Economic Prosperity Plan for Appalachian Ohio

Preview DRAFT strategy

May 20, 2019
Highly Participatory Prosperity Planning Process

Commissioned by:
• Appalachian Partnership, Inc.
• APEG (Appalachian Partnership for Economic Growth, LLC)

Funded by:
• JobsOhio
• American Electric Power
• NiSource
• APEG and Appalachian Partnership Inc.
ECONOMIC PROSPERITY PLANNING PROJECT OVERVIEW

Purpose: Strategic Plan to Improve Economy = Business Prosperity + Bettering People’s Lives

Phase I
Insights
• Economic Performance
• Asset Evaluation
• Employer Needs
• Program Review
• Insights of the Region

Phase II
Imagination
• Target Industries
• Stakeholder Input
• Strategic Direction

Phase III
Action
• Strategic Initiative Work Sessions
• Plan Comes Together
• Board Work Session May 13
• Accountable May 14
• Finalize Plan & Deliverables
• Presentations June 25 & 26
Research Informed Planning

Two reports presented analysis to inform and inspire plan development:

1. **Insights of the Region** – detailed demographic and economic analysis

2. **Target Industries for the Region** - identified and recommended “best fit” industries based on sound data and alignment to the region’s strengths for supporting industry success.
Robust Involvement Region-wide

BROADLY PARTICIPATORY PLANNING

- 34 Participation Sessions
  - Business Input
  - Stakeholder Input
  - Strategy Formation
  - Action Planning and Team Leads

- 435 Participants – some multiple times
- 179 Businesses Participated
The purpose of the Economic Prosperity Plan serves as roadmap for the region to work better together on common priorities – priorities that grow quality jobs, enhance quality of life to retain and attract talent, and expand economic prosperity across our region. By working together, we maximize assets to ultimately change the data, the economic indicators that define our region’s economic prosperity. When we focus on moving the economic “needle” upwards, we shape a legacy that fosters prosperity for future generations.

For decades, Appalachia Ohio has simply tried to survive. This plan is about working together to foster thriving private and public sectors.
ECONOMIC PROSPERITY PLAN INITIATIVES

Business Voice
- Employer Roundtables
- Organizing for Advocacy

Talent
- Incumbent Worker Upskilling
- Business Engagement with Career Awareness
- Talent Recruitment

Competitive Assets
- Site & Spec Building Development
- Business Financing Gaps
- Broadband Infrastructure

Economic Development
- Focused Existing Business Growth
- Cluster Development
- Targeted Business Recruitment
- Website Enhancements
- Community Technical Assistance
Accountable Implementation Planning

Organizing our team and resources for effective implementation of the Economic Prosperity Plan
Team Leads

- 13 Implementation Initiatives
- 28 Team Leads / Co-Leads
- 20 Organizations represented
- Team Leads defined:
  - Principles for Success:
    - Keeping on track with implementation
    - Leveraging other teams/initiatives for an integrated, not duplicative approach.
  - Communications & Reporting:
    - Structured regular reporting and sharing of progress
    - Integration/cross-over with other teams
    - Publicizing accomplishments
    - Celebrating success
Current Status

- Leadership Team Established
- Deliverables Being Finalized
- Some Initiatives Already Launched or In Process
- Plan Rollout June 25-26
- Implementation of remaining Initiatives beginning Q3 2019