

October 2015

Economic Development



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

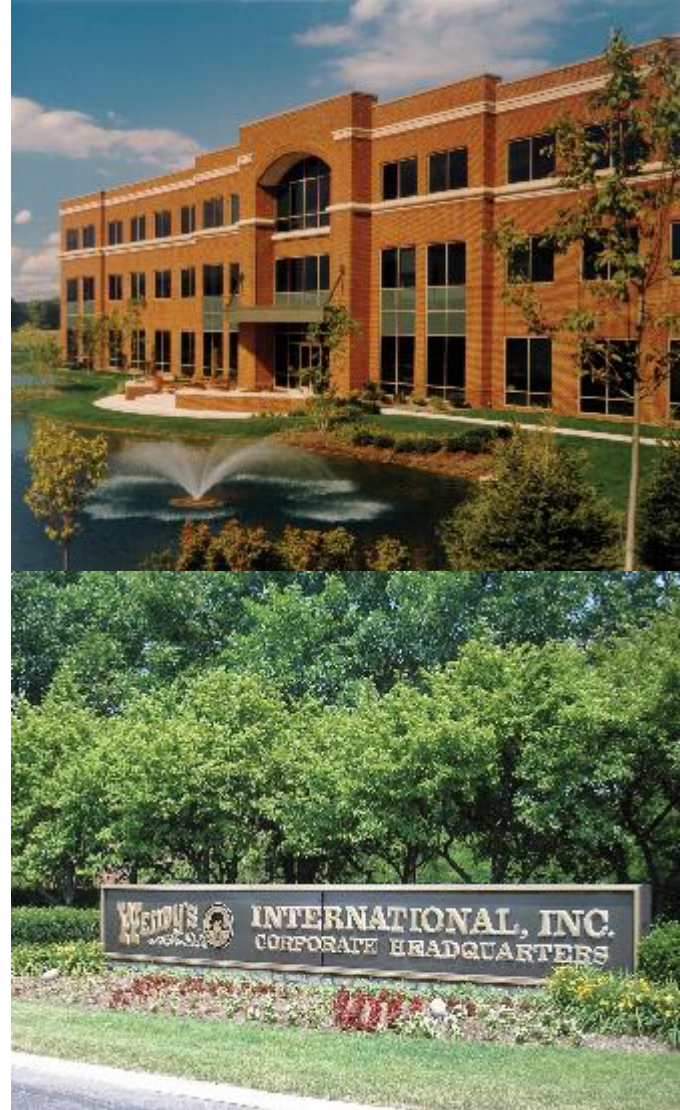
Profile of the Average Dubliner:

- 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**

- Cardinal Health, York Risk Services, Ashland, The Wendy's Company, Nestle Quality Assurance Center of the Americas

- **Internet Commerce & Computer Services**

- Alcatel-Lucent, CenturyLink, HP, Dell, Metro Data Center, Expedient Data Center, Amazon Data Center

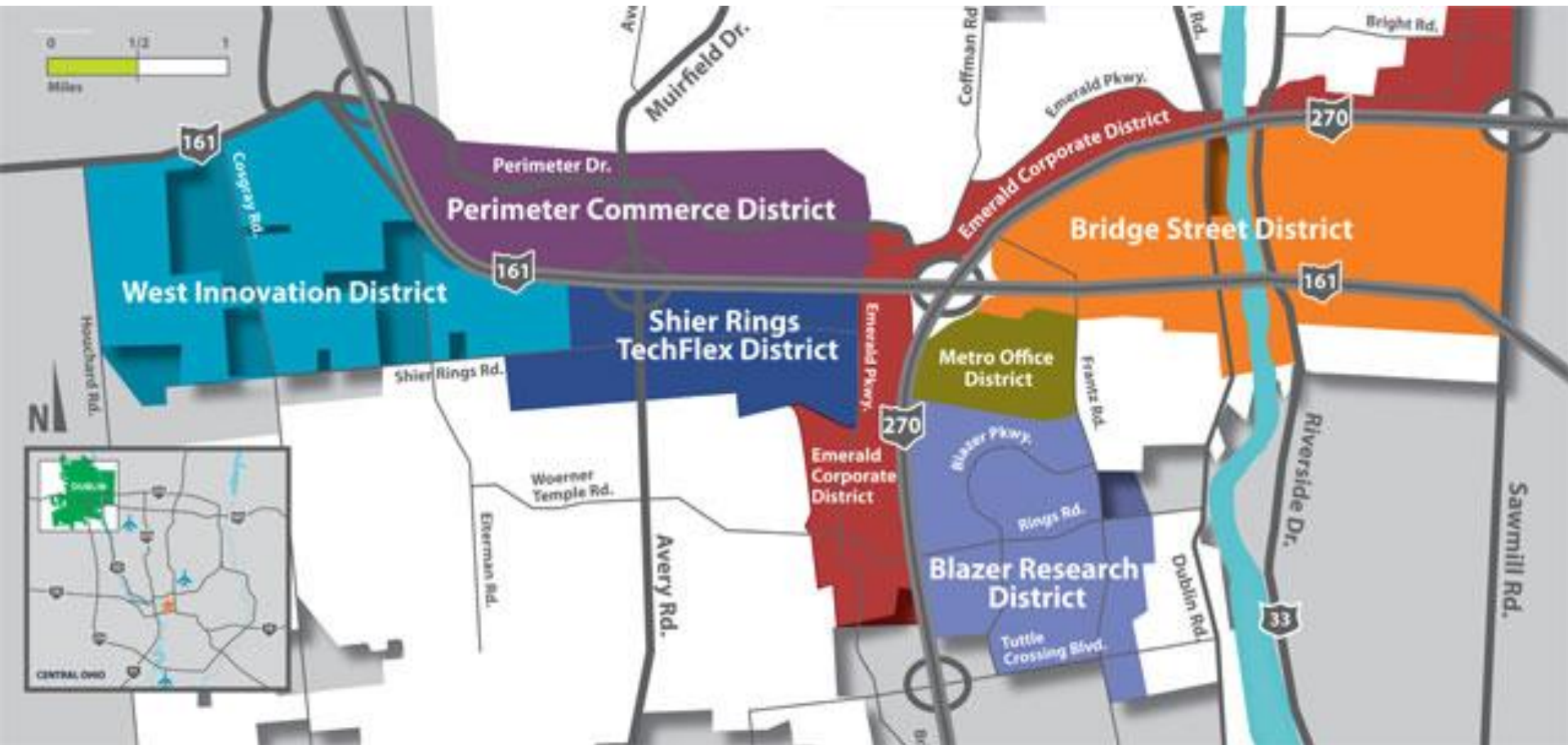


Step 3:
**Know the difference between
areas of your town.**

**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?

Choices. Jobs. Connectivity.



Bridge Street:

For Residents:

- Experiences
- Housing options
- Property values

For Businesses:

- Workforce
- Amenities
- Competitiveness



Then



Now



2016-2017



2016-2017

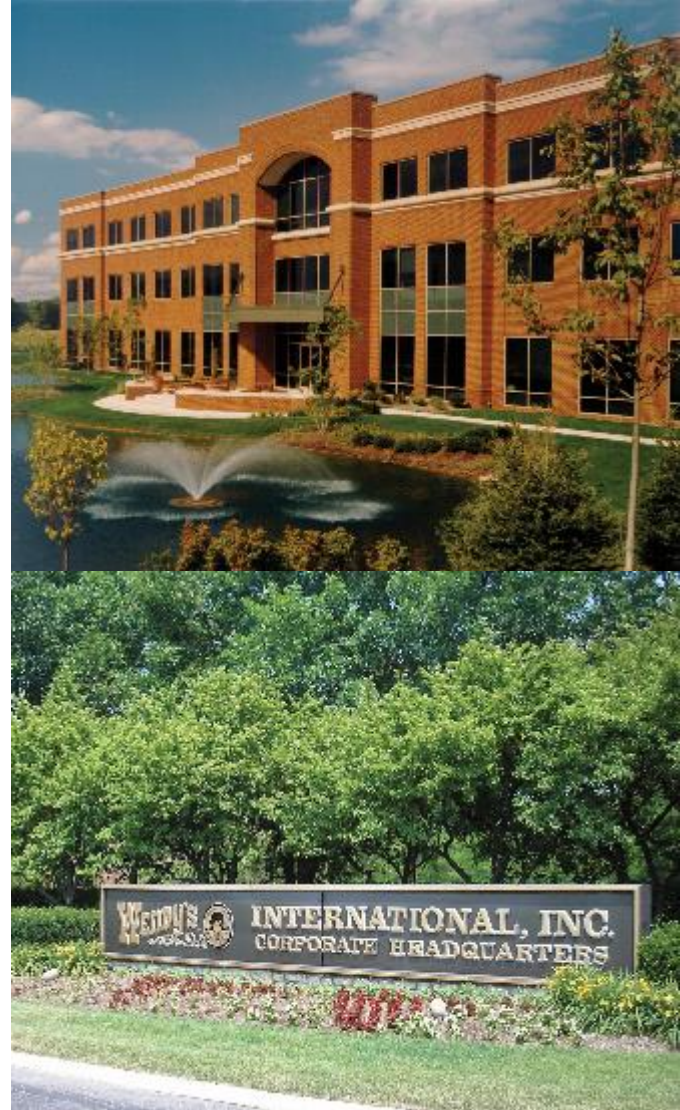


**How do you get the
attention of a location
professional?**



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



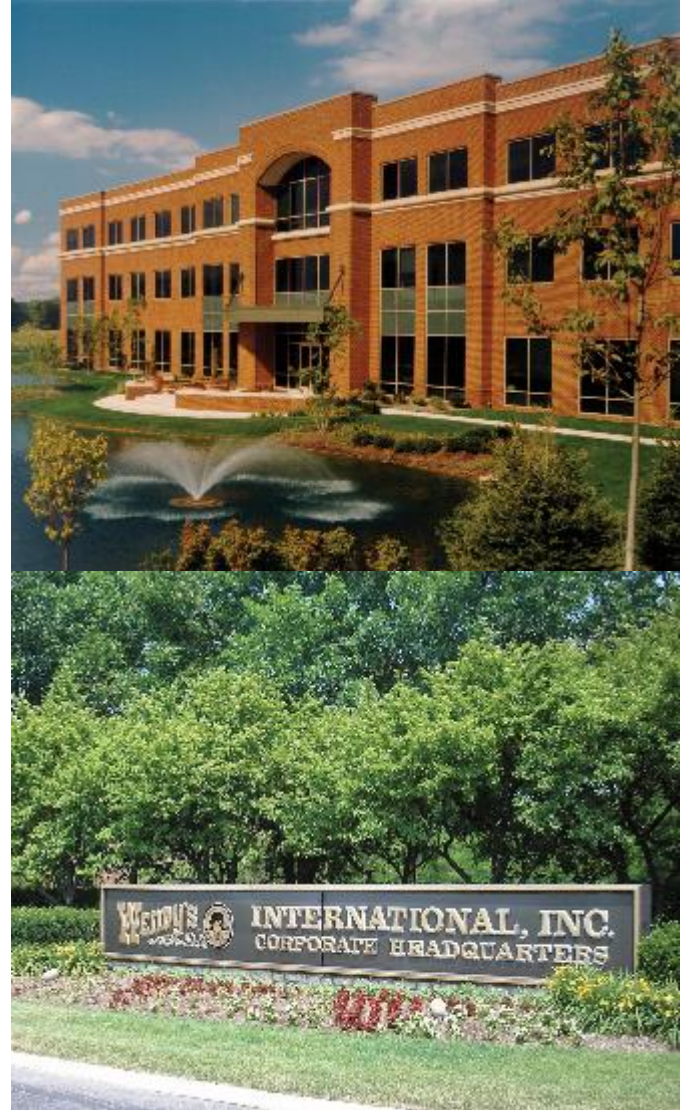
Attraction:

- 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!

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