

# JobsOhio Update

OEDA Annual Summit

October 19, 2017



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# Marketing Update



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## Who is Renae?

- ♥ I'm a marketing professional with over 17 years marketing experience. I spent 16 of those years working in retail and am approaching my 1 year anniversary with JobsOhio! My background is in strategic marketing with a focus on digital marketing efforts as part of a brand story.
- ♥ At JobsOhio I see my role as having two key elements:
  - Branding the State of Ohio
  - Lead Generation for economic development activities
- ♥ Today I'm going to share a little about the evolution at JobsOhio with regard to Ohio branding and digital activities for lead generation.



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# Ohio Campaign



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## Where We've Been

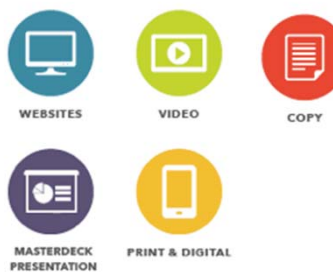


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## New Marketing Campaign

### CAMPAIGN REQUIREMENTS:

- 1) The theme must resonate that Ohio is home in an authentic manner. It must be believable.
- 2) Must speak to Ohio on a global & national appeal.
- 3) Needs to resonate with C-suite audience inside and outside Ohio, stakeholders, media and everyday Ohioans.
- 4) Should bring humanity to connect audiences to jobs objective.
- 5) Put Ohio on the map.
- 6) Pillar of the campaign will include the boomerang concept.
- 7) Must reduce the timeline for execution and external resource time commitment.



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## Ohio is Home.

### Ohio is ~~home~~

to the people, to the ideas, to the enterprises that are creating a better version of tomorrow.

From deep roots in rich soil that reach down to bedrock, Ohio is growing and stretching and filling new spaces in the canopy of opportunity above.

From this land of inventors grows new innovations.  
From this land of education springs new ideas.  
From this land of strong backs, a new and sustaining energy.

### Ohio is ~~home~~

to those who have looked to the sides and have glanced behind and have chosen to move forward into the prosperity that lies ahead.

When the world shakes, Ohio is steady.  
When the world waivers, Ohio is strong.  
When the world asks, Ohio is ready.

And so,  
to you who are steady, to you who are strong, to you who are ready,

Ohio is here. **Ohio is home.**



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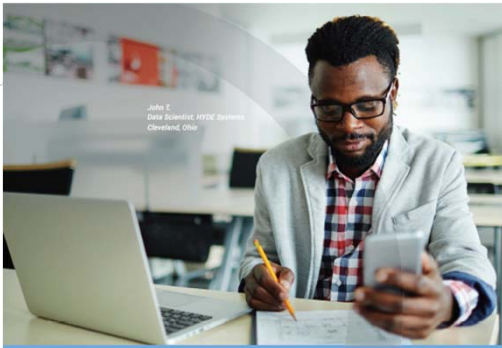
## Concepts

- ♥ Images are stock images
- ♥ Copy is directional
- ♥ Repeatable model – we have a template and move more efficiently through approval as the design is set.
- ♥ On location for shots, we are minimizing our footprint.
- ♥ We are keeping it simple!
- ♥ Photos – we are about to begin photography!

Call to Action: Please submit companies and boomerangs in your areas for consideration. Email [scott@jobs-ohio.com](mailto:scott@jobs-ohio.com)




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John T.  
Davis, President, MYTE Systems  
Cleveland, Ohio

To those who believe "quality" and "life" belong  
in the same sentence: *Make Ohio home.*



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Welcome to Ohio. It's on. **Ohio**

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# Digital Marketing

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## Redesigned Website

- ♥ Jobs-Ohio.com is undergoing a transformation as we increase our digital footprint and continue to evolve to lead generation
- ♥ It's been about a six month effort with a planned go-live at the end of the month!
- ♥ Goals of the new website:
  - Improve copy and positioning for Search Engine Optimization (SEO)
  - Improve navigation and organization of content
  - Improve key metrics with time on page and reduce bounce rate
  - Tell the Ohio story!
- ♥ Home Page will mirror our new campaign: Make Ohio Home; aligned photography and messaging will cover the website.
- ♥ We will embark on sprint releases over the next year so if you are looking for content on the website see me while I'm here!
- ♥ A website that will be leverage Google translate in our top international markets and leverage search engine optimization for key words and phrases



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## Lead Generation – Digital Marketing

Delivering the right message to the right audience at the right time

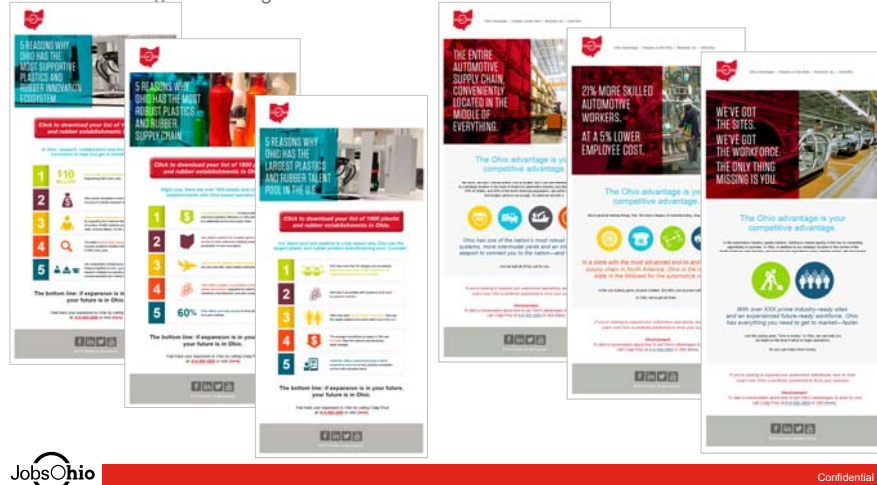


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## Lead Generation – Automated Email Campaigns

### *Build a drumbeat of customized messaging by industry audience*

Once sales leads are identified, JobsOhio delivers relevant content over time to reinforce the message and bring leads further down the funnel.



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## Business Development Update

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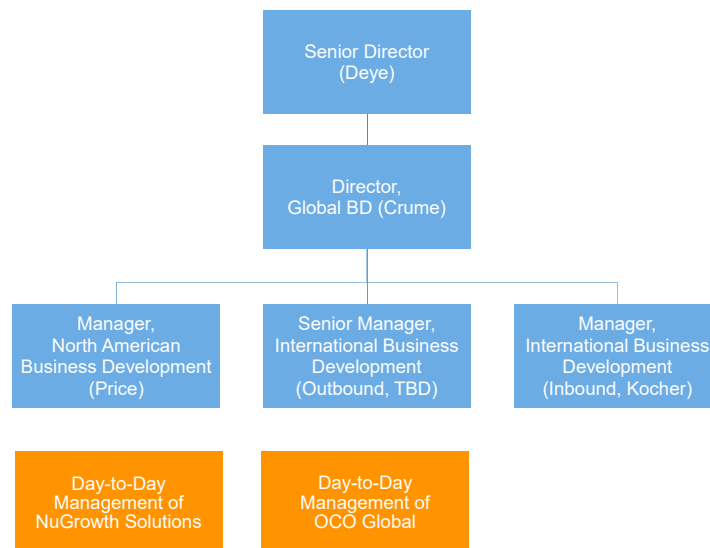
## Who is Justin?

- Manager of International Business Development at JobsOhio, covering all regions excluding North America. Assists existing and new international companies looking to expand in Ohio and serves as liaison to international corporate and government delegations to Ohio.
- Spend nearly 20 years in the international business development and consulting industries. Experience includes work with an Export Management Company and as an International Trade Specialist with the U.S. Department of Commerce.
- Resides in Columbus, Ohio where he was born. A graduate of Xavier University and Tufts University, where he specialized in International Trade and Investment. Received the Certified Global Business Professional credential and is an avid outdoorsman.



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## JobsOhio Business Development Organizational Chart



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## Business Development Update

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### Role of JobsOhio Business Development Team

*Sales engine for JO*

- Putting new leads and projects into the pipeline
- Our team focuses on non-Ohio companies
- We don't focus on BRE (sectors do)



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## Business Development Update

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### Role of JobsOhio Business Development Team

*Enable sales best practices in our organization and our network*

- Create need /awareness of consultative sales training to both JO and JON
- Critical part of helping sector teams reach their clients as well as marketing (once people engage with our digital campaign efforts)
- Work to expand the sales team (Sector teams, Projects team, Marketing, Network partners)



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## Business Development Update

### 2018 Calendar of Events (Selected)

#### Q1

(Transportation Research Board, Consumer Electronics Show, North American Auto Show, SAE Government / Industry Meeting, SAE Hybrid and Electric Vehicle Symposium, Arc Industry Forum, SAE Connect 2 Car, CERA Week, HIS World Petrochemical Conference, RSA Conference, SNAXPO food show)

#### Q2

(RSA Conference, WCX SAE World Congress, Space Symposium, Hannover Messe, AUVSI Xponential, RAPID, Plastics Leadership Summit, Automobile Barcelona, BioInternational 2018, Smart Manufacturing Summit, Advanced Automotive Battery Conference, Select USA Summit, Money 2020 Europe, IOT World Congress, TU Automotive, BioOhio)

#### Q3

(Farnborough Air Show, UAS Midwest Conference)

#### Q4

(AirTech, Pack International)



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## Business Development Update

### Canada

#### New Partner (RCI)

- Picked through a competitive RFP, solid approach, great reference for 2020
- Goal is + 6 mission trips per year
- Meet w/ 40 companies qualified to expand to do business in Midwest
  - Objective is 10 projects generated
- NAFTA, renegotiation is affecting investment due to uncertainty



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## Business Development Update

### International (OCO Global)

Focus countries (G7 + China)

- 6 EU
- 6 Asia
- 6 Canada
- +10 domestic missions

Current process for FDI attraction started 18 months ago

- In the process of completing of streamlining approach to yield more results and get more leads to projects

Streamlining approach

- Communicating regularly with regions



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## Talent Acquisition Update



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## Talent Services

Our dedicated teams work with companies, universities, and other partners to design and execute customized talent acquisition strategies.



## Talent Services



JobsOhio utilizes technology to maximize the return on invested dollars to find the right talent. Strategies and tactics develop from analytics and measured goals to ensure maximum effectiveness. Methods include:

- Systematic outreach through targeted social media to identify and analyze trends among millions of social sites across multiple platforms targeting “hot spots” of talent.
- Having a deep knowledge and expertise of *local and region specific* advertising platforms/media, we can ensure complete coverage to “cast the widest net” on behalf of our clients.

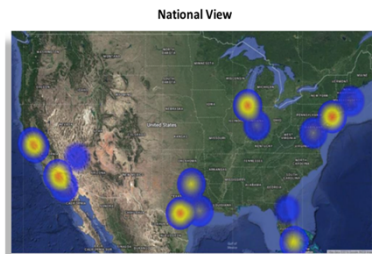
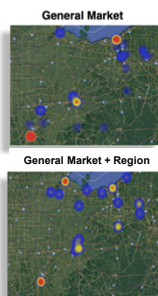


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JOBSOHIO REGIONAL MARKETING PLAN	
West Ohio Region	

Candidate Concentrations: Outreach Campaigns

Region Specific Marketing Plans

## Talent Services



JobsOhio's relationships within and across the state allow for a multitude of avenues to find relevant candidates for recruitment on behalf of our clients. Having pre-formed relationships creates access to talented individuals from a wide variety of organizations and sources, guaranteeing a diverse cross-section of talent. Examples include:



- Deep expertise of external markets to leverage multiple pre-established partnerships.
- Relationships with 500+ sourcing channels/outlets.



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## Talent Services



Focusing on “best fit” for our clients, JobsOhio has partnered with both public and private providers to ensure the right talent is sourced and recruited for every client. Focusing on the whole candidate, pre-screening tools can be customized based on job role, skill set requirement, knowledge, and other important factors critical to job success. Pre-screening tools can include:



- Access to thousands of nationally recognized and validated assessment tools tailored to specific occupations, skillsets, and job requirements.



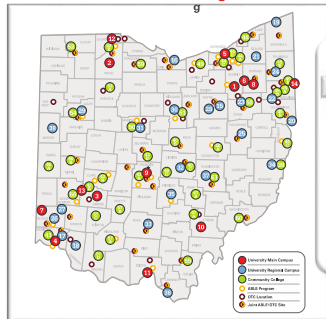
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## Talent Services



JobsOhio understands having skilled human resources in the workplace is a “must have,” and trained to the right skills and possessing the needed knowledge to succeed is a necessity. Having pre-developed partnerships with local, regional, and national providers of training, JobsOhio can customize a complete training strategy through an extensive network of partners. Training partners can include:

### Ohio Public Institutions of Higher Education



Client Requirements

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### Network of Private National Partners



- Experiences range from entry and intermediate to expert levels.
- Long-term relationship development to sustain talent pipelines.



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## Meet the Talent Services Team

### Regional Talent Managers



Cheryl Hay,  
Director



Brent Maurer,  
Manager,  
Talent Operations



Steve Youll,  
Manager,  
Org. Development



Elise Meyers,  
Research  
Analyst



Lenee Pezzano,  
Manager, Strategic  
Talent Delivery

Based in Columbus

All JON Partners are Represented



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## Talent Services: Value to the Client

### Speed

- ✓ Dedicated team with HR-specific expertise offering *single-point of contact* throughout the project lifecycle.
- ✓ Expansive recruitment capacities enabling continued focus on business strategy.

### Risk

- ✓ Private funding vs. other state-funded programs enables *productive solutions* reducing "speed to volume" at start.
- ✓ Technology driven attraction strategies reduces the cost and time to advertise and find talent (local/regional/super-regional/national).

### Cost

- ✓ Immediate and positive impact reducing attraction, sourcing, screening and training budget requirements.
- ✓ Broad *array of customizable talent service solutions* tailored to requirements.

## Sites Update

## Site Selection Year To Date

- ♥ 3,921 Active Properties in ZoomProspector
  - 1654 sites // 147,819 acres
  - 2276 buildings // 133,982,725 square feet
- ♥ Projects lead by JO: 54 (up 7 from 2016 total)
  - Land: 27
    - Avg. acres requested: **90**
  - Buildings: 28
    - Avg. square footage requested: **125,000**
    - Avg. ceiling height: **28 feet**
- ♥ Rail user: about 20%
- ♥ Properties Submitted
  - By LEDOs: 995
  - To JO: 667
  - To Client: 544
  - Average search time = **9 days**
- ♥ Coming up:
  - Xceligent Integration
  - Utility Partner Logins



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## Utility Partner Engagement: ZoomProspector

- ♥ Past & Present:
  - Stakeholders receive email blasts from JO via ZoomProspector about new site searches
  - Stakeholders coordinate with local and regional partners to identify sites that meet needs of search and provide all requested data
    - Requires parties reaching out to each other proactively
  - Stakeholders rely on local and regional partners to provide updates on sites that got submitted and where they stand in the process
- ♥ Goals:
  - Better engage utility partners in site selection process and data management
- ♥ New Functionality:
  - Electric, Natural Gas, and Rail Partners are granted access into ZoomProspector to see:
    - Projects + Status
    - Sites that may fit for a Project
    - Sites that have been submitted for Projects
  - Utility and Rail Partners can "Comment" on submitted properties – visible to JO and JON
- ♥ Future Goals:
  - Utility Partners only see sites they serve or could serve
  - Utility Partners participate in property data management



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## Revitalization Financing

### Redevelopment Financing Structures

- Primary focus on Projects where the cost of redevelopment and remediation is more than the value of the land and a site cannot be competitively developed in the current marketplace
- Loan range up to \$5,000,000
- Term conditioned on useful life of capitalized asset
  - Typically up to 15 years for real estate and 10 for machinery and equipment
- Rate fixed and priced based on finance position, project risk and other project factors
- Project must be industrial, commercial, or mixed use with majority office
- Eligible Costs
  - Building renovation
  - Demolition and disposal
  - Environmental remediation
  - Asbestos and lead paint abatement
  - Site preparation
  - Infrastructure



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## Redevelopment Pilot Program Update 2016-2017

### Program Goals

Increase Ohio's inventory of best-in-class sites  
 Redevelop underutilized or contaminated properties  
 Address regional site and inventory priorities to increase likelihood of near term project wins  
 Attract new capital investment and job creation opportunities

### Funded: 17 Projects in 6 Regions

2 Speculative Industrial Buildings  
 3 Speculative Office Buildings  
 6 Renovated Buildings  
 4 Outdated Buildings Demolished  
 8 Sites Redeveloped

### Total Amount Allocated: \$26,339,244



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## Redevelopment Pilot Program Update 2017-2018

### ♥ Program Goals

- Add highly desirable properties to Ohio's site selection inventory to increase traffic from companies looking for a new location and increase the likelihood of landing key investments.
- Redevelop underutilized or contaminated properties.
- Attract new capital investment and job creation in the foreseeable future.

### ♥ Funded: 5 Projects in 4 Regions

- 2 Speculative Buildings
- 1 Outdated Buildings Demolished
- 3 Sites Redeveloped

### ♥ Total Allocated : \$14,792,390



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## SiteOhio - 9 Authenticated Sites from Wave I

♥ Airport West (NEO – Richland 1/27/17)

♥ Leesburg (APEG – Highland 2/1/17)

♥ PrimeOhio II (DDC – Clark 2/1/17)

♥ NextEdge (DDC – Clark 3/21/17)

♥ Eastwood (RGP – Wood 4/5/17)

♥ Crossroads (RGP – Crawford 4/11/17)

♥ Washington Court House (DDC – Fayette 4/26/17)

♥ Logan-Hocking (APEG – Hocking 5/17/17)

♥ Starkey at Warner Road (C2020 – Union 8/24/17)



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## SiteOhio - 7 Pending Sites from Wave I

### ♥ 4 Anticipated by October 2017

- OVCH (DDC – Greene)
- Furniture Parkway (NEO – Huron)
- Mt. Orab Mega Site (REDI – Brown)
- Fredericktown (C2020 – Knox)

### ♥ 1 Anticipated by December 2017

- Gateway East (RGP – Allen)

### ♥ 1 Pending Potential Sale

- Huron Corporate Park (NEO – Erie)

### ♥ 1 Long-Term Pending

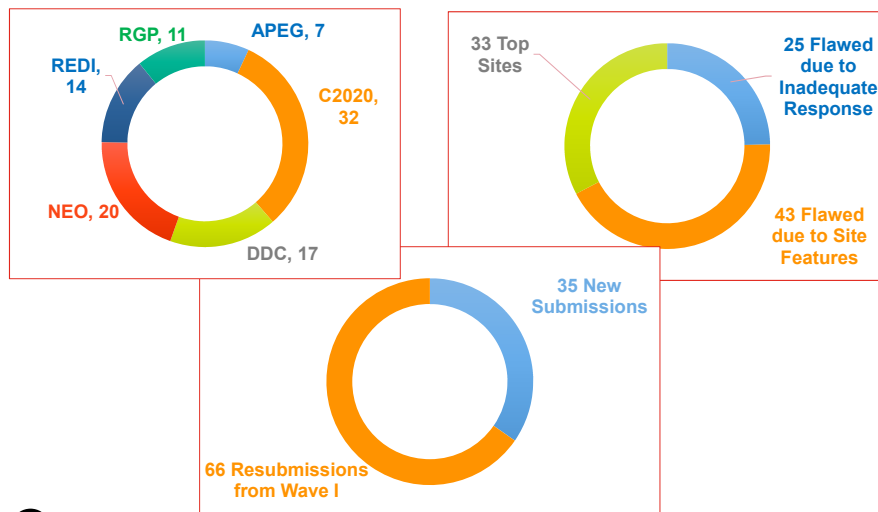
- Gateway West (RGP – Allen)



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## SiteOhio – Wave II

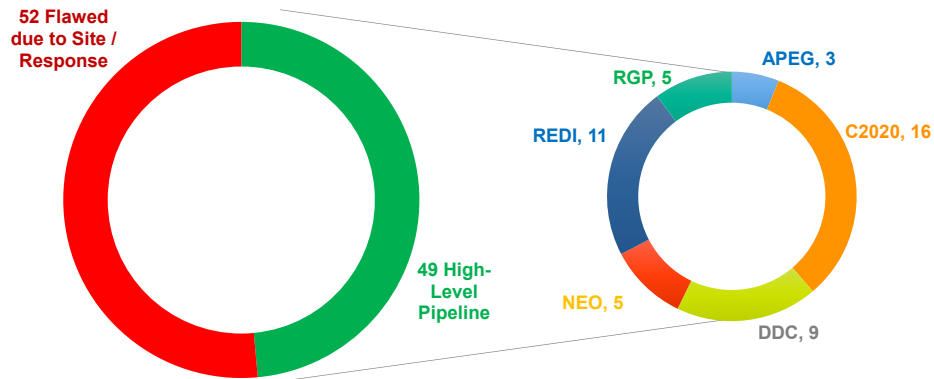
### 101 Sites Submitted



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## SiteOhio – Wave II Process

Of the 101 Sites, 49 Progressed to Gas/Electric Due Diligence

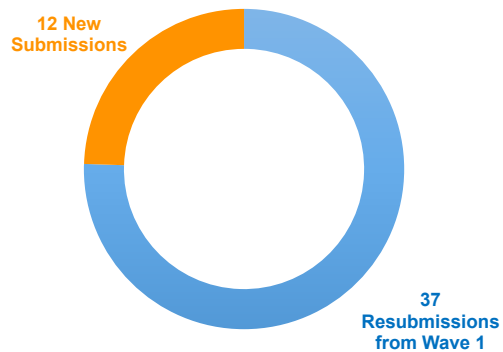


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## SiteOhio – Wave II Process

49 Sites Progressed to Gas/Electric Due Diligence



42 of the 49 are currently Zoned Industrial

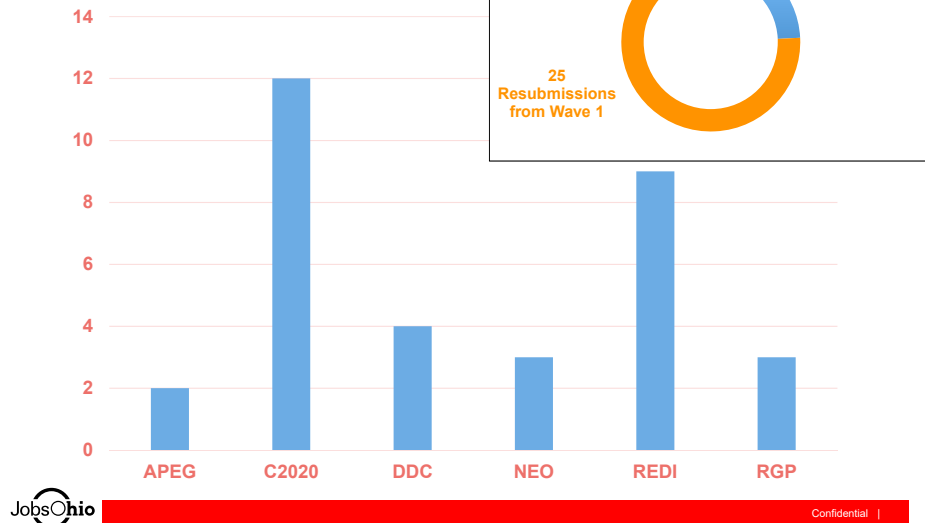
23 of the 49 have both industrial zoning and covenants

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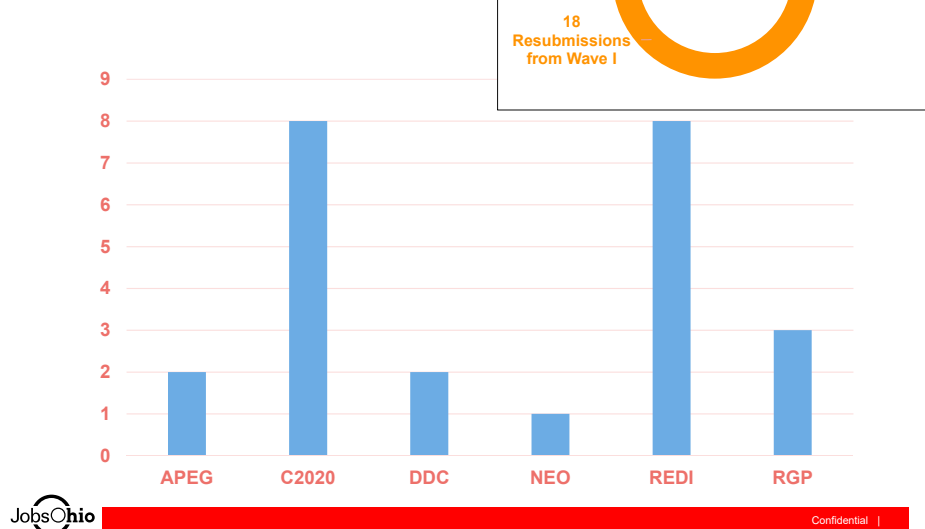
## SiteOhio – Final Prioritization

49 Sites Scrubbed down to 33  
after Gas/Electric Due Diligence



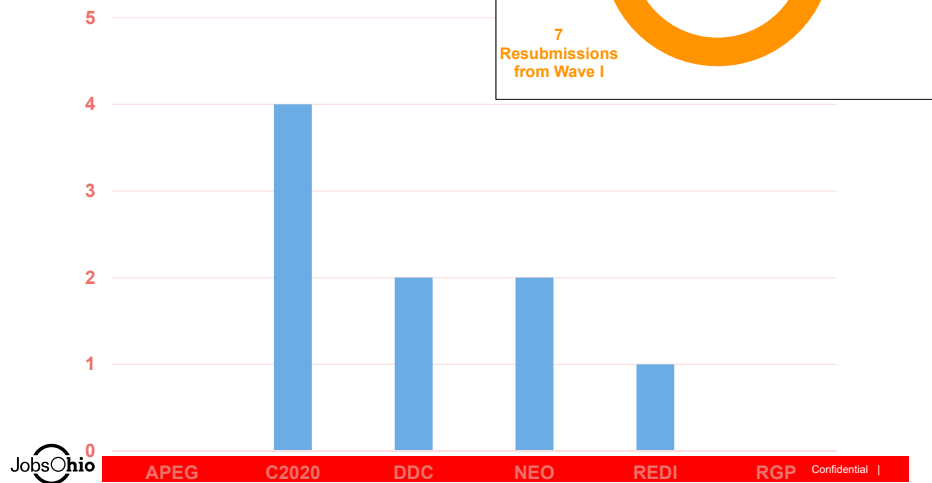
## SiteOhio – Final Prioritization

Of the 33 Top Sites, 24 Scheduled  
Site Visits



## SiteOhio – Final Prioritization

Of the 33 Top Sites, 9 Require Further Intel Prior to Scheduling Site Visits



## SiteOhio – Wave II Schedule

- August 24, 2017**
  - Stakeholder's milestone meeting covering site visits, alignment calls, and status update.
- September 15, 2017**
  - All communities received graded data templates and program status.
- September 28, 2017**
  - InSite will inform qualifying communities details on alignment calls, visit dates, content, and participants.
- Late 2017 – Early 2018**
  - InSite will continue evaluation of updated data templates and schedule additional visits accordingly.
- Thru Dec. 2018**
  - Site visits, authentication management, and marketing package development

*\*Wave I sites continue to progress to authentication*

## Call for 2017 Governor's Cup Submissions

- ♥ Collectively, you can make a positive impact by submitting your community's successful economic development projects. The data collected will be used by Conway Data to determine rankings for Site Selection Magazine's Governor's Cup. Rankings can attract additional attention to economic development opportunities in both the state of Ohio and the local communities that are featured annually.
- ♥ Manufacturing, distribution, office, data centers, call centers, and R&D projects are eligible for submission. Projects must meet one or more of the following criteria to be considered:
  - 1) employees - 20 or more new jobs created
  - 2) square footage - 20,000 or more of new or expanded facility space
  - 3) capital investment - \$1,000,000 or more (construction, land, building)
- ♥ Submission portal is open year-round: <http://jobs-ohio.com/govcup-input/>
- ♥ Deadline for submissions is **November 21, 2017**.



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# Questions?



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