



**Class of 2012
Economic Development / Business Appreciation Day
Oct. 5th 2011**

Lorain County's Largest Employers

The following is an unordered list of the top private sector employers [non-government] in Lorain County. Please rank them in order from 1 – 10 by number of employees [For a bonus, put down the number of employees]

Company	Rank	# of emp.
United States Steel Corporation Lorain Tubular		
TeleTech Holdings Inc.		
Ridge Tool Company		
Republic Engineered Products, Inc. (Industrials) / Republic Steel		
PolyOne Corporation		
Invacare Corporation		
Forest City Technologies		
Ford Motor Company		
Elyria Foundry Co		
Bendix Commercial Vehicle Systems		

What Are Companies Looking For?

Site Selection Consultants are hired by Fortune 500 companies to help them decide where to expand and place new locations. A 2010 survey asked these consultants what were the most important criteria in their client's decision. Of the following list, check the five highest priority factors?

Site Selection Criteria:	X
Energy availability and costs	
Occupancy or construction costs	
Proximity to major markets	
Corporate tax rate	
Highway accessibility	
State and local economic development incentives	
Tax exemptions	
Labor costs	
Environmental regulations	
Availability of skilled labor	

Who Really Creates Jobs?

There is a lot of emphasis on attracting new businesses. In any given year what percentage of new jobs to Lorain County will be created by existing business vs. new business.

- ____% of new jobs are created by new businesses moving into Lorain County
- ____% of new jobs are created by existing Lorain County businesses.

The Tipping Point?

Two major projects have recently developed in Lorain County which are true differentiators. Please take time to visit the following websites and be ready to discuss the following programs:

- **SMART** <http://www.smartmicrosystems.com> : The SMART Commercialization Center for Microsystems is a unique, industry-focused resource for taking MEMS, sensors, microsystems and other designs to commercial reality. With a complete set of tools for microsystems packaging, testing, inspection and design, along with project management services, office space and talent, the SMART Commercialization is a tremendous resource to the microsystems community. SMART is located on the campus of Lorain County Community College.
- **OBERLIN PROJECT** <http://new.oberlin.edu/home/news-media/press/detail.dot?id=1754241> : “Through the Climate Positive Development Program, the city will collaborate with local, national, and international partners to be a model of sustainable development,” said Oberlin City Manager Eric Norenberg. “This will spark economic development opportunities that will benefit Oberlin, our neighboring communities, and, I believe, all of Lorain County.”

Put Your Sales Hat on:

Congratulations! You’ve just been hired to sell Lorain County to businesses around the world in hopes to bring new jobs here. If you had to build your sales pitch around 5 business assets, what would they be? Bonus points if you can actually give a short elevator speech built around these five assets:

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You are the CEO!

Let's turn the tables a bit shall we... You are the new CEO of ABC enterprises. You need a Regional Headquarters somewhere in the Midwest. You like the statistical data you've been given on Lorain County, but have now arrived at the Lorain County Regional Airport in your corporate set to scout out sites. You spend the day touring all corners of Lorain County from a business perspective. What sticks out to you from your visit (Give three examples below):

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As CEO, What is your overall perception of Lorain County after visiting?

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Complaining Will Not Be Tolerated Unless You Offer A Solution

- What are two things, the county, cities, economic development groups, and educational institutions can do to improve Lorain County's economy?
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- Consider the same group of organizations, what can they do specifically to help our existing businesses?
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Websites For Assistance and Understanding:

- www.teamloraincounty.com
- www.teamneo.org
- www.jobs-oh.com

- www.iedonline.org