate the adoption of IoT and smart manufacturing technologies by industrial manufacturers in Northeast Ohio. The roadmap identified an incremental economic output prize of up to \$13 billion by 2025 for the region. Four key recommendation areas were identified comprising 11 separate initiatives, one of which was to establish a Smart Manufacturing Cluster for Northeast Ohio. Lastly, a complimentary and confidential Readiness Assessment was designed by the working group to help manufacturers gauge where they are in the IoT journey.

Location: Dublin Ballroom A

2. Level-Up Your Funding: Special Improvement Districts

Presenters: Cheri Hottinger, Vice President Commercial Lending, Park National Bank; Fred Ernest Executive Director, Newark Development Partners; Shannon Fergus, AICP, Planning Group Leader, ms consultants, inc.

Special Improvement Districts (SIDs) have been around for almost 20 years in Ohio, yet many of Ohio's cities are just now beginning to implement this flexible funding tool. This session will provide an overview of what SIDs are, how they are created, and why so many communities are now implementing them to enhance their neighborhoods and corridors. By highlighting communities such as downtown Newark and downtown Columbus, this session will also explore the different ways that SIDs and their member property owners work within their local communities and with city governments to boost property values, business retention, and other economic development goals. You will leave this session knowing the basics of SIDs and how one might work in your own community. This presentation will be followed by a Q&A with Fred Ernest, Executive Director of the Downtown Newark SID, and Cheri Hottinger, Board President of the Downtown Newark SID.

Location: Dublin Ballroom B/C

3. **Community Leadership as Economic Catalyst: Two Projects**

Presenters: J. Caleb Bell, Bricker and Eckler LLP; Chris Lipson, City of Dayton; Frances Mennone, Project Sponsor; Dayton Arcade; Zach Woodruff, Whitehall Director of Development; Brian Cooper, Director, Baker Tilly

The Dayton Arcade Project and Dynamic Development Partnerships in the City of Whitehall --- would not have occurred without the community going the extra mile to facilitate redevelopment. The Dayton Arcade is a long-planned project utilizing a wide range of economic development tools, including New Markets and Historic Tax Credits, TIFs, and Port Authority assistance. The City of Whitehall initiative will result in the redevelopment of priority location parcels that have been previously occupied with significantly deteriorated housing stock. Their redevelopment has been a major community priority to increase commercial development and affordable housing opportunities.

Location: Meeting Room D

4. **Overview of AMP, the Benefits of Public Power, the Creation of AMPs ED Strategic Plan and Program Launch**

Presenters: Alexis Fitzsimmons, Director of Economic & Business Development, American Municipal Power, Inc.; Jolene Thompson Executive Vice President and OMEA Director; Corey Bentine Director of Key Accounts; Joel Mazur, City Manager, Napoleon, Ohio; Joe Price, Grafton Village Administrator

American Municipal Power (AMP) is a joint action organization that provides members with the benefits of scale and expertise in providing and managing energy services, while striving to be public power's leader in wholesale energy supply and value-added services. This session will cover the role and benefits of public power, AMP's economic development and key accounts programs, recent successes and trends impacting Ohio communities.

Location: Metro Meeting Room

12:00-12:30 pm

Networking Break

Location: Dublin Ballroom Foyer

12:30-2:00 pm

2019 Annual Economic Development Awards Luncheon

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: Dublin Ballroom ABCD

2:00-2:30 pm

Networking Break

Location: Dublin Ballroom Foyer

2:30-3:30 pm

Connected Mobility: WorkLink, A Regional Case Study using Transportation as a Workforce Incentive for Employers

Presenters: Jennifer Ekey, Economic Development Director, City of Middletown; Jennifer Patterson, Assistant to the City Manager, City of Monroe; Doug Adkins, City Manager, City of Middletown; John Gardocki, Planning and Special Projects Manager, Butler County Regional Transit Authority

Worklink: A multi-track transportation solution that is affordable and convenient along the I-75 growth corridor to facilitate employer growth, workforce recruitment, and continued economic development was initiated in the fall of 2018. This joint effort between City of Middletown, City of Monroe, Atrium Medical Center, and Butler County Regional Transit Authority (BCRTA) is a unique method to connect job seekers within the region to available living wage jobs.

Location: Dublin Ballroom ABCD

Annual Summit Hotel Information

The Embassy Suites Columbus Dublin will be the host site of the 2019 Ohio Economic Development Association Annual Summit. The Embassy Suites is located at 5100 Upper Metro Place, Dublin, OH 43017.

You may book your hotel room now for the 2019 Annual Summit! A limited number of rooms have been blocked for the nights of October 6, 7, & 8 at the discounted rate of \$134 per night for a standard room. The reservation deadline is September 15, 2019.

You may make your reservation online directly at _

https://embassysuites.hilton.com/en/es/groups/personalized/C/CMHESES-OED-20191006/index.jhtml?WT.mc_id=POG. Or you may make your reservation by calling [800-220-9219](tel:800-220-9219), using the code "OED" to receive the discount rate. Parking is complimentary onsite.

2019 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. 8-9)

OEDA Member* \$479
Non-Member \$599

Join OEDA Now and Save!

NEW Member Package \$729

All-Inclusive Registration and OEDA Membership through 12/31/20.

One Day Summit Registration (select October 8 or 9)

OEDA Member* \$279
Non-Member \$399

Pre-con Registration (October 7)

Staying on the Leading Edge: The Changing Practice of Workforce & Economic Development

Registration for this pre-con is not included with your Summit registration. To register for this pre-con, visit <https://oeda.wildapricot.org/event-3503593>. Cost: OEDA Member - \$129, Non-Member - \$169

* 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 September 30th. Registration after this date will be accepted onsite only at the Embassy Suites Columbus-Dublin (see registration hours in schedule). No refunds will be granted after September 30th. Registrations with payment pending will be responsible for full payment if cancellation is received after September 30, 2019.

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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