



2021-23
STRATEGIC PLANNING SESSION



AGENDA

- Introduction
- Overview
- Breakout Discussions
- Questions & Comments
- Next Steps



INTRODUCTION

KEN WILLIAMS



OVERVIEW

CHRIS SINGERLING



TRUSTEE ENGAGEMENT

- More People, More Ideas
- Cross-section of Community (Business, Education, Government, Education)
- Direct Benefit/Vested Interest in Success
- Feeder System for Executive Board

*** also an Overreaching Strategic Priorities “action item”*



VISION

To become a recognized strategic resource for the Ottawa County business community, where OCIC engagement enhances private sector profitability, encourages capital investment and supports job creation.

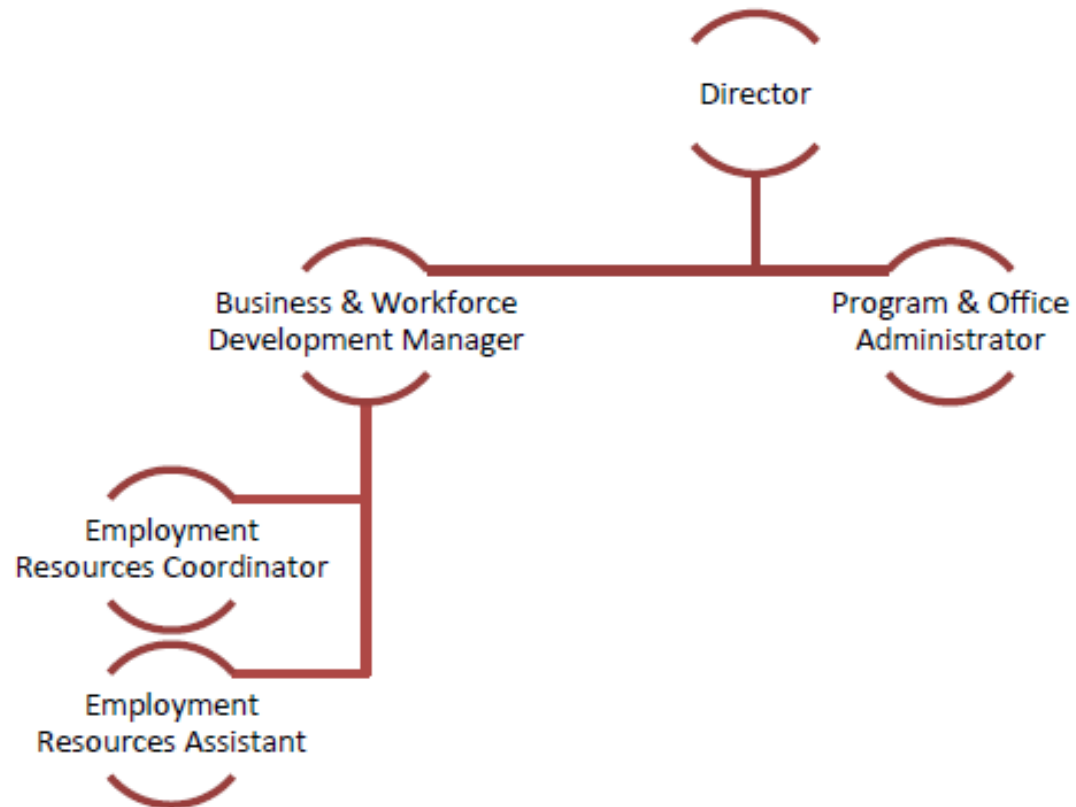


MISSION

The Ottawa County Improvement Corporation serves as the lead economic development agency by advancing, encouraging, and promoting the industrial, economic, commercial and civic development of Ottawa County.



TEAM STRUCTURE



Chris Singerling

Carolyn Rodenhauser

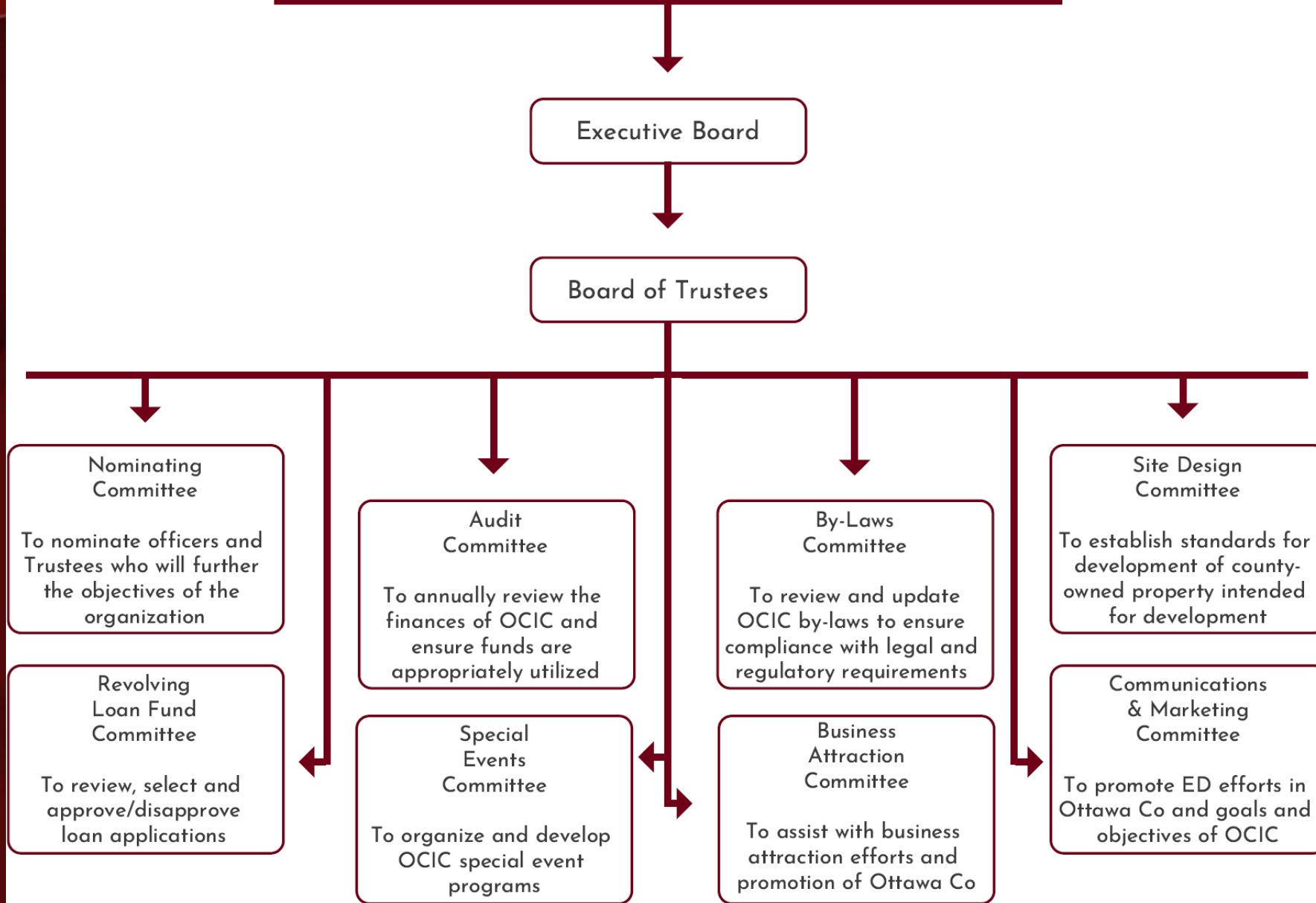
Jessica Grzechowiak

Chrissy Ernsberger

Tricia Tallman



Organizational Chart





STRATEGIC GOALS (4 PILLARS)

Four primary areas of work have been identified as critical to implementing success in Ottawa County:

Business Retention & Expansion

New Business Attraction

Workforce Development

Communications & Marketing



BUSINESS RETENTION & EXPANSION

Sector-Based BRE Approach

- Work with local businesses from all sectors to identify short and long-term needs AND areas of opportunity

Revolving Loan Fund Program

- Stimulate private sector investment projects that represent a balance of Ottawa County's core industries (specifically manufacturing/industrial, healthcare and service/tourism)



NEW BUSINESS ATTRACTION

Business Attraction Strategy

- Leverage external partner and site selector relationships to identify/target prospective businesses;
- Collaborate with local municipalities and county officials to develop long-term strategic plans (Elmore);
- Update existing website, site selector databases to enhance attraction strategy;
- Develop social media strategy around #ItsAllHere



WORKFORCE DEVELOPMENT

Workforce Development Outreach

- Ensure existing and future employers have access to, and can sustain, a qualified workforce in Ottawa County -- connection between employers' needs and job seekers' aspirations

OhioMeansJobs (Ottawa County)

- Align with the new federal Workforce Innovation & Opportunity Act (WIOA) guidelines and objectives

Business Advisory Council

- CEO Intern Program
- Skilled Trades Academy



COMMUNICATION & MARKETING

Grow Business | OCIC Engagement

- Effectively disseminate business-related activities/projects through multiple channels

External Awareness of OCIC Resources

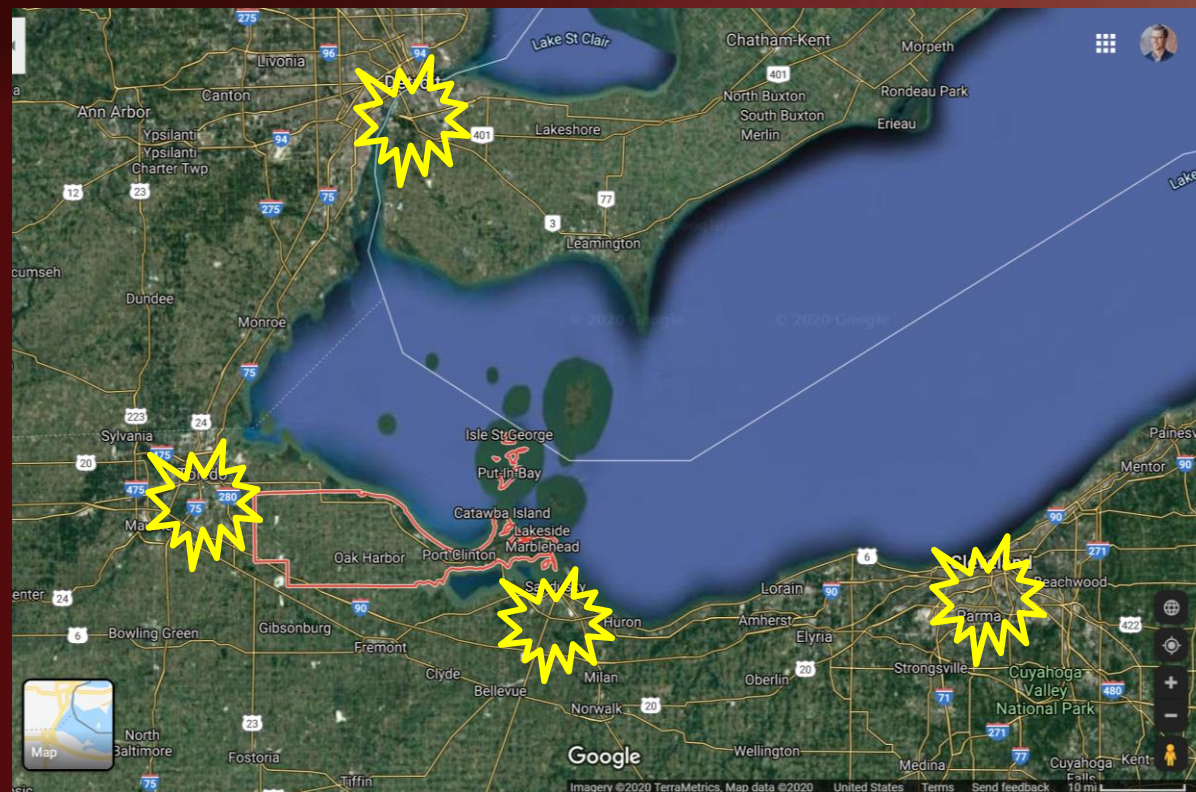
- To increase economic activity and business competitiveness

Integrate Into Targeted Business Attraction Strategy

- Update existing website, site selector database, social media, photos, video drone footage



OTTAWA COUNTY: IT'S ALL HERE





STRATEGIC PARTNERS (5TH PILLAR)





OPPORTUNITIES PRESENTED

- Strategies to improve the economic development opportunities;
 - Business Attraction and Retention
 - Economic Development Resources
- Maintain & Expand partnerships in workforce/education initiatives;
 - Improving Skills
 - Filling Job Opportunities
 - Increase Education Attainment
 - Young Talent Retention



OPPORTUNITIES PRESENTED (PART 2)

- Enhanced governance process, structure and Trustee engagement;
- Need to identify measurable performance outcomes;
- Increase awareness of the OCIC.



BREAKOUT SESSIONS

- 4 Groups Discuss 4 Pillars
- Executive Board (Team Leaders)
- OCIC Staff (Notes & Timekeeper)
- 30 minutes per Breakout
- 10-minute Break after Pillar 2

Team 1: Ken Williams/Tricia

Cliff

Team 2: Keith Smith/Guy Parmigian/Chrissy

Lounge

Team 3: Justin Moore/Carolyn

Library

Team 4: Jim Stouffer/Jessica

Chart



COMMENTS & QUESTIONS?



NEXT STEPS

- Digest, Analyze and Summarize today's discussion;
- Develop concrete strategy and timeline for completion;
- Next Meeting – TBD – November 17, 18 or 19.



**THANK YOU FOR YOUR
TIME & FEEDBACK!**