



**delaware
county**

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT DRAFT ACTION PLAN

Stakeholder Review & Comment



The Montrose Group, LLC

DELAWARE COUNTY ECONOMIC DEVELOPMENT ACTION PLAN

Topics

- American Success Story
- Listening Session
Feedback
- Bus. Development Plan
- Infrastructure Action
Plan
- Site Development &
Workforce Action Plan
- Tax Policy and
Development Process
Action Plan
- Marketing Action Plan

DELAWARE COUNTY ECONOMIC DEVELOPMENT ACTION PLAN

Growth of Delaware County

- Population Growth
 - 1990 = 50,000
 - 2016 = 193,013
 - 2030 = 250,000
 - 2040+ = 300,000

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American Economic Success Story

Economic Comparison of Ohio's Ex-Urban Counties

County	Population	Median Family Income	Home Ownership Rate	Bachelor Degree	Mean Commute Time	Poverty Rate
Wood	129,730	\$51,258	67.1%	30.8%	20 minutes	13.5%
Medina	176,395	\$66,296	79.1%	29.9%	27 minutes	7%
Warren	224,496	\$73,177	77.3%	38.7%	24.6 minutes	5.8%
Butler	376,353	\$56,958	69.9%	28.1%	23.8 minutes	14.4%
Delaware	193,013	\$91,936	81.6%	51.1%	25.7 minutes	4.8%

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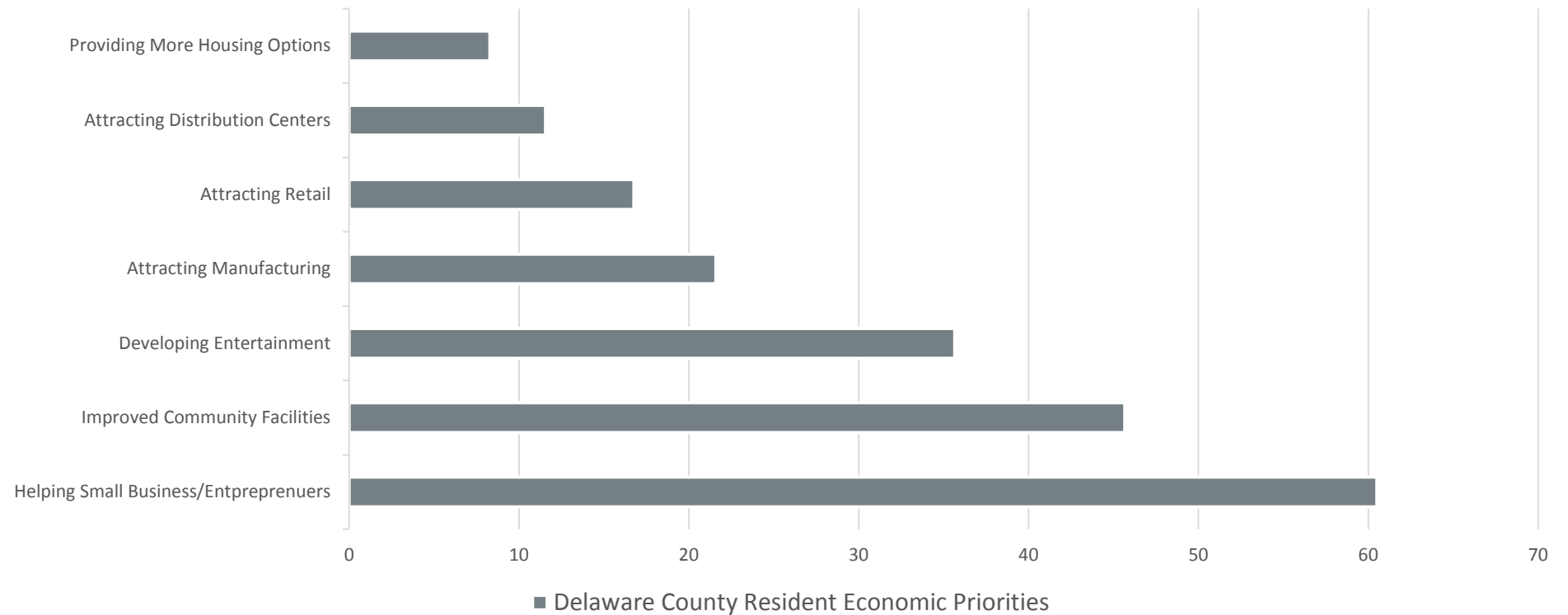
Value of High-Wage Jobs

	Olentangy Schools	Dublin Schools	Westerville Schools	New Albany	Lakota Schools (Butler County)	Southwestern Schools (Franklin County)	Northwest Local (Hamilton County)
Total Assessed Value	\$3,232,700,030	\$2,914,821,560	\$2,319,980,730	\$849,472,320	\$2,469,690,500	\$2,324,059,180	\$1,431,543,850
Principal Commercial Taxpayers Value	\$103,763,450	\$191,447,930	\$101,784,020	\$100,773,700	\$149,498,510	\$237,683,010	\$93,689,480
Commercial Percentage of Total Value	3.21%	6.57%	4.39%	11.86%	6.05%	10.23%	6.54%
Total Direct Property Tax Rate	78.62	60.53	80.60	74.74	71.14	73.25	59.57

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Listening
Sessions

Delaware County Resident Economic Priorities (asked to choose two)



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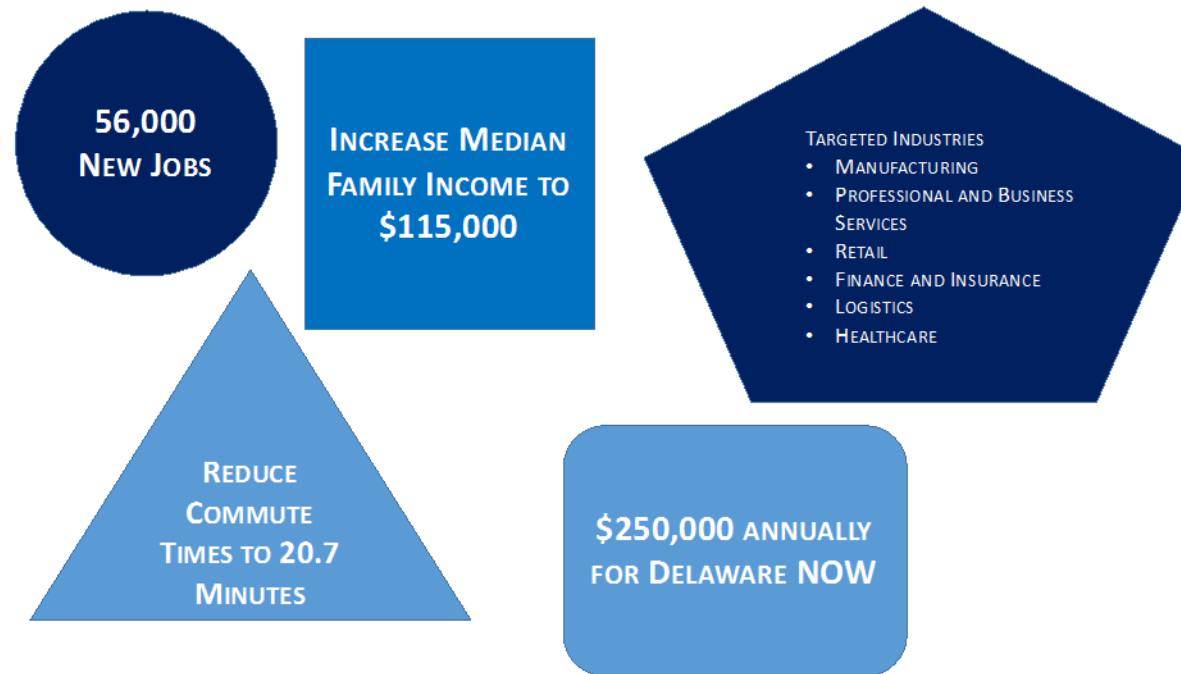
Delaware County Economic Challenges

- Commute/Traffic Times
- Water & Sewer Infrastructure
- Development Process



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Benchmarks and Target Industries



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Recommendations

Economic Development Area	Action Step	County Region Served
Entrepreneurism/Business Development	Leverage existing resources by developing a tech entrepreneurship center using new Downtown Redevelopment District tool	All of Delaware County Potential Partners = City of Delaware, City of Powell, Village of Sunbury and others...
Infrastructure	Evaluate a Transportation Improvement District and stronger lobbying efforts for transportation funding to relieve traffic from US Route 23, US Route 36, State Route 521 and State Route 229	All of Delaware County
Site Development & Workforce	Incentivize the development of at least five industrial and office sites to create more high-wage advanced manufacturing and advanced service jobs	I-71 Corridor and 36/37 Corridor
Tax Policy & Development Process	Formalize tax incentive agreements with townships, cities and school districts to promote more high-wage jobs through a more predictable development process	Southern Delaware County Initial Partners = School Districts and Reg. Planning
Marketing 8/8/16	Market the value of high-wage jobs to Delaware County residents and market the region to targeted industries	All of Delaware County Initial Partner = Delaware Now

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Recommendation 1: Business Development

- Establish policies that enhance entrepreneurialism, supports small business growth and enhances our existing business community
- Develop Tech Entrepreneurship Center
- House Bill 233 Downtown Redevelopment District tool

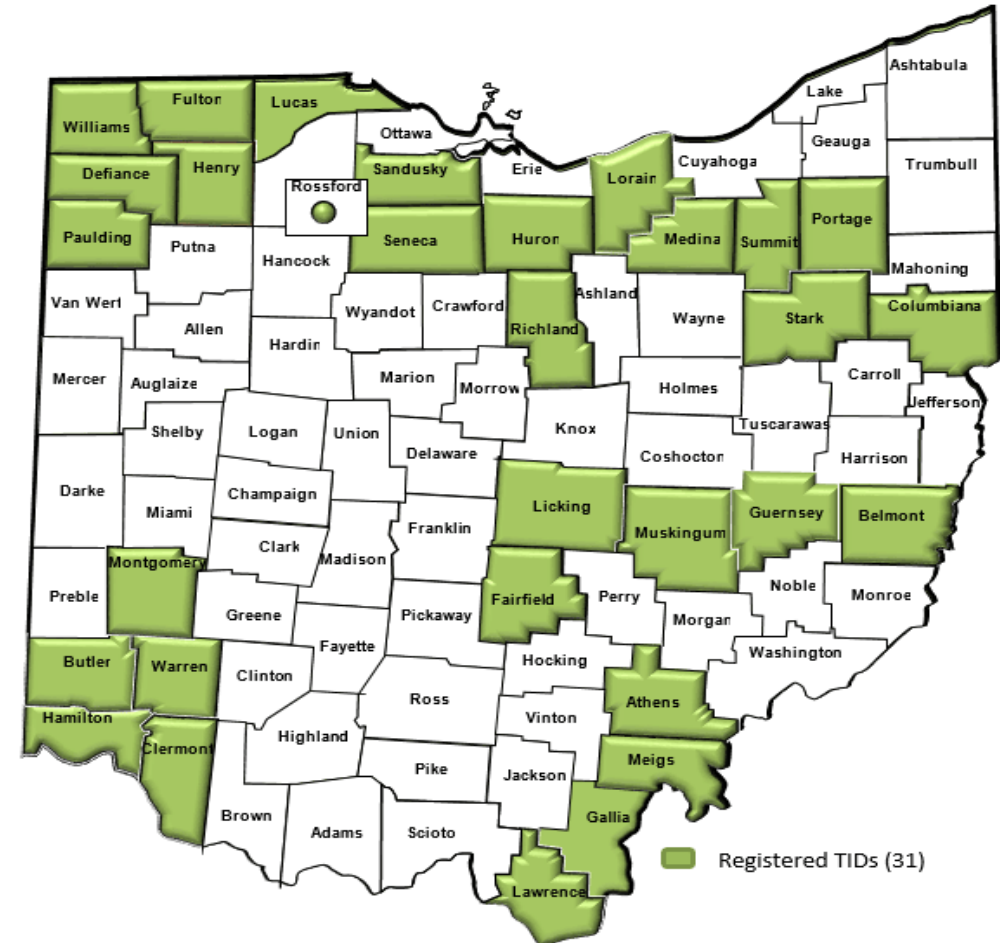


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Recommendation 2: Transportation Infrastructure

- Address substantial traffic congestion challenge and increase access routes
- Lead development of new interchanges on I-71
- Evaluate Transportation Improvement District to address US23, US36 traffic and create an industrial corridor in county



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Recommendation 3: Site Development

- Fund & incentivize office site development along I-71 and 36/37 Corridors
- Fund & incentivize industrial site development along US and state routes in Northern Delaware County



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Recommendation 4:

Standardized Development Process

- Coordinate common agreements and procedures for enterprise zone, CRA and TIF for each of the four school districts
- Coordinate a common set of township tax incentives and infrastructure improvement policies
- Coordinate a common set of planning and zoning processes and forms that help with streamlining the development process

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Recommendation 5: Marketing Value of High-wage Jobs

Delaware County's Economic Development Marketing Campaign

Campaign Element	Element Description
Digital Marketing	Online advertising and inbound/outbound marketing to drive traffic to the local economic development website; may include social media campaigns, strategic content development, marketing automation, AdWords and LinkedIn advertising to targeted industries of advanced manufacturing, high technology, research & development, headquarters, and healthcare
Award Campaign	Application for and gaining high rankings in key awards given by groups of interest to the targeted industries
Attending/Hosting Special Events & Conferences	Participation in targeted industry trade association events such as the Industrial Asset Management Council, Site Selection Guild, CoreNet, ICSC and NAIOP events which are populated by national corporate site location consultants
Media Relations	Media story placement strategy that promotes a region to the targeted industries of interest in key industry trade publications and corporate site selection magazines to targeted industries

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Recommendation 5: Marketing Value of High-wage Jobs

Delaware County's Economic Development Marketing Campaign

Campaign Element	Element Description
Industry Trade Publications	Advertisement strategy to targeted industries trade publications
Direct Mail	Direct mail campaign communicating the region's benefits to select companies in targeted industries
Telemarketing	Telemarketing campaign to coordinate conversations with the companies targeted and local and state economic development leaders
Region-related Marketing	Coordination with Columbus 2020 to leverage the well-established Columbus Region marketing initiative

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Comments & Questions

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