

Creative Collaboration for Economic Development

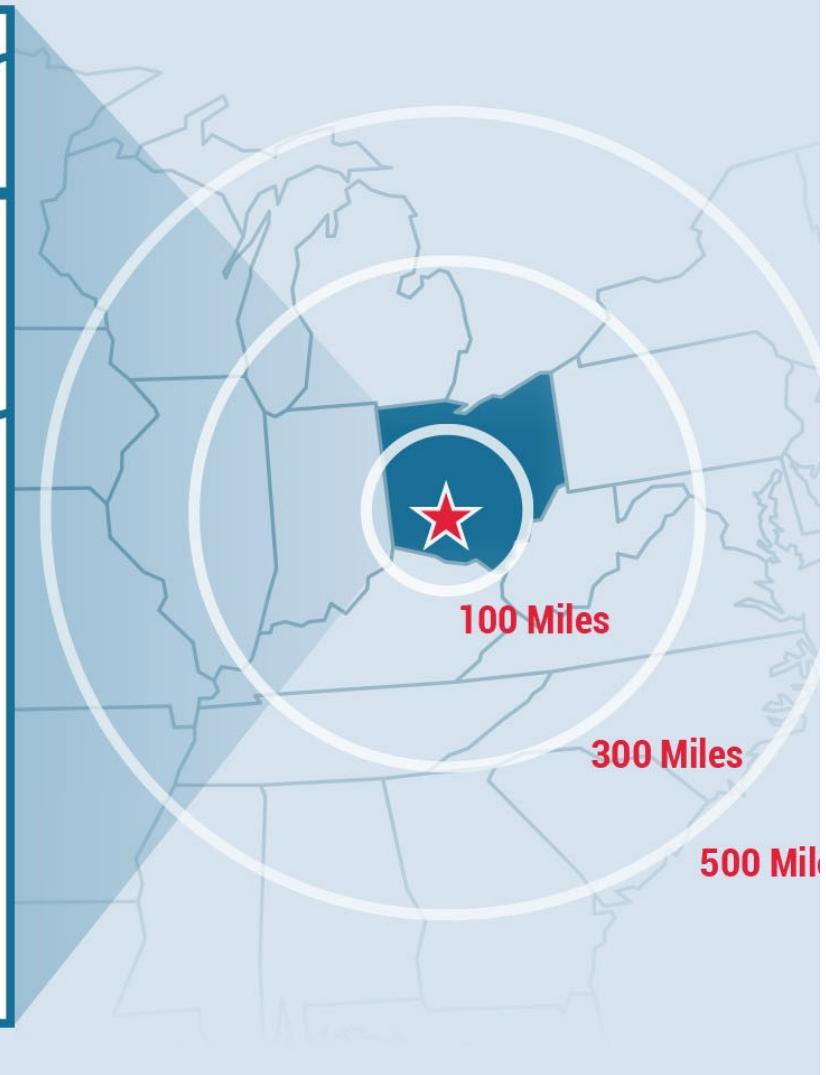
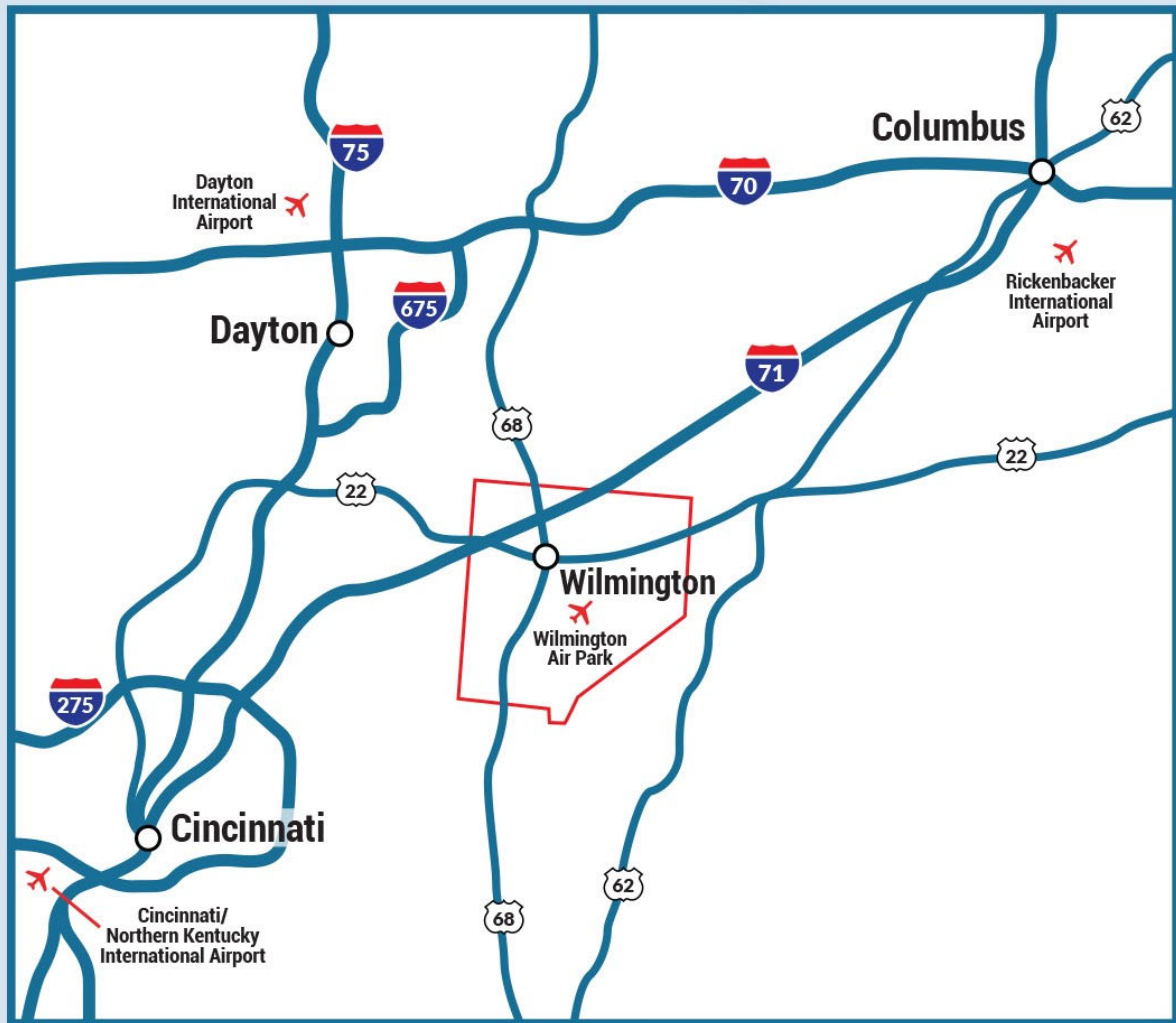
Ohio Economic Development Association

October 1, 2020



Program Partners

- Clinton County Port Authority
- Clinton County Board of County Commissioners
- City of Wilmington
- Clinton County CIC
- Clinton County Convention and Visitors Bureau



Who?

- The Clinton County Board of Commissioners, the City of Wilmington, the Community Improvement Corporation of Wilmington, and the Clinton County Convention and Visitors Bureau joined with the Port Authority to launch a County-Wide Comprehensive Economic Development Program, housed within the Port Authority



A long time ago...
in a galaxy far, far away...



The Tip of the Spear

- 2019 OEDA Best Project
- Proof of the value of collaboration and a reflection of the process we had initiated



How?

- This collaboration designates the Port Authority as responsible for coordinating a range of economic development services, including:
- *Business retention and expansion*
- *Business recruitment*
- *Coordinating the efforts, communication, and professional resources of other community economic development partners*



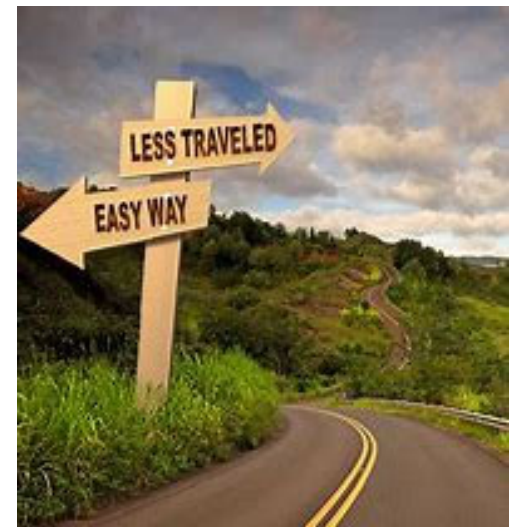
What?

- The program is uniquely funded with a 5-year commitment from each of the community partners
- Innovative, coordinated solutions to prospect needs and opportunities as evidenced by the OEDA Project of the Year award in 2019 (Amazon Air Cargo Project)
- Designated clearinghouse for JO site authentication
- Coordinated COVID response efforts



The Road Less Traveled....

- Collaboration created by accident and curiosity
- Break down silos
- Consensus that the Port should lead the effort



Why Does It Work Better Than Before?

The whole is greater than the sum
of its parts



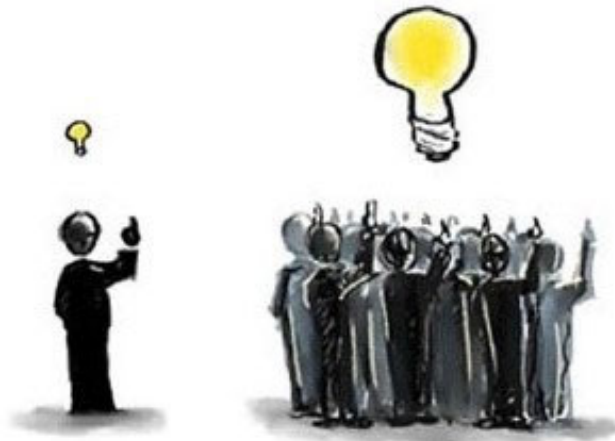
EFFECTIVENESS.

Leadership and management
provides organization and
structure.



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EFFICIENCY.

The Sum of the Parts (And the Value of Neutrality)



Clinton County Port Authority = Switzerland



- Authentication visit revealed that this was essential



It's a Group Effort

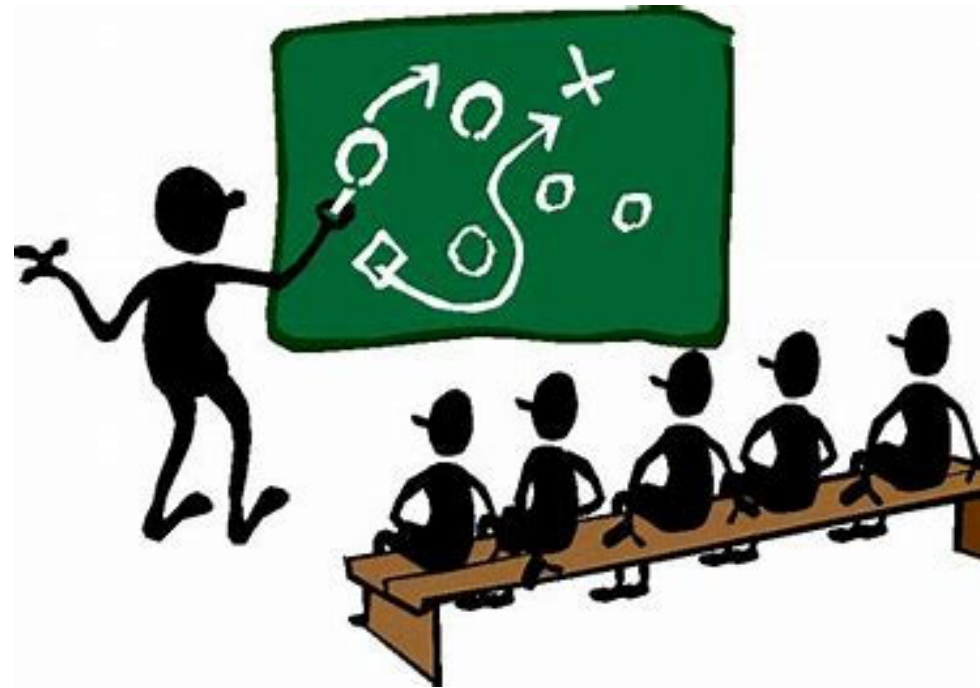
- Why the investment was worth the money
- Support those channel partners who have a seat at the table but don't have money to invest
- Collaboration
- Integration



The Historic Murphy Theatre, Wilmington

Economic Development is a Team Sport

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- Collaboration
- Integration



Compass or Catcher's Mitt?

- The "boots on the ground" work being done
- Roundtable - alignment of local partners
- Program development - data resources, consistency of message, integration of activities
- COVID-19 Resource Center



A Compass or a Catcher's Mitt?



Focused, Strategic and Directional

OR



Hoping Someone Hits One Your Direction

Final Thoughts

