



Ashland Area Council for Economic Development

Press Release

AACED scheduled to launch bi-annual Retention & Expansion survey initiative

Ashland, Ohio August 26, 2009 -_Ashland Area Council for Economic Development (AACED) announces the launch of its bi-annual "Retention & Expansion" survey initiative. As an economic development agency, one of AACED's most important duties is to constantly be aware of (and respond to) trends, challenges, and opportunities within the industrial base of the local economy. By surveying our local companies, we will not only help *retain* them in Ashland County, we will be more able to assist them in their *expansion* efforts. More specifically, the survey is designed to:

1. Understand challenges at the company, e.g. difficulty financing an expansion, decline of a certain market sector, etc.;
2. Uncover expansion opportunities that might be realized with assistance from AACED and other resource providers in and around Ashland County;
3. Discover economy-wide trends that AACED should be aware of; trends can be signals of opportunities or threats to the economy as a whole in the coming years; and
4. Obtain business leaders' feedback on Ashland County's business climate and how we might improve it.

The 2009 survey is designed to be completed during a 45 minute visit with a top level manager at industrial and medical-related firms and institutions throughout the county. These approximately 100 companies represent the "base" of our economy, which creates products and services that attract "new wealth" into the flow of money in our local economy. Resource providers, including the City of Ashland, Ashland Area Chamber of Commerce, Ashland County Job and Family Services, Ashland County-West Holmes Career Center, the Braintree Business Development Center, and the Ohio Dept. of Development will assist AACED by visiting companies throughout September and October.

This project is extremely important this year. As our local companies respond and adapt to the national economy, it is important to support and assist them as they seek new markets and focus on innovation. There is a great deal of information and incentives being issued in emerging markets such as renewable energy, and AACED is committed to aligning our industrial base with these opportunities.

Please contact Evan Scurti, Director, at 419-289-3200 for additional information.