



## *“Partnering for Progress”*

*A New Countywide Growth Initiative  
2009-2011*

A JOINT VENTURE WITH DARKE COUNTY ECONOMIC  
DEVELOPMENT, DARKE COUNTY CIC, AND DARKE COUNTY  
CHAMBER OF COMMERCE

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# CAMPAIGN LEADERSHIP TEAM

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## CAMPAIGN CO-CHAIRMEN

**Tyeis Baumann**

*Rebsco, Inc.*

**Jim Buchy**

*Buchy Foods*

**Randy Gump**

*Village of Versailles*

**John Keller**

*Agribusiness*

**Kent Thompson**

*Agriculture*

**Mike Bowers**

*Mayor of Greenville*

**Sharon Deschambeau**

*Darke County Chamber of Commerce*

**Terry Haworth**

*Darke County Commissioner*

**Marv Stammen**

*Second National Bank*

## CAMPAIGN ADVISORY COUNCIL

**Dennis Baker**

*Second National Bank*

**Phil Garbig**

*Garbig & Blinn LLC*

**Dave Keiser**

*Littman-Thomas Insurance*

**Rick Looker**

*Village of Bradford*

**Jim Poeppelman**

*Pepcon Concrete*

**Layth Scantland**

*Ludy Greenhouses*

**Robert Downing**

*Darke County Commissioner*

**John Greendyke**

*Darke County Economic Development*

**Jerry Koverman**

*Mayor of Ansonia*

**John Marchal Sr.**

*Marchal & Marchal*

**Michael Rhoades**

*Darke County Commissioner*

**John Schmidt**

*Safety Director-City of Greenville*

# NEEDS STATEMENT

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Despite challenging economic conditions throughout the Midwest, Darke County is demonstrating increased momentum compared to other communities. However, now is the time to devote additional effort and resources to ensure Darke County residents can benefit from expanded employment opportunities and the quality of life we currently enjoy.

In order to compete effectively and achieve success and prosperity, Darke County and each of its communities need to be in position to take full advantage of future economic development opportunities. This countywide economic development program will implement important strategies to ensure our collective prosperity.

This *“Partnering for Progress”* initiative is a joint venture among:

***Darke County Community Improvement Corporation (CIC)***

***Darke County Economic Development Office***

***Darke County Chamber of Commerce***

**This enhanced program of work is designed to:**

- Stimulate new investment and job creation
- Protect and support existing employment base
- Support Agriculture sector
- Support the education and training of existing and future workers
- Improve the quality of life for the residents of Darke County
- Encourage and foster entrepreneurship
- Strengthen and maintain the presence of existing business & industry throughout Darke County

## DARKE COUNTY ECONOMIC DATA & TRENDS

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	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
<b>Unemployment</b>	6.2%	6.5%	6.0%	5.8%
<b>Personal Income</b>	\$26,142	\$27,127	\$26,892	\$27,419
<b>Population</b>	52,929	52,996	53,074	52,967
<b>Labor Force</b>	28,104	28,619	28,435	28,210

## NEW & EXPANDED FACILITIES

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This data was made available from the Ohio Department of Development. Results are based on three criteria:

1. \$1 million capital investment;
2. 20,000 square feet of industrial/office space, and/or
3. 50 New Jobs

	<u>Average # of Projects Per Year 1997 - 2006</u>
Montgomery	38.0
Miami County	9.3
Shelby County	6.1
Auglaize County	6.1
Clark County	5.5
Mercer County	5.0
<b>Darke County</b>	<b>3.2</b>
Preble County	1.5

## REGIONAL FUNDING COMPARISON

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### *How does Darke County Compare Today?*

Ohio Counties	Population	Annual Budgets	Public Sector	Private Sector
Miami	99,000	\$1,235,000	65%	35%
Allen	108,000	\$550,000	50%	50%
Wood	121,000	\$375,000	75%	25%
Fulton	42,000	\$300,000	100%	0%
Defiance	39,000	\$290,000	40%	60%
Sandusky	62,000	\$275,000	30%	70%
Marion	66,000	\$250,000	75%	25%
Putnam	34,000	\$190,000	100%	0%
<b>Darke</b>	<b>53,000</b>	<b>\$155,000</b>	<b>100%</b>	<b>0%</b>
Shelby	49,000	\$155,000	65%	35%
Mercer	41,000	\$150,000	100%	0%
Preble	42,000	\$38,000	100%	0%

### *How will Darke County Compare Tomorrow?*

Ohio Counties	Population	Annual Budgets	Public Sector	Private Sector
Miami	99,000	\$1,235,000	65%	35%
Allen	108,000	\$550,000	50%	50%
Wood	121,000	\$375,000	75%	25%
<b>Darke</b>	<b>53,000</b>	<b>\$300,000</b>	<b>50%</b>	<b>50%</b>
Fulton	42,000	\$300,000	100%	0%
Defiance	39,000	\$290,000	40%	60%
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Shelby	49,000	\$155,000	65%	35%
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# PROGRAM OVERVIEW

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The “*Partnering for Progress*” Campaign is a three-year, \$450,000 funding effort, designed to enhance Darke County’s ability to compete effectively for quality jobs and new capital investment. Our expanded program of work will be concentrated in the following strategic areas:

## **MARKETING**

- Aggressively promote Darke County as a viable business location
- Strengthen our relationships with our economic development partners
- Utilization of Dayton Development Coalition marketing and branding initiatives

## **NEW BUSINESS RECRUITMENT**

- Liaison with Ohio Department of Development & Dayton Development Coalition
- Proactive prospect lead generation
- Coordinate site/facility tours

## **EXISTING INDUSTRY SUPPORT – EXPANSION ASSISTANCE**

- Countywide corporate calling program
- Facilitate state/local incentive programs
- Establish a Manufacturer’s Roundtable
- Implement targeted AG sector support services and special projects

## **WORKFORCE DEVELOPMENT**

- Develop stronger working relationships with Job & Family Services, regional Educational Institutions and Training Providers to help ensure local workforce needs are better addressed
- Implementation of a “character council” developing soft skills with displaced workers and within the educational systems

## **SMALL BUSINESS/ENTREPRENEURSHIP**

- Enhance and expand Small business/entrepreneurship grant making and start-up financing
- Develop a small business leadership and mentoring program
- Fully investigate and utilize small business programs available through the State of Ohio and Dayton Development Coalition

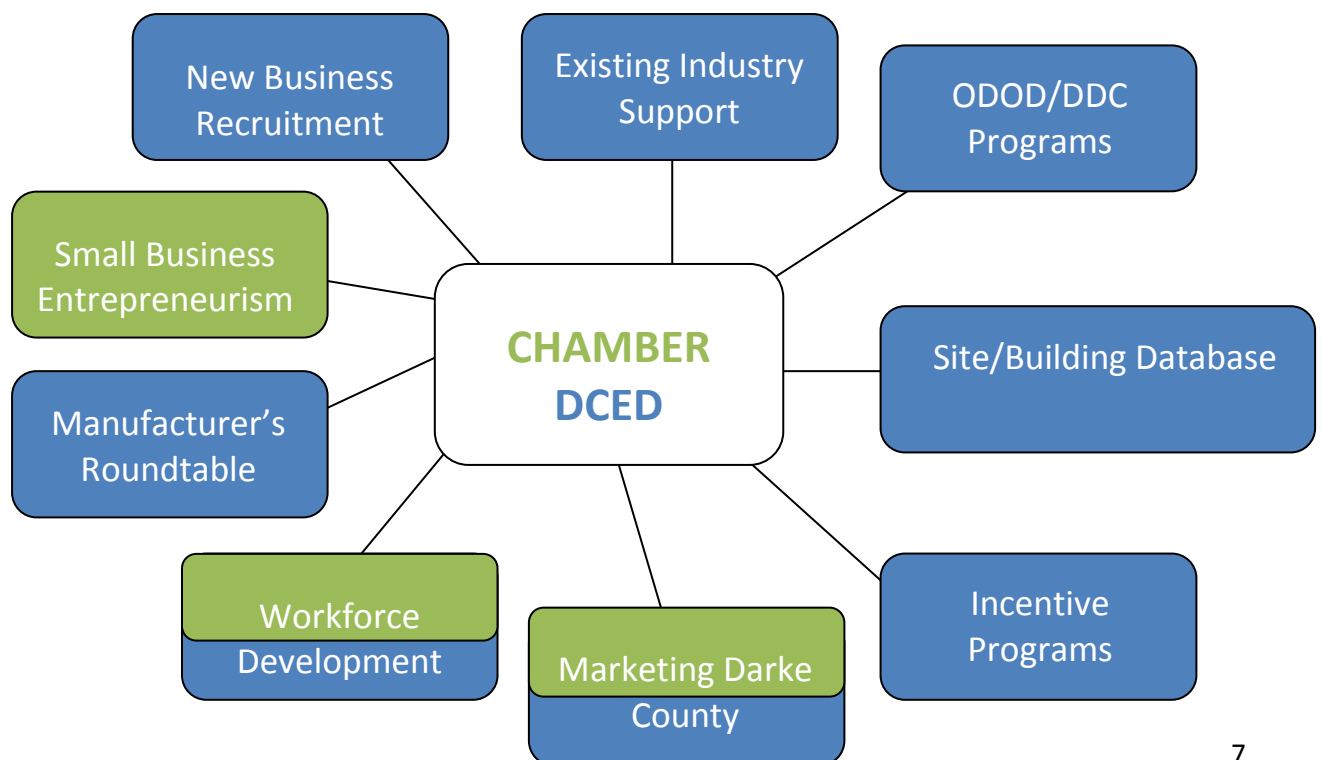
# PROGRAM OVERVIEW

## COUNTYWIDE SERVICE DELIVERY

**Goal:** To ensure a seamless network of local economic development service delivery of value-added programs to existing businesses and new prospective companies throughout Darke County.

**Organization:** Darke County Economic Development and Darke County Chamber of Commerce

- Create and fully utilize a modern One Stop Center to facilitate and support local business expansion and new business recruitment activities.
- Serve as the central resource center for information and data to support economic development activities. Maintain a comprehensive database of all industrial sites and buildings throughout Darke County.
- Provide ongoing support services to local units of government and public sector officials in data gathering, proposal development and client handling.



# ECONOMIC DEVELOPMENT PROGRAM DELIVERY

## Current Service Delivery

## Organization

## Future Service Delivery

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|--|--|---|
| <ul style="list-style-type: none"> <li>• Marketing / New Business Recruitment</li> <br/> <li>• Program Administration               <ul style="list-style-type: none"> <li>-Local/State Incentives</li> <li>-Land Acquisition</li> <li>-Tax Increment Financing</li> </ul> </li> <li>• Existing Industry Support</li> <li>• Workforce Development</li> <li>• Small Business Support</li> </ul> | <p><b>DCED</b></p><br><p><b>DCED</b></p><br><p><b>DCED</b></p><br><p><b>DCED/<br/>CHAMBER</b></p><br><p><b>CHAMBER</b></p> | <ul style="list-style-type: none"> <li>• <b>Enhanced</b> Marketing/<br/><b>Expanded</b> New Business Recruitment</li> <br/> <li>• Program Administration               <ul style="list-style-type: none"> <li>-Local/State Incentives</li> <li>-Land Acquisition</li> <li>-Tax Increment Financing</li> </ul> </li> <li>• <b>Enhanced</b> Existing Industry Support</li> <li>• <b>Expanded</b> Workforce Development /Training</li> <li>• <b>Expanded</b> Small Business Support</li> </ul> |
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**\*Organizational participation to include local Chambers and CIC's.**

## Current Budget

## Program Initiatives

## Proposed Budget

\$50,000	Community Marketing	\$80,000
\$50,000	New Business Recruitment	\$80,000
\$17,000	Program Administration	\$20,000
\$25,000	Existing Industry Support	\$100,000
\$5,000	Workforce Development	\$10,000
<u>\$3,000</u>	Small Business Development	<u>\$10,000</u>
<b><i>\$150,000</i></b>	<b>TOTAL</b>	<b><i>\$300,000</i></b>



## **MARKETING/NEW BUSINESS RECRUITMENT**

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**Goal:** Effectively promote Darke County to enhance our image as a preferred and strategic business location. Significantly increase the growth of quality jobs and capital investment within our County through aggressive new business recruitment strategies.

**Organization: Darke County Economic Development**

- Execute an aggressive marketing campaign to include advertising, direct mail and public relations;
- Develop top quality printed collateral material and enhanced web-site technology to deliver countywide economic development information.
- Strengthen our relationships with the State and regional economic development organizations, site consultants and other major networks of influence and lead referrals. Leverage these relationships to recruit targeted business clusters including agribusiness, manufacturing, distribution and value-added suppliers.
- Engage the local business network to further target and identify downstream supplier attraction opportunities and new business leads.
- Increase new qualified business leads through direct mail campaigns, attendance at targeted industry trade shows, print advertising and site consultant presentations.
- Develop and maintain an industry-leading prospect response and handling system.
- Develop enhanced data systems and research capability that provide current and accurate information to support decision making of business leaders and site consultants.

## **MARKETING/NEW BUSINESS RECRUITMENT BENCHMARKS**

<b><u>Marketing/Communications</u></b>	<b><u>2009</u></b>	<b><u>2010</u></b>	<b><u>2011</u></b>
<i># of organizational memberships</i>	1	2	3
<i># of e-newsletters</i>	4	10	12
<i># of Press Releases</i>	10	12	14
<b><u>New Business Recruitment</u></b>			
<i># of trade shows attended</i>	5	5	5
<i># of new prospect inquiries</i>	30+	40+	50+
<i># of prospect tours/site visits</i>	6	10	15
<i># of companies located</i>	3	5	7
<i># of new jobs created</i>	100	150	200
<i>New capital investment</i>	\$10 million	\$15 million	\$20 million

## EXISTING INDUSTRY SUPPORT

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**Goal:** To ensure that a countywide business retention and expansion program is successfully executed throughout Darke County. DCED will work to promote a stronger business environment by facilitating expansion efforts of local employers, thus reducing the potential relocation, while stimulating new local business expansion and job growth.

**Organization: Darke County Economic Development**

- Execute a comprehensive corporate calling program on businesses located throughout Darke County.
- Create and facilitate a Manufacturer’s Roundtable to strengthen the local network of manufacturing executives and facilitate access to programs including: Lean Process, Quality Assurance, Safety, Supply Chain Management, Government Procurement, Legislative Updates, etc.
- Provide local firms with project packaging, technical assistance and coordinated delivery of expansion support services including:
  - Financing programs (Tax Exempt Bonds, Loans, IRB)
  - New state & local incentive programs
  - Wage & Benefit surveys
  - Government Procurement Program
  - Import/Export Assistance
  - Site and building location assistance
- Promote the strengths of the Agriculture sector and provide support to ensure retention and growth.
  - Explore availability of federal grants specific to agriculture focusing on alternative fuels and maximum efficiency of variable rate fertilizer applications
  - Explore funding available for technological advancements in agriculture assisting with the implementation of GPS navigational systems
  - Recruit new business that utilizes existing resources in agriculture

- Recruitment of a bio-diesel plant (soybean)
- Recruitment of businesses with modern day technologies that utilize agricultural resources (manure management programs)
- Development of Broadband High-Speed Internet service to rural areas.
  - Agriculture sector accesses websites such as the FSA and there is need for high-speed internet to perform downloads. Dial-up internet causes lengthy delays with these processes.
  - DCED and Chamber can explore federal funding that can assist with the development of high-speed internet access

**EXISTING INDUSTRY BENCHMARKS**

<b><u>Existing Business/ Industry Program</u></b>	<b><u>2009</u></b>	<b><u>2010</u></b>	<b><u>2011</u></b>
<i># of local company visits</i>	30+	45+	60+
<i># of expansion projects completed</i>	5	8	12
<i># of expansion jobs created</i>	50	100	150
<i>New capital investment</i>	\$5 million	\$10 million	\$15 million

## WORKFORCE DEVELOPMENT

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**Goal:** To assess the current and future workforce needs of existing Darke County employers and facilitate programs to ensure adequate training programs are available to support our key industry sectors.

**Organization:** Darke County Economic Development and Darke County Chamber of Commerce

- Establish a Workforce Development Council to form a stronger linkage among the public school systems, educational institutions and training providers and the Darke County business community.
- Encourage workforce skill assessments for local companies and educational institutions and ensure adequate curriculum and training programs to support key workforce shortages.
- Involve educational system countywide with initiating programs that unite business and education in communities.
- Develop an inventory of jobs that require post-graduate education within Darke County.
- Monitor the number of recruitment advertisements placed as a result of Workforce Development.
- Facilitate internships through a partnership with companies countywide.

### WORKFORCE DEVELOPMENT BENCHMARKS

<u>Workforce Development</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
<i># of companies surveyed</i>	75+	0	75+
<i># of Workforce summits held</i>	1	1	1

# SMALL BUSINESS SUPPORT

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**Goal:** Foster support programs to encourage small business owners and entrepreneurs to locate and grow their enterprises while assisting existing small business within Darke County.

**Organization:** Darke County Chamber of Commerce

- Serve as the catalyst to assemble the required organizational, human and financial resources necessary to foster a small business development program.
- Create access to business financing opportunities, low cost office/manufacturing space and network of experienced business advisors and support services for new and emerging businesses.
- Identify an individual that will act as a key liaison between entrepreneurs and financial institutions.
- Develop a guide for potential small businesses that details amenities and benefits of doing business within Darke County.

## SMALL BUSINESS SUPPORT BENCHMARKS

<u>Small Business Support</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
<i># of small businesses counseled</i>	40	50	60
<i># of small business loans made</i>	15	25	40

# BOARD OF DIRECTORS

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## DARKE COUNTY CIC OFFICERS

Dennis Baker-Treasurer  
*Second National Bank*

Phil Garbig-Vice President  
*Garbig & Blinn LLC*

Dave Keiser-Secretary  
*Littman-Thomas Insurance*

Jerry Koverman-President  
*Mayor of Ansonia*

## DARKE COUNTY CIC BOARD MEMBERS

Jim Buchy  
*Buchy Foods*

John Greendyke  
*Darke County Economic Development*

Terry Haworth  
*Darke County Commissioner*

Rick Looker  
*Village of Bradford*

John Marchal Jr.  
*Marchal & Marchal*

Jim Poeppelman  
*Pecon Concrete*

Layth Scantland  
*Ludy Greenhouses*

John Schmidt  
*Safety Director-City of Greenville*

## DARKE COUNTY CHAMBER OF COMMERCE OFFICERS

Matt Aultman-Treasurer  
*Keller Grain and Feed, Inc.*

Tyeis Baumann-Chairman Elect  
*Rebsco, Inc.*

Diane Delaplane-Secretary  
*Darke County Farm Bureau*

Sharon Deschambeau-President  
*Darke County Chamber of Commerce*

Todd Durham-Chairman  
*Second National Bank*

Michael Snyder-Past Chairman  
*Mercer Savings Bank*

## DARKE COUNTY ECONOMIC DEVELOPMENT

John Greendyke-Director  
*Darke County Economic Development*

Robert Downing  
*Darke County Commissioner*

Terry Haworth  
*Darke County Commissioner*

Michael Rhoades  
*Darke County Commissioner*