



Ashland Area Council for
Economic Development

2008 Goals and Objectives

GOAL: Continued focus on merging workforce development and workforce incentives into our work.

OBJECTIVES:

1. Work with Job and Family Services to assist in their Job Fair and/or the AU Manufacturing Fair.
2. Market and appropriately utilize training incentive dollars.
3. If the Advanced Manufacturing Grant is not awarded to the region, re-assess our pledged \$25,000 toward training incentives.
4. JFS, Career Center and AACED joint meetings with companies.
5. Help the Adult Education division of the Career Center host a “Construction Industry Roundtable” to achieve partnerships among the construction professionals and Adult Ed’s construction trades program.

GOAL: Business attraction from targeted industries.

OBJECTIVES:

1. Research Ashland County Targeted Industries and effective marketing strategies to reach them.
2. Follow-up calls to firms around the country that have received recent AACED mailings. Develop an efficient lead management system.

GOAL: Quality retention and expansion program.

OBJECTIVES:

1. The 2007 Retention & Expansion Survey project resulted in approximately 10 longer-term projects where tangible assistance can and should be offered to companies. We will focus on these unique opportunities throughout 2008.
2. Partner with the Ashland and Richland Manufacturing Councils to make last year’s dinner (keynote speaker was Lauren Manufacturing—nationally-recognized Lean Manufacturing leader) an annual Industrial Appreciation Dinner.

GOAL: Strengthening our entrepreneurial climate and overall quality of life.

OBJECTIVES:

1. Prepare a committee to explore the creation of a local angel investor team. Angel/equity investing can be a great tool to assist bioscience start-ups as well as existing firms in their expansions.
2. Continued partnering with the Loudonville-Perrysville area toward agriculture and tourism development. Examples include: a) Mohican Area Growth Foundation's fundraising assistance in the multi-use trail project through Loudonville; and b) Attracting bioscience/renewable energy speakers and business leaders to the area to speak with the agricultural community.
3. Work with Crawford and Richland Counties toward the potential creation of an annual Speakers Circuit, in which nationally-recognized economic/community development leaders speak to area leaders. A recent example is the former Mayor of Oklahoma City speaking in Mansfield and Ashland on his city's transformation.
4. Further the 2007 goal of redeveloping vacant industrial properties. This will become a two-to-three year effort of working with local developers and public incentive programs to bring these properties back to productive use. Quality of life will be enhanced through aesthetic improvement of properties.
5. Host an economic development seminar featuring an outside speaker on the economic development process/profession. Target audience will be our elected official partners and other interested stakeholders.
6. Greater involvement in Agricultural Entrepreneurship.