

The JobsOhio -- Team NEO Partnership

A strategic alliance to boost job growth by
accelerating regional collaboration

October 5, 2011

team
neo

ClevelandPlus
Business

Why Change?

- Customer service is severely lacking
- Slow and cumbersome approval process
- Proactive sales efforts are seemingly non-existent
- Participation from C-level execs is limited
- Coordination with regions needs improving
- Inability to maintain confidential information

The Way to Reform

1. Create JobsOhio

Creating a winning strategy, being proactive to land more investment and jobs in Ohio

2. Provide Sustainable Funding

Reliable, ongoing revenue stream for economic development, along with private sector support

3. Equip it with the best Talent, Tools, & Processes

Top talent and an economic development toolbox that's more competitive and wins more deals

JobsOhio Metrics

- Net new job creation and increased payroll
- New capital investment to Ohio
- Return on investment

JobsOhio Board Members

James C. Boland

*Retired Vice Chairman, Ernst & Young
Former President, CEO & Vice Chairman,
Cavaliers Operating Company*

Steven A. Davis

*Chairman of the Board & CEO,
Bob Evans Farms Inc.*

E. Gordon Gee

*President,
The Ohio State University*

C. Martin Harris, M.D.

*Chief Information Officer, Cleveland Clinic
Chairman, Information Technology Division*

Gary R. Heminger

*President & CEO,
Marathon Petroleum Corporation*

Mark D. Kvamme

*Special Limited Partner,
Sequoia Capital*

Bob McDonald

*Chairman of the Board,
President & CEO, Procter & Gamble*

Pamela Springer

*President & CEO,
Manta Media*



Department of
Development

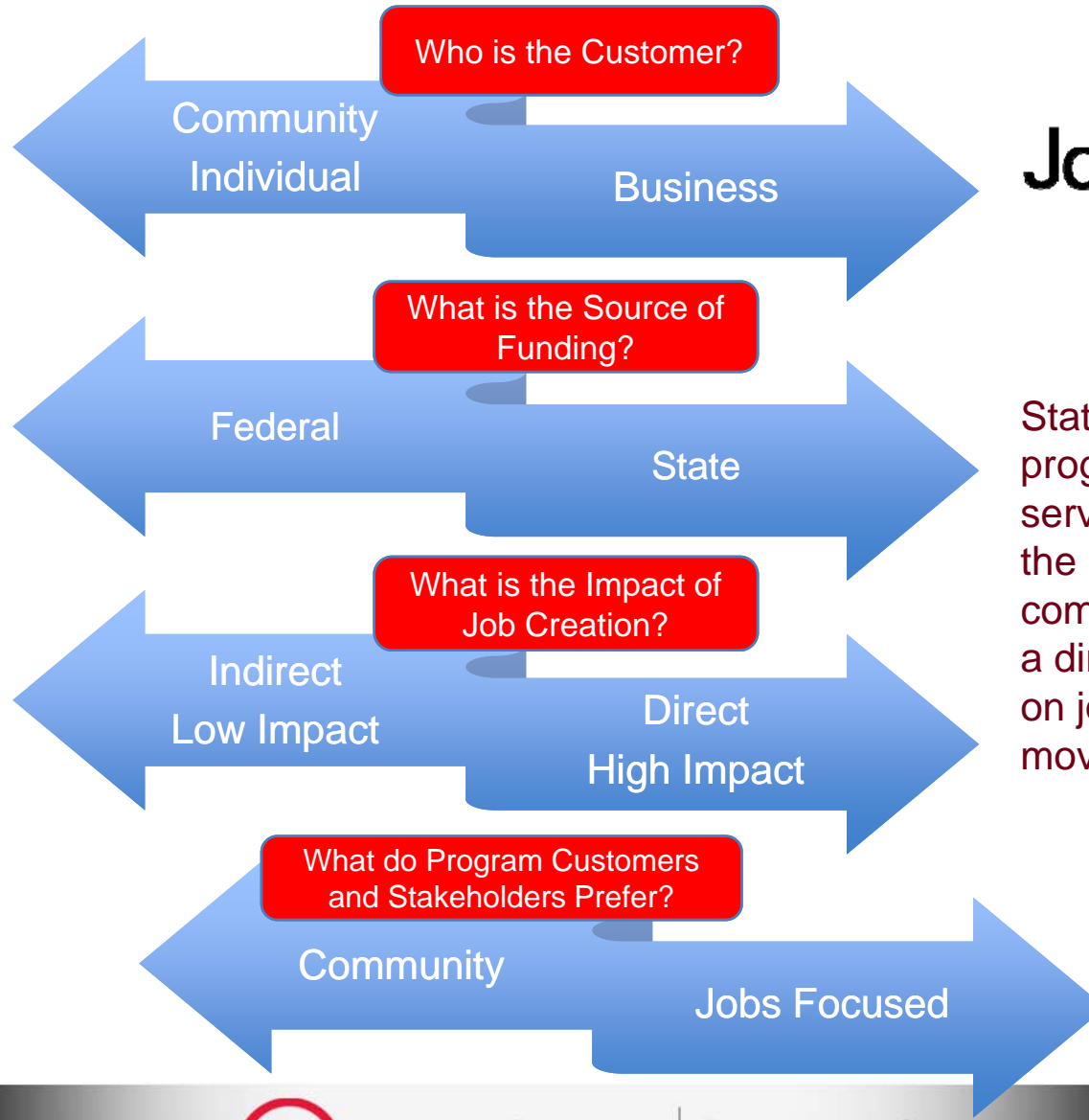
Rationalization Criteria

Four Questions to Guide Decisions



Federally funded programs and services geared toward communities and individuals will remain with the state. Many of these programs have a more indirect impact on job creation

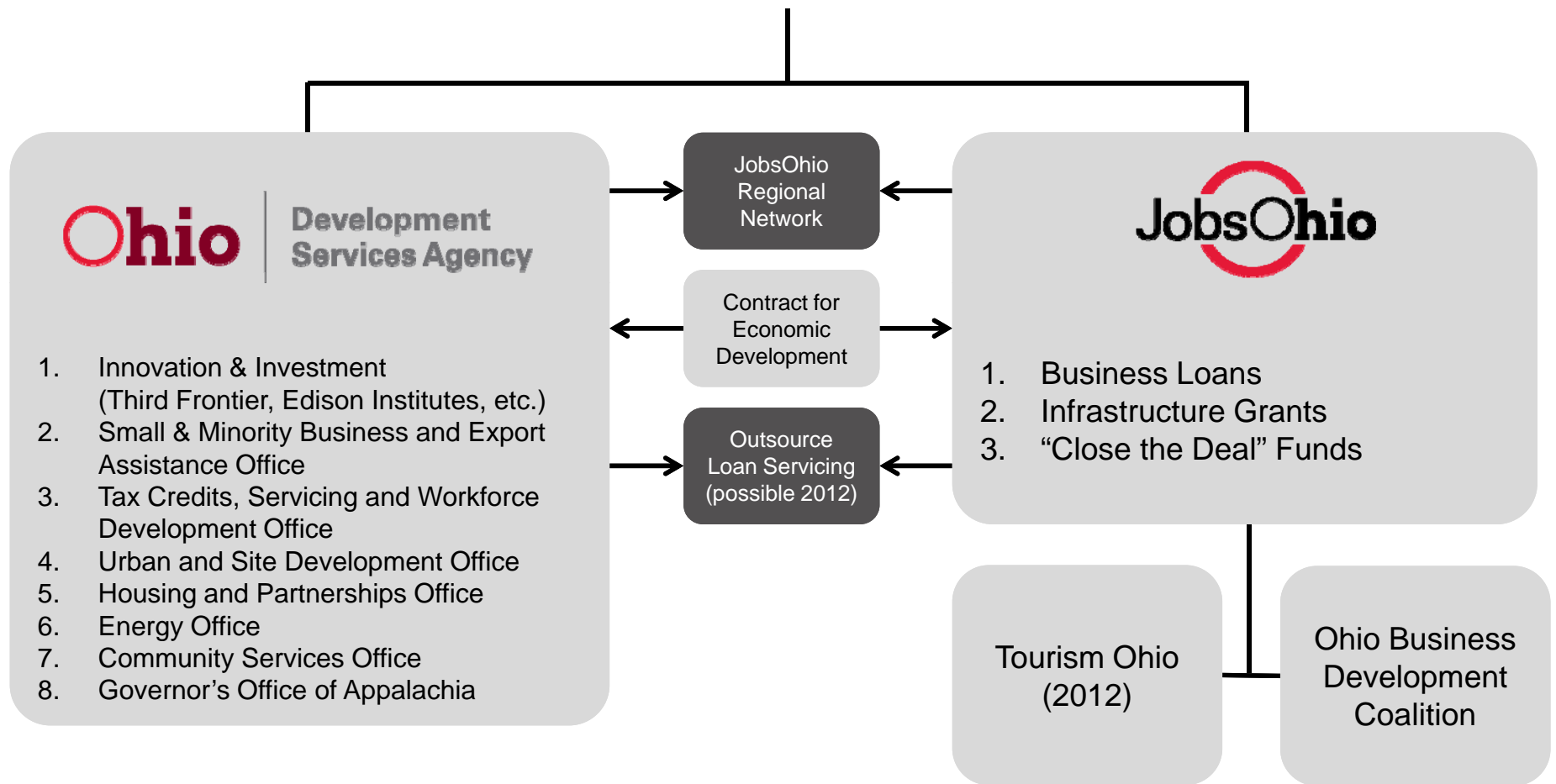
State funded programs and services that serve the business community and have a direct, high impact on job creation will move to JobsOhio



Department of Development



Department of Development



Department of Development

Targeted Industries

1. Aerospace & Aviation
2. Automotive
3. Banking & Insurance
4. BioHealth
5. Consumer Products
6. Energy
7. Food Processing
8. Information Services & Software
9. Polymers

Business Functions where Ohio is strong:

- Advanced Manufacturing
- Headquarters
- Back Office, IT
- Logistics & Distribution
- Research & Development

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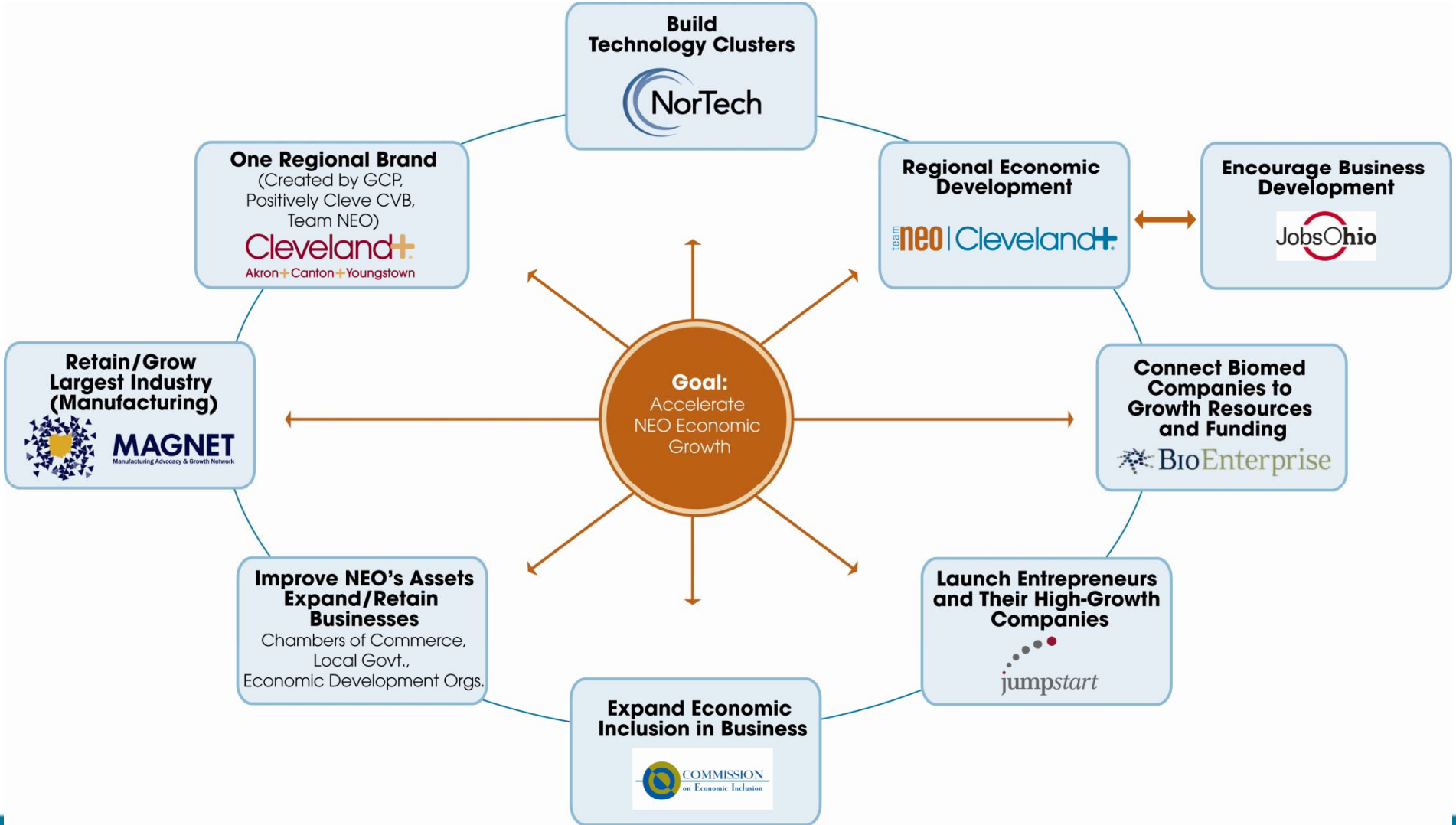
Partners/Funders: The Greater Team



FUND FOR OUR
ECONOMIC FUTURE



NEO Regional Economic Development Network



JobsOhio Goals and Strategies

Goals

- Create Jobs
- Grow Ohio and Regional Economy

Strategies

- Be company-centric
- Improve speed and agility
- Deliver more professional response
- Increase resources and collaboration

JobsOhio Expectations of Regional Partners

- Facilitate regional strategy
- Grow and expand companies in region
- Attract new companies to the region
- Advance technology commercialization
- Stimulate entrepreneurship
- Establish metrics and reporting system

Team NEO's Response

- Build on historical regional relationships
- New Board w/stronger link with major EDOs
- Add new capabilities to culture of fast, company-focused, in-depth response
- GOAL: Increase quality, job-creating business growth projects in NEOhio

Strengthened Team NEO Board

Officers & Executive Committee

- **Tim Timken, Chair**
- **Paul Clark, Vice Chair**
- **Tony Alexander, Vice Chair**
- **Daniel Klimas, Secretary**
- **Steve Lewis, Treasurer**
- **Chris Connor, Past Chair**

- New Board members added with ties to major EDOs
- CEO's of the major EDO's added as Special Trustees

Team NEO

New Purpose and Functions

Team NEO Purpose

Enhance NEO's competitive advantage for commercial enterprises

- Build collaboration among metro areas/communities, regional initiatives, ED partners
- Optimize funding for key economic development efforts
- Attract new businesses to Northeast Ohio
- Connect the region with the economic development programs of the State of Ohio

Team NEO Functions

1

Regional Economic Development Strategy and Funding Protocols

2

Business Attraction
and Regional Marketing

3

JobsOhio
Regional Office

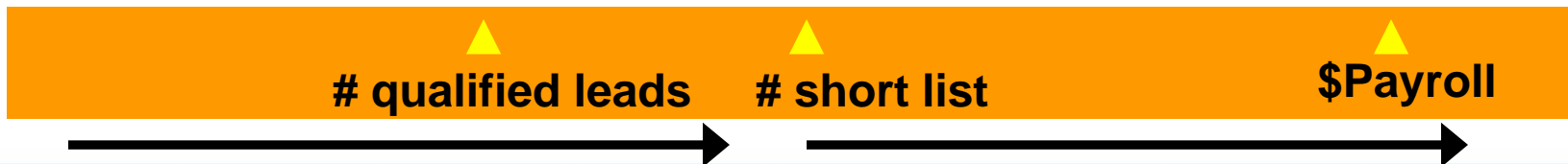
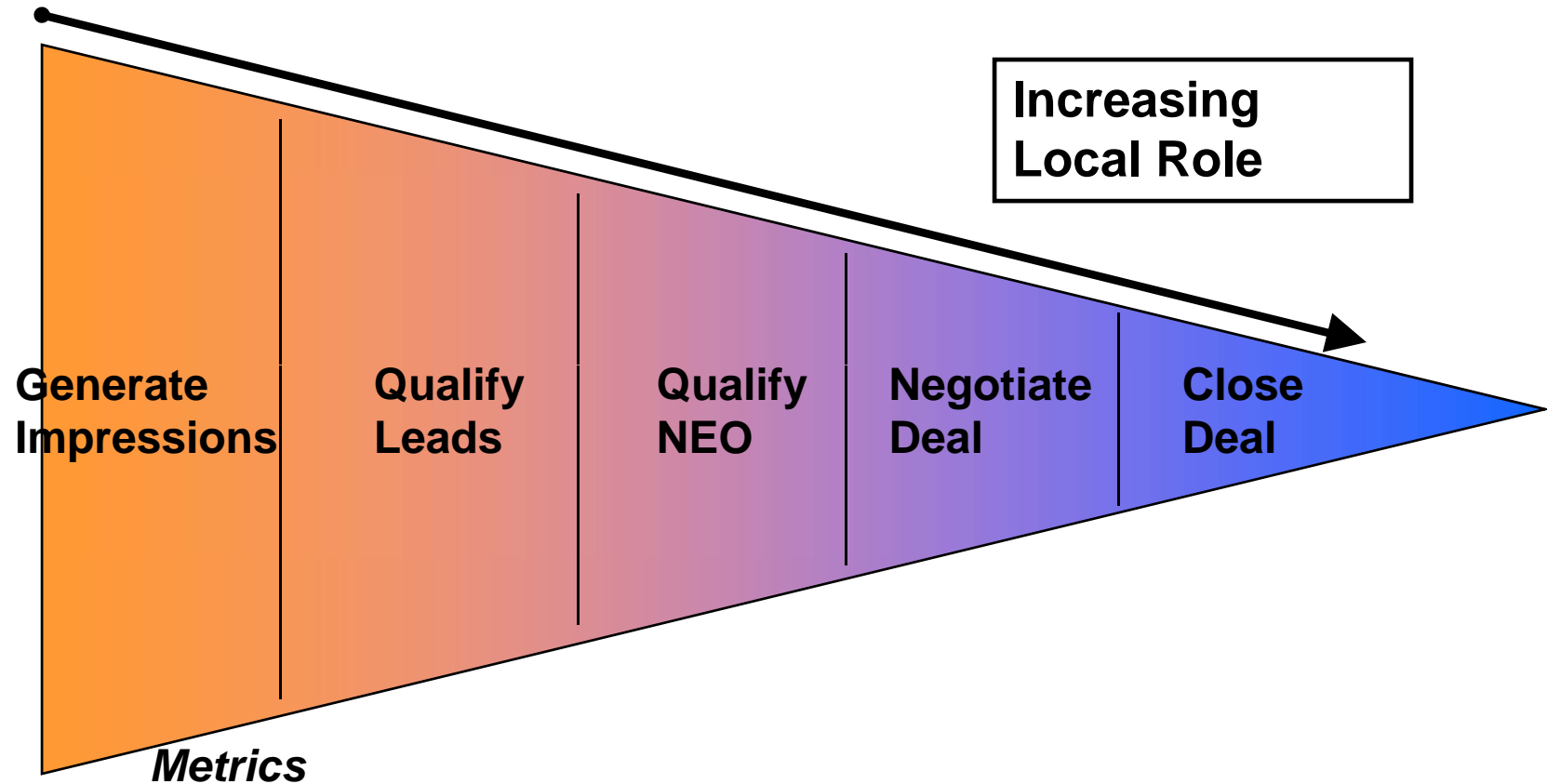
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EDO
Collaboration Support

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NEO Economic Development System Executes Regionwide



A Compelling and Differentiating Brand

Cleveland+

We make things here!
Ideas, Products, Profits!

- ✓ Unsurpassed access to markets, critical community assets
- ✓ Manufacturing and services expertise
- ✓ Low cost of doing business

Lead Generation Channels Bring Focus

	2007	2008	2009	2010
Site Selectors		→		
In Region Referrals		→		
State of Ohio		→		
Medical Devices (imaging, cardio, orthopedics, neurostimulation)			→	
Minority Business				→
International				→
Advanced Energy				→

Since 2007, Team NEO
has helped attract:

47 new companies

3,800+ new jobs

\$151M direct annual payroll

\$257M+ regional annual payroll benefit



JobsOhio Regional Office Strategies

1 Regional Economic Development Strategy and Funding Protocols

2 Business Attraction
and Regional Marketing

3 JobsOhio
Regional Office

4 EDO
Collaboration Support

- Meet the expectations of JobsOhio
 - Review projects for match with JO priorities
 - Communicate/respond to JO goals, metrics
- Capture maximum JO funding for NEOhio projects
 - Quick, professional response to local needs
 - Bring region-wide resources to local projects
 - Represent for JO funding for NEO projects
- TNEO Board Committee oversees the JORO's operations

Collaboration with Cuyahoga County

- No major change in current roles of County, Cities, GCP
- Team NEO steps into State interface role, like the REDD's
- Biz Attraction continues, TNEO partnering with the GCP
- TNEO's JO Office responds to those seeking State help
- Companies are referred to local sponsor, mainly GCP
- Team NEO urges all counties to form strong teams
- Cuyahoga County "deal team" is a model
- Improve your assets, improve your business friendliness

Business Growth Decisions are Multi-Faceted

Location Decision Factors

