

JobsOhio Public Board Meeting

September 30, 2019

Call to Order

Bob Smith, Chairman

DRAFT

Introductions

Bob Smith, Chairman

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Dr. Dean Hobler

Vice President of Academic Affairs & Provost
University of Northwestern Ohio

Robert Sprague

Ohio Treasurer

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Sen. Matt Huffman

Ohio Senate

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Rep. Bob Cupp

Ohio House of Representatives

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Gary Thompson

Executive Vice President,
Regional Growth Partnership (RGP)

Agenda

Approve: Minutes of June 17, 2019

Approve: Communication Guiding Principles

President's Report

JobsOhio Strategy

Governance Items

Committee Reports



Board of Directors

Monday, September 30, 2019

University of Northwestern Ohio Event Center - 1450 N Cable Road Lima, OH 458

Public Meeting

Call to Order

Bob Smith, Chair

Chair's Welcoming Remarks

- Introductions (New Board members, Special guests, Elected Officials, President of Northern University)

Special Guests' Welcoming Remarks

- University President (3 min)
- Senator Huffman (3 min)
- Treasurer Sprague (3 min)
- RGP Welcome & Update (Gary Thompson) (5 min)

Action: Approval of Minutes of June 17, 2019

Bob Smith, Chair

Discuss/Approve Communication Guiding Principles

Bob Smith, Chair



Approve Minutes of June 17, 2019

Bob Smith, Chairman

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Approve Communications Guiding Principles

Bob Smith, Chairman

Communications Guiding Principles

- ✓ Open & communicative with the public about matters related to the mission
- ✓ Provide public information in a timely and accessible manner in accordance with policy
- ✓ Seek to go above & beyond legal requirements
- ✓ Establish open and honest relationships & communication with stakeholders
- ✓ Follow best practices for openness and communications as defined by third parties
- ✓ Balance openness and transparency with the confidentiality of proprietary company information and details about negotiations to win competitive projects for Ohio.

President's Report

JP Nauseef, President & CIO

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Ohio Economic Outlook

Deal Flow and Pipeline

Marketing – Selling Ohio

Japan Mission

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Ohio Economic Outlook - Andrew Deye

Deal Flow and Pipeline

Marketing – Selling Ohio

Japan Mission

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POSITIVE OHIO ECONOMIC TRENDS

4.1%

Unemployment
Rate

1.2%

Labor Force Growth
Rate

3.5%

GDP Growth Rate

4,625

Patents Issued

\$326.5M

Venture Capital
Investment

OHIO ECONOMIC HEADWINDS

0.1%

Private Job Growth
Rate

8,368

Net Migration

-2.2%

Industrial Production
Growth Rate

0.1%

Age 20-34
Population Growth

0.22%

Rate of New
Entrepreneurs

Ohio Economic Outlook

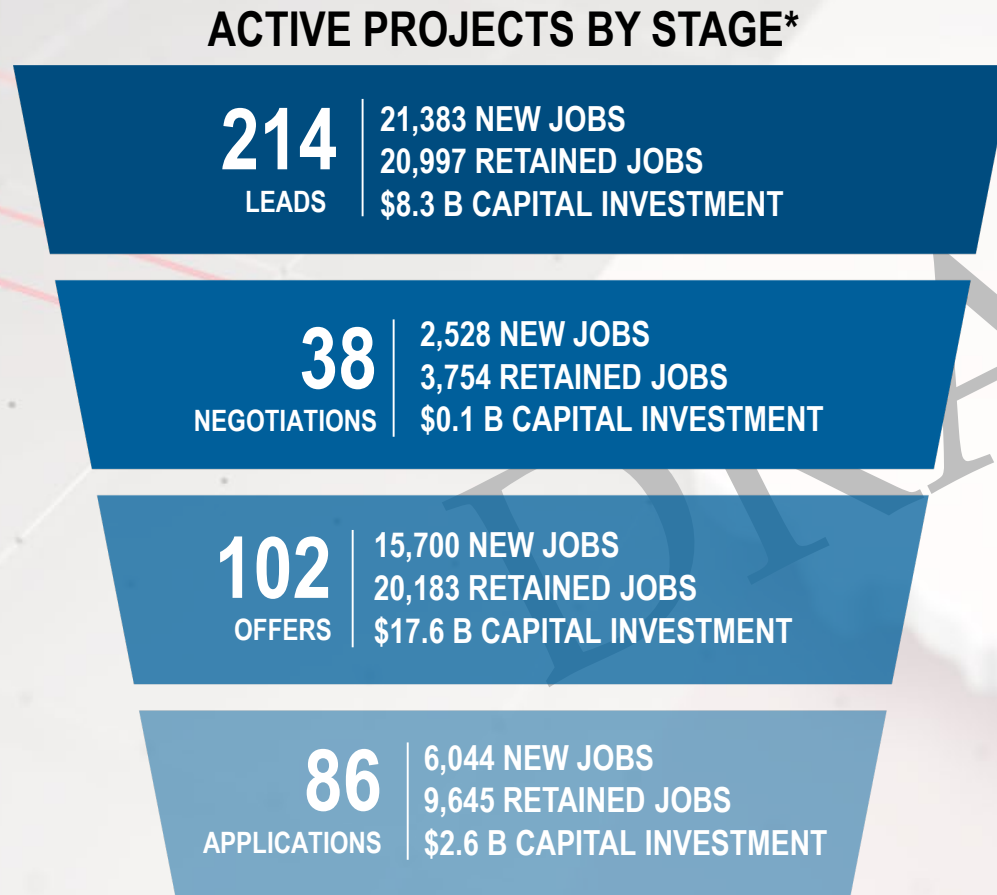
Deal Flow and Pipeline - Dana Saucier

Marketing – Selling Ohio

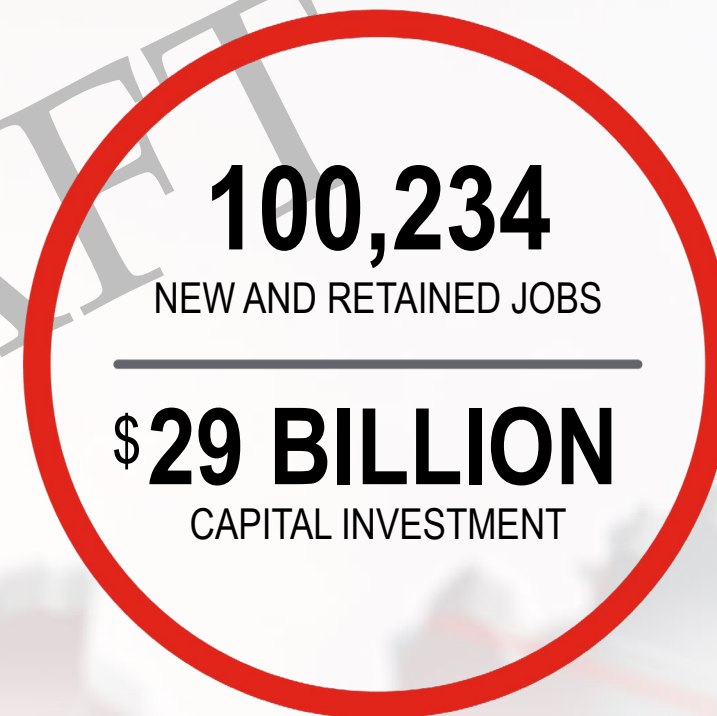
Japan Mission

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DEAL FLOW & PIPELINE



TOTAL PROJECT PIPELINE*



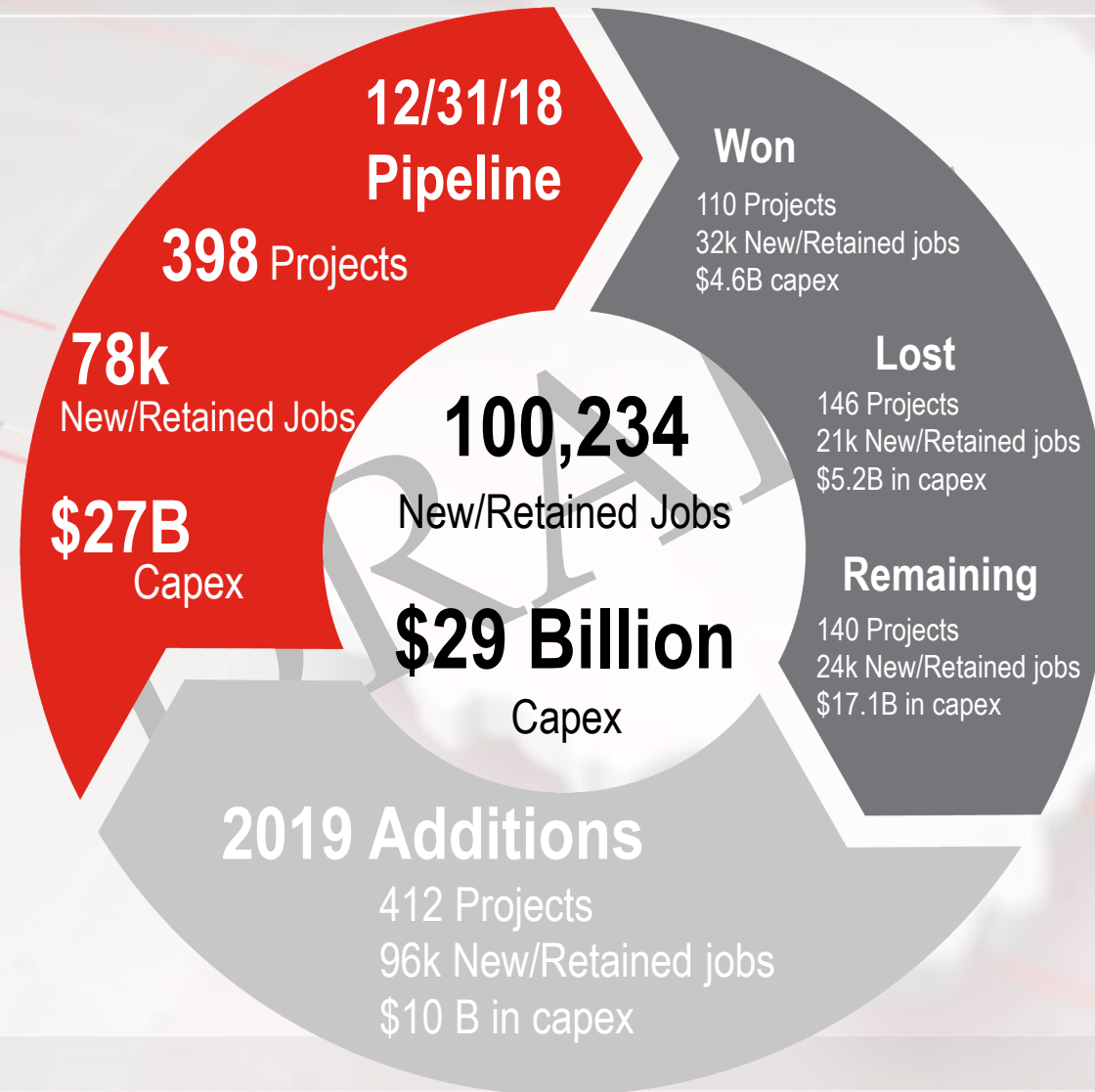
Data as of August 31, 2019

* Potential results if all projects are realized.

Data as of August 31, 2019

* Potential results if all projects are realized.

PIPELINE EFFORTS



Ohio Economic Outlook

Deal Flow and Pipeline

Marketing – Selling Ohio - Renae Scott

Japan Mission

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MARKETING: SELLING OHIO

Branding, marketing and selling Ohio in ways that effectively target:

- Business development efforts
emphasis on attracting out-of-state companies to Ohio
- Talent attraction efforts
encouraging Ohio natives to come home & attracting in-demand talent

Leverage the “*Ohio. Find it here.*” brand concept

MARKETING: SELLING OHIO

Key Accomplishments to Date:

- Selected Falls Communications as primary Agency
- Establish *cohesive* communications with the Administration & DSA
- On-going engagement with Innovate Ohio
- Collaboration with Ohio Business Round Table & other organizations

MARKETING: SELLING OHIO

Key Findings to Date:

Challenges:

Lack of awareness of Ohio as a business destination

Negative perceptions of Ohio driven by media coverage of social-economic problems and politics

Perceived brain drain for in-demand talent

Outdated perceptions: rust belt, low cultural diversity, loss of manufacturing

Opportunities:

Diversity of Industries

Diversity of communities (big/small, urban/rural)

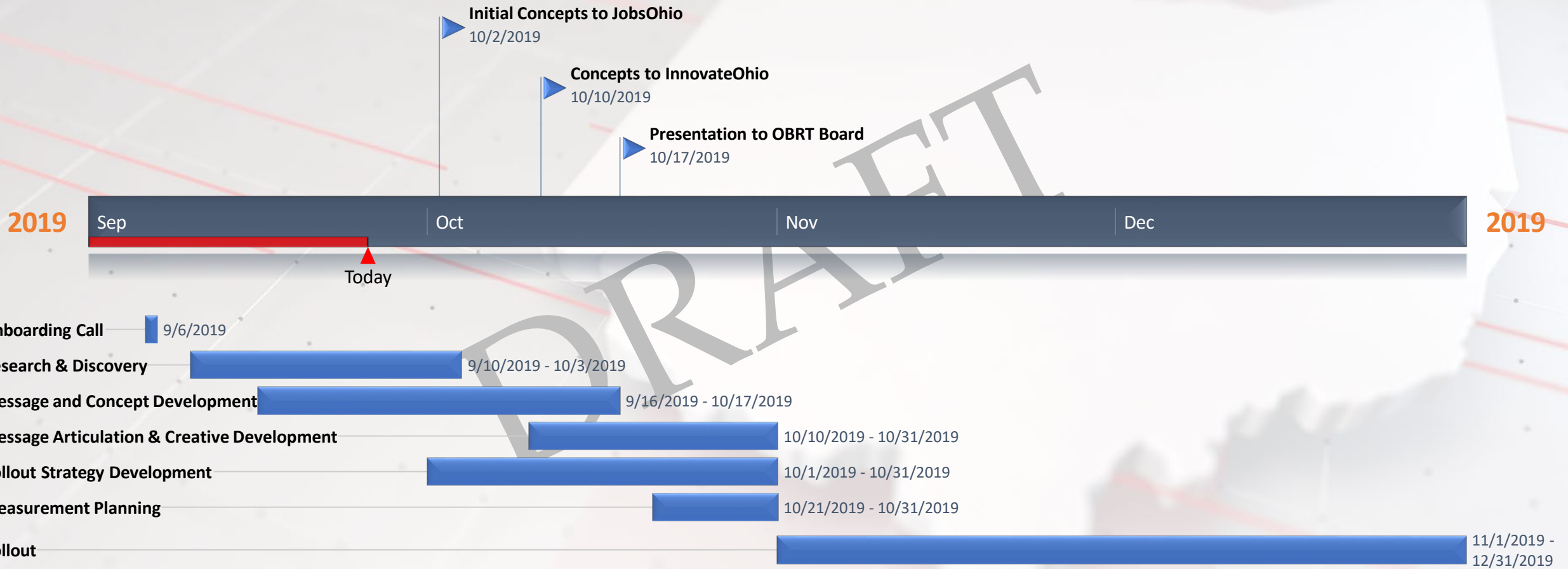
Education pipeline: 4-year institutions, voc tech, community colleges

Innovation environment/R&D capabilities

Tax environment

Geographic location / reach

MARKETING: SELLING OHIO



JAPAN MISSION



- Sister City
- Friendship City



JAPAN MISSION GOALS

Relationship Building

Secure New Jobs & Capital Investment

Ohio Awareness

Ohio Public Relations in Japan Media



JAPAN MISSION RESULTS



8 Company Meetings

4 Project Announcements

3 Diplomatic Meetings

5 Articles about Ohio in Media Outlets

Largest Delegation at Midwest US Japan Association (MWJA)

JobsOhio Strategy

JP Nauseef, President & CIO

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Strategy Moving Forward

HISTORY & OVERVIEW

Ohio's privatized economic development corporation

2011

Private Structure
authorized by Ohio's
elected leadership

2013

Ohio Liquor Enterprise
Acquired (for 25 years)

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Acquired (for 25 years)

HISTORY & OVERVIEW

VISION

Ohio will be globally recognized as the best place to live, work, invest and achieve your American Dream.

MISSION

- Job creation, payroll and capital investment growth
- Be at the top
- Grow, retain & attract companies and in demand talent

PEOPLE

- 100+ committed professionals
- 6 Regional Partners
- Hundreds of local economic development partners
- International Business Development partners

Working Draft for Discussion Purposes

HISTORY & OVERVIEW

9 Sectors & Cross Sector Strategies

6 Regional Partners

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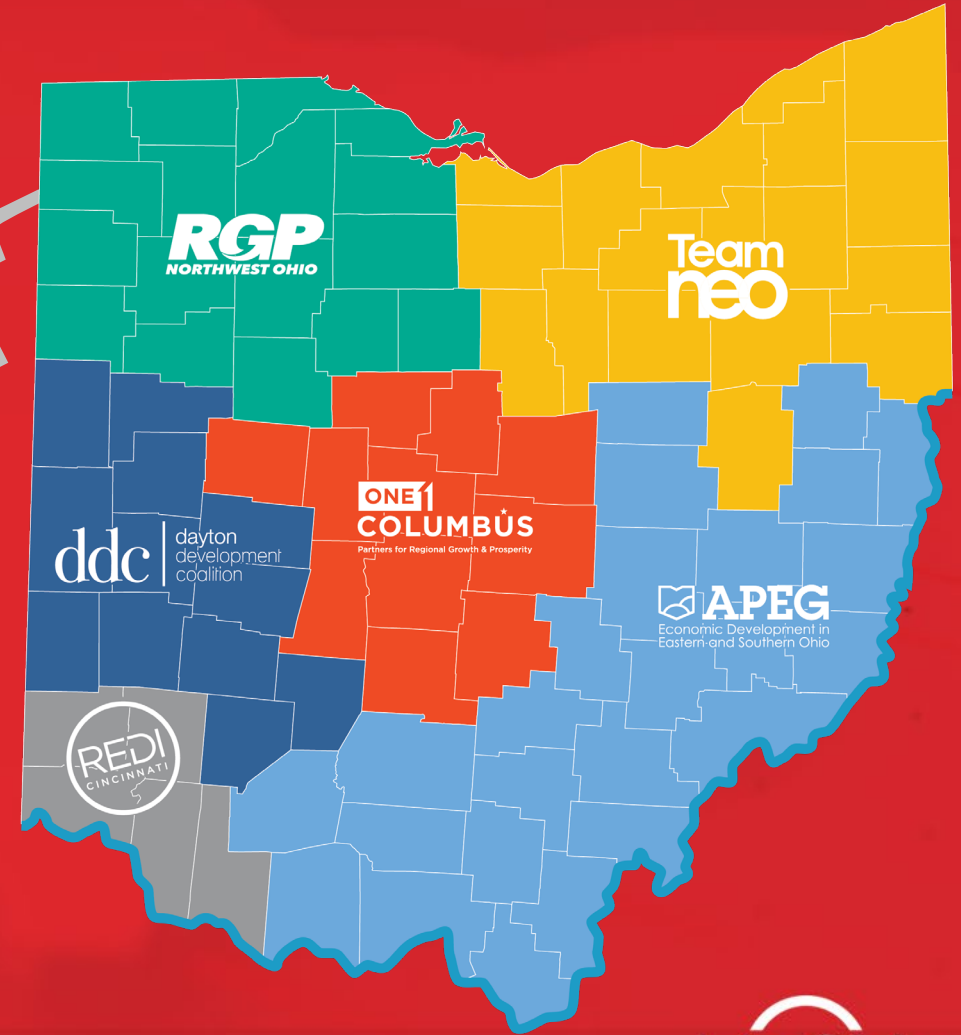


HISTORY & OVERVIEW

9 Sectors & Cross Sector Strategies

6 Regional Partners

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Funding Model

JobsOhio Funding Model

Per \$35 bottle of Liquor

\$25 goes to operating cost

\$4 goes to the state of Ohio

\$6 goes to JobsOhio

\$35

71%

\$25 GOES TO
JOBSONO
BEVERAGE
SYSTEM TO
OPERATE
LIQUOR
BUSINESS IN
OHIO

12%

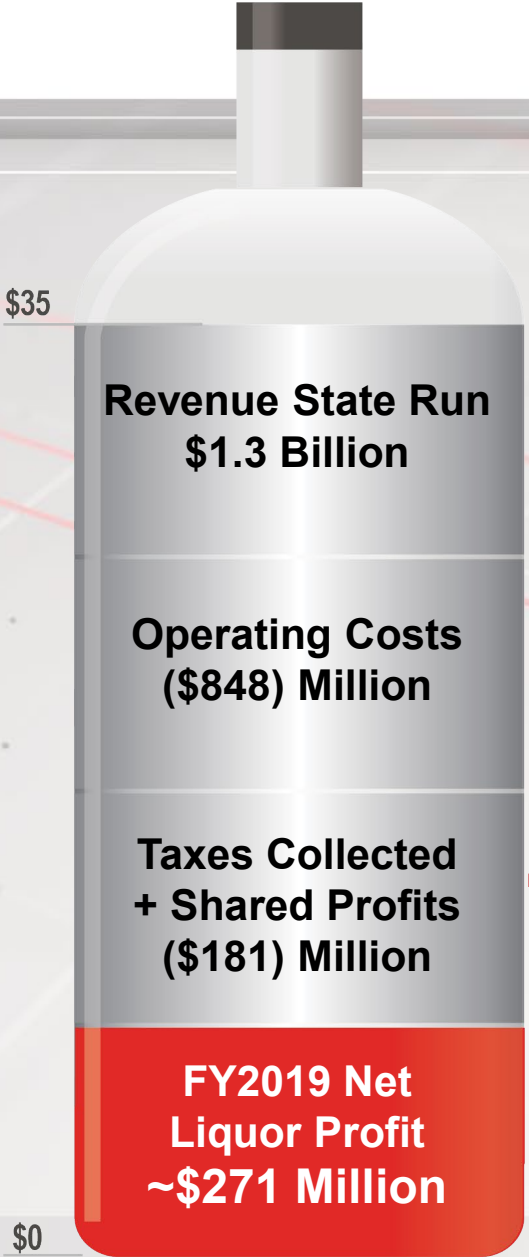
\$4 GOES TO THE STATE

17%

\$6 GOES TO 

\$0

Funding Model



To the State
of Ohio
\$181 Million

Ohio Liquor was named
**“Best of the Best
of 2019 Best
Practices Awards**
By
StateWays Magazine
for 2019

HISTORY & OVERVIEW

- 7th largest US economy
- 21st largest global economy
- 54 Fortune 1000 Companies
- 70 NYSE Companies
- Nearly 50 NASDAQ Companies

From 2011 - 2018, JobsOhio assisted companies on over

2,200 PROJECTS

that committed to create over

170,000 NEW JOBS

and invest

\$48.6 BILLION

of new capital in Ohio.

MOVING OHIO FORWARD

Strategy Building Blocks

**JO/JON + ODSA
Professionals**

Professional
experience
working with
several
thousand
companies

Listening
Tour

Statewide
listening tour
with 500+
stakeholders

McKinsey
Analysis

Performance
assessment &
strategy
development

State
Budget

Identified points
of alignment and
leverage with
new state budget
priorities and
independent
data refresh

MOVING OHIO FORWARD

Strategy Building Blocks



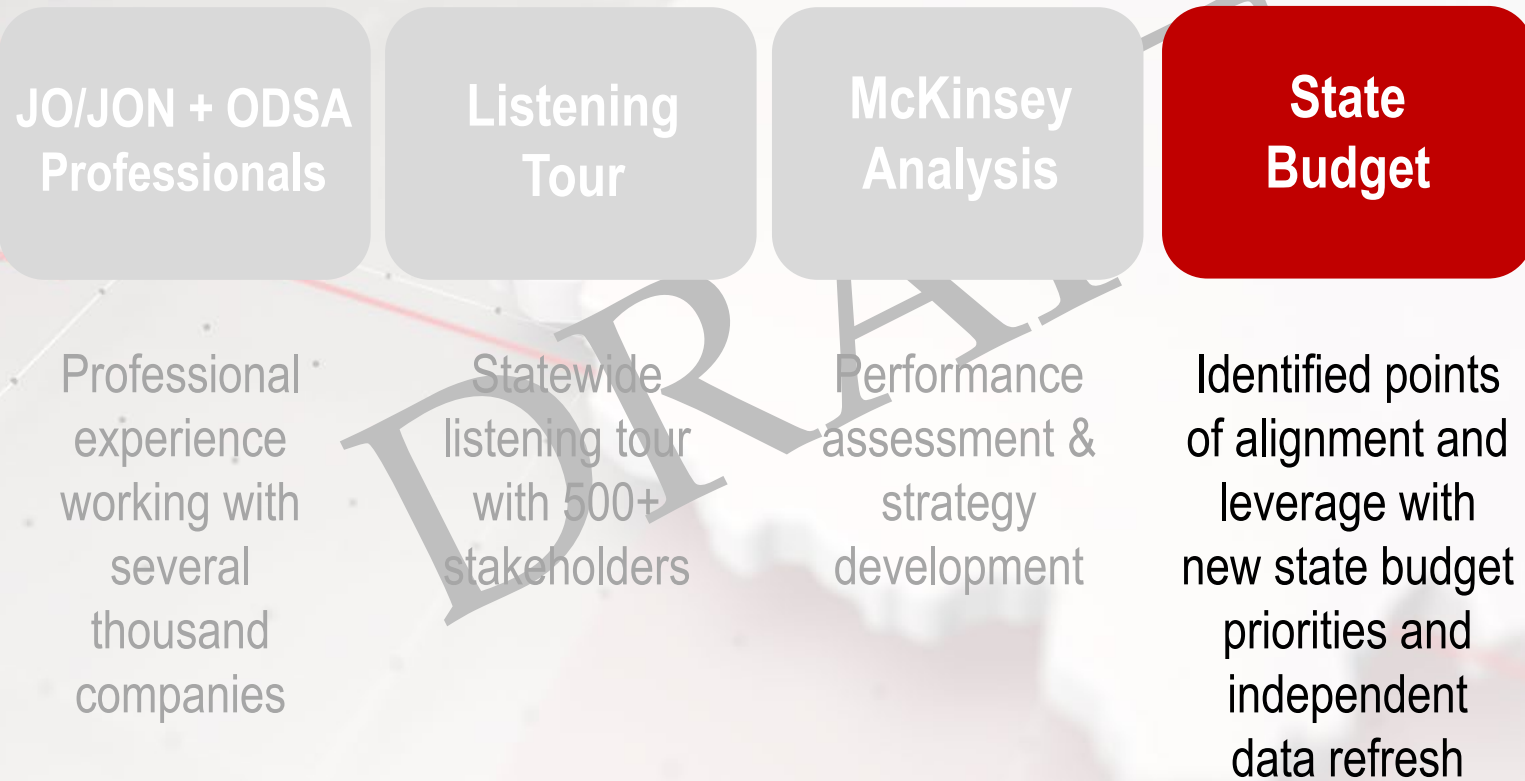
MOVING OHIO FORWARD

Strategy Building Blocks



MOVING OHIO FORWARD

Strategy Building Blocks



GO-FORWARD STRATEGY

Enhance Current Strategy (~\$150M/year)

Additions

- Investment Philosophy
- Federal Installations
- Airports/Air Service
- Digital Connectivity

Talent

- Seed Capacity
 - 4 year CS Degrees
 - Bootcamps
- Scale Talent-Matching Services for clients

Sites

- Planning & site-prep
- Commercial Development
- Infrastructure & Readiness

Innovation

- Innovation Districts
- Innovative Partnerships
 - Investments
 - Programming
 - Services

Expand Financial Capacity and Achieve Long-Term Sustainability

Working Draft for Discussion Purposes

NEW STRATEGY – DESIRED OUTCOMES

Current Strategy

(~\$150M/year)

Additions

- Enable greater impact on projects
- Achieve 'fair share' of federal jobs
- Increase air service capacity and city-pairs
- Create universal access

Talent

- Align tech talent supply with corporate demand
- Create better overall availability of in-demand workforce

+10-15K jobs/year

Sites

- Create more locations where companies desire to grow and places people desire to live

+3-5K jobs/year

Innovation

- Be home to nationally-relevant innovation districts and lead the Midwest in entrepreneurship

+5-7K jobs/year

Vision: Ohio will be globally recognized as the best place to live, work, invest and achieve your American Dream.

Working Draft for Discussion Purposes

NEW STRATEGY – NEXT STEPS

September

- Feedback/approval from Board of Directors on strategic direction

October

- Communicate with JobsOhio associates
- Launch in-depth operational planning (e.g., organizational, financial, processes)
- Finalize detailed business plans with metrics and performance criteria

November

- Complete re-organization to align with new strategy
- Conduct investment philosophy review

December

- Finalize business plans and investment philosophy options
- Present to Board of Directors in Youngstown

Working Draft for Discussion Purposes

Insights & Questions

Governance Items

Don Grubbs, General Counsel

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Officer & Committee Appointments

Elect Secretary and Treasurer

Committees Appointments:

Executive: Smith, Nauseef, Bishop, Williams

Audit: Thornton, Batchelder, Platt, Sullivan

Compensation: Lyles, Thornton, Platt, Sullivan

Investment: Nauseef, Bishop, Williams, Lyles

Appoint: Independent Review Panel Members



Hugh Sherman, PhD
Dean of the College of Business
Ohio University



Dan T. Moore
Founder, Dan T. Moore Co.



Doug Pontsler
Chairman and Managing
Director, COVE

Approve Annual Ethics Training

- ❑ Conflict of Interest Policy
- ❑ Policies on Gifts, Meals & Entertainment
- ❑ Whistleblower Policy
- ❑ Lobbying Activities
- ❑ Reporting & Disclosure Requirements
- ❑ Corporate Governance Requirements

Committee Reports

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Thank You for Attending!

Save the Date: December 19th Youngstown