Are you ready when they come knocking?

Knowledge is a business attraction tool
Step 1: Know who you are, and realistically what you can be.

Conduct Research. Survey. Be an expert on your community.
Dublin is:

Population: 41,325
City Area: 24.5 square miles
Avg. Home Price: $347,633

Profile of the Average Dubliner:

• 36-45 years old
• Married, with children living at home
• Owns single-family home
• Employed full-time
• 30% in healthcare & education fields
• 78% Bachelor’s Degree or higher
Dublin is:

- Home to 3,000+ businesses
- 33% work at home
- $5 Billion of total payrolls in 2014
- 7 million SF – Office
- 1 million SF – Medical
- 1.7 million SF – Retail
- 1.5 million SF – Industrial/R&D
- Only 60% built-out commercially
- 125 miles of fiber optics
Step 2: Know where you are strong and weak.

Industry, supply chain and workforce research.
Dublin is:

- **Bioscience & Healthcare Services**
  - Dublin Methodist Hospital, Ohio University Heritage College of Osteopathic Medicine and Allied Health College, LabCorp, Smiths Medical, Humana

- **Business Support Services**
  - Express Scripts, Henry Schein Animal Health, PCCW Teleservices, Garden City Group

- **Corporate HQs & Managing Offices**

- **Internet Commerce & Computer Services**
  - Alcatel-Lucent, CenturyLink, HP, Dell, Metro Data Center, Expedient Data Center, Amazon Data Center
Step 3: Know the difference between areas of your town.

Land use plan, Zoning, Building types, Existing neighbors.
Dublin is: 7 distinct commercial areas
Step 4: Look ahead.

Demographic shifts, employment trends, higher education trends
Dublin will have:

- Choices
- Diverse product
- Connectivity
- Jobs
- Vibrancy
Why Bridge Street?

Bridge Street:

For Residents:
• Experiences
• Housing options
• Property values

For Businesses:
• Workforce
• Amenities
• Competitiveness
2016-2017
How do you get the attention of a location professional?
Attraction:

- Regional Economic Development
  - Travel; Extend marketing reach
  - Make them an expert on you!

- Existing businesses
  - Visit supply chain together
  - Help them innovate locally

- Leverage headquarters and R&D
  - Know their long-term strategy
  - Be ready for the next piece
Attraction:

• Earned Media (and Advertising)
  ➢ Tell your interesting stories
  ➢ Talk about your businesses

• Utilize Conferences
  ➢ Network with right industries

• Work with Local Developers/Brokers
  ➢ Leverage their national networks
Attraction:

- Know where you can negotiate
  - Fees, Incentives

- Know where you can’t
  - Approval process, zoning

- Involve your decision maker(s)
  - Who closes the deal?
But what about... QUALITY OF LIFE?
Quality of Life:

- Good Schools
- Safety
- Diversity
- Sense of Community
- Services
- Parks & Entertainment

These all matter **AFTER:**

- Labor stats
- Cost of business – taxes/utilities
- Right site/facility/price
- Access to market
- Infrastructure
Thank you!

Colleen Gilger
Director of Economic Development