

Wayne Economic Development Council

Quality Growth Strategy

Ohio Land Use Conference
January 11, 2013



www.waynecountyedc.com



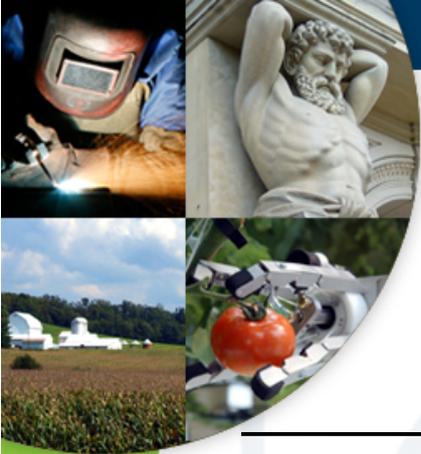
Quality Growth Strategy

A Public-Private Approach to Wealth Creation

About Wayne County

- Population is 115,000
- One of 576 U.S. “micropolitan” areas
- Number of Firms - 7,940
- Largest employment sector is manufacturing (22.7% of workforce, nearly double US rate)
- County ranks first in dairy production and third in total agricultural output among Ohio counties.
- Home to largest agbioscience research park in the U.S. (OARDC); College of Wooster.



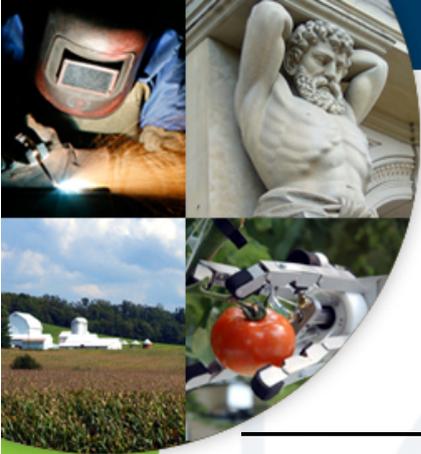


Wayne County Strengths

World Class Business Icons; Innovation Environment

1. Diversified mix of business and industry.
2. Reasonable costs of doing business.
3. Access to quality workforce
4. High quality college and university resources.
5. Favorable transportation access
6. Land availability for development.
7. Effective economic development effort with solid leadership.
8. Small livable communities in attractive and accessible rural area.





Wayne County Challenges

Infrastructure, Workforce Concerns Being Addressed

- Limited public infrastructure – north/south transportation
- Conservative attitudes toward (certain) future growth
- Lack of “shovel-ready” sites and available buildings
- Workforce and talent retention and recruitment issues
- Small business and new venture development resources lacking



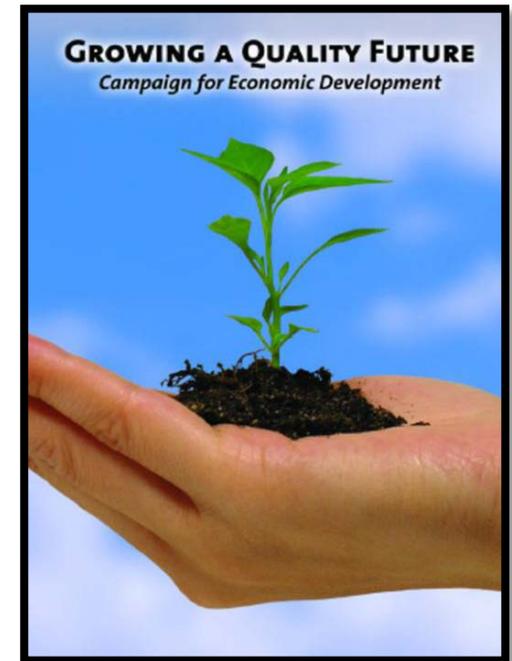


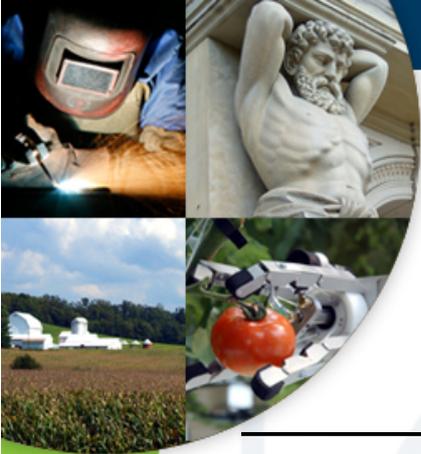
Quality Growth Strategy

A Public-Private Approach to Wealth Creation

“Quality growth” strategy adopted in 1997.

“Quality growth” is defined as selective, well-planned growth that is consistent with Wayne County’s development resources, community values and local development standards.





Quality Growth Strategy

A Public-Private Approach to Wealth Creation

Growing A Quality Future is Wayne County's strategic road map for achieving higher quality economic and community growth.

- ✓ Developed as a ten-year, countywide plan.
- ✓ CEOs of several leading Wayne County companies provided the initial impetus.
- ✓ Represents an integrated approach to economic development –land use, planning and economic development.
- ✓ Implementation assigned to Wayne Economic Development Council, with local partners.

Economic development is the process by which communities increase their competitive strength for new job and wealth creation by strengthening local development resources and through effective targeting of the best future economic growth opportunities.



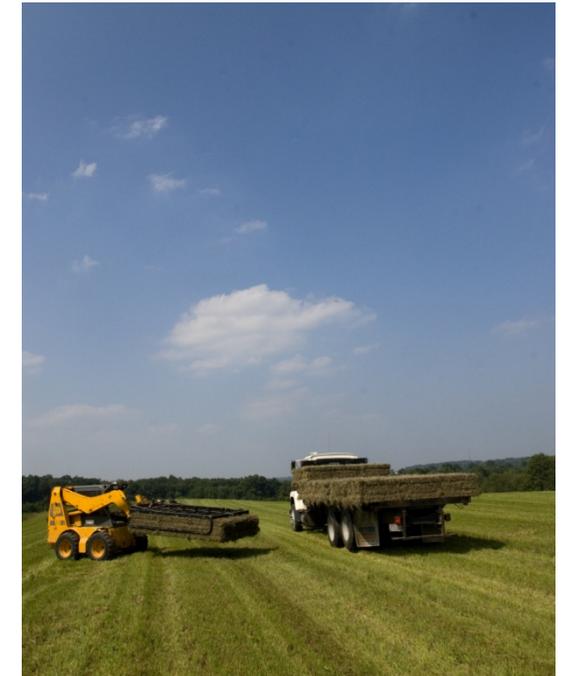


Quality Growth Strategy

Guiding Principles that Drive Our Efforts

Why Quality Growth Model?

- Ultimately pays for itself because it produces greater local fiscal benefits than costs.
- Balances industry, agriculture, greenspace, commercial and residential development.
- Views available agricultural land, open spaces as a competitive advantage
- Concentrates growth in and around defined development areas – a defense against urban sprawl
- Retention and expansion of existing business and industry should be the #1 priority.



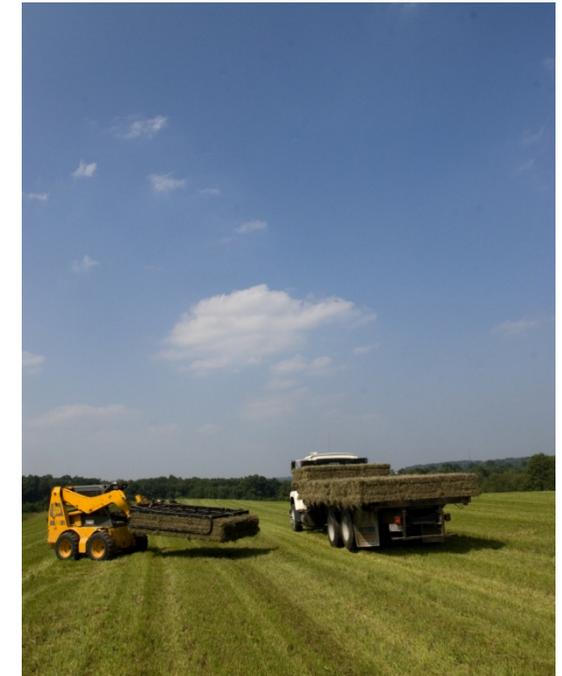


Quality Growth Strategy

Guiding Principles that Drive Our Efforts

Major Recommendations:

- **Redirect and concentrate development** – saving 15,000 acres of agricultural land and greenspace.
- **Manage population** – supports an 18,000 person increase through greater densities. Lessens impact on land use and infrastructure costs.
- **Conserve farmland and greenspace** – Recognizes the importance of these to the quality of life and economy.
- **Protect rural character** – important to the county's well-recognized quality of life
- **Encourage economic prosperity** – Provides the basic framework for all other recommendations.



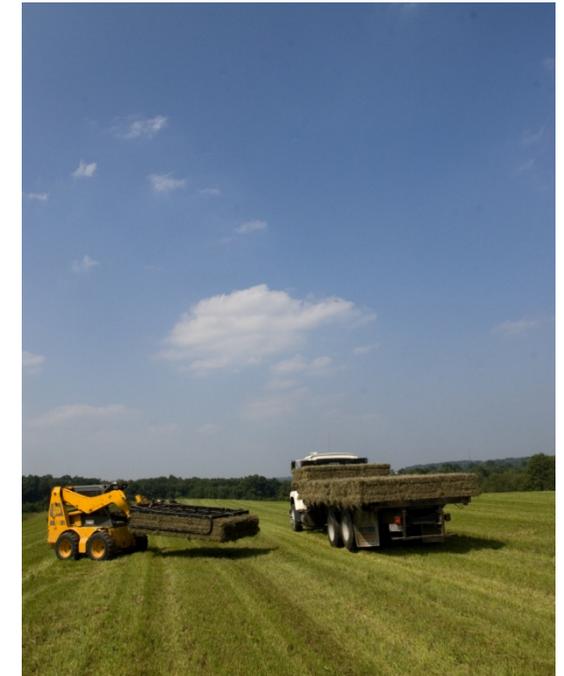


Quality Growth Strategy

Guiding Principles that Drive Our Efforts

Shared Responsibility

- **Primary responsibility** falls with the County, but all communities take responsibility for implementation
- **Used to:**
 - Update Regulations
 - Land Use Decisions
 - Capital Improvement Decisions
 - Economic Incentives
 - Private Decision Making
 - Staffing
 - Funding





Quality Growth Strategy

A Public-Private Approach to Wealth Creation

Major Economic Development Goals - The Quality Growth Plan pursues four interrelated goals:

Development Areas - Target quality growth opportunities in Wayne County's five development areas, and the communities within these areas.

Resource Improvement - Target improvements in the County's development resources (such as infrastructure and workforce) that help Wayne County's major economic sectors and communities perform more competitively.

Economic Sector Development - Target quality growth opportunities in the industry sectors most likely to be successful in our operating environment.

Organizational Capacity - Create more effective organizational and public and private leadership strategies to ensure success in achieving the County's economic development goals.





Quality Growth Strategy

A Focused Effort Yields Outstanding Results

Business Attraction - encouraging existing businesses to locate here

Business Development – supporting new business formation and entrepreneurial endeavors

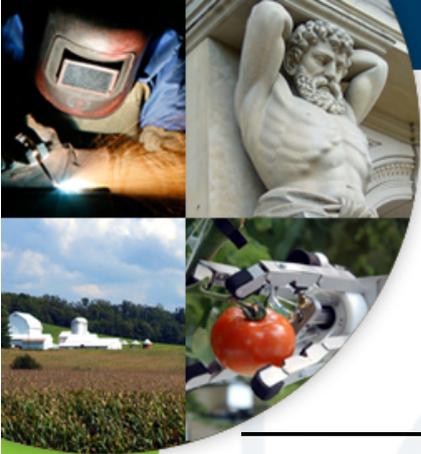
Business Retention – preserving and expanding existing investments

Network Development - expanding our ally and partner base at the local, regional, state and national levels

Product Improvement – creating a competitive environment for high-skill/high-wage industries

Organizational Development - improving the ability of the WEDC to deliver services





Quality Growth Strategy

A Focused Attraction Effort Maintains Diversity

Targeted Industry Approach

- Ag-Bioscience and Food Products Manufacturing
- Manufacturing for Advanced Energy Markets (Biomass, Wind and Solar)
- Specialty and Precision Metals
- Research and Development Services





BioHio Research Park

“Linking Agbioscience Discovery and Innovation with Ohio’s Economy”



Pouden Hall –
Incubator/Accelerator



Plant & Animal
Agrosecurity Facility

The BioHio Concept

Innovation Village

A collaborative accelerator environment offering individual offices, labs and common areas and meeting rooms.

Plant & Animal Agrosecurity Research (PAAR)

An advanced and secure research facility for organisms that cause disease in animals or plants.

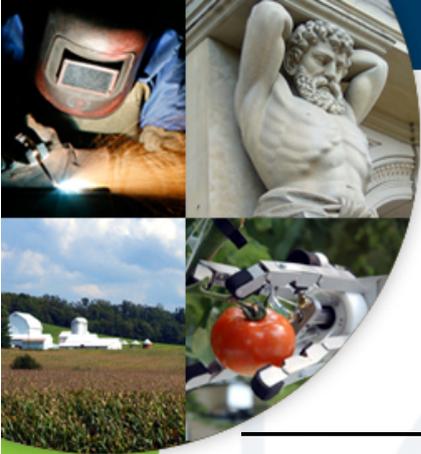
Biomass to Energy Center

Research and development of energy from biomass materials that offer a viable and cost effective alternative to fossil fuels.

Molecular and Cellular Imaging Center

Facilities include advanced capabilities to perform DNA sequencing, genomics and bioinformatics.



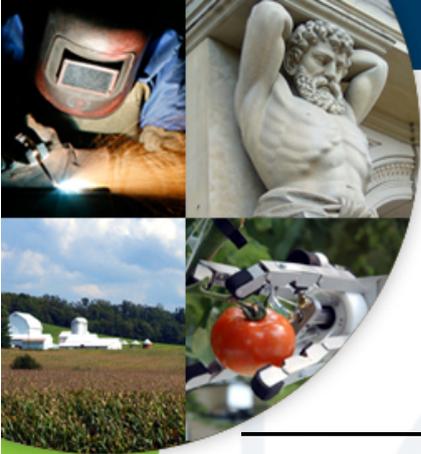


Quality Growth Strategy

How Is it Working? Mix Results from Quantitative Measures

Metrics	Wayne Co.	Ohio	U.S.
Per capita income - 2011	\$22,892	\$25,618	\$27,915
Unemployment (Nov. 2012)	5.4%	6.5%	7.4%
Population Growth - 2000 - 2010	2.6%	1.6%	9.7%
Educational Attainment (% with Bachelor's degree of higher)	18.8%	23.6%	27.5%



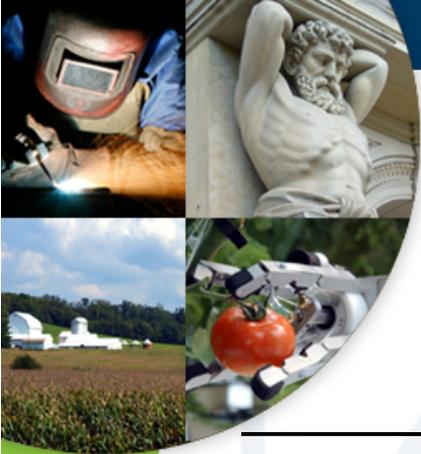


Wayne County's Recent Successes

Nationally Recognized for Economic Strength, Performance

- Since, 2007, 180 project announcements; more than \$869 million in capital expenditures and 7,000 jobs.
- *Site Selection* magazine has named the Wayne County micropolitan area among the Top Six locations in the US for new business growth for six consecutive years.
- The Financial Times' FDI Intelligence magazine named Wooster one of North America's "Cities of the Future". It ranked in the Top Ten for "Business Friendliness" and Cost Effectiveness"
- Policom, Inc. has ranked Wayne County's economic strength among the top 25% of all U.S. micropolitan areas.
- The WEDC has twice been recognized as one of the Top Twenty US economic development organizations.





Trends Impacting Us

Committed to Regional Growth Efforts

Regional growth patterns; revenue sharing

Cooperating regionally while maintaining our own brand identity.

Education and training as a primary competitive differentiator

Attracting innovative companies and the creative class

Connecting to (and embracing) the global economy

Use of incentives for attraction/retention





Thank you!

Questions or Comments?

