



2007-2010

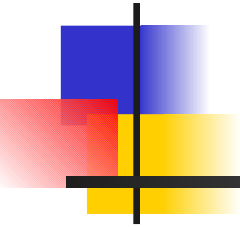
***Strategic Plan & Objectives for the
Stark Development Board***

**December 14, 2006
SDB Board of Trustees**

2007-2010

Strategic Plan

Committee Members





members

+ **Barb Bennett**

+ **Ted Boyd**

+ **Betsy Boze**

+ **John O'Donnell**

+ **Mike Gill**

+ **Randy Hunt**

+ **Ron Johnson**

+ **Bob Lapp**

+ **Roger Mann**

+ **Sheila Markley Black**

+ **Doug Sibila**

+ **Tracy Stevens**

+ **Bill Strohmenger**

+ **Dave Wheeler**



staff

+ Alan Edie

+ Jeff Hasapis

+ Chris Johnson

+ Larry Marcus

+ Steve Paquette

+ Dan Talarcek

facilitator

■ Jim Williams

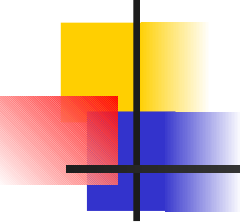


Strategic Plan Objectives

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- ❖ ***Changing Stark County's Image***
 - ❖ ***Increase Efforts to Assist & Attract Manufacturers***
 - ❖ ***New Focus on the Service Industry***
 - ❖ ***Diversification by Attracting Technology & Alternative Energy Companies***
 - ❖ ***Facilitate Greater Community Cohesion***
 - ❖ ***Position SDB as the Business Advocate for Workforce Development***



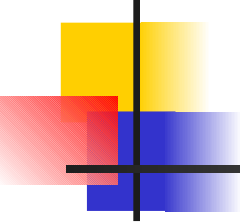
Changing Stark County's Image

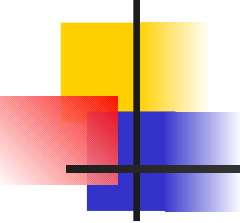
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- Establish a repository of articles/information on activities & initiatives dealing with economic development, education, and important community projects.
 - Develop new communication tools, partnerships and activities designed to inform people in local businesses, education, government, social services and the media about news and activities taking place in Stark County that illustrates the linkage between economic development and education.
 - Develop and use new communication tools and activities to promote Stark County to national site selectors, development agencies, business & real estate consultants and to prospective companies.

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- Take the lead to create an “open house” tour of leading Stark County companies (service and manufacturing companies) for educators (P-16), students and guidance counselors.



***Increase Efforts to Assist &
Attract Manufacturers***

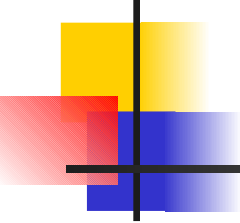
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- Link SDB business attraction strategies to industry sectors identified for MAGNET by McKinsey & Company that are projected to experience future growth regionally, nationally & globally.
 - Help move small to medium sized companies forward towards becoming globally competitive through programs and services by MAGNET and other business consultants.
 - Assist small to medium sized companies in developing new products and service capability.

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- Identify and encourage small and medium sized companies to participate in selected U.S. and international trade shows sponsored by TeamOhio, ODOD, Northeast Ohio Trade & Economic Consortium (NEOTEC), U.S. Department of Commerce and Cleveland World Trade).
 - Help to develop strategic and marketing plans to attract fuel cell companies to Stark County and the region.
 - Begin work to help develop a future supply chain for fuel cell companies utilizing local companies.



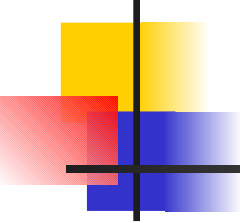
***New Focus on the
Service Industry***

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- Invigorate SDB's web site to promote Stark County as an excellent location for service and manufacturing companies.
 - Work to influence the promotion/marketing activities to the service industry by organizations which SDB is affiliated with.
 - Work to influence new state economic development policies to place greater emphasis on services.
 - Gear up the promotion of Stark County to service and manufacturing companies through an Ambassador Program.

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- Lead efforts to obtain marketing dollars to promote the opening of the Fuel Cell Prototyping Center and to position Stark County as the preferred location for other fuel cell companies.
 - Develop SBD service industry expertise.

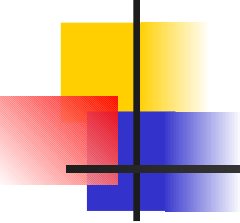


***Attracting Technology &
Alternative Energy Companies***

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- Take the lead in identifying technologies and niche opportunities where Stark County can establish itself as a preferred location for companies in these markets.
 - Facilitate discussions with Stark County's higher education institutions and develop new technology partnerships that link business, industry and higher education.

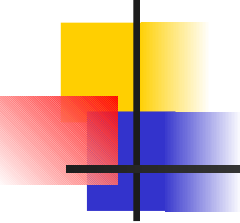


***Facilitate Greater
Community Cohesion***

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- Advocate Joint Economic Development Districts (JEDDS) and Cooperative Economic Development Agreements (CEDAs) between county, cities, and school districts to foster greater opportunities for economic development.
 - Identify larger industrial/business park sites that may only be viable for future development through inter-governmental cooperation & agreements necessary to provide adequate public infrastructure & services.



***Position SDB as the
Business Advocate for
Workforce Development***

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- Collaborate with The Employment Source/ ODOD and Stark County's educational institutions to help companies upgrade their worker skills, recruit and train new employees and replace company's skilled employees that will be lost due to future retirements.
 - Re-design SDB's web site to provide greater focus on Stark County's educational institutions and the types of advantages and assistance they can provide to existing businesses and companies seeking to locate here.
 - Lobby the federal and state governments for additional workforce training funds to assist companies in Stark County.