

OEDA 2024 Summit / Toledo / September 4 – 6, 2024

Detailed Agenda (In process) 09/02/2024

"Empowering Growth: Unleashing Ohio's Innovation Economy in your Community "

The 2024 Ohio Economic Development Association Summit – September 4-6, 2024, in Toledo, Ohio --- will dive into the heart of Ohio's innovation economy and its transformative impact on economic development practices and policy.

At the 2024 OEDA Summit, we will explore how the innovation economy applies to the practice of economic development. We will hear from practitioners and policymakers on how Ohio's economic developers are pioneering the future of economic prosperity through innovation at the heart of its development strategy.

TUESDAY, SEPTEMBER 3, 2024		
6:00 – 8:00 PM 1 Jefferson Avenue Toledo, OH 43604	EARLY ARRIVALS EVENT – J&M CRUISE LINES – THE SANDPIPER	
WEDNESDAY, SEPTEMBER 4, 2024: TRAINING PRECONFERENCE		
7:30 – 8:30 AM FOYER	BREAKFAST: REGISTRATION AND NETWORKING	
8:30 – 9:00 AM GENERAL SESSION GRAND BALLROOM	<p>Welcome Ceremony</p> <p>Thomas Winston, Chairman of the Board</p> <ul style="list-style-type: none"> • Ohio Economic Development Association <p>Wade Kapszukiewicz, Mayor (Confirmed)</p> <ul style="list-style-type: none"> • City of Toledo <p>Peter Gerken, Commissioner (Confirmed)</p> <ul style="list-style-type: none"> • Lucas County 	
9:00 – 9:45 AM GENERAL SESSION GRAND BALLROOM Key Words: Economic growth, fast growing businesses, BRE, Attraction, high growth companies, entrepreneurship, small and rural communities	<p><i>Unleashing the Potential of High-Growth Companies for your Communities</i></p> <p>Brent Lane, Executive in Residence Ohio University</p> <p>High-growth companies are arguably the most crucial businesses in our economy, positioned at the crossroads of entrepreneurial development, business retention, and business attraction strategies. Despite their importance, these key economic players often go unrecognized and unaddressed in our economic development efforts.</p> <p>Join Brent as he challenges our assumptions about which companies to support in our Business Retention and Expansion (BRE) and entrepreneurship programs. He will present thought-provoking insights, including Potential high-growth companies are more widespread and present in more traded industry sectors than previously assumed, opportunities for high-growth exist in both urban and rural communities and communities should changing the companies they are targeting.</p>	

	<p>We'll explore the growth trajectories of these companies and focus on the resources and support needed to transform small businesses into job and wealth-creating engines for Ohio's communities, both large and small. Brent's approach is based on extensive research at Ohio University, identifying and describing high-growth companies across the state, including non-metro areas.</p> <p>Don't miss this opportunity to rethink your attraction and retention strategies and discover how to better support high-growth companies in your area.</p>
9:45 – 10:00 AM FOYER	BREAK: NETWORKING AND EXHIBITORS
10:00 – 10:45 AM GENERAL SESSION GRAND BALLROOM	<p><i>Blue Gold: The Impact of Water Resources on Economic Growth</i></p> <p>Joseph Cappel, Vice President of Business Development (Moderator) Toledo Lucas County Port Authority</p> <p>Craig Butler, Executive Director (former director of Ohio EPA) Muskingum Watershed Conservancy District</p> <p>Bryan Stubbs, Chairman Cleveland Water Alliance</p> <p>Bill Dingus Lawrence Economic Development Corporation</p> <p>Jim Samuel, Executive Director Ohio Water Partnership</p> <p>A growing number of businesses across all sectors know that Ohio's water quality and access gives them a competitive advantage in the marketplace. The economic growth of Ohio relies significantly on water, and in comparison, to other states and countries, Ohio boasts abundant water resources. The state's industries thrive due to ample access to fresh water derived from Lake Erie, its rivers, and a robust network of underground aquifers. While drought and pollution pose challenges in various parts of the United States and around the world, Ohio benefits from an ample water supply catering to industry, irrigation, consumption, and recreation. Water stands as our asset — and safeguarding it remains our paramount objective. At the same time, water is a precious resource that must be actively preserved and protected. In this important Session, we will hear from four nationally recognized experts who work at the intersection of economic growth and water resources.</p>
10:45 – 11:00 AM FOYER	BREAK: NETWORKING AND EXHIBITORS
11:00 – 11:45 AM GENERAL SESSION GRAND BALLROOM Collaboration, Public Private Partnerships, Case Study, housing, neighborhood revitalization	<p><i>Effective Partnerships in Development and Community:</i> Lessons for your community from the story of ProMedica and Toledo:</p> <p>Mark Rose, Associate General Counsel, ProMedica</p> <p>Brandon Sehlhorst, Director of Economic Development City of Toledo</p> <p>Paul Toth, President ConnecToledo Downtown Development</p> <p>ProMedica is a regional health system that serves 28 counties in southeast Michigan and northwest Ohio with 13 hospitals and 4 ambulatory surgery centers. Within this broad service area, ProMedica has worked for more than a decade to address the social, economic, and environmental factors that contribute to poor health for individuals and communities. In the past decade, partnerships with ProMedica have helped to implement a comprehensive strategy to enhance the physical and social effects of distressed housing and neighborhoods. In Toledo, Ohio, where it is headquartered,</p>

	ProMedica is helping to stabilize the aging affordable housing stock, revitalize the low-income neighborhood of UpTown, and strengthen the city's economic health through physically improving Toledo's downtown. In this Session, we will hear from major players in making this partnership effective.	
11:45 – 12:00 PM FOYER	BREAK: NETWORKING AND EXHIBITORS	
12:00 – 1:30 PM GRAND BALLROOM	<p><i>First Annual Women in Economic Development Luncheon: Leaders Hold the Light</i></p> <p>Keynote Speaker: June Ryan, RADM, USCG (Ret.)</p> <p>Join us at the Women in Economic Development Luncheon on Wednesday, September 4, for an inspiring session with June Ryan, a motivational speaker and retired Rear Admiral of the U.S. Coast Guard. As economic developers, we play a pivotal role in growing our communities. Every day, we strive to bring people together to create vibrant places to live, work, and raise families. June Ryan's experiential keynote will illuminate our leadership journey, offering practical lessons on how to 'hold the light.' Learn actionable strategies to be a positive force in your company, community, and home. Discover how other organizations shine brightly and become beacons in their communities.</p> <p>June Ryan's remarkable career in the Coast Guard is filled with historic firsts for women. She rose from enlisted ranks to become a Rear Admiral, served as the Military Advisor to the Secretary of Homeland Security, and was the third woman in history to be a military aide to the president of the United States. As Commander of the Ninth Coast Guard District, she led operations across the Great Lakes Region. In her keynote, Admiral Ryan will take us back to a cold February morning in the North Atlantic, where a fishing vessel in distress called for rescue nearly 100 miles offshore. Experience the heart-pounding moments of the Coast Guard Cutter battling heavy seas, showcasing leadership, teamwork, and determination in the face of adversity. As Colin Powell said, "Perpetual optimism is a force multiplier." Ready to set sail? Your journey awaits.</p>	
1:30 – 2:00 PM FOYER	BREAK: NETWORKING AND EXHIBITORS	
2:00 – 2:45 PM	CONCURRENT BREAKOUTS	
JEFFERSON D/E Key Words: Project Management, Successful Site Attraction Strategies	<p>Project Management: Innovative Groundwork: Public-Private Strategies for Site Readiness to Improve Your Probability of Winning</p> <ul style="list-style-type: none"> • Katie Meehan, TeamNEO • Jason Dodson, Roetzel and Andress • Steve Conway, Terracon • Tom McDonnell, Terracon 	<p>Discover how Northeast Ohio successfully leverages the Developing Opportunities Site & Location Analysis Toolkit to strategically prepare sites for economic growth in this case study that highlights effective public-private partnerships. Learn how the toolkit helps identify ideal industries, address site-specific challenges, and enhance site competitiveness. Using a case study of a key project in Summit County, key takeaways include matching sites with the right industries, leveraging unique site attributes, creating compelling business cases, and enhancing site readiness. Gain practical strategies for boosting site attractiveness, minimizing investment risks, and accelerating development through strategic partnerships and proactive planning.</p>
JEFFERSON F/G Workforce, Driver Industry Identification	<p>Workforce: Retaining the Emerging Workforce in Economic Driver Industries</p> <ul style="list-style-type: none"> • Julie Suggs, Knox County Development Foundation • Brent Mauer, Manufacturing Extension Partnership 	<p>Join us for an engaging session where workforce practitioners from Knox County and the Columbus State Manufacturing Extension Partnership will share actionable insights on creating effective workforce development strategies. Learn how to successfully engage your employers in your workforce program, how to identify key economic driving industries in your community and build strong, productive relationships with employers. This dynamic presentation will highlight three specific workforce programs that you can replicate in your own community to attract and retain young workers in</p>

	<ul style="list-style-type: none"> Sean McCutcheon, Knox Career Navigator 	the most critical industries. Don't miss this opportunity to discover practical, replicable projects that can transform your local workforce landscape.
SUMMIT A Project Management: Incentives, Return on Investment	Financing Tools: What's More Exciting than Return on Investment Analyses and Compliance in Public Incentives? Not a Damn Thing! <ul style="list-style-type: none"> Jeff Harris, Partner, BrickerGraydon Adam Seeley, Attorney, BrickerGraydon Mike Jacoby, Economic Development Director 	This session will explore best practices in compliance monitoring and ROI measurement for public financial incentives in development projects. Bricker Graydon representatives will discuss the critical post-closing tasks that determine whether local communities benefit from their investments. The session will emphasize the role of Tax Incentive Review Councils (TIRC) and CRA Program's Housing Councils. Tailored for data enthusiasts, attendees will learn how to incorporate developers' pro forma assumptions into incentive calculations and manage annual reporting requirements for the State of Ohio. The session includes practical examples of ROI spreadsheets and data collection forms, providing valuable insights for communities looking to improve their negotiation and tracking of public incentives.
SUMMIT B/C Housing, Small Community, Financing, Markets	Small Town/Rural/Housing: Reviving Small Town Housing Strategies <ul style="list-style-type: none"> Ryan Scribner, Montrose Group Justin Sommer, Putnam County John Melchi, Building Industry Association of Central Ohio Beau Knez, Knez Development 	Housing development in small communities and rural areas faces unique challenges, including limited access to capital and higher construction costs due to lack of economies of scale. Infrastructure deficiencies, such as inadequate water, sewer, and broadband services, further complicate development efforts. Regulatory hurdles and lengthy permitting processes can delay projects, while small market size and lower property values reduce financial feasibility. This Breakout will feature practitioners and best practices in how several Ohio communities have successfully encouraged new housing development in the face of economic growth.
SUMMIT D Entrepreneurship, Mentoring, Startup Businesses	Entrepreneurship: Empowering Entrepreneurs: Insights from OhioXcelerate's Mentor-Driven Program <ul style="list-style-type: none"> Jeremy Fritzhand, Director, Startup Services; Alloy Growth Lab 	In the dynamic entrepreneurial landscape, mentorship is crucial for startup success. OhioXcelerate, a leading startup acceleration program, is known for its innovative mentorship-driven approach. The presentation, "Empowering Entrepreneurs: Insights from OhioXcelerate's Mentor-Driven Program," will provide an overview of their strategies and experiences. It will highlight the transformative power of mentorship, showcasing real success stories and demonstrating how it aids business development and growth. The session will discuss building a thriving entrepreneurial ecosystem through collaboration and community-building. Attendees will gain practical strategies for refining business models, securing funding, and scaling operations. The presentation will also offer insights into the OhioXcelerate experience, detailing the selection process, mentorship sessions, and program outcomes.
3:00 – 3:45 PM	CONCURRENT BREAKOUTS	
JEFFERSON D/E Key Words: Project Management, Public Disclosure, Confidentiality, The Media	Project Management: Public Disclosure of Project Information - Pitfalls to Avoid <ul style="list-style-type: none"> Donald Grubbs, General Counsel and Corporate Secretary, JobsOhio 	A common challenge facing economic development organizations is the balance between the mission of advancing economic growth in the public realm and at the same time, protecting confidential information of developers and companies. This session will feature a discussion of the interplay between Ohio legal protections to prevent disclosure of confidential project information versus public disclosure laws that encourage transparency of related information, including the special rules that apply to public companies, and the challenges of signing a Nondisclosure Agreement. Attendees will come away with an understanding of Federal and Ohio laws related to disclosure and with practical tools to navigate them in the best interests of economic development in Ohio.
JEFFERSON F/G	Workforce / Manufacturing: Bridging Futures: From Pre-apprenticeship to Journey Worker <ul style="list-style-type: none"> Beth Dawson, Director of Apprenticeship Programs, Manufacturing Works 	This session will introduce Manufacturing Works' proven strategy to align pre-apprenticeship with Registered Apprenticeship Programs. The audience will learn How pre-apprenticeship programs serves school districts, employers, and the greater community, how pre-apprenticeship

Workforce, Manufacturing, Apprenticeships	<ul style="list-style-type: none"> • Angilique Cole, Workforce Program and Data Coordinator • Jessica Westropp, Senior Manager, Youth Workforce Development 	programs support student's growth in a career pathway and supporting their upward mobility and pre-apprenticeships play a vital role in supporting the manufacturing workforce gap by attracting young and diverse talent. The Registered Apprenticeship Model allows companies to build their bench to address the lack of skilled labor. The Registered Apprenticeship Model facilitates the knowledge transfer from older workers to their younger proteges. The Registered Apprenticeship Model provides apprentices the opportunity to learn while they earn and wage progression.
SUMMIT A Project Management, Creative Financing, Market conditions, Case Study	Financing Tools: Navigating Development Financing in a Post-COVID Economy <ul style="list-style-type: none"> • Frances Kern Mennone, Managing Director FrostBrownTodd • Thad Boggs, Attorney, FrostBrownTodd • Ben Hadden, Attorney, FrostBrownTodd 	Despite the economy's reopening from COVID-19, financing development projects remains challenging due to bank reluctance, higher interest rates, and rising development costs. Join us for an engaging panel discussion with experienced practitioners from Frost Brown Todd as they explore real-world development projects that faced financing hurdles, and the innovative tools used to bridge the gaps. Gain valuable insights and practical strategies to overcome financing challenges in today's economic landscape. Do not miss this opportunity to learn from the experts and enhance your approach to public private partnerships.
SUMMIT B/C Housing, Small Community, Port Authority, Case Study	Small Community / Housing: Building Tomorrow: Williams County Port Authority's Approach to Workforce Housing Development <ul style="list-style-type: none"> • Ashley Epling, Williams County Port Authority • Sean Rupp, Williams County Port Authority Board of Director 	Discover how the Williams County Port Authority (WCPA) successfully developed workforce housing averaging \$160k. Learn about their approach, achievements, and obstacles overcome, along with the benefits for local employers and the economy. Addressing the statewide priority of affordable, entry-level housing, this session will present novel strategies to tackle this challenge.
SUMMIT D Workforce, Small Communities, Rural Areas, Job Retention	Workforce: The Change in the Labor Landscape, and What Communities Can Do to Set Themselves Apart to Attract and Retain Talent. <ul style="list-style-type: none"> • David White, Innovation Economy Partners 	The labor force landscape has shifted significantly and for the foreseeable future. Many businesses and communities are approaching the labor force shortage with short-term solutions or placing blame on the talent pool itself. This is particularly acute in rural communities, that face the challenge of keeping their students in the area rather than leaving for other areas. However, data shows that the labor force shortage is here to stay and both businesses and communities that acknowledge the shifting markets and develop long-term, sustainable solutions will ultimately gain a competitive advantage over those that don't. This session will consider the data that quantifies the shift in future labor market norms and what businesses and communities can do to differentiate themselves in a competitive labor landscape.
4:00 – 4:45 PM	CONCURRENT BREAKOUTS	
JEFFERSON D/E Key Words: Project Management, Site Control, Case Study	Project Management: It's All About Site Control: Leveraging Investments in Real Estate to Achieve Development Goals <ul style="list-style-type: none"> • Anthony Cadle, City of Cincinnati 	Acquiring key properties and securing site control, though often challenging and risky, is crucial for economic development. This session explores case studies where cost and risk barriers were overcome to achieve significant redevelopment goals. Examples include the direct acquisition of the former Saks Building, resulting in a downtown revitalization, and the indirect acquisition of Whex Garage to expand the Convention Center District. Other projects include the remediation of blighted industrial properties in Camp Washington and the redevelopment of the MetroWest brownfield site, creating hundreds of jobs. Additionally, the Airecon acquisition facilitated business retention and expansion. Attendees will learn about the transformative impact of site control, strategies for overcoming acquisition barriers, and creative methods to leverage site control effectively.

<p>JEFFERSON F/G</p> <p>Workforce, Industry Sector Partnerships, Health Care,</p>	<p>Workforce / Industry Partnerships: Facilitating Trust within Industry Sector Partnerships to Boost Participation, Catalyze Decision-Making, and Drive Scaled Workforce Outcomes</p> <ul style="list-style-type: none"> • Courtney Thraen, ASPYR Consulting, Healthcare Career Collaborative of Central Ohio • Monica Bricker Thompson, Vice President, Geauga Growth Partnership 	<p>This breakout session will present best practices for industry sector partnership operating standards and processes, using the Central Ohio Healthcare Sector framework as a model. Geauga Growth Partnership will workshop how you can research and plan the creation of an industry sector partnership in your area. Key practices include building trust among competing employers, encouraging greater employer participation and leadership, facilitating timely decision-making on occupational and sector issues, utilizing specific data to prompt action, and collaborating with statewide partners to share techniques. Objectives include techniques to build trust and increase employer contribution, catalyze decision-making and group productivity, and scale youth career exploration and post-secondary work-based learning programs.</p>
<p>SUMMIT A</p> <p>Project Financing, Port Authorities, TIF, CRA, New Community Authority</p>	<p>Finance Tools: Port Authority Project Finance</p> <ul style="list-style-type: none"> • Michael Novakov, Vice President, DiPerna & Co. • Joseph M. Geraghty, Executive Director, Dayton Port Authority 	<p>Ohio's Port Authorities offer unique tools that support economic development. This session will provide an overview of Port Authority financing programs available to communities, businesses, and developers. The session will provide a general overview of Port programs/financing options. In addition, the session will highlight the Delco Project in Dayton, a large-scale redevelopment that utilized a range of incentives and financing techniques, including Bond Fund financing, the Ohio Enterprise Bond Fund, a New Community Authority, Tax Increment Financing and CRA tax abatement. The objective is to inform ED practitioners on the abilities of port authorities and the various ways ports are able to assist with financing ED projects across the state.</p>
<p>SUMMIT B/C</p> <p>Urban, Zoning and Planning Reform, Housing Development, Transit Oriented Development</p>	<p>Housing: Connected Communities: Middle Housing as a Development Tool</p> <ul style="list-style-type: none"> • Daniel Jones, City of Cincinnati 	<p>Join us for an insightful breakout session on Cincinnati's transformative journey from a city of decline to one of growth and opportunity. Once the densest city in America, Cincinnati faced population decline and deteriorating infrastructure. However, recent population growth and new legislation are paving the way for a revitalized future. Discover how Cincinnati's Connected Communities legislation, passed in June 2024, aims to address housing deficits by updating the zoning code to legalize "middle housing" and encourage transit-oriented development. Learn from City Planners and Economic Development staff about best practices for engaging the community, targeting zoning reforms, and implementing these changes to enhance economic and social benefits. This session will equip you with strategies to increase housing supply and affordability, ultimately driving regional economic development.</p>
<p>SUMMIT D</p> <p>Urban, Urban Planning, Inclusive and Equitable, Neighborhood development</p>	<p>Urban / Community Engagement: Design for All: Resident Focused Planning</p> <ul style="list-style-type: none"> • Ryan Bunch, Studio Director, Toledo Design Collective • Jennifer Van Horn, Chief Planning and Construction Officer, Toledo Metroparks 	<p>The Toledo Design Collective (TDC) will highlight the crucial role of resident and neighborhood voices in urban planning to guide community development investments. Using recent examples from Toledo, OH, TDC will demonstrate how inclusive and equitable design enhances funding and implementation opportunities. The presentation will feature TDC's work in several neighborhoods of Toledo, which have attracted nearly \$50 million in investments. Despite these successes, Toledo faces challenges due to a lack of traditional community development corporations, limiting local entrepreneurship and ownership. Attendees will learn how informal community structures can address these gaps and explore innovative approaches Toledo is adopting to mitigate harmful development practices.</p>
<p>4:45 PM – 6:00 PM FOYER</p>	<p>BREAK: NETWORKING AND EXHIBITORS</p>	
<p>6:00 – 8:00 PM FLEETWOODS ROOFTOP 28 N St. Clair St</p>	<p>OEDA REUNION</p> <ul style="list-style-type: none"> • Game Time is 6:30 PM • Food and drinks will be served 	

Toledo, OH 43604		
8:00 – TBD HILTON TOLEDO DOWNTOWN 101 N Summit St Toledo, OH 43604	OEDA LATE NIGHT TRIVIA WITH NATE STRUM	
Thursday, September 5, 2024		
6:30 – 7:30 AM Meet in Hotel Lobby	OEDA FUN RUN / WALK	
7:30 – 8:30 AM FOYER	BREAKFAST: NETWORKING AND EXHIBITORS	
8:30 – 9:00 AM GENERAL SESSION GRAND BALLROOM	<p>WELCOME CEREMONY</p> <p>Thomas Winston, Chair</p> <ul style="list-style-type: none"> OEDA Board of Directors President and CEO, Toledo-Lucas County Port Authority <p>Lisa Sobecki</p> <ul style="list-style-type: none"> Lucas County Commissioner <p>Lydia Mihalik, Director</p> <ul style="list-style-type: none"> Ohio Department of Development <p>Since her appointment by Governor Mike DeWine in 2019, Director Lydia Mihalik of the Ohio Department of Development has been committed to empowering communities to succeed by investing in the people, places, and businesses of Ohio. A strong supporter of the work of local and regional economic developers, and a member of the OEDA Board of Directors, Director Mihalik's department has successfully invested significant funding to support brownfield revitalization, vacant lot redevelopment, economic growth, and housing development. Director Mihalik will look forward to the Department's plans for 2025.</p>	
9:00 – 9:45 AM GENERAL SESSION GRAND BALLROOM Key Words: Collaboration in economic development, Regional Economic Development Organizations, JobsOhio, Local economic development organizations	<p>Leveraging Your Region: Strategies and Lessons for Today from Over a Decade Operating within the JobsOhio Network Framework</p> <p>Maximizing the Power of Collaboration: Ohio's Economic Development Effort</p> <p>One of Ohio's greatest strengths in economic development is the collaboration between Regional and Local Economic Development Organizations (REDO/LEDO) and JobsOhio. This dynamic partnership covers a wide range of activities and tackles numerous challenges, driving growth and success across the state. Join us for an inspiring General Session featuring representatives from both Regional and Local Economic Development Organizations. They will share insights on how to maximize the benefits of the REDO/LEDO relationship, address inherent challenges, and explore innovative ways to enhance collaboration. Come discover how working together can create even greater opportunities for our communities and propel Ohio's economic development to new heights. Let's build stronger connections and pave the way for a brighter future.</p> <p>Deborah Scherer, Managing Director of Global Trade and Investment</p> <ul style="list-style-type: none"> One Columbus <p>Julie Sullivan, Executive Vice President</p>	

	<ul style="list-style-type: none"> Dayton Development Corporation <p>Rick Szabrak, Director of Economic and Workforce Development</p> <ul style="list-style-type: none"> Fairfield County Economic Development <p>Alex Beres, Executive Director</p> <ul style="list-style-type: none"> Clinton County Port Authority 	
9:45 – 10:00 AM	BREAK: NETWORKING AND EXHIBITORS	SPONSOR: TERRACON
10:00 – 10:45 AM GENERAL SESSION GRAND BALLROOM Key Words: Diversity, equity, inclusion, economic growth, economic opportunity	<p>The Economic Imperative of Diversity and Inclusion</p> <p>Renee Ligon, Managing Partner, Partnerships & Engagement</p> <ul style="list-style-type: none"> TeamNEO <p>Honorable Yvette McGee Brown</p> <ul style="list-style-type: none"> Former Ohio State Supreme Court Justice, Attorney, Jones Day <p>The economic imperative for diversity, equity, and inclusion is grounded in the idea that harnessing the full potential of all members of society leads to stronger, more resilient, and more dynamic economies. Diversity, equity, and inclusion are powerful drivers of economic growth and resilience. By expanding workforce participation for all people from under-resourced communities we broaden our talent pool, improve our economy, and foster innovation. Economies that embrace diversity of opportunity for all benefit from varied perspectives, leading to more creative solutions and increased competitiveness in the global market. Diversity opens up new markets by better reflecting consumer needs, reducing income inequality and boosting social stability. Diverse and inclusive environments contribute to better risk management, adaptability, and overall economic performance. For communities of all sizes, recognizing the importance of including citizens who have been excluded from economic opportunities can lead to stronger, more resilient economies.</p>	
10:45 – 11:00 AM FOYER	BREAK: NETWORKING AND EXHIBITORS	
11:00 – 12:00 PM GENERAL SESSION GRAND BALLROOM	<p>Looking Forward: A Conversation with JobsOhio about JobsOhio 3.0</p> <p>David Zak, President and CEO (Moderator)</p> <ul style="list-style-type: none"> Ohio Economic Development Association <p>Andrew Deye, Vice President, Strategy</p> <ul style="list-style-type: none"> JobsOhio <p>Terry Slaubaugh, Vice President of Sites & Infrastructure</p> <ul style="list-style-type: none"> JobsOhio <p>Join us for an engaging discussion with Andrew Deye and Terry Slaybaugh from JobsOhio, along with the newly appointed President and CEO of The Ohio Economic Development Association, as they explore the future of JobsOhio’s strategy for driving economic growth in Ohio. Since its inception in 2011, JobsOhio has redefined economic development in the state, fostering collaboration among local and regional professionals, expanding resources and initiatives, and focusing on targeted industry growth. This session will highlight where we’ve been and provide insights into what is being considered in the next 5-year strategic plan.</p>	
12:00 – 12:15 PM FOYER	BREAK: NETWORKING AND EXHIBITORS	
12:15 – 1:45 PM GENERAL SESSION GRAND BALLROOM	<p>OEDA SUMMIT KEYNOTE AND ANNUAL AWARD LUNCHEON</p> <p>Celebrating Excellence and Leadership in Ohio Economic Development</p> <ul style="list-style-type: none"> Keynote: U.S. Rep Marcy Kaptur, Ohio 	

<p>Rep. Marcy Kaptur, OEDA Awards of Excellence, OhioCED Certification Announcements</p>	<ul style="list-style-type: none"> • OEDA Annual Awards of Excellence, sponsored by BrickerGraydon • OEDA OhioCED Certification Announcements 	<p>This premier general session at the Ohio Economic Development Association's Annual Summit is not to be missed. We are honored to welcome U.S. Representative Marcy Kaptur as our keynote speaker, who will share her insights on the critical role of economic development in shaping Ohio's future. Following her address, we will celebrate the outstanding achievements in our field with the annual OEDA Excellence Awards, recognizing those who have made significant contributions to advancing economic development across the state. Additionally, we will honor the newly certified economic developers who have demonstrated a commitment to professional excellence and leadership in their communities. Join us as we acknowledge the dedication and innovation that drive economic growth in Ohio and be inspired by the leaders and visionaries who are making a lasting impact.</p>
<p>1:45 – 2:00PM</p>	<p>BREAK: NETWORKING AND EXHIBITORS</p>	
<p>2:00 – 2:45 PM CONCURRENT SESSIONS</p>		
<p>JEFFERSON F/G</p> <p>Urban, Toledo, retail corridors, face improvement, Main Streets, building code,</p>	<p>Urban / Community and Neighborhood Revitalization: Toledo's Vibrancy Initiative: Overcoming Code Upgrade Obstacles in Building Revitalization</p> <ul style="list-style-type: none"> • Sandy Spang, Toledo Metropolitan Area Council of Governments • Cody Brown, City of Toledo • Julie Apt, Thomas Porter Architects • Julia Randalls, Crane Development Limited 	<p>Join us for an engaging session on revitalizing retail corridors through the City of Toledo's Vibrancy Initiative. This program addresses long-standing vacancies and blighted facades by helping developers and entrepreneurs upgrade commercial and mixed-use buildings to current fire, accessibility and building codes. Learn about the Facade Improvement Grant, White Box Grant, and Community Reinvestment Area programs, which provide critical funding and support for transforming these spaces. The presentation will feature four case studies, with before-and-after photos, of projects near the conference location. Hear from one of the program creators, Sandy Spang, along with Cody Brown, manager of the program for the City of Toledo, and program utilizers, developer Julia Randles and architect Julie Apt, who will share insights on the Vibrancy Initiative's impact and success. Notable will be the amount of private sector investment leveraged relative to the program cost. Discover how the initiative is preserving neighborhood history and character while promoting economic growth and job creation!</p>
<p>SUMMIT D</p> <p>Small communities, Rural areas, collaboration, sustainable economic development, zoning</p>	<p>Rural / Community Planning: Empowering Communities: A Blueprint for Sustainable Rural Economic Development</p> <ul style="list-style-type: none"> • Sam Filkins, Vice President, Knox County Area Development Foundation • Lisa Lloyd, Program Director, Knox County Foundation 	<p>Join us for an in-depth case study on Knox County's groundbreaking approach to rural economic development, which brought together communities in Knox County into a coordinated economic development effort. The initiative was made possible through a partnership with the local community foundation. Over a transformative 5-year initiative, Knox County's LEDO, in collaboration with the Knox County Foundation, developed strategic plans tailored for four county villages. These plans harnessed local strengths and tackled challenges through close cooperation with stakeholders and village governments. This session will delve into the significant achievements of this initiative, including the expansion of the economic development team, identification of prime development sites, collaborative updates to zoning codes, and the establishment of merchant organizations. Discover how these concerted efforts have fostered a shift in mindset towards economic growth and vitality in rural communities. Attendees will learn about proactive strategic investing, effective community engagement, comprehensive planning, and techniques for sustaining momentum in economic initiatives.</p>
<p>SUMMIT B/C</p> <p>Entrepreneurship, succession planning,</p>	<p>Entrepreneurship: The Leadership Pipeline: Creating Succession Plans for a Thriving and Equitable Economy</p> <ul style="list-style-type: none"> • Mark Dorman, Succession + • Brianna Schultz, Manufacturing Works 	<p>Within the next 5-10 years, 75% of small businesses will change ownership, yet many owners are unprepared for this transition. Losing these businesses can cause enormous damage to the economic and social health of a community. In this session, Manufacturing Works and Succession + will address this critical issue through education programs for current business owners and future entrepreneurs in</p>

BRE, Manufacturing, small business	<ul style="list-style-type: none"> • Marcia Ciryak, Manufacturing Works 	manufacturing. Participants will learn strategies to support business owners looking to transition, models for educating diverse potential future owners, and methods to connect these two groups. Additionally, the session will cover the state of business owner exit readiness, the importance of succession planning, and best practices for successful transitions, providing invaluable insights for economic developers. Rev 07102024
SUMMIT A Housing, development, financing, aging housing stock	Housing: Housing Affordability Availability and You <ul style="list-style-type: none"> • Jamie Green, PlanningNext • Kevin Hively, Ningret Partners 	This session addresses the urgent and complex housing needs across Ohio, including new housing development and the rehabilitation of aging housing stock. Economic developers are encouraged to not only plan but also take an active role in implementing housing solutions. Drawing on projects from Ohio and other Midwestern states, the session will explore the relationship between housing and economic development, providing a framework for addressing housing issues within broader economic strategies. Attendees will gain actionable strategies and best practices to drive economic prosperity and foster vibrant, resilient communities. The session will also include a discussion on the potential role of economic developers as housing developers, exploring collaboration, funding, and regulatory considerations.
JEFFERSON D/E Project Development, public private partnerships, Urban; Mixed Use Development	Urban / Project Management: Montgomery Quarter: Lessons in Public Private Partnership <ul style="list-style-type: none"> • Tracy Henao, City of Montgomery 	Montgomery Quarter represents a visionary \$100 million mixed-use development and transformative roadway project is poised to redefine the economic future of the City of Montgomery, Ohio. This mixed-used project includes a diverse array of offerings, including office buildings, retail space with restaurants, a boutique hotel with banquet facilities, and luxury apartments. The planning of the project emphasized a pedestrian scale approach prioritizing community input and innovative design to enhance the entire community and region for current and future residents, businesses and visitors for years to come. This session will discuss how the City worked with community partners and the private sector to create a successful public-private partnership to transform two underutilized properties into a welcoming gateway into the community
	Project Management: The Project Punch List: Getting ahead of the game to plan for on-time construction challenges! <ul style="list-style-type: none"> • Rob Monak, North American ContractorLink • Joshua Hughes, Associated General Contractors 	Construction projects are full of surprises, and even the best-laid plans can hit snags that drive up costs and cause delays. In this lively discussion, our panel of experts will share their insights on how to foresee potential challenges before they become costly problems and how to react quickly when the unexpected happens. This session will offer practical tips and strategies to help you keep things on track and avoid common pitfalls. Join us to learn how your involvement can make a difference in achieving smooth and successful construction outcomes.
3:00 – 3:45 PM	CONCURRENT SESSIONS	
JEFFERSON F/G Urban, placemaking, riverfront development, Toledo, partnerships, sustainability	Urban / Revitalization: Glass City Riverwalk- Creating Common Ground from Brownfields to a Metropark <ul style="list-style-type: none"> • Jennifer Van Horn, Chief Planning and Construction Officer, Metroparks Toledo • Matt Killam, Chief Outreach Officer, Metroparks Toledo 	Toledo's Glass City Riverwalk is a transformative \$225 million riverfront redevelopment project, enhancing downtown Toledo with 300 acres of new and revitalized greenspace and five miles of multi-use trails along both sides of the Maumee River. This initiative focuses on funding, brownfield redevelopment, and engaging neighborhood partners to create a community asset that promotes healthy lifestyles, community interaction, and memorable experiences for residents of all ages. The project aims to improve shared-use paths free of vehicle conflicts, establish a sense of place with new lighting and benches, add kayak launches and share programs for paddling access, and integrate urban ecology strategies to enhance water quality and manage stormwater.
SUMMIT A	Small Community / Community Engagement: Pain Free Engagement Strategies	Community engagement is a crucial, yet challenging, aspect of successful economic and community development

Small community, engagement, public outreach and input	<ul style="list-style-type: none"> Denise Dahl, President, Epiphany Planning and Development Matt Gilroy, Executive Director, Fulton County Economic Development 	strategies. This breakout session will explore methods to engage the community beyond traditional political and governmental relationships, leading to both short and long-term positive outcomes. The primary example discussed will be the creation and implementation of Fulton Leadership University, demonstrating unique ways for community members to learn about all facets of economic development and build a broader base of understanding and support.
SUMMIT D Sustainability, environmental, workforce, renewable energy	Sustainability: Sustainability and Resiliency in Economic Development <ul style="list-style-type: none"> Scott Weaver, HDR 	Sustainability and resiliency are becoming essential factors in corporate decisions regarding business investments and operations. Economic development efforts must recognize these considerations to gain marketing advantages and promote synergistic development. Beyond typical site selection variables like size, terrain, and transport access, companies are increasingly focused on sustainability goals such as net-zero emissions and zero landfill waste. These commitments are crucial for attracting a younger workforce with similar values, particularly in the technology sector. This session will highlight corporate sustainability commitments and discuss key elements like on-site renewable energy, energy storage, energy-efficient design, electrification, adaptive reuse, land reclamation, habitat preservation, and climate risk resilience. By integrating these elements, corporations can plan for long-term economic benefits while mitigating climate change risks. Specific project examples will be provided.
SUMMIT B/C Retail, small business, Main Street revitalization	Urban / Main Street / Revitalization / Retail: A "Commercial Tenant Improvement Program": Direct Grants to Expanding Small Businesses as Effective Strategy for Nurturing Local Small Business Ecosystem <ul style="list-style-type: none"> Eric Denson, Development Manager, City of Cincinnati Department of Community & Economic Development (DCED) Lydgia Sartor, Deputy Director, Cincinnati Department of Community & Economic Development (DCED) Joseph Malek, Development Manager, City of Cincinnati Department of Community & Economic Development (DCED) 	Supporting and empowering local business owners is crucial for a vibrant economy. In 2023, Cincinnati's Small Business Team launched a new grant program to help small businesses secure high-quality commercial spaces. This initiative, based on a decade of feedback from local businesses, provided eleven grants of up to \$20,000 for renovation costs to businesses relocating to, opening, or expanding within Cincinnati. Eric Denson, the team lead, along with members Joseph Malek and William Serrano-Franklin, will discuss the program's creation, administration, successes, and lessons learned. Attendees will learn about the program's execution, the potential for direct grants to strengthen small business culture, and how to replicate similar initiatives in other municipalities, including strategies for engaging applicants and conducting outreach."
JEFFERSON D/E Community Planning, problem solving, use of data, SWOT analysis	Project Management / Strategic Planning: Not Another SWOT: Leveraging Alternative Assessment Tools for Informed Decision-Making <ul style="list-style-type: none"> Justin Wheeler, Fourth Economy 	Many planning processes employ a SWOT analysis to assess the Strengths, Weaknesses, Opportunities, and Threats related to current and future conditions. While this tool may help organize thoughts and brainstorming, it can also be vague and limited in its utility. Further, SWOT analysis starts from a negative, problem-focused perspective rather than a positive or asset-based approach. By leveraging alternative assessment tools, tying them to data collection, and employing data visualization tools, we can gain insights that are more comprehensive and actionable. In this session, we will cover some alternatives to SWOT analysis, tips and best practices, and ideas for taking this common planning practice to the next level.
4:00 – 4:45 PM	CONCURRENT SESSIONS	
JEFFERSON F/G Community development,	Urban / Neighborhoods: The Magic of Placemaking in Cincinnati's Neighborhoods	Discover the transformative power of placemaking in this engaging session based on several case studies from Cincinnati, including the Court Street Plaza, Designated Outdoor Refreshment Areas, and Pop-Up shops such as College Hill's "Our Shop" and Over the Rhine's Main Street

<p>placemaking, Case Studies, Cincinnati, Designated Outdoor Refreshment Areas, Community Entertainment Districts</p>	<ul style="list-style-type: none"> Justin Halter, Senior Development Officer, City of Cincinnati Joseph Malek, Development Manager, City of Cincinnati 	<p>Program. Learn how to blend placemaking principles with economic development to create vibrant public spaces that uplift small businesses and enhance residents' quality of life. The presentation will cover tools like Community Entertainment Districts and Designated Outdoor Recreation Areas (DORA) as well as public and private sector financing opportunities. The presentation also delves into strategies for turning urban, suburban, and neighborhood areas into lively, inclusive environments, showcasing successful examples of place-centered economic initiatives that revitalize communities and drive economic growth.</p>
<p>SUMMIT D</p> <p>Smaller Communities, Tourism, Placemaking, Small Business, World Heritage Site, UNESCO</p>	<p>Rural / Small Communities / Tourism / Branding: Tourism and Small Communities: Unlocking the Economic Potential of Tourism in Small Communities and Rural Areas</p> <ul style="list-style-type: none"> Melody Young, Executive Director, Ross-Chillicothe Convention and Visitors Bureau Jerry Dannemiller, Chief Marketing Officer, Ohio History Connection 	<p>Discover how small communities and rural areas can harness the power of tourism to drive economic growth. This session explores innovative strategies to attract visitors, boost local businesses, and create sustainable economic benefits. Focused on the work of the Chillicothe Ross County CVB and The History Connection in promoting the newly designated Hopewell Ceremonial Earthworks as a UNESCO World Heritage Site, participants will learn from real-world examples of communities that have successfully leveraged their unique assets—such as natural landscapes, cultural heritage, and local craftsmanship—to build thriving tourism sectors. Attendees will gain practical insights on developing compelling tourism offerings, marketing to target audiences, and building partnerships that enhance the visitor experience. Whether you're an economic development professional, local government official, or community leader, this session will provide you with the tools and inspiration needed to unlock the full potential of travel and tourism in your area, leading to long-term economic prosperity. Join us to explore the transformative impact tourism can have on small and rural communities!</p>
<p>SUMMIT B</p> <p>Retail, Rural, Small Communities, Placemaking,</p>	<p>Urban / Retail: From Vacant Spaces to Vibrant Places: Attracting Retail for a Better Tomorrow</p> <ul style="list-style-type: none"> Elliott Cook, Director of Real Estate, Retail Strategies 	<p>Join us for an interactive session on retail-focused economic development strategies, with a strong focus on the opportunities for rural communities. Discover how nurturing downtown and national retail corridors can boost economic vitality, especially considering the impact of 2024 economic factors on rural markets. Gain insights from real-world case studies in Ohio that highlight the benefits of retail-driven growth. Learn effective strategies for rejuvenating rural downtown areas and creating catalyst projects, as well as the essential elements behind successful national retail corridors. Attendees will receive practical tools, a complimentary retail leakage analysis report, and a deeper understanding of the importance of a retail-centric approach to economic development. This session is ideal for economic development professionals and city staff.</p>
<p>JEFFERSON D/E</p>	<p>Brownfields / Financing Tools: Brownfields as Critical Pieces of the Economic Development Puzzle</p> <ul style="list-style-type: none"> Aaron Clapper, Greater Ohio Policy Center Brandon Sehlhorst, City of Toledo Sally Gladwell, Mannik & Smith Group 	<p>Brownfields exist throughout the state – in nearly every community. By thinking strategically about remediation and redevelopment, the public and private sector can work together to turn these blighted parcels into booming economic drivers for Ohio's communities. Once in a generation investment from the state and federal government has opened the opportunity to think bolder about the redevelopment of brownfields. This panel will highlight successful brownfield redevelopment case studies as today's economy continues to show that brownfields are an integral piece to solving the challenges communities face.</p>
<p>SUMMIT A</p>	<p>Small Community / Branding / Tourism: Discover Scioto: A Tale of Triumph in Community Branding and Marketing Alignment</p>	<p>Discover the remarkable journey of Scioto County as it overcame historical challenges to transform its identity and economic landscape. This session delves into the strategic branding initiatives that redefined the county, attracting both visitors and investors. Explore the power of collaborative</p>

Community Branding, Small Community, Tourism, Marketing	<ul style="list-style-type: none"> Nate Welch, Executive Director, Portsmouth and Scioto County Visitors Bureau Carmen DeVeau, Project Manager, Environmental Design Group 	marketing strategies that unite local stakeholders, amplifying impact and driving growth. Understand the critical intersection of economic development and tourism, and how Scioto County leveraged this synergy to its advantage. Learn from the county's experiences, gaining actionable insights and best practices that can be applied to your community's branding and marketing efforts. Leave inspired and ready to harness the transformative power of strategic branding to shape your community's future.
4:45 – 5:15 PM FOYER	BREAK: NETWORKING AND EXHIBITORS	
5:15 – 6:30 PM GLASS CITY CENTER FOYER	<p>Chair's Reception</p> <p>Join OEDA Board Chair Thomas Winston for an evening of light refreshments and libations as we come together to celebrate our accomplishments over the past year. This reception offers a unique opportunity to reflect on the strides we've made in advancing economic development across Ohio, while also looking ahead to our plans for continued success. Connect with fellow members, share insights, and toast to the future of economic growth and collaboration in our state. Don't miss this chance to network in a relaxed setting and celebrate the achievements that make our work impactful and meaningful.</p>	
6:30 – 8:00 PM	<p>Dinner on the Town</p> <ul style="list-style-type: none"> Signup at registration table 	
8:00 – 10:00 PM TOLHOUSE 1447 N Summit St Toledo, OH 43604	<p>Late Night with the Chair</p> <p>Join your friends and colleagues for an evening conversation with OEDA Chair Thomas Winston.</p> <p>Busses depart the Glass City Center every 15 minutes starting at 7:45 pm</p> <p>Busses return to Glass City Center every 15 minutes starting at 9:00 pm</p>	
8:00 pm – 10:00 PM TOLEDO SPIRITS 1301 N Summit St Toledo, OH 43604	Young Emerging Professionals Celebration	
FRIDAY, SEPTEMBER 6, 2024		
7:30 – 8:45 AM FOYER	BREAK: NETWORKING AND EXHIBITORS	
8:00 – 8:45 AM GENERAL SESSION GRAND BALLROOM	<p>General Session: Navigating Economic Development in Ohio: Legislative Updates and Budget Impacts</p> <p>Join us for a comprehensive panel discussion from BrickerGraydon on the latest activities within the Ohio General Assembly and their significant impact on economic development across the state. Over the past several years, the legislature has implemented changes to key economic development programs, reshaping the landscape for communities and businesses alike. Our expert panel will delve</p>	

	<p>into the implications of these legislative changes, with a focus on the state budget’s role in influencing economic growth through program funding, tax policy, incentives, and more. Gain valuable insights into how recent legislative actions are shaping Ohio’s economic future and learn how to navigate these changes effectively to maximize opportunities for your community or organization. And Ohio will be facing a competitive rate for Governor in 2026 which will have an impact on economic development programs and policies. Whether you’re an economic developer, business leader, or policymaker, this session will provide the critical information you need to stay informed and proactive in Ohio’s evolving economic and political environment.</p> <ul style="list-style-type: none"> • Matt Koppich, Partner, BrickerGraydon • Rachael Mains, Attorney, BrickerGraydon • Jeff Harris, Partner, BrickerGraydon
<p>8:45 – 9:00 AM GENERAL SESSION</p> <p>GRAND BALLROOM</p>	<p>General Session 2: Ignite Ohio 2024</p> <p>Back by popular demand! Get all the deets from your colleagues in this dynamic Session highlighting innovative economic development and workforce projects from throughout Ohio -- IGNITE style!</p> <p>Kristi Tanner, Senior Managing Director</p> <ul style="list-style-type: none"> • JobsOhio <p>Nate Strum, Client Development Lead</p> <ul style="list-style-type: none"> • HDR
<p>9:45 – 10:00 AM FOYER</p>	<p>BREAK: NETWORKING AND EXHIBITORS</p>
<p>10:00 – 11:30 AM GENERAL SESSION</p> <p>GRAND BALLROOM</p>	<p>General Session 3: Keynote: The National Perspective on Policy and Practice from the President and CEO of the International Economic Development Council</p> <p>Thomas Winston, Chair</p> <ul style="list-style-type: none"> • Ohio Economic Development Association <p>Nathan Ohle, President and CEO</p> <ul style="list-style-type: none"> • International Economic Development Council (IEDC) <p>We’re excited that Nathan Ohle, President and CEO of the International Economic Development Council (IEDC), will join us for a conversation about the future of economic development at our Annual Summit. As the leader of the largest organization of its kind, with over 4,500 members across the U.S. and Canada, Nathan brings a wealth of knowledge and experience to our stage. Economic developers play a crucial role in enhancing the well-being and quality of life in their communities, working across public and private sectors, from rural areas to urban centers, and on both local and global scales. In his keynote, Nathan will provide a national perspective on the future of economic development under a new administration and engage with Summit attendees in a dynamic conversation about strengthening our partnerships. Don’t miss this opportunity to gain valuable insights and connect with peers!</p>
<p>11:30 – 12:00 PM</p>	<p>CONFERENCE WRAP UP</p>
<p>12:30 – 1:30 PM</p>	<p>OEDA BOARD OF DIRECTORS MEETING</p>