



**COLUMBUS**<sup>★</sup>  
**2020**

**Strategic Economic Development  
Priorities and Action Plan  
2016 – 2020**

## Case Statement

Marion County's economy continues to lag behind other central Ohio Counties.

The perception of Marion County is more negative than it should be, our unemployment rate is too high and per capita income too low.

## Call to Action

The eleven county Columbus Region continues to enjoy unprecedented job growth.

Marion CAN DO! will implement specific strategies to ensure Marion County will fully optimize opportunities to identify, cultivate and capture every possible corporate expansion and new company attraction projects to create high value jobs for our residents.



# Immediate Priorities

- Develop a comprehensive Marion Economic & Demographic Analysis
- Enhance community marketing strategies
- Amplify local Business Retention & Expansion calling program and business attraction efforts
- Develop “Best in Class” Request For Proposal response capability
- Develop “Best in Class” small business support system
- Prepare to participate in Ohio Certified Sites Program
- Develop and implement a robust communications plan
- Align the Marion community’s economic growth strategy with Columbus 2020’s Comprehensive Economic Development Strategy as a foundation for continued economic success.



# Marion CAN DO! will **OWN and LEAD** these economic development activities:

- Business Retention and Expansion support service delivery
- New business recruitment of wealth generating companies
- Market and promote our economic development assets
- First point of contact for economic development projects and repository of economic development data and information

# Competing Counties

	<u>2013 Population</u>	<u>Annual Budget</u>	<u>Per Capita Spending</u>
Delaware County	184,979	\$387,000	\$2.09
Licking County	168,375	\$350,000	\$2.08
Union County	53,306	\$247,000	\$4.63
Pickaway County	56,304	\$222,000	\$3.94
<b>Marion County</b>	<b>65,905</b>	<b>\$168,800</b>	<b>\$2.56</b>
Fairfield County	148,867	\$140,000	\$0.94
Knox County	60,810	\$125,000	\$2.05
Logan County	45,481	\$ 95,000	\$2.08
Madison County	43,277	\$ 88,000	\$2.03



# Resource Allocation

	2015	2016
<u>GROWTH STRATEGIES</u>	<u>Current</u>	<u>Proposed</u>
• New Business Recruitment	\$58,500	\$90,000
• Business Retention & Expansion	\$47,800	\$79,000
• Community Marketing	\$16,500	\$64,900
• Small Business Support	\$ 0	\$10,000
• Research & Data Delivery	\$ 3,000	\$ 5,000
• Investor Relations	\$ 3,000	\$ 5,000
• Organizational Overhead	<u>\$40,000</u>	<u>\$41,500</u>
• TOTAL BUDGET	<b>\$168,800</b>	<b>\$295,400</b>

# Metrics/Measurements

## Aspirational

Reduce Unemployment Rate  
Increase Per Capita Income  
Community Image Benchmarks  
CAN DO! Awareness & Perception

## 2015

5.9 % (2014)

\$20,624

Survey Results

Social Media Campaigns

## 2020

4.5 %

\$25,000

## Activity Level

# of BRE Visits  
# of Expansion Projects Completed  
# of Companies Recruited  
# of New Jobs Created  
Capital Investment  
# of Media Campaigns  
# of Positive Media Placements

## Output

25 per year

10 by 2020

10 by 2020

500 by 2020 (\$35,000 avg.)

\$75 million by 2020

10

125 by 2020

