

APEG/API Regional Economic Prosperity Planning Highlights

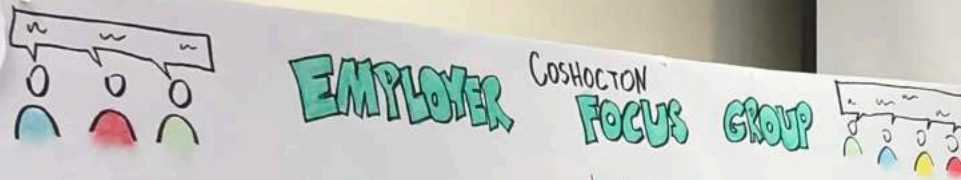


EWOMAN STREET.
Mary Harris

Mary Harris, was captured at age nine
d on Deerfield, Massachusetts, in 1704.
ssion settlement, Kahnawake (south of
ater married a Mohawk chief.

Business Focus Group Meetings January & February 2019

Christopher Gist met...
leading to it (pre...
lowing beside it...
for her. This fact...
Mitchell, in 1755.
anawake and
EDGED TO BE TIE...
IN OHIO.



KEY ISSUES

FINDING (Qualifiers)

Skilled trades
IE
Millwright
Electrician



WHERE DID THE CANAL
WATER COME FROM?

One place on the Profile Map on the left indicates where water came from which some flowed into the canal from either Lake Erie or the Ohio River. So where did it originate?

IT CAME FROM SEVERAL SOURCES. Along the two high points along the canal route - Akron and Newburg - natural ponds and wetland areas were enlarged, connected and maintained.

From there the water flowed both north and south into the canal.

The Perry Avenue covered 2,000 acres, while the majority of the Licking National covered over 4,000 acres.

THAT'S WHY WE KNOW THEM AS THE GREAT AREAS OF PONDAGE AND WETLANDS.

Coshocton Focus Group – January 28, 2019







GROUP

- Jobs in place
- Who work?
- Good jobs
- Right mix
- Working?
- Clear?
- What's going wrong?
- Quality Residents (sustainable)
- Good for housing/Long term
- Cost of living for entrepreneurs
- Enhanced Community Focus
- OPPORTUNITY: innovation resource
- Attracting Attention & Investment

ASKS of Region

- LARGER Labor Pool
- Attract talent to this place

LIBERTY

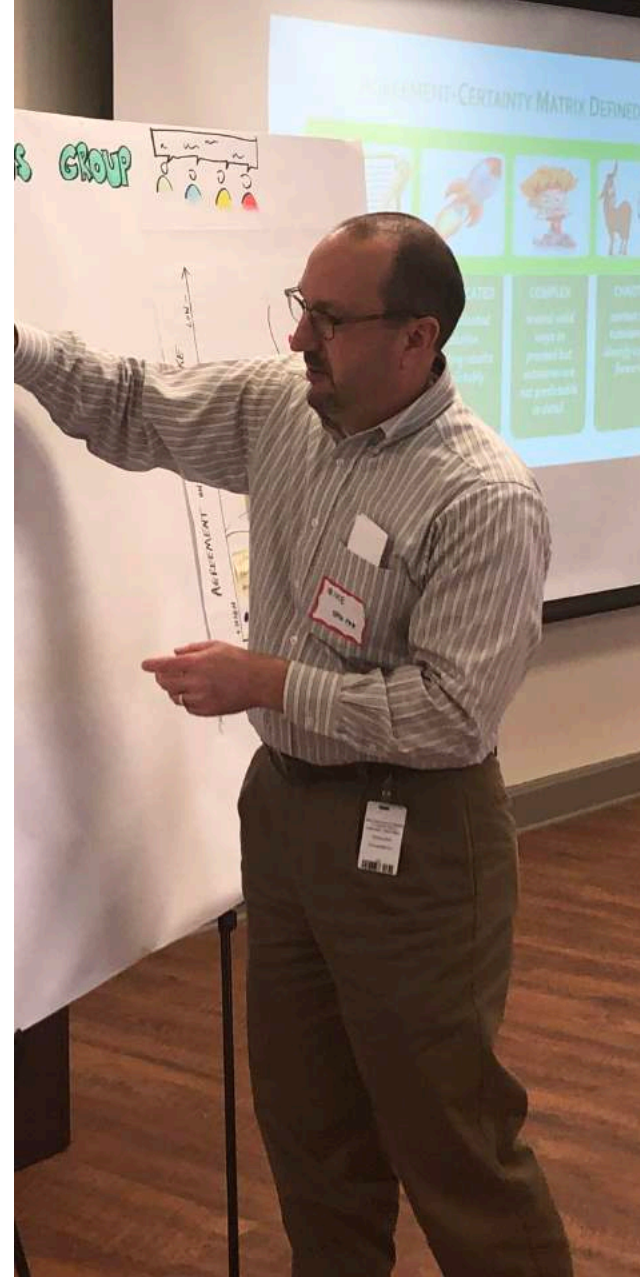
- "Don't regulate to death"
- Awareness of Yards for Good (residential)
- Hub for Aerospace Market Services to Support (a hub)
- Complete Homeless PR

TRAINING

- Retention
- Entrepreneurial Return

WHERE DID THE CASAL WATER COME FROM?

The water at the Falls has a rich history. It was once used to power the mills that produced the goods that we use today. The water is still here, but it's not the same. It's been changed by the mills and the factories that have been built along the river. The water is still here, but it's not the same. It's been changed by the mills and the factories that have been built along the river.



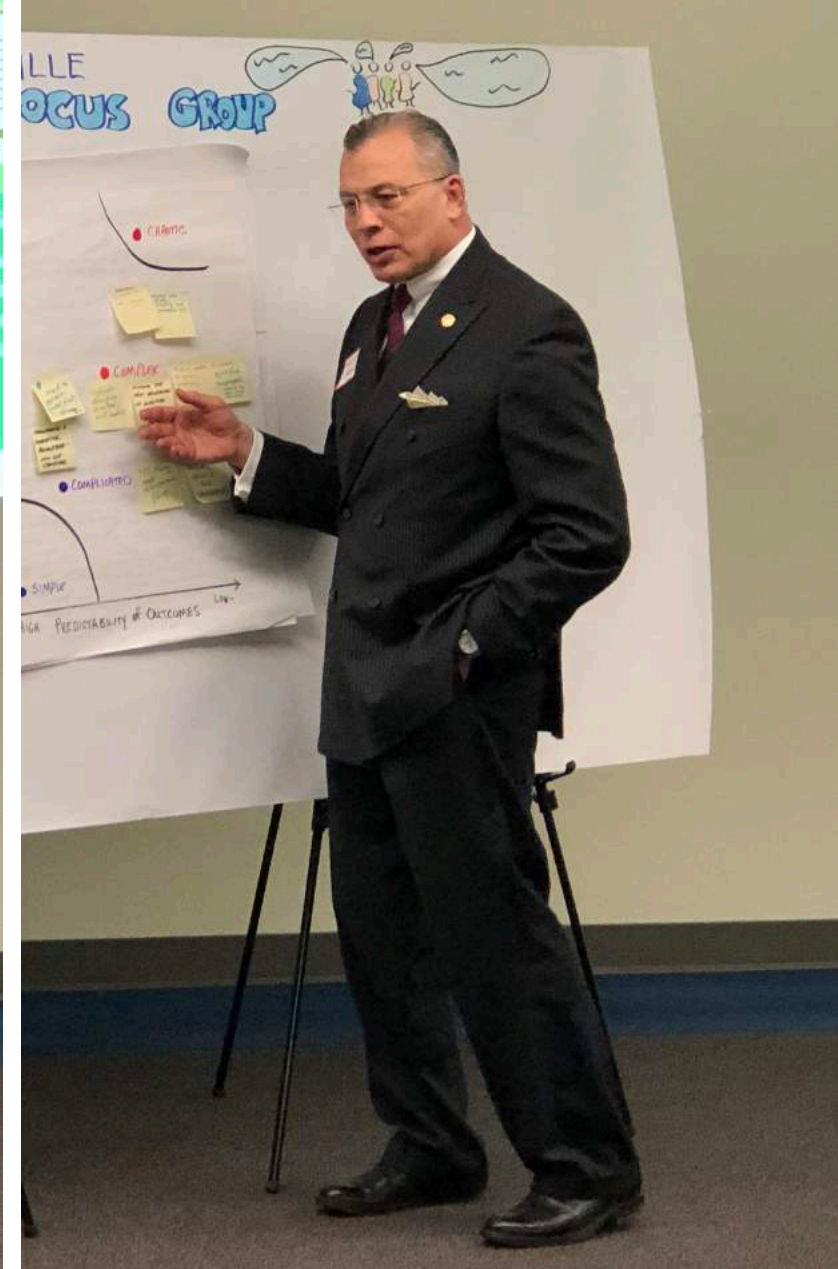
Zanesville Focus Group – January 28, 2019







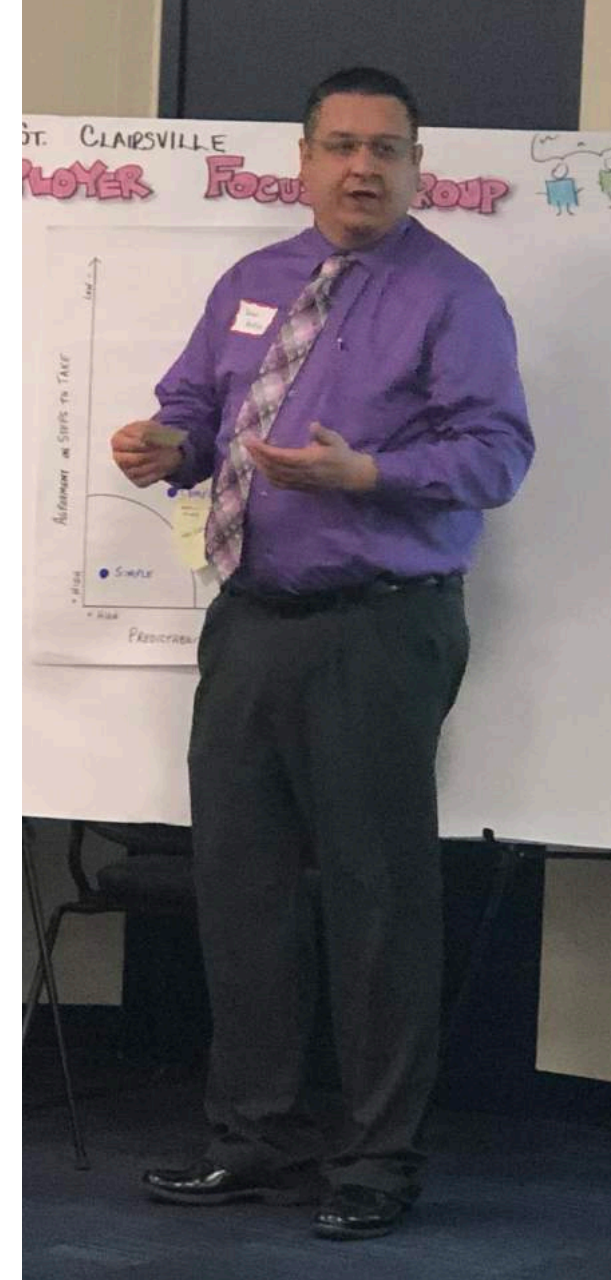
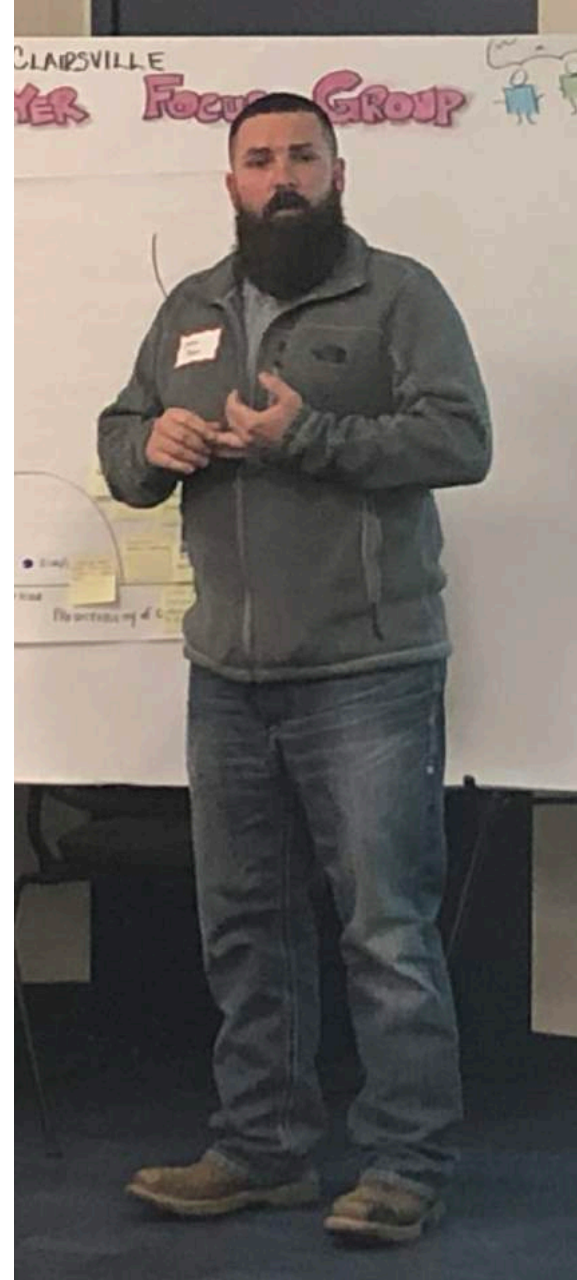
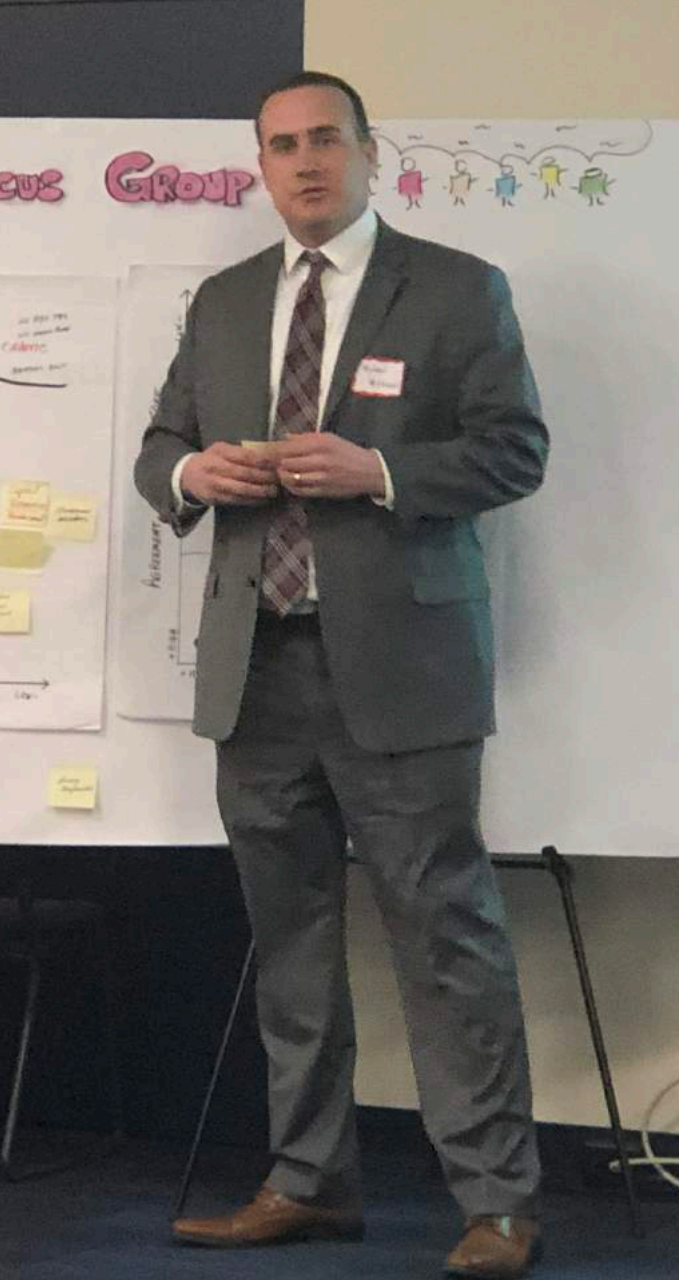






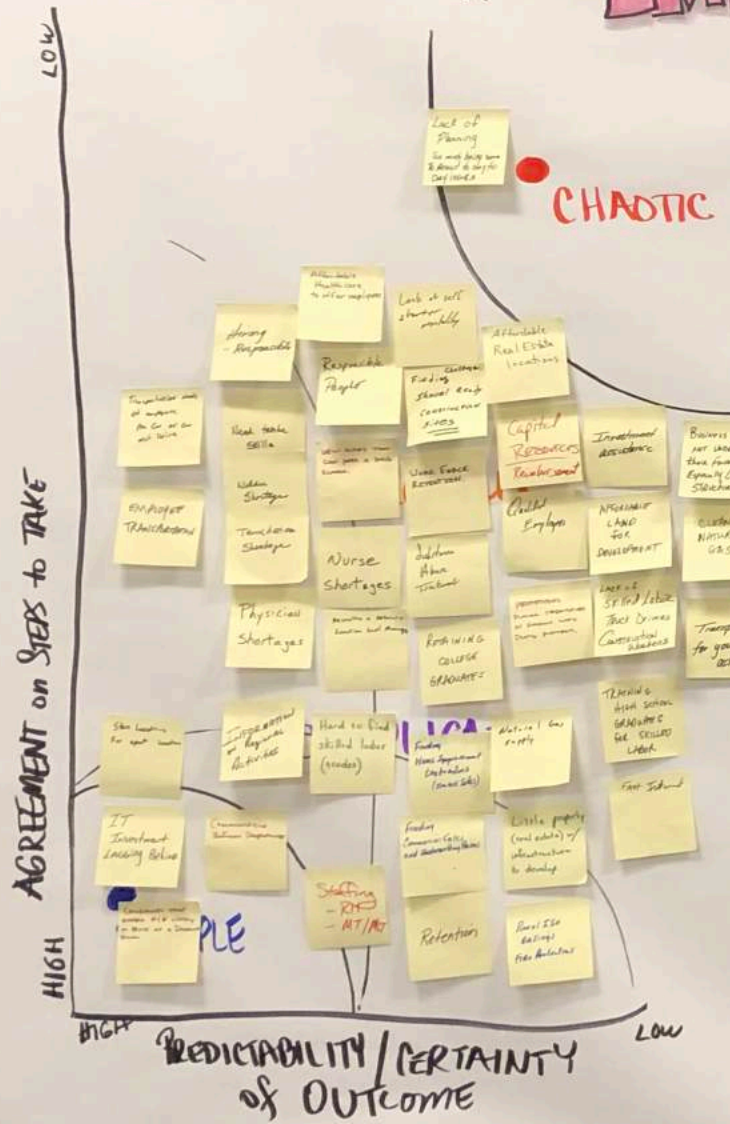
St. Clairsville Focus Group – January 29, 2019







ST. CLAIRSVILLE EMPLOYER Focus GROUP



★ KEY ISSUES ★

- ABSENTEEISM
- LACK SKILLS TRADES
- DRUG TEST
- NEGATIVE PERCEPTIONS of TRADES
Is this Perception changing?
- PLANNING to be READY for Economic Growth (w/ infrastructure)
- WATER/SEWER
- Housing
- Roadways
- Lack of Motivated Workers job candidates
- Hard to finance w/o workers
- Roadways

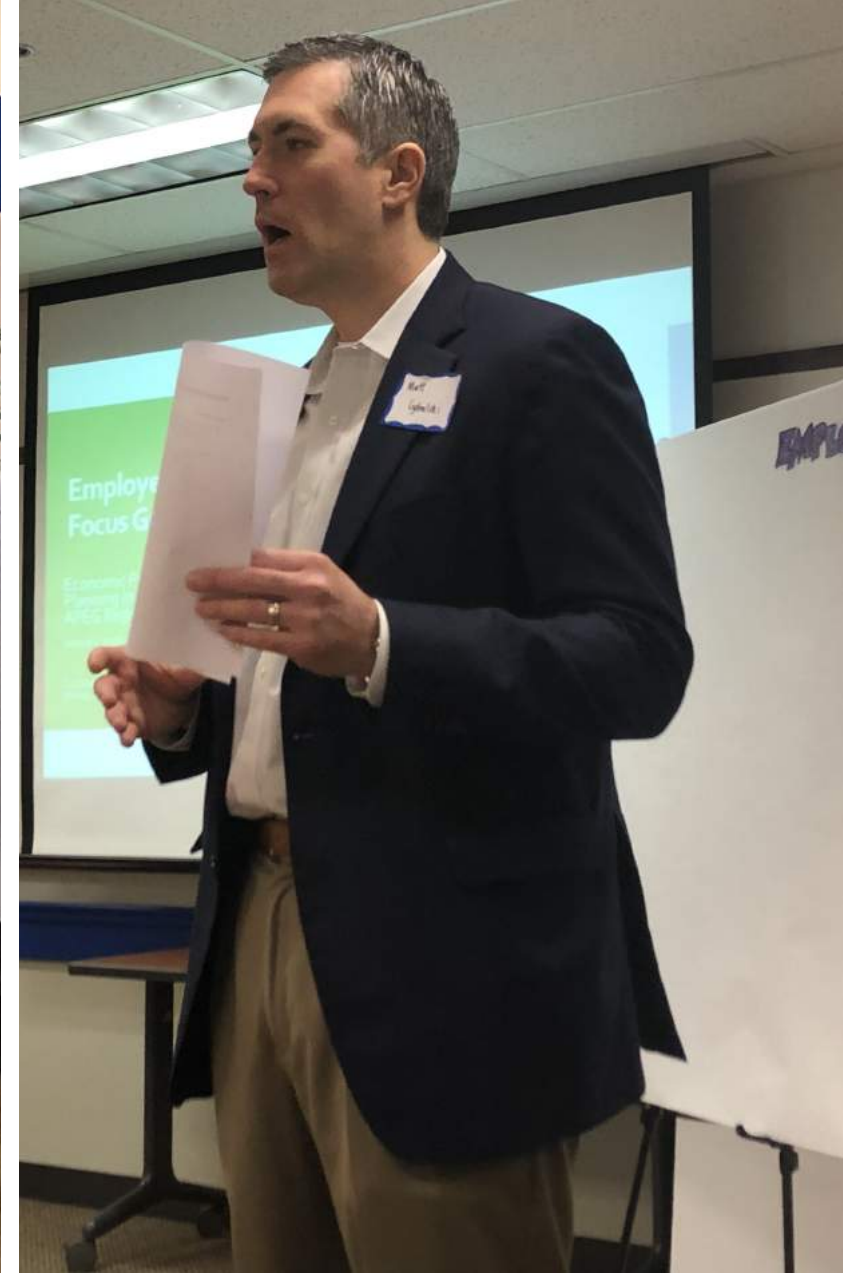
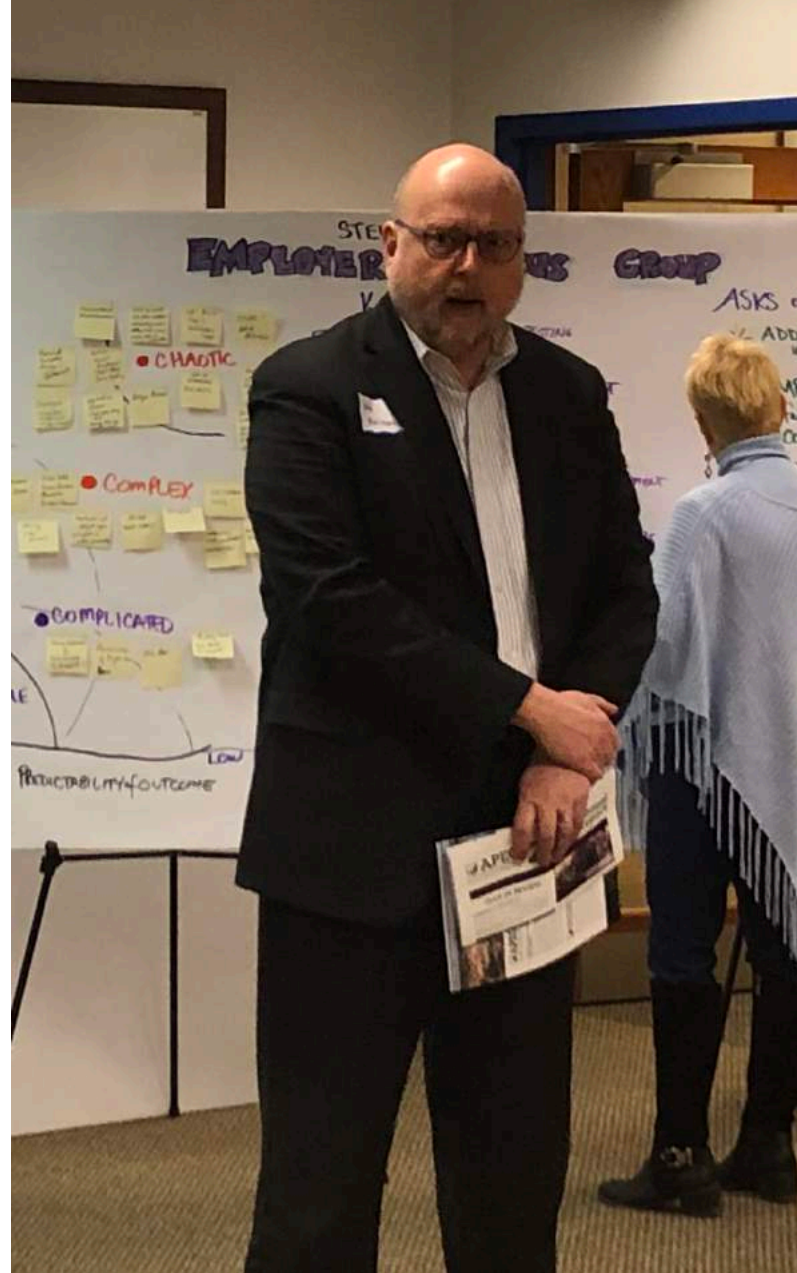
★ ASKS of REGION ★

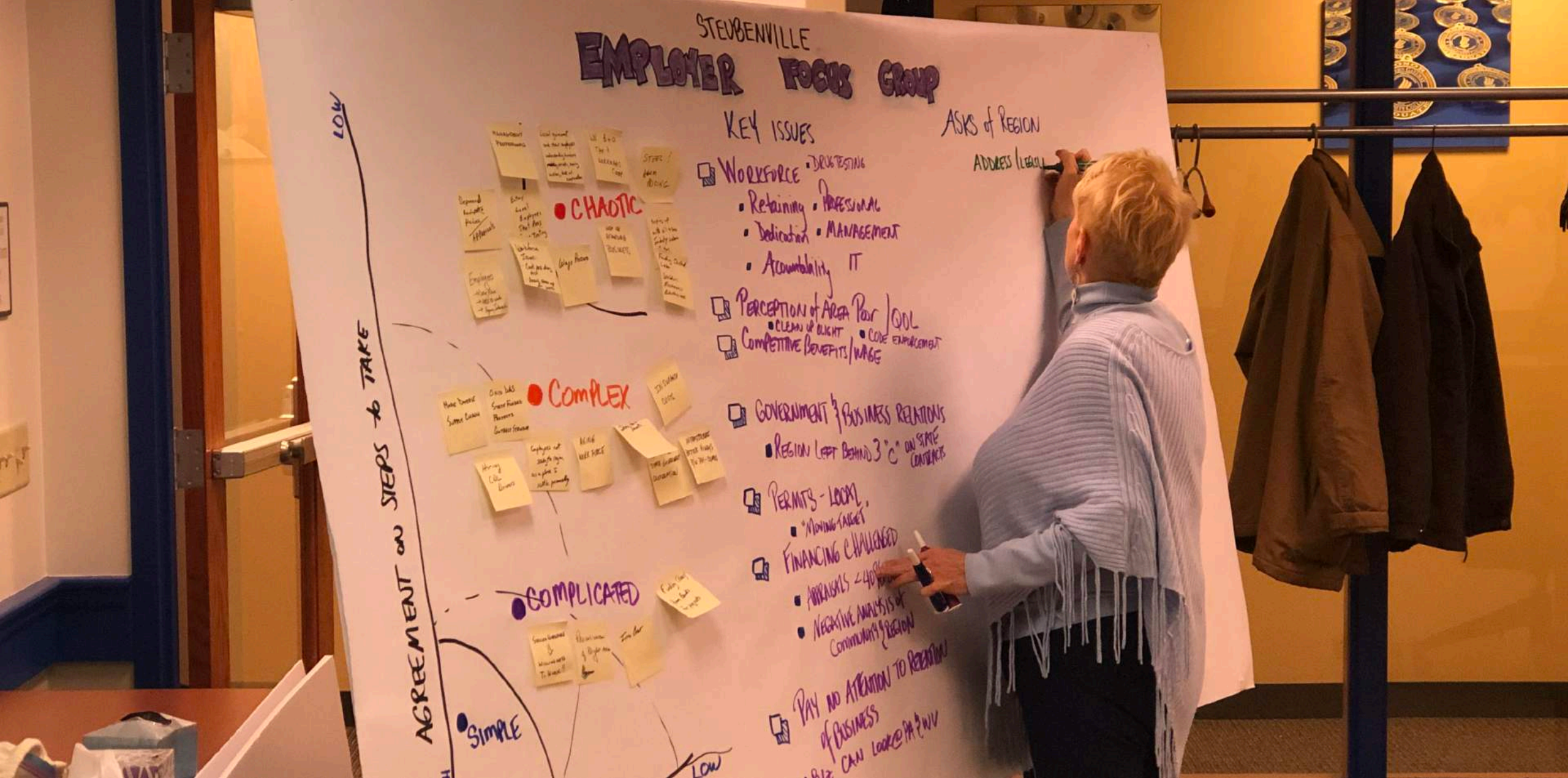
- ★ SKILLED WORKERS
- ★ WORK ETHIC / ACCOUNTABILITY
 - WELDERS
 - MILLWRIGHTS
 - HVAC
 - REFRIGERATION
 - ELECTRICAL
- ★ AFFORDABLE HOUSING
- ★ AFFORDABLE COMMERCIAL REAL ESTATE
- ★ INFRASTRUCTURE EXTENSION
- ★ ATTRACT SUPPLIERS for METHANE CRACKER PLANT (PA)
- ★ FINANCIAL Asst operating Capital Real Estate Infrastructure

- ★ REGIONAL LONG-RANGE PLANNING w/ County Elected officials
 - INFRASTRUCTURE FUNDING
 - BONDING
 - STRATEGIC INVESTMENT
- ★ CLEAN NATURAL GAS (INFRASTRUCTURE)
Creative approach - cooperatives, MUDs
- ★ SCHOOLS to SUPPORT POPULATION GROWTH

Steubenville Focus Group – January 29, 2019

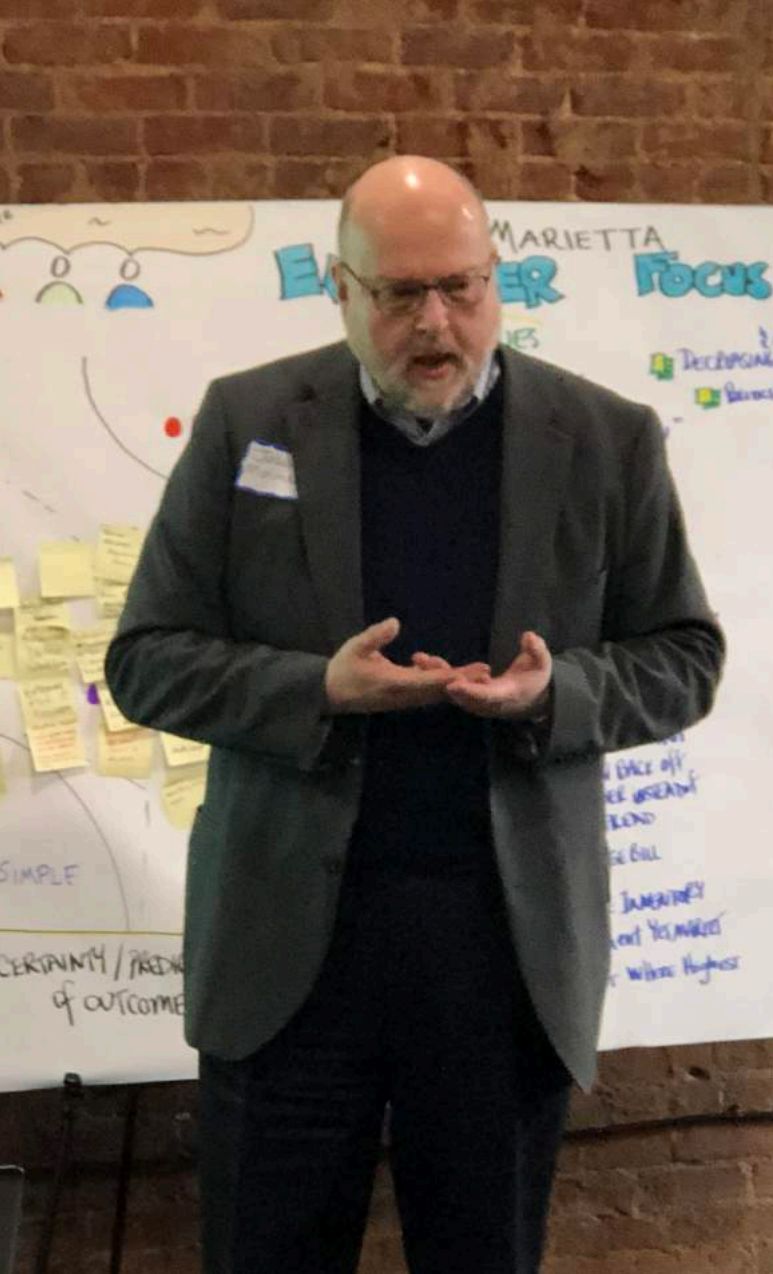






Marietta Focus Group – January 30, 2019





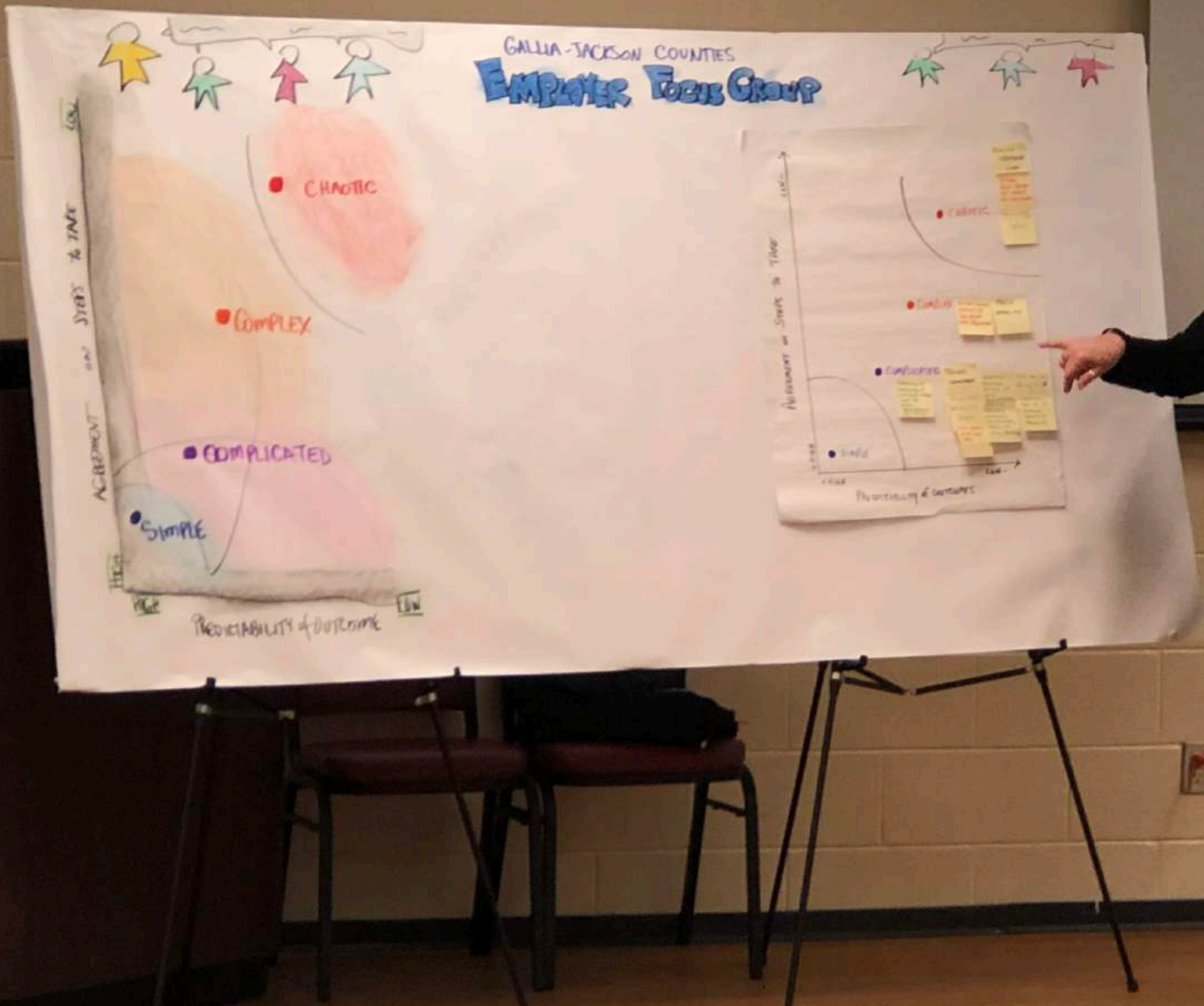




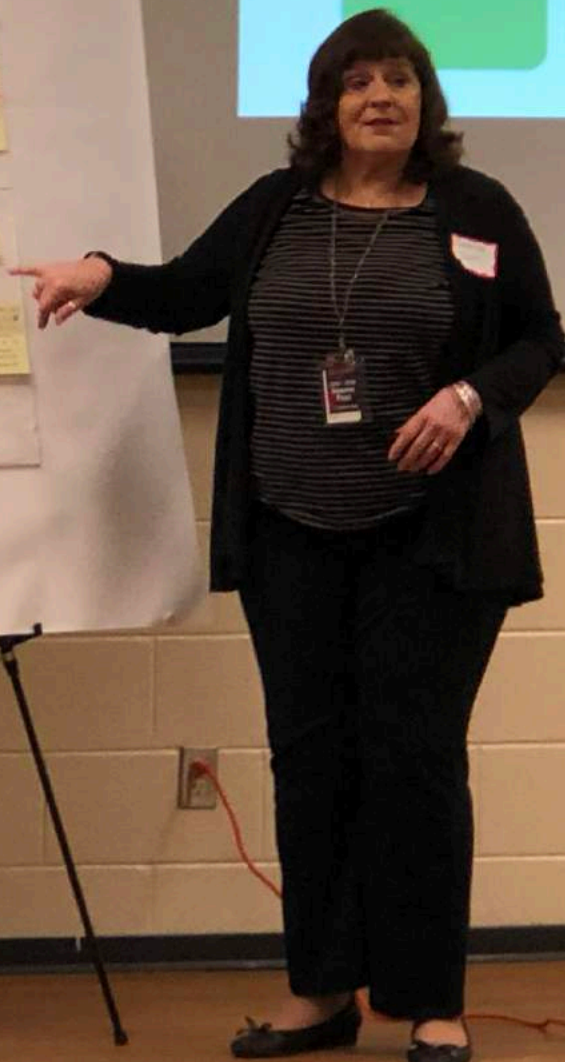
Gallia-Jackson Focus Group – February 11, 2019

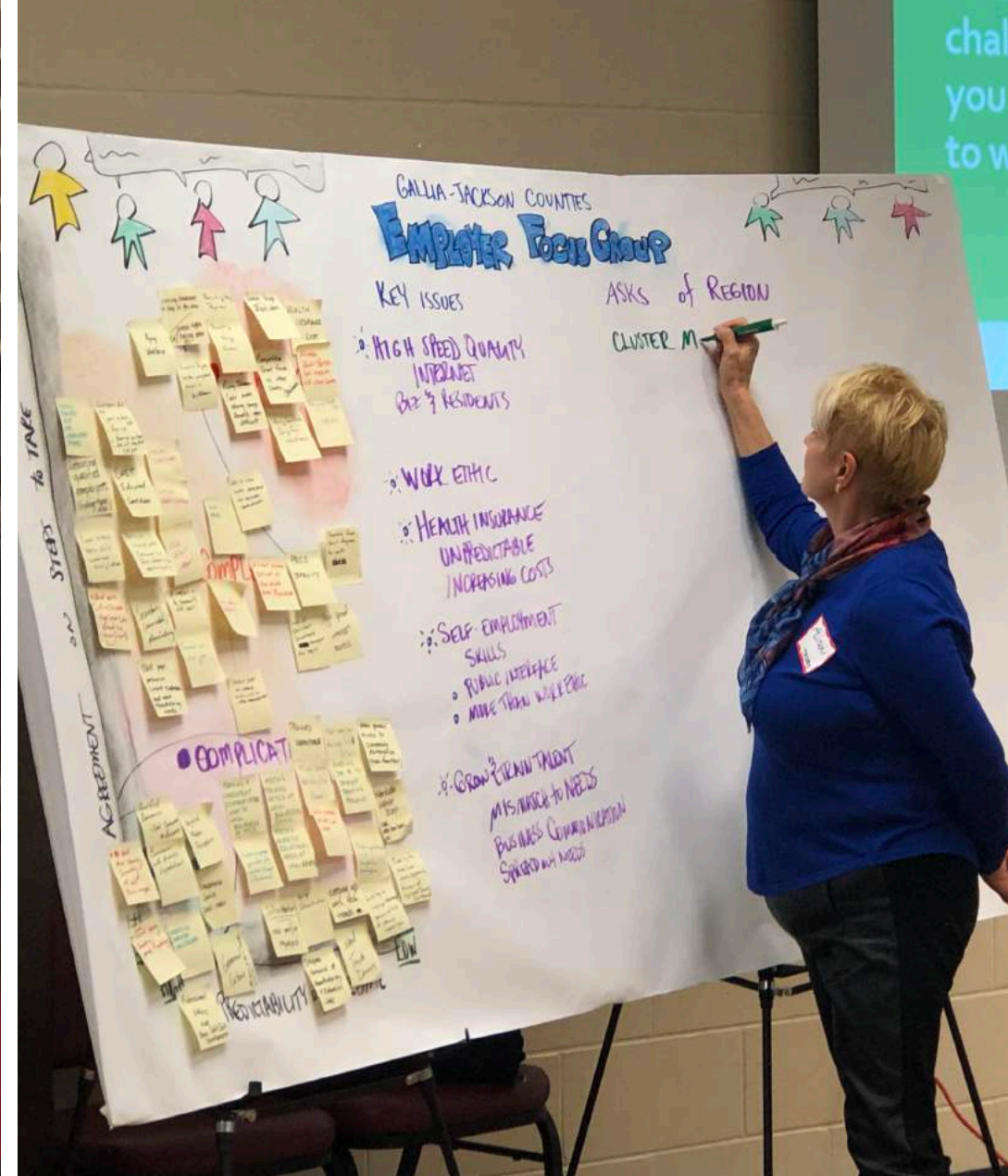






SIMPLE	COMPLICATED	COMPLEX	CHAOTIC
solved easily with practices that are easy to duplicate	sophisticated solution yielding results predictably	several valid ways to proceed but outcomes are not predictable in detail	context too turbulent to identify a path forward







Athens Focus Group – February 12, 2019









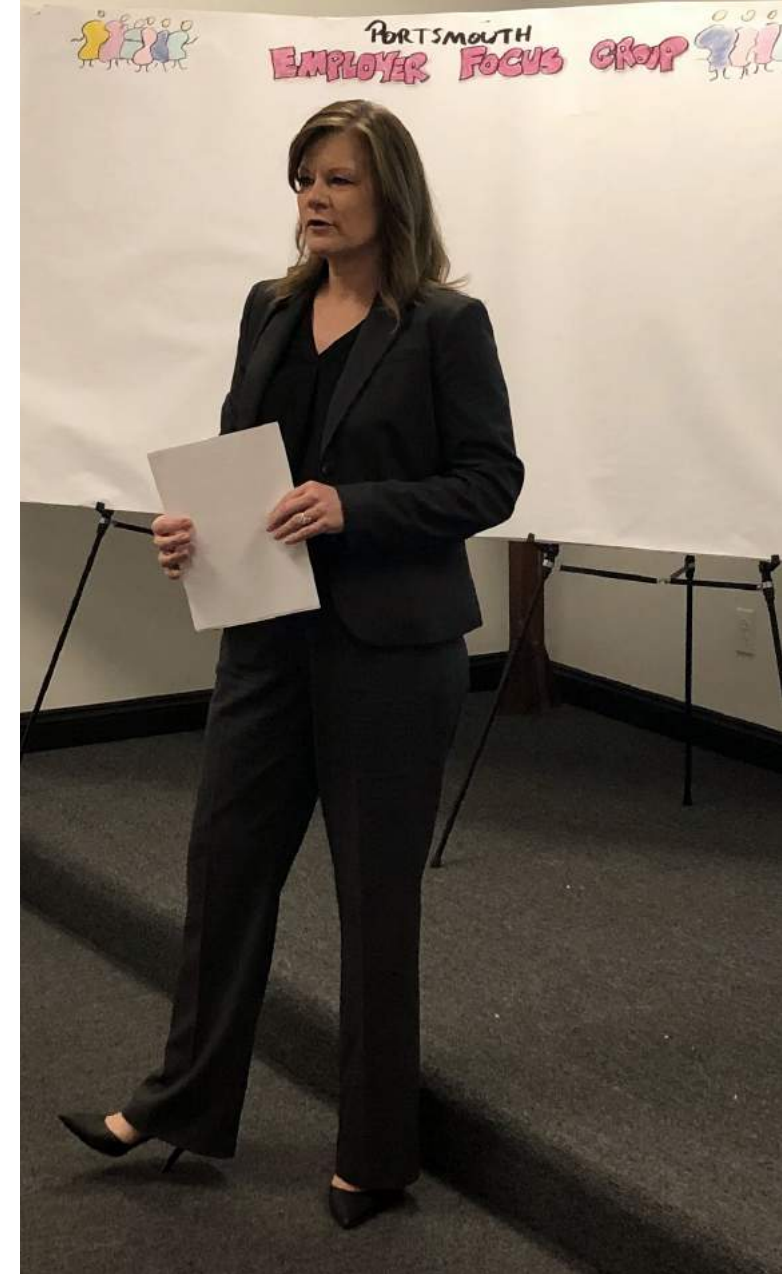






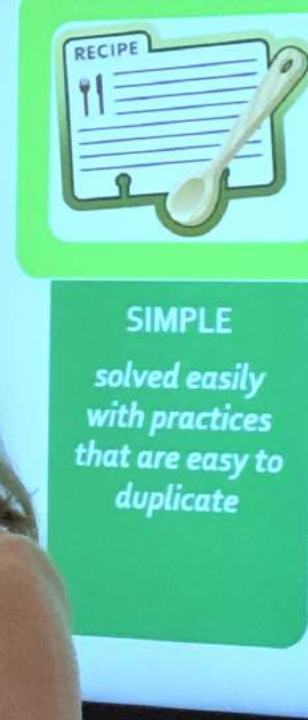
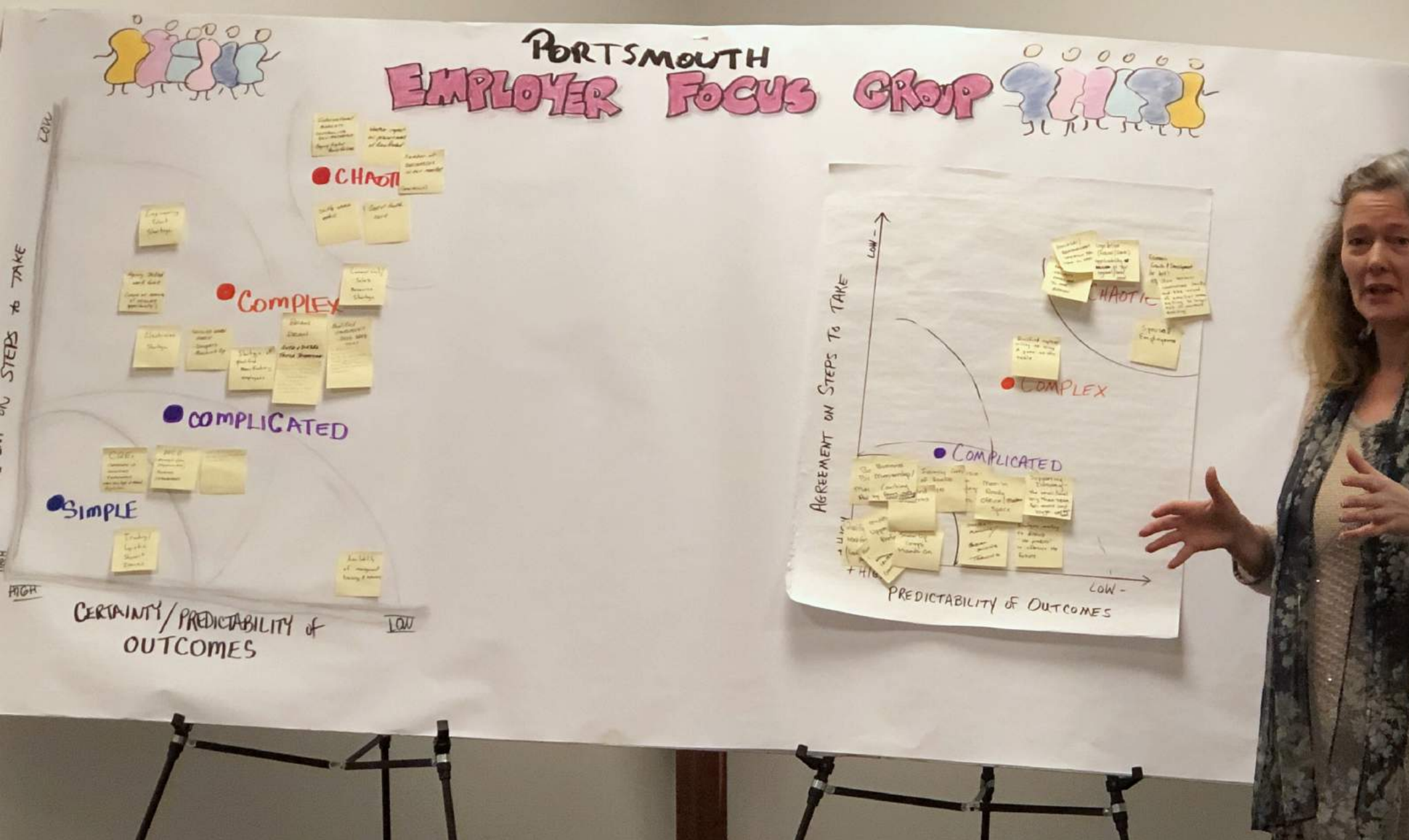
Portsmouth Focus Group – February 13, 2019













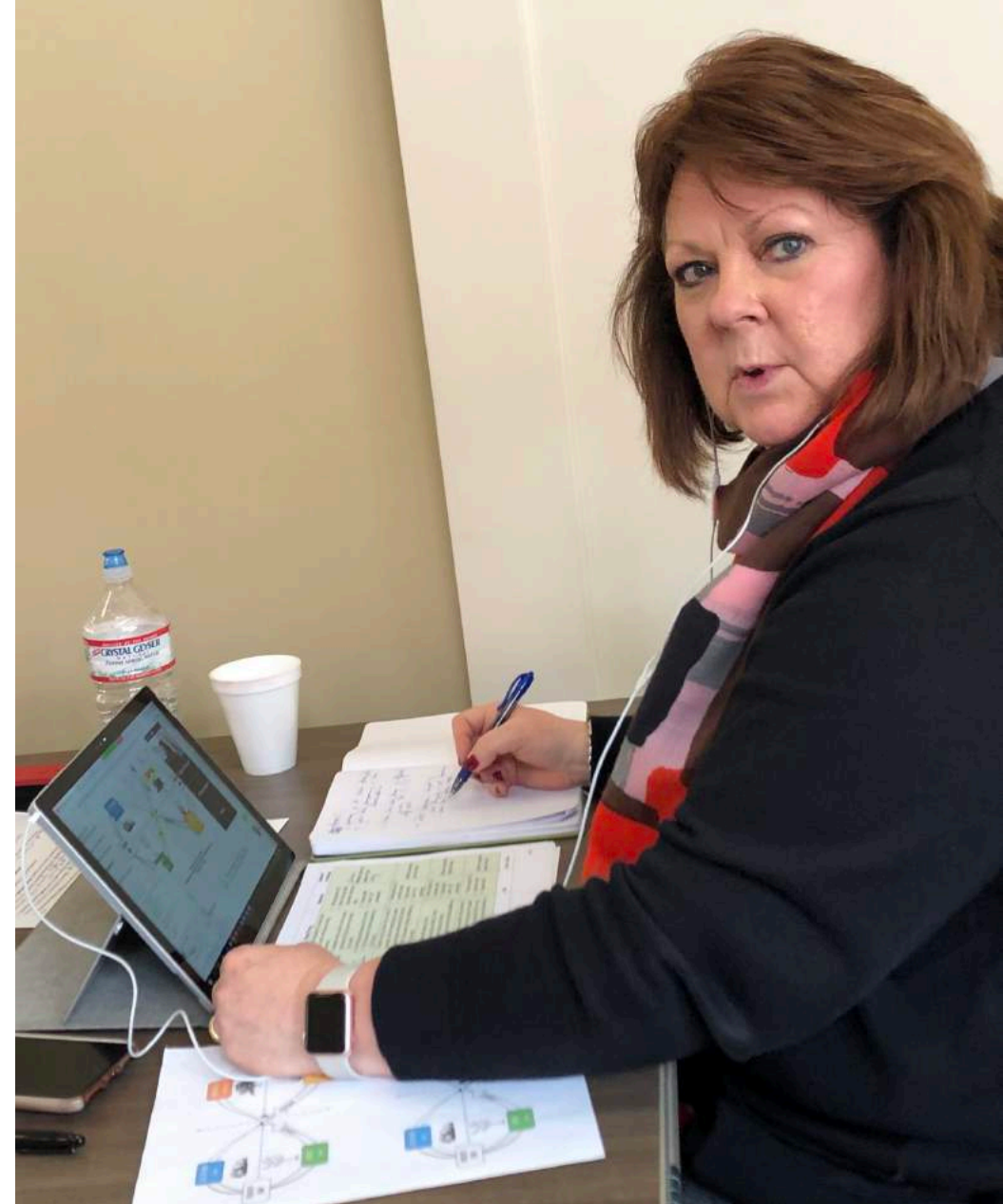
Chillicothe Focus Group – February 14, 2019





Program Review Meeting

February 2019







Insights of the Region Sessions

March 2019





Stakeholder Meetings

March 2019











































A group of approximately 15 professionals, mostly men, are seated in a circle on folding chairs in a room with a wooden floor. They are engaged in a meeting, with some holding papers or tablets. In the background, several whiteboards are visible, featuring handwritten notes and diagrams. One whiteboard is titled "EMPLOYER Focus Group" and lists various topics. Another whiteboard on the left is titled "Strategic Direction".

Strategic Direction Work Session

March 2019



AGENDA

- PURPOSE
- CONTEXT: PHASE 1
- CONTEXT: PHASE 2
- LUNCH 11:45-12:15
- SYNTHESIS
- AMBITION: WORKFORCE
- AMBITION: COMPETITIVE ASSETS
- AMBITION: ECONOMIC DEV. FUNDAMENTALS
- PRIORITIES CHECK
- CIRCLE BACK AROUND on PURPOSE























WORKFORCE

- COOPERATIVE PROGRAMS with SCHOOLS to expose & PREPARE for CAREERS
- RESOURCE PROGRAMS to UPSKILL EXISTING W/F (skills & soft skills)
- INTERNSHIP PROGRAM
- APPRENTICESHIP PROGRAM

COMPETITIVE ASSETS

PROGRAMS to fund and Acquisition/Retention

#- SPEC BLDG
*- BROADBAND
T- TRANSPORTATION
C- CAREER AWARENESS
X- FINANCIAL INCENTIVES FOR WORKFORCE







APEG REGION ECONOMIC PROSPERITY PLAN

WORKFORCE

- COOPERATIVE PROGRAMS with SCHOOLS to expose & prepare for CAREERS
- RESOURCE PROGRAMS to UPSKILL EXISTING (skills & soft skills)
- INTERNSHIP PROGRAM
- APPRENTICESHIP PROGRAMS

COMPETITIVE ASSETS

- SPEC BUILDINGS
- BROADBAND DEPLOYMENT

ECONOMIC







Strategic Planning Work Session

May 2019

PURPOSE: Why important?

- ✓ Rural needs it to move forward
- ✓ TO Compete
- ✓ RETAIN & ATTRACT TALENT
- ✓ REGIONAL ECONOMIC ADVANTAGE
- ✓ ESSENTIAL UTILITY

ACTION STEPS:

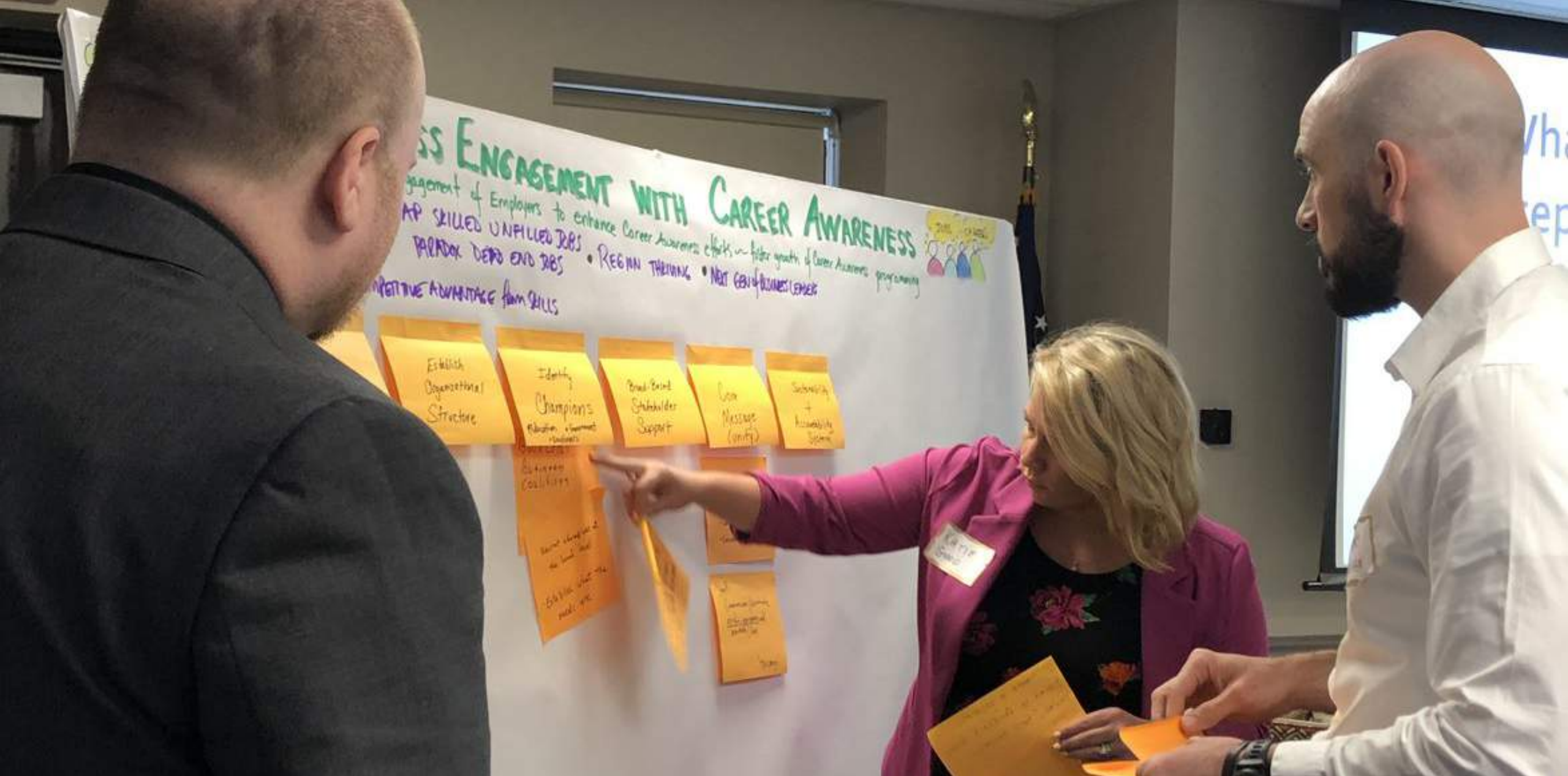
BROADBAND INFRASTRUCTURE

COVER MORE OF THE REGION WITH
HIGH-SPEED BROADBAND INFRASTRUCTURE!

TEAM LEADS:

Team Lead: [Name]
[Name]
[Name]

Project: [Name]
[Name]
[Name]





Talent Recruitment









● PURPOSE: MARKETING LIFESTYLE & LIVABILITY @ REGION & LOCAL LEVELS
TO STOP BRAIN DRAIN & KEEP REGION ALIVE

- ### ● ACTION STEPS:

2. MARKETING LIFESTYLE & LIVABILITY @ REGION & LOCAL LEVELS
TO STOP BRAIN DRAIN & KEEP REGION ALIVE

Eliminate

Indubly
strengths
destinies
of region

Develop inventory
of what we need
on regional level

Robert M. Hays

Branding / re-branding
Apparel

Video - not at home
- not at home
- not at home

Training: 8 weeks
interval: 1
interval:
interval:

Ex 2.1.1 - Jan 4
1988 - 1989

Subgroup: *Pharyngodon*

Identify
unique aspects

100

AMERICAN AIRLINE
Ticket on Board
Ready to go

1/20 Is not much.
much missing?
199-117 Whis/
You do not appear to be

10

Continued from page 1

network of
influences

1. Introduction
 2. Background
 3. Methodology
 4. Results
 5. Conclusion
 6. References
 7. Appendix
 8. Index
 9. Glossary
 10. Summary
 11. Abstract
 12. Keywords
 13. Subject
 14. Topic
 15. Field
 16. Area
 17. Discipline
 18. Branch
 19. Department
 20. Faculty
 21. School
 22. College
 23. University
 24. Institute
 25. Center
 26. Division
 27. Section
 28. Unit
 29. Group
 30. Team
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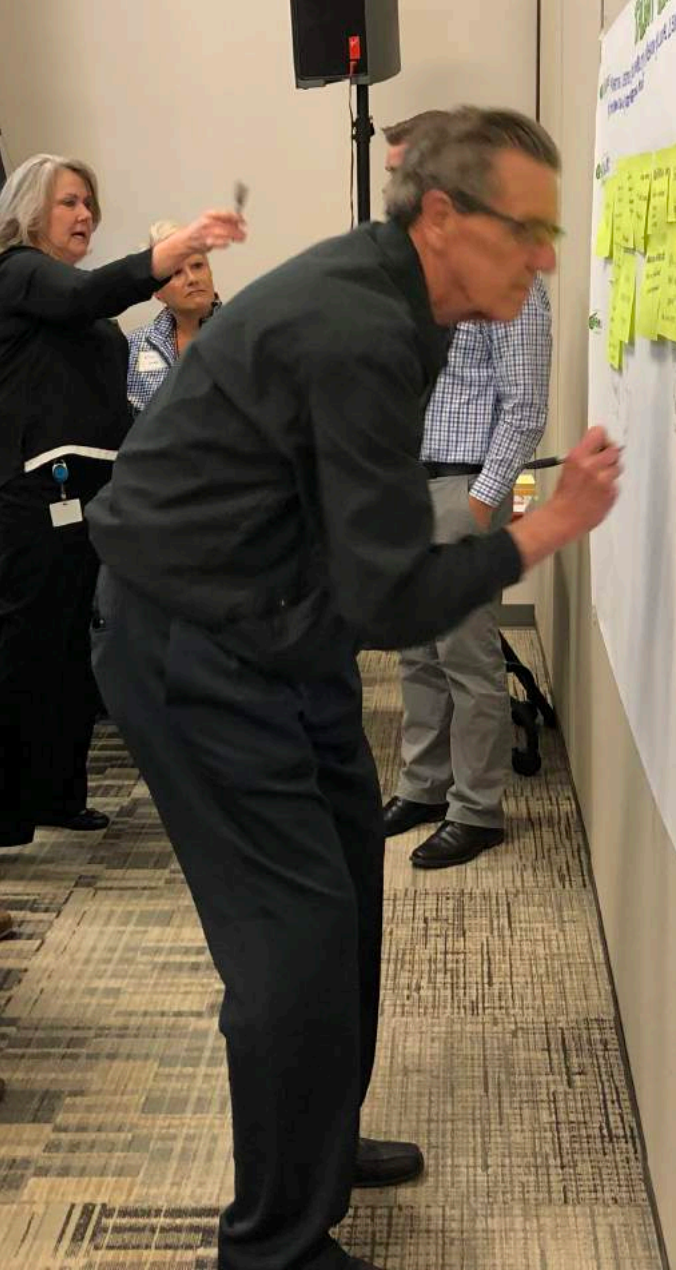
Identify what

levelly important
of this area is
same message as
different spot

The University of the Pacific
School of Business Administration
Honolulu, Hawaii 96813

...the fact
...the fact





Website Enhancement



ACTION STEPS:

- Shift mindset...
- Acknowledging that individual wins ARE regional wins
- Determine staffing capab- for upkeep

Who do we want audience to be & build content to that

Who is currently visiting & how are they using content refine content based on this

Build a regional brand & build a website based on that brand

Refining

Using messaging body for existing business

ONLINE CHECKS ONLINE FOR EVERYTHING FIRST

WEBSITE ENHANCEMENTS
*NO ONE IS GOING TO TELL US ANYTHING



• PURPOSE: Why important?
• **WEBSITE ENHANCEMENTS**
• **EVERYONE CHECKS ONLINE FOR EVERYTHING FIRST**
• **ENHANCING WEBSITE CONTENT @ REGIONAL/LOCAL LEVEL TO ORGANIZE? MAINTAIN UPDATES OF RPT EC DEV INFO**
• **GLOBAL? MAINTAINING COMPETITION**
• **NO ONE IS GOING TO TELL OUR STORY** → FIND QUICKLY FOR ANSWER

• ACTION STEPS:

- 1. **CLARIFY THE PURPOSE**
What is the purpose of the website? What do we want to achieve? What do we want to say?
- 2. **WHO IS THE AUDIENCE?**
Who is the audience? What do they need to know? What do they want to see?
- 3. **WHAT IS THE MESSAGE?**
What is the message? What do we want to say? What do we want to achieve?
- 4. **HOW DO WE GET THERE?**
How do we get there? What do we need to do? What do we need to say?
- 5. **WHO IS RESPONSIBLE?**
Who is responsible? What do we need to do? What do we need to say?
- 6. **HOW DO WE MEASURE SUCCESS?**
How do we measure success? What do we need to do? What do we need to say?
- 7. **WHAT IS THE BUDGET?**
What is the budget? What do we need to do? What do we need to say?
- 8. **HOW DO WE GET THERE?**
How do we get there? What do we need to do? What do we need to say?
- 9. **WHO IS RESPONSIBLE?**
Who is responsible? What do we need to do? What do we need to say?
- 10. **HOW DO WE MEASURE SUCCESS?**
How do we measure success? What do we need to do? What do we need to say?

1/19/19

LEADERSHIP
OTHER MEMBERS

\$

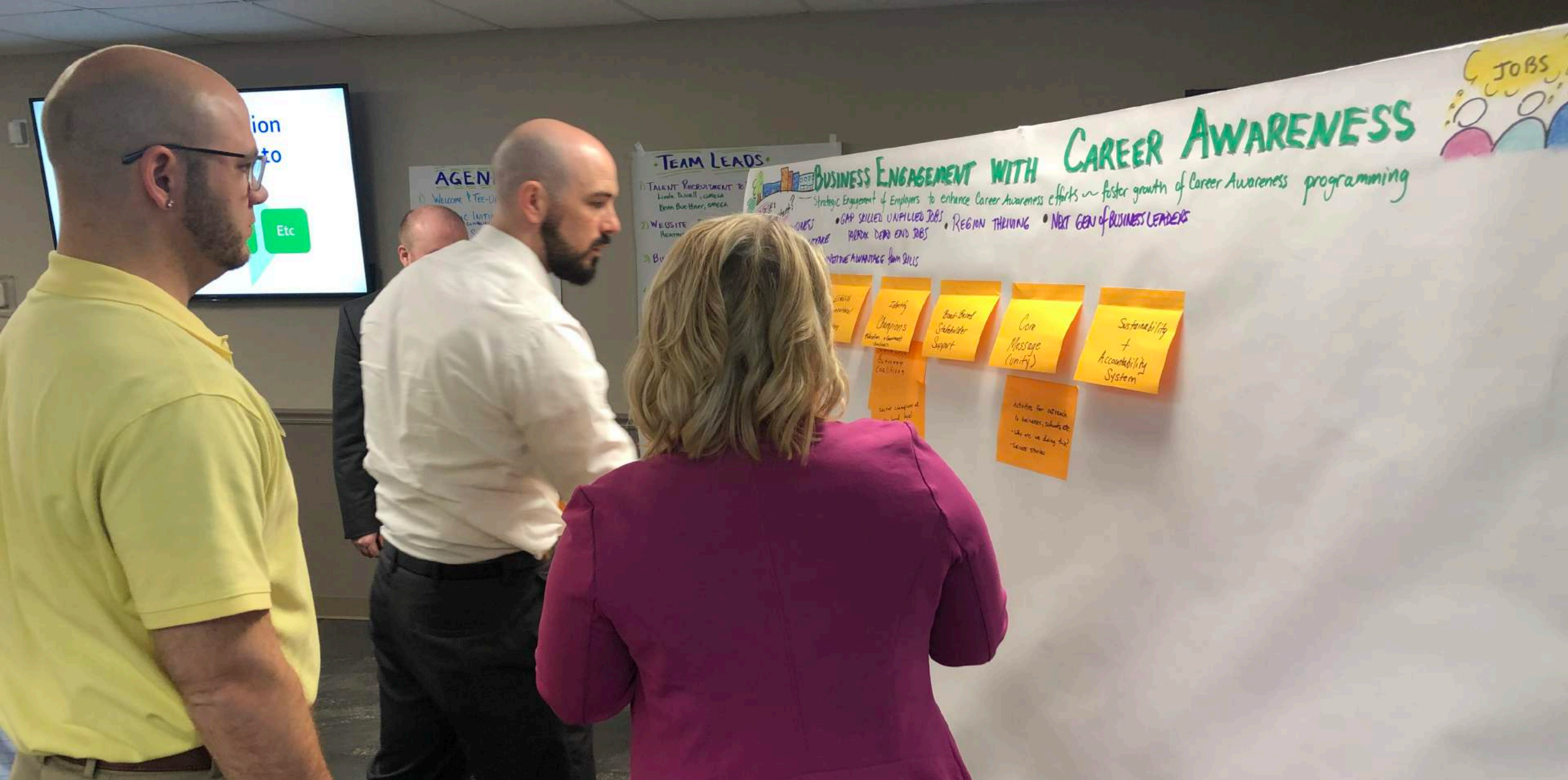
PERSONAL

AGENDA

1. WELCOME & TEE-UP
2. STRATEGIC INITIATIVE PURPOSE
3. ACTION STEPS
4. TEAM - WHO?
5. RESOURCES - WHAT?
6. TIMELINE - WHEN?
7. METRICS - HOW?
8. WRAP-UP
9. THANK YOU / ANNOUNCEMENTS

Biz Engagement





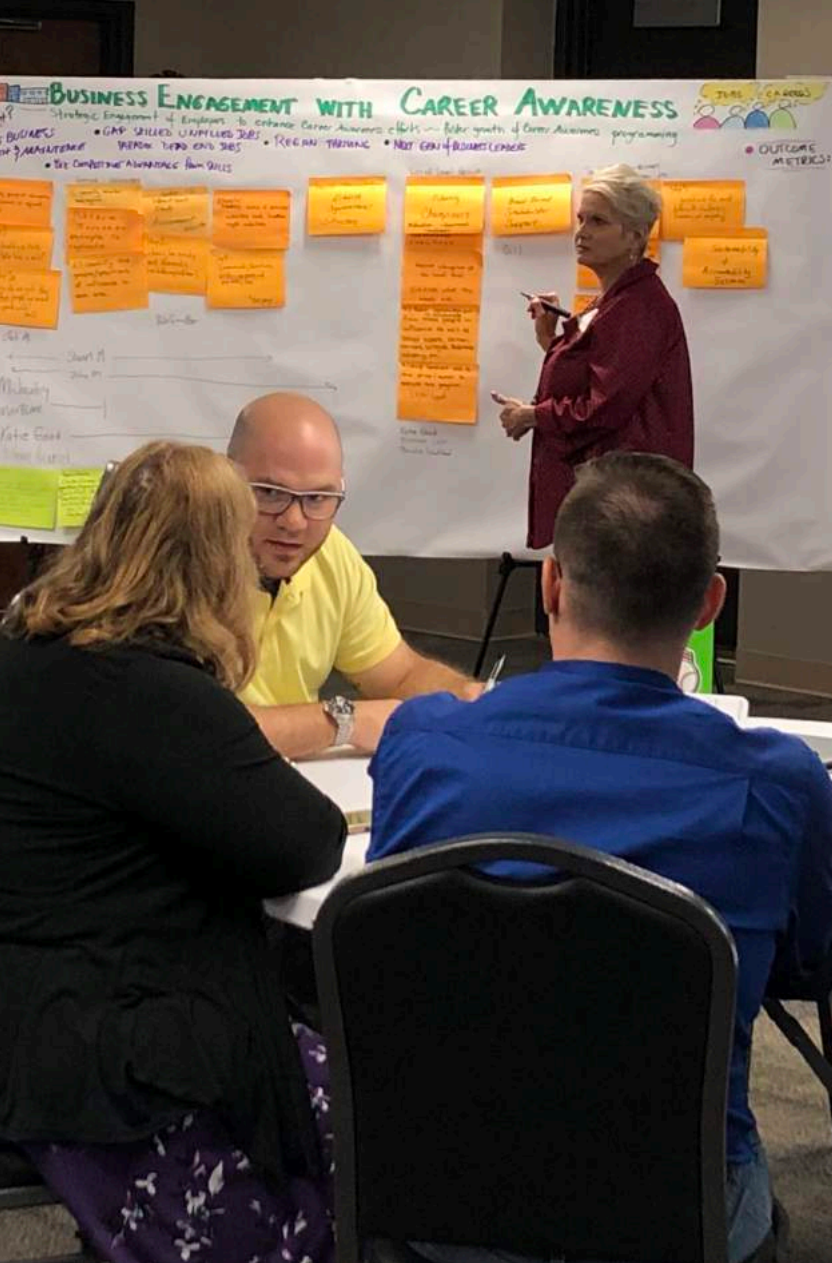






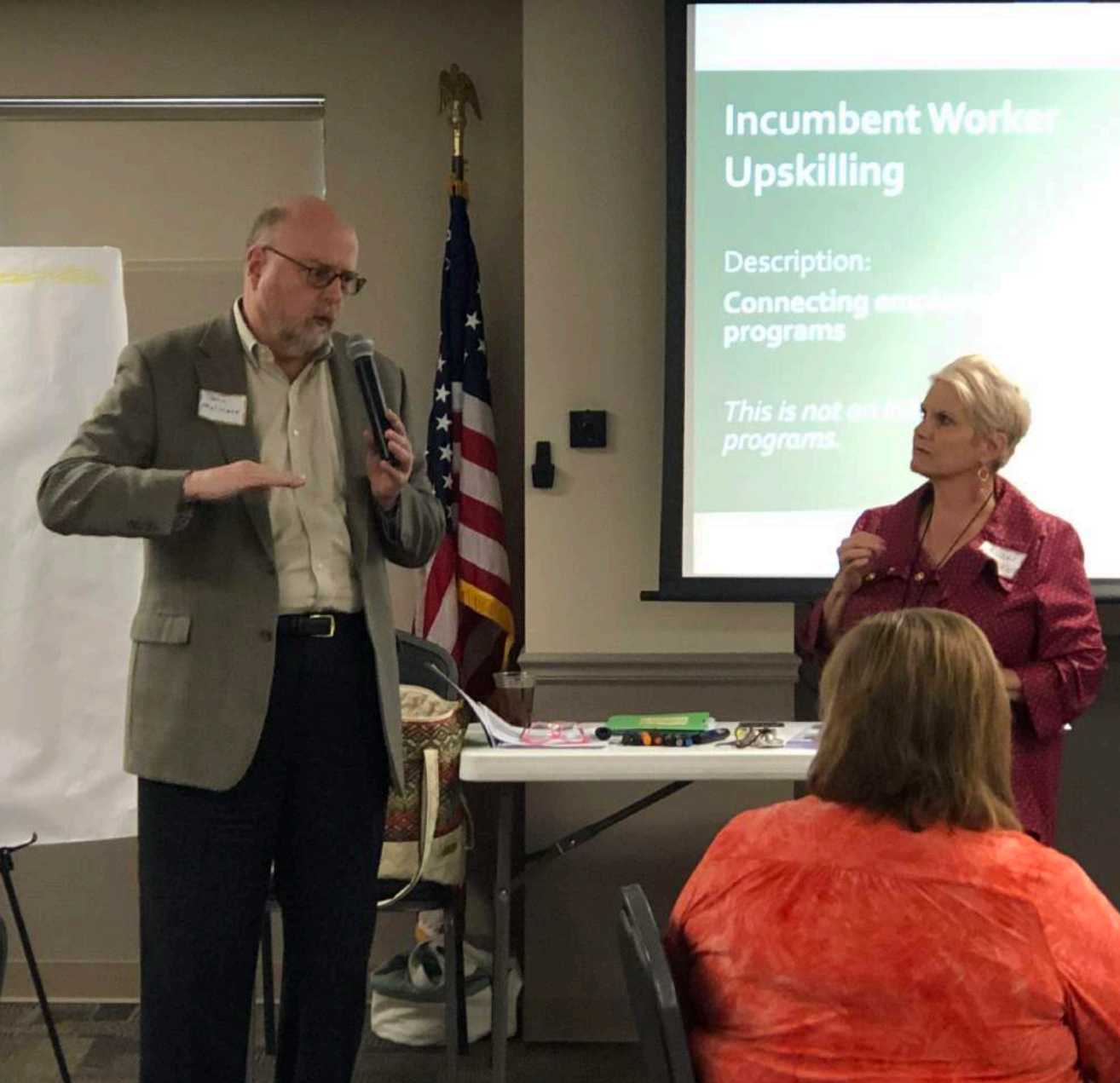








Incumbent Worker Upskilling



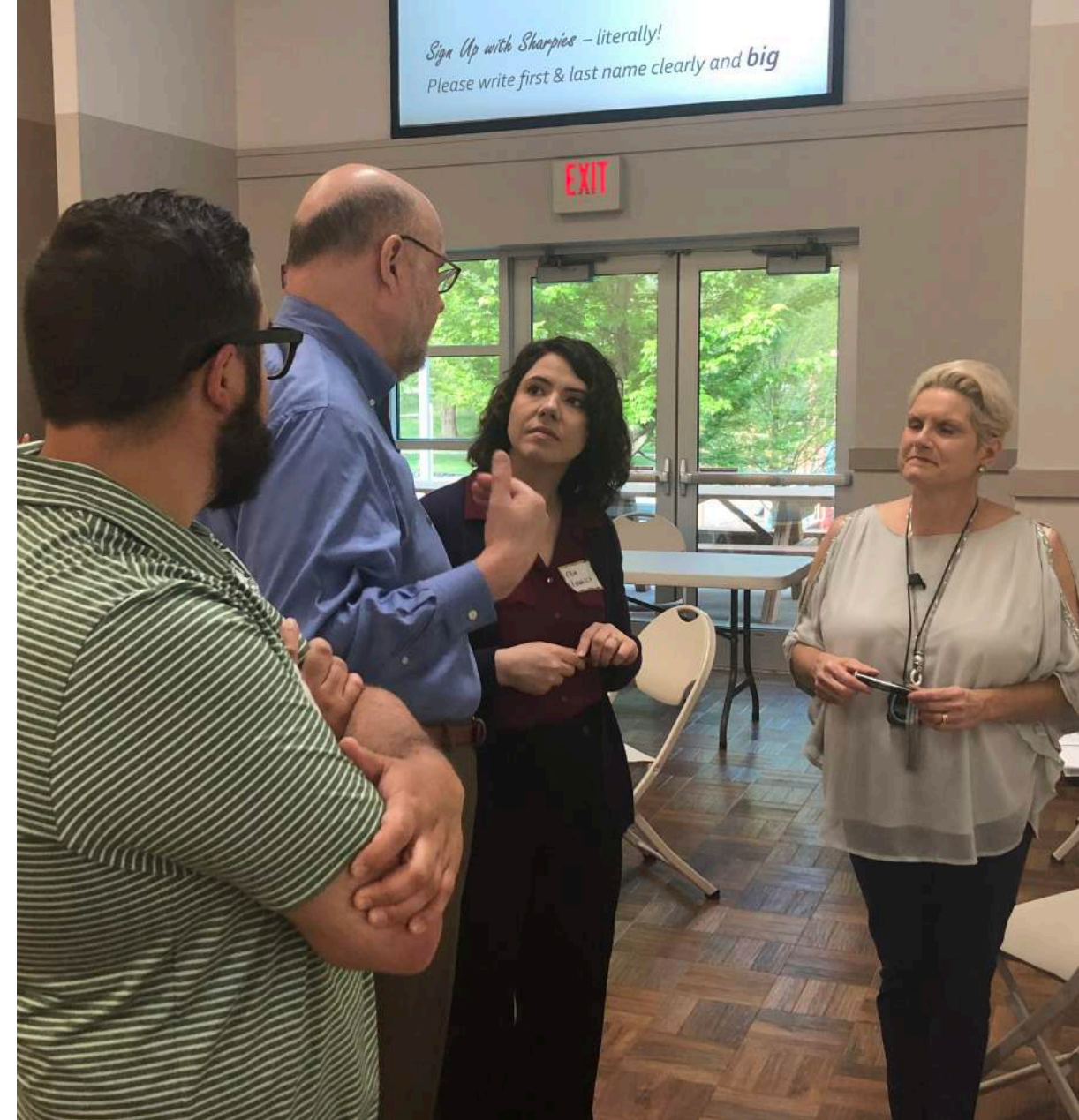


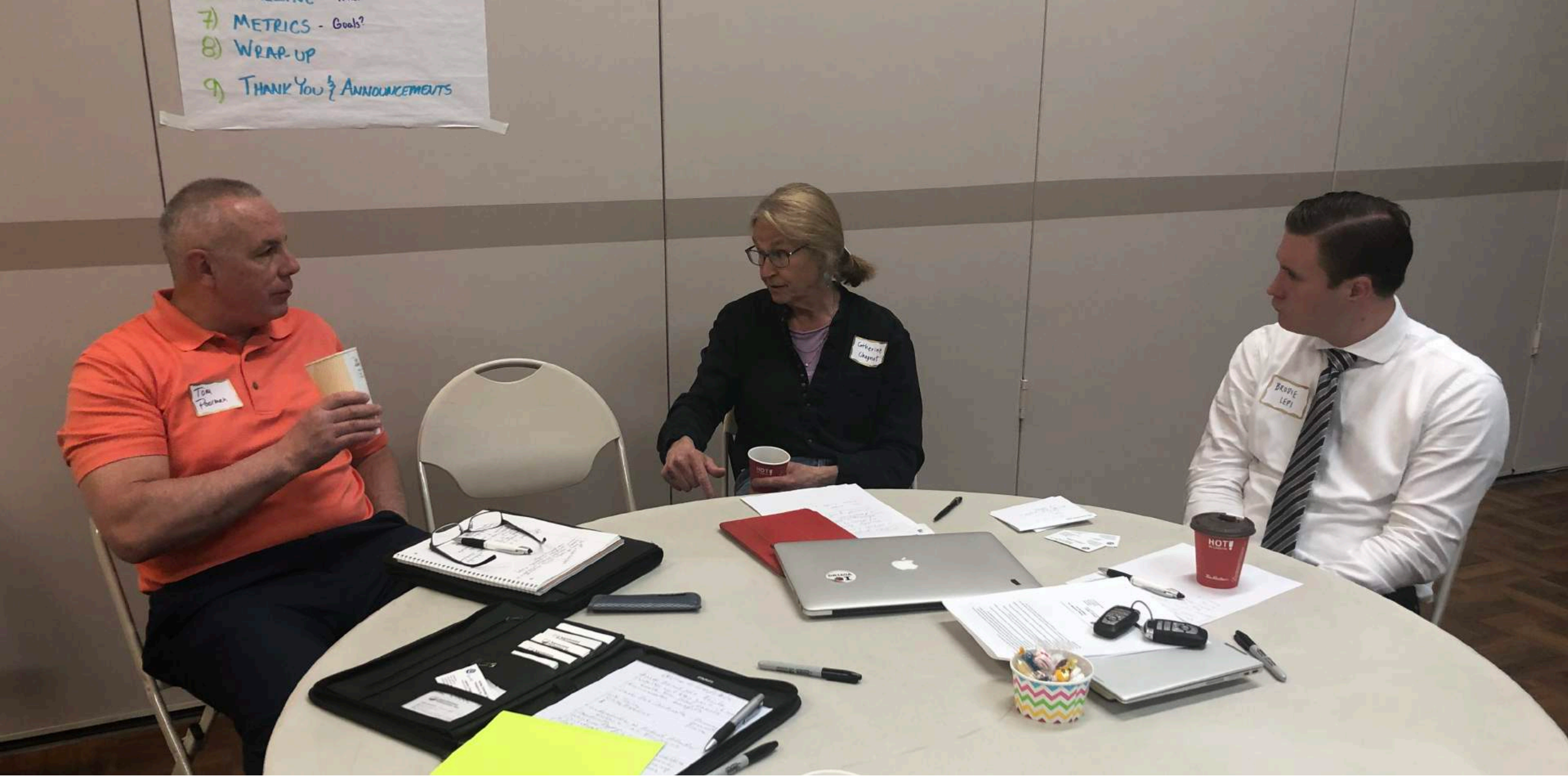


Global Stirling Engine

- AGENDA**
- 1) WELCOME & TEE-UP
 - 2) STRATEGIC INITIATIVE PURPOSE
Why compelling?
 - 3) ACTION STEPS *What?*
 - 4) TEAM *Who?*
 - 5) RESOURCES *How?*
 - 6) TIMELINE *When?*
 - 7) METRICS *Goals?*
 - 8) WRAP-UP
 - 9) THANK YOU & REMARKS











Broadband Infrastructure



Organizing for Advocacy






Employer Roundtables

- AGENDA**
- 1) WELCOME & TEE-UP
 - 2) STRATEGIC INITIATIVE PURPOSE
Why contribute?
 - 3) ACTION STEPS What?
 - 4) TEAM Who?
 - 5) RESOURCES How?
 - 6) TIMELINE When?
 - 7) METRICS How?
 - 8) WRAP-UP
 - 9) THANK YOU & ANNOUNCEMENTS







Community Technical Assistance







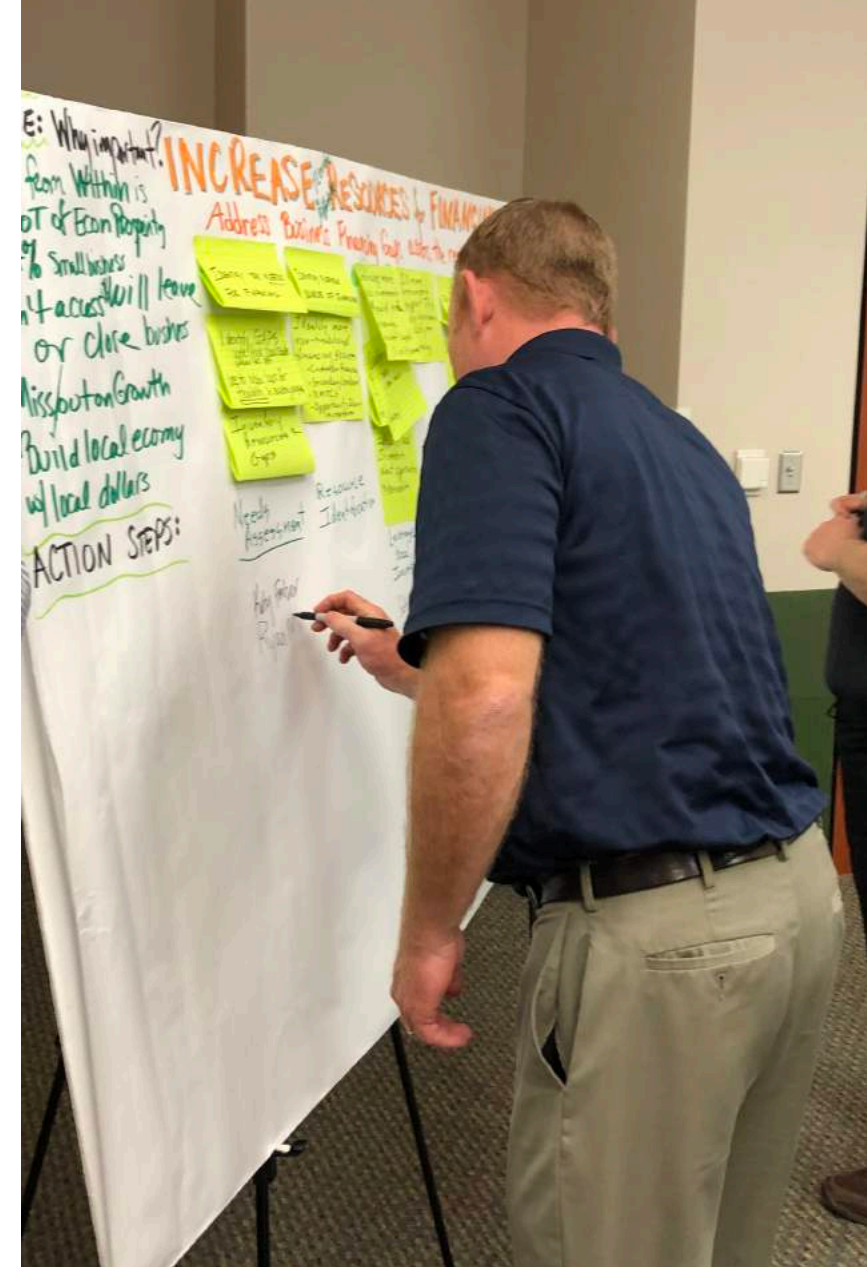
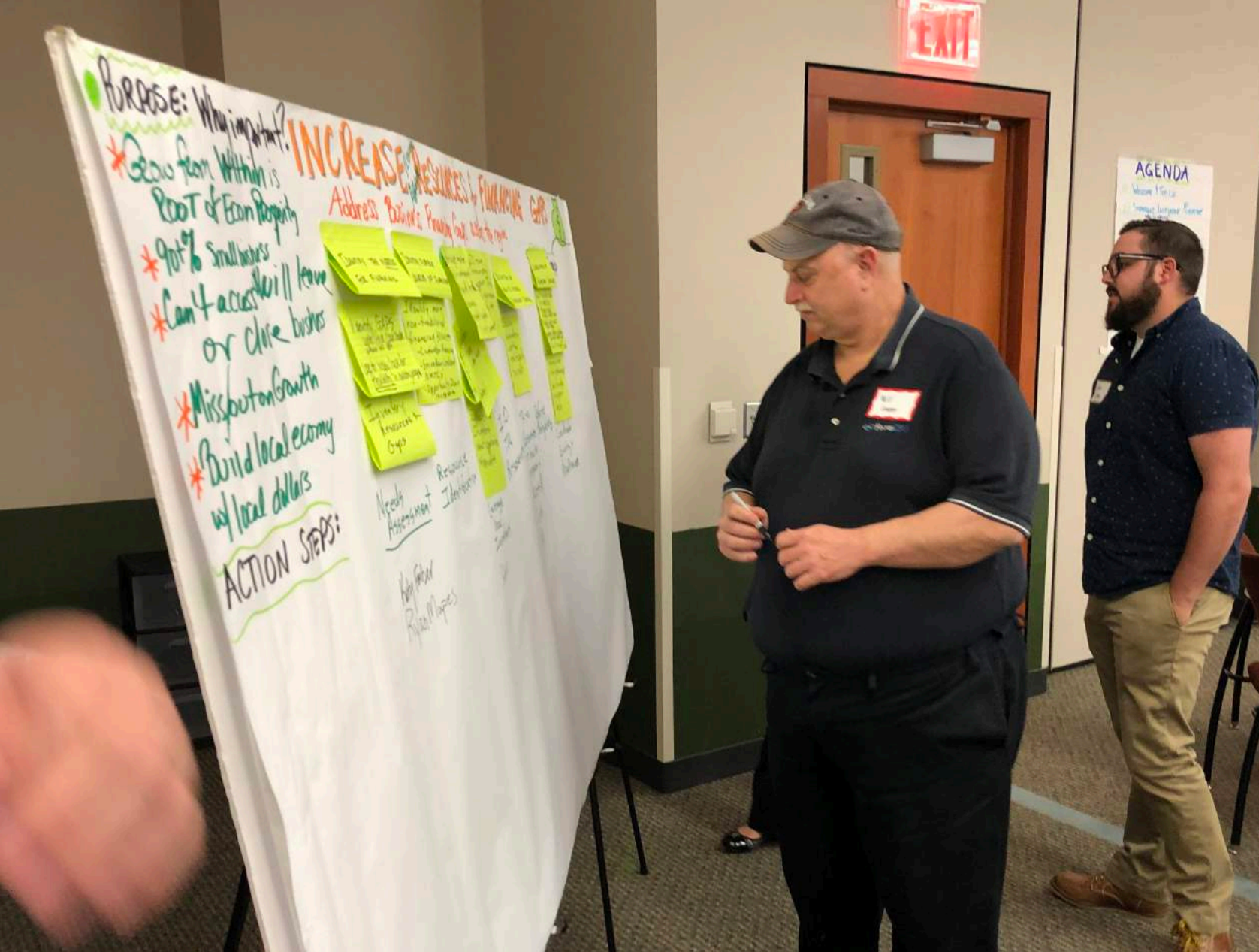
Resources for Funding Gaps

- * Grow from Within is Root of Econ Prosperity
- * 90% Small business
- * Can't access will leave or close business
- * Missed on Growth
- * Build local economy w/ local dollars

ACTION STEPS:

Address Business Financing Gaps across the region

Kathy Finkbein





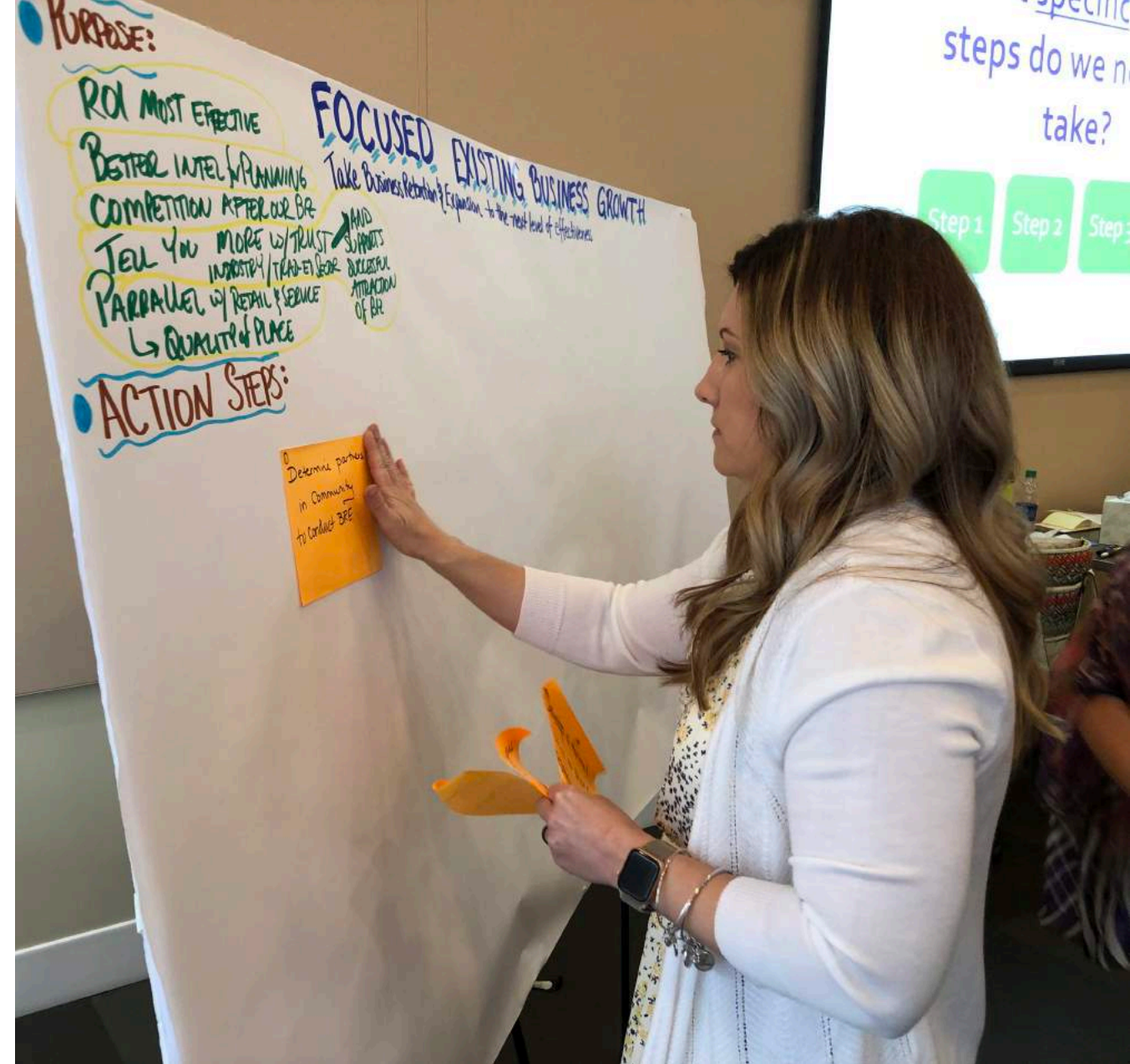


Existing Business Growth















Targeted Business Attraction





you're in control
ance of success
to strengths
panies feel WANTED
PUBLIC DIFFERENTIATION
REGION in CROWDED FIELD

TARGETED BUSINESS ATTRACTION

PROACTIVE, TARGETED MARKETING AND SALES for Recruiting Businesses to the APE Region

ACTION STEPS:

- SWOT Analysis:
 - Find GAPS & Opportunities
 - Assess Weaknesses and Strengths
 - Identify Solutions
 - Study your supply chain
- Identify existing clients within the Region

specific action
steps do we need to
take?

Step 1 Step 2 Step 3 Etc




Site & Spec Building Development









Team Leads Work Session

May 2019



Board Funding Work Session

May 2019

