

2010 Major project 360° Campaign Investors

Akron Children's Hospital
AT&T
AVI Foodsystems, Inc.
B. J. Alan Company
Builders Association of Eastern Ohio & Western Pennsylvania
Cafaro Foundation
Covelli Enterprises
DeBartolo Fund
Diane Sauer Chevrolet, Inc.
Dominion Foundation
Edward Barr Charitable TUW
Extrudex Aluminum, Inc.
Farmers National Bank
First Energy
First National Bank
First Place Bank Foundation
Forum Health
Frangos Group
Harrington, Hoppe & Mitchell, Ltd.
Home Savings & Loan Co.
Humility Of Mary Health Partners
Huntington National Bank
John D. Finnegan Foundation
Kennedy Fund
Manchester, Bennett, Powers & Ullman
Mr. Anthony's, Inc.
Packer Thomas
Paull, David
Sherman Creative Promotions, Inc.
Tri-County Rehabilitation, Inc.
V & M Star
Valley Industrial Trucks, Inc.
WACC Economic Development Foundation
The Youngstown Foundation
Youngstown State University



For questions, comments or suggestions, please contact

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project 360°
Campaign 2010 Results



The project 360° campaign, which launched in 2008, is a community-based initiative designed to achieve a more vibrant economy and enhance the quality of life in the Mahoning Valley.



To attain this goal, the campaign focuses on five components:

- Retain & Expand Local Business/Attract New Business
- Improve Community Image
- Attain Excellence in Education
- Strengthen Advocacy
- Stimulate Business Startups

Objective: Retain & Expand Local Business/Attract New Business

2010 Economic Development Team Results

Completed Projects.....	19
Estimated New Jobs.....	1,209
Retained/Maintained Jobs.....	1,499
New Asset Investment.....	\$775,591,000
Building Space Constructed or Absorbed.....	1,761,627 square feet

Notable Domestic Activity in 2010

- Successfully worked to land V&M Star's new \$650 million, 350-job, 1 million-square foot steel tube products complex. In recognition of this accomplishment, the International Economic Development Council — the world's largest economic development membership organization — presented the Chamber with the prestigious Excellence in Economic Development Award in the Single Event, Business Retention and Expansion category for metropolitan areas with populations greater than 500,000.
- Attracted TMK IPSCO's new tubular products threading facility. After an intensive evaluation of all their options, company leaders were convinced to locate an impressive \$10 million, 128,000-square foot project in the Valley, creating 120 new jobs.
- Conducted 880 one-on-one retention and expansion meetings with area business leaders.
- Implemented a national marketing campaign that generated 72 leads from non-local entities and 36 visits to the area from companies looking for a place to locate.
- Recognized by Team NEO as a finalist for the Business Attraction Project of the Year award. This acknowledgment celebrated the work of the Chamber and the City of Youngstown in locating VXi's contact center downtown. Team NEO is a 16-county economic development group representing all of Northeast Ohio.
- The Mid-America Economic Development Council named the Regional Chamber first-place winner for its annual economic development video and report. The project 360° Campaign's 2009 Economic Development Annual Results video and printed report highlighted the Chamber's economic development activity in 2009.

Notable International Activity in 2010

- Co-hosted a large delegation of Valley leaders to Israel where significant business-to-business achievements occurred.
- Signed a Memorandum of Understanding with officials from Shandong Province, the third-most productive province in China in terms of GDP. This MOU will lead to Shandong-based companies' consideration of the Valley when looking to expand and invest in the U.S. This MOU is the first of its kind between a province and any region in Ohio.
- Assisted Turning Technologies in selecting its European headquarters.
- Attracted a Taiwanese LED bulb maker to open a sales office in the Valley.
- Met with and arranged approximately 95 meetings overseas in Israel, China, Taiwan, Germany, Netherlands and Korea, and conducted strong follow-up activity.

- Through cooperation with regional government partners, produced and launched comprehensive international marketing book that is receiving positive feedback.
- Announced plans to establish a World Trade Center, a proposed 56,000-square foot office tower envisioned as the anchor for international companies locating in the Mahoning Valley.



Above: The Chamber worked with local government officials to secure V&M Star's \$650 million threaded steel pipe expansion project, which broke ground in July 2010.



Left: In 2010, the Regional Chamber entered into a historic memorandum of understanding with Shandong Province, China.



Below: Late in the year, the Chamber revealed plans for a World Trade Center in downtown Youngstown.

Objective: Improve the Valley's Image

2010 was a banner year for the Mahoning Valley in several areas. And one of the most impressive developments was in the amount of positive international, national and regional press the Youngstown-Warren area received during the year. There was a time when the Mahoning Valley received lots of national interest, but mostly of the negative variety. That paradigm has changed dramatically over the last few years — and for the better. Among the reasons for the change is that the Regional Chamber spends time and money getting the positive news from our area out to the local, regional and national media.

In 2010, the Regional Chamber logged more than 725 positive regional, national and international stories about the Valley, compared to about 400 positive stories in 2009.

Among the notable positive stories in 2010:

- **Business Week** featured the Youngstown Business Incubator in a story about the growth of business incubators in the U.S. and their role in job creation.
- **BBC World News America** detailed Youngstown's emerging high-tech industry during a series on "Rust-Belt Revival."
- **Site Selection Magazine** profiled the \$650 million V&M Star expansion in Youngstown.
- **Inc. Magazine** highlighted Youngstown's renaissance.



In efforts to better market the Youngstown-Warren area overseas and outside of the Mahoning Valley, the Chamber produced a 74-page publication promoting the region's business and lifestyle environments.

Closer to home, we also saw a significant increase in local coverage of the Regional Chamber. During the year, we logged more than 600 positive local media stories about the Chamber and its various activities and initiatives, compared to 430 local stories in 2009.

To further our visibility both nationally and internationally, the Chamber created a 74-page marketing publication featuring economic development data and positive stories about business and quality of life in the Youngstown-Warren area. The piece is being used primarily in our business attraction efforts overseas, but also in other regions of the U.S.

Objective: Attain Excellence in Education

The Chamber continued its initiative to promote educational excellence in Mahoning, Trumbull and Columbiana counties and to honor those districts that achieved "Excellent" ratings.

During the year:

- The Chamber posted billboard messages honoring 24 school districts in the three counties that achieved "Excellent" ratings on the 2009-2010 report cards. It marked the first year that the majority of the 45 districts in the three counties were rated "Excellent." Of the 24 top districts, six received the "Excellent with Distinction" rating.
- In all, 39 of the 45 districts received either "Excellent" or "Effective" ratings in their proficiency tests, or 86.6 percent of the total districts, which topped the 2008-2009 performance.

Other Education Activities

The Chamber provided leadership and financial resources that led to the creation of the Eastern Ohio P-16 Partnership for Education and the hiring of its first executive director, Stephanie Shaw. The Partnership is working to promote student achievement and career preparedness in Mahoning, Columbiana, Trumbull and Ashtabula counties. Chamber Vice President of Government Affairs Tony Paglia serves as board chair of the P-16 organization.

Objective: Strengthen Advocacy

The Regional Chamber strives to influence local, state and federal government policy to promote economic development and government reform.

2010 Advocacy Activities

- Assisted a coalition of Ohio's Metro Chambers of Commerce and the Ohio Chamber of Commerce, chaired by Regional Chamber CEO Tom Humphries, in writing the "Redesigning Ohio" report, which recommends major changes in state and local government operations to emphasize productivity, value and accountability. The coalition will be working with Governor Kasich's administration and leaders of the General Assembly to implement recommendations.
- Facilitated collaborative discussions by local government officials who participate in the Mahoning County Metro Leaders Roundtable and Trumbull County Roundtable that will result in joint fuel purchasing initiatives in both counties, potentially saving local government and schools more than \$100,000



U.S. Rep. Tim Ryan, a favorite speaker of many Chamber members, packed the house at a Government Affairs Council luncheon in February.



The Mahoning Valley Local Government Leadership Academy Class of 2010.

annually. Advances were made in IT service collaboration in Mahoning County, while Trumbull County implemented road materials cost-sharing programs and began work on a streamlined and more business friendly site development plan permitting process.

- Coordinated 18 events for the Government Affairs Council that included such speakers as Congressmen Tim Ryan and Charlie Wilson, ODOT Director Jolene Molitoris and Ohio House Speaker Armond Budish. Also, for the first time, the Chamber partnered with the League of Women Voters in Mahoning and Trumbull counties to host candidate events for Mahoning County commissioner and state representative in Trumbull County.
- Graduated 21 people from the Mahoning Valley Local Government Leadership Academy, which was founded in 2008 by the Regional Chamber to improve local government leadership. The academy provides a series of nine classes on various aspects of local government. It is geared to people considering running for office, current elected office holders, government employees and Regional Chamber members wanting to learn more about local government.
- Facilitated efforts by Grow Mahoning Valley to resurrect the Hubbard Arterial project as a top infrastructure project in the Mahoning Valley.
- Led successful efforts to bring together interests from Cleveland, the Mahoning Valley and western Pennsylvania to make inter-city passenger rail in the Cleveland-Youngstown/Warren-Pittsburgh corridor a long-term priority for the Tech Belt area.



Among the public officials the Chamber's Government Affairs Council hosted in 2010 was Jolene Molitoris, director of the Ohio Department of Transportation.

Objective: Stimulate Business Startups

The Regional Entrepreneurial Assistance Channel, known as REACH, is dedicated to helping startup businesses get off the ground by developing and implementing plans that help would-be entrepreneurs fulfill their dreams of owning a business.

2010 Results

Number of clients seen.....	117
Successful Projects.....	5
Investment Impact.....	\$698,395
Jobs Created/Retained.....	25