

**Community Investor Report
Updating our 2007 Progress
September – October, 2007**

CincinnatiUSA.org web site user sessions (goal 450,000)

January	43,617 user sessions
February	39,423
March	43,811
April	40,725
May	42,784
June	49,571
July	49,887
August	44,498
September	<u>36,642</u>
YTD	390,985

A user session is defined as a visit to the CincinnatiUSA.org site, viewing one or more pages.

E Messages Sent to Consultants/Prospects

April - Regional Growth Report & Site Selection Ranking
 June - Featuring Humana, Amylin & Mauer announcements
 August – Top 10 locations for lowest cost to operate a corporate headquarters
 Sept. – Tata announcement

E messages are sent to 2500 site selectors, corporate real estate executives and prospects to expose them to Cincinnati USA “successes” at least six times a year. E messages typically average a 25% open rate.

Marketing Materials

Life Sciences profile printed in English, French & German; Japanese translations underway. Aerospace profile printed in English & French. Map series – Butler & Warren Counties printed; Blue Ash next. Post card series: first two mailed, third underway, fourth planned. Fortune ranking updates made to collateral materials.

Story Placement/Public Relations Successes in Targeted Sectors (goal – 6 domestic – 6 international)

<i>Rafu Shimpo</i>	Circulation - 21,000	Advertising Equivalency - \$1,356
<i>LaborPraxis</i>	Circulation - 23,000	Advertising Equivalency - \$13,494
<i>CheManager Europe</i>	Circulation - 41,195	Advertising Equivalency - \$15,100
<i>Objectif Aquitaine</i>	Circulation – 12,000	Advertising Equivalency - \$1,333
<i>Absatzwirtschaft</i>	Circulation – 33,000	Advertising Equivalency - \$35,000
<i>Urban Land Institute</i>	Circulation – 100,000	Advertising Equivalency - \$27,000
<i>Sales & Marketing Management</i>	Circulation – 65,000	Advertising Equivalency – TBD
<i>Chemical Plants</i>	Circulation – 25,000	Advertising Equivalency - \$18,300

In April, we assisted the US State Department in placing stories on the economic impact of the Reds in :

Seoul Shinmun	Circulation – 500,000	
Suddeutsche Zeitung	Circulation – 1.1 million	
Tagespiegel	Circulation – 150,000	
NRC Handelsblad	Circulation – 250,000	
Pharmind	Circulation – 4,000	Advertising Equivalency - \$12,500
G.I.T. Lab Journal	Circulation – 29,000	Advertising Equivalency - \$21,610
Xin Min	Circulation – 1.8 million	
<i>Economic Development America</i>		
Rheinische Post	Circulation – 133,250	Advertising Equivalency - \$11,800
Westdeutsche Zeitung	Circulation – 380,800	Advertising Equivalency - \$1,800
Neue Rhein Zeitung	Circulation – 14,800	Advertising Equivalency - \$2,130
www.deusseldorf.de		
Radio Station Antenne Dusseldorf		Advertising Equivalency - \$540
Center TV – TV spot	440,00 recipients	Advertising Equivalency - \$800
Munchner Merkur (online)	473,000	Advertising Equivalency - \$19,490
Suddeutsche Zeitung (online)	89,500,000	Advertising Equivalency - \$8,800
ganz-muechnen-de (online)	1,211,533	Advertising Equivalency - \$1,900
mz-web.de (online)	2,464,195	Advertising Equivalency - \$2,100
jetzt.de (online)	4,000,000	Advertising Equivalency - \$2,900
Stadtmagazin-Muenchen24.info (online)	334,816	Advertising Equivalency - \$360
Suddeutsche Zeitung	428,845	Advertising Equivalency - \$44,700
NetTribune (online)	4,400,000	Advertising Equivalency - \$5,000
Berliner Morgenpost.de (online)	10,635,778	Advertising Equivalency - \$52,400
Augsburger Allgemeine.de (online)	13,200,000	Advertising Equivalency - \$1,700
ZDF TV spot	2 nd largest station	Advertising Equivalency - \$3,450
Welt online/ TV spot	65,656,937	Advertising Equivalency - \$291,000
Suddeutsche Zeitung	428,845	Advertising Equivalency - \$33,000

The Partnership works with two European PR firms, Beau Fixe in Paris, France and ME Werbeagentur GmbH GWA in Dusseldorf, Germany. Domestic PR is handled by Development Counsellors International in New York City. All three firms work to place positive regional stories in the three targeted trade industries; chemistry and plastics, advanced manufacturing - aerospace and automotive and biotechnology/life sciences.

Seminars Hosted/Trade Show Participation

March 3-7	IAMC on Amelia Island
April 29-May 2	CoreNet Global in Denver
May 14	Hosting Chinese delegation with State of Ohio; 9 government & 67 business representatives
June 2-4	Area Development Consultant Forum
June 18-22	Paris Air Show
September 12	Osaka/JETRO/State of Ohio seminar
September 18	Dusseldorf Chamber seminar
September 20	Munich Chamber Seminar

Partnership staff and the Economic Development Council work together to select industry trade shows to participate in based on our targeted industries. Staff and representatives from the ED Council attend the shows on behalf of the Cincinnati USA region.

Site Location Consultant Activities/Visits

April 13	Reds vs. Cubs Business Development Mission Chicago meetings: German-American Chamber; French Trade Commission; Netherlands Trade Commission and Japan External Trade Organization (JETRO)
May 22-24	Boston Business Development Mission
June 2-4	Dallas Business Development Mission (exploratory)

August 13 ATP Tennis Masters Event (invites: Grubb-Ellis, Deloitte, Pollina, Walker)

Prospect Activity:

- Jan. – (Prospect Indy) German manufacturer looking for 250,000 sq. ft. manufacturing facility
- Jan. – (Project Freeze) Distribution company looking to build 150k – 250k s/f facility in Cincinnati USA
- Jan. - (Project Pier) Italian company investigating a sales/service operation in region
- Jan. - (Project Wafios) German Company investigating a relocation of sales/service and addition of manufacturing operations
- Jan. - Medical Mfg and R& D company investigating a 40,000 sq ft facility in region
- Jan. - (Project Propel) Global aerospace company investigating sites for manufacturing facility
- Jan. – (Project Lotus) Global IT company planning 750-1000 person office operation
- Jan. – (Project Blahnik) RFI for domestic national headquarters – 500-1,000 jobs
- Jan - (Project Infra Metals) Steel processing service company looking for site with Ohio River access
- Jan – (Project 360) Educational development software company looking to open a U.S. Midwest Regional office
- Jan - (Project Thumann) Food manufacturer investigating second facility in Midwest
- Feb. - Pharmaceutical company investigating significant expansion
- Feb. – Italian company looking for flex space to open US operations
- Feb. – (Project Four) Relocation of production facility for publishing company from Southern CA
- Mar. – (Project Stark) - German co. looking at 3 US cities for mfg/dist.
- Mar. – (Project Kite) Auto parts supplier looking to build mfg. plant
- Apr. -- (Project Viking) Major medical/pharma operations facility
- Apr. – (Project Blade) US Aerospace company considering Cincinnati USA for production facility
- May – (Project Ocean) Swiss company looking to relocate U.S. HQ – considering Cincinnati & Atlanta
- June - (Project C) Financial Services Regional HQ 600-1200 jobs
- June – (Project Pioneer) Advanced Manufacturing client looking for 25 acres 200 jobs
- July - (Project Norse) Pharmaceutical Fullfillment Center, 300-500 jobs
- July - (Project 0533) Pharmaceutical company consolidating support function 500 employees
- August – (Project YoYo) Japanese machine tool company looking for flex space to do research
- September – (Project Excellence) – U.S. mfg. looking to lease or buy 50,000 – 150,000 sq. ft. light Manufacturing facility. 30 – 50 jobs.
- September – (Project Toll) – German company looking to establish a small office warehouse for U.S. Customers.
- September – (Project Ghost) – European stamping company looking to establish U.S. mfg. facility For 40 employees. \$10 million investment.
- October – (Project Roads) – Global Financial Services Company looking at Cincinnati for a consolidated Shared Services Center. 500 – 1000 jobs
- October – (Project Kat) – Consolidation of Shared services operation. Company has existing Cincinnati USA Facility – don't know name or location of existing company yet.
- October – (Project Delta) – ODOD lead – Foreign Plastics composites company looking at new production Facility for 100 employees. \$5 million investment
- October – (Project Geneva) – ODOD lead – Foreign company mfg. filters looking at new production Facility for 30 employees. \$3 million investment.
- October – (Project Palomino) – ODOD lead – Foreign company in alternative energy looking at new production Facility for 170 employees. 200,000 – 300,000 sq. ft. existing manufacturing facility preferred.

The Partnership receives a number of leads from various sources. Each lead is reviewed and the appropriate economic development professional is contacted based on the lead requirements. These leads range from basic inquires to RFIs.

Oxford Intelligence

- French software company with office in California is growing their North American sales and will be looking to open additional U.S. offices
- British IT solutions company with offices in Atlanta, Seattle and Phoenix plans to open additional U.S. offices
- British engineering consulting company with office in Detroit is looking to open an additional office in Phoenix and a second Midwest location
- British manufacturer of high tech bar coding equipment is looking to establish a Midwest presence in the U.S.
- Swedish software developer with a New York City office is looking to expand into the Midwest
- French alternative energy provider with a California facility is looking to expand into the rest of the U.S. market, especially Texas, the Midwest and East Coast
- Swiss smart card technology company with a U.S. headquarters in Chicago is looking to open additional facilities in the U.S.
- French company, creator of 1st open software framework, interested in expanding in US
- UK technology company looking at US markets for sales/marketing/tech support offices
- French biotech company looking for US partners; perhaps sales/marketing/support offices
- UK virtual network operator looking at “significant” growth in US
- UK technology company, with US hdqtrs. In Massachusetts, wants further US expansion
- UK technology company plans west coast office with further US expansion
- French company specializing in vibration control technologies plans US sales/marketing offices

PDQ (goal 10)

Suspects:

Thumann's – investigating Midwest operations center

Webster Financial Corporation – interested in financial services section in region

Windsor Quality Foods – interested in frozen food production

Prospect Development/Qualification Program (PDQ) and Oxford Intelligence are two prospect identification services that work to develop leads for our region. This year is the first full year working with both companies to develop suspect/prospects both internationally (Oxford Intelligence) and nationally (PDQ).

Prospect Site Tours

- January** - Project Pier prospect toured available flex space
- January** – Project Indy toured available manufacturing space
- February** – Project Indy back for second tour
- February** – Project Freeze site tour
- February** – Project Lotus site visit
- February** – Pharmaceutical company visit
- May** - Project Four site visit
- June** – Project Ocean site visit
- June** – Project Lotus site visit
- July** – Project Lotus site visit
- August** – Project Pioneer site visit
- August** – Project Norse site visit
- August** – Project Blade site visit
- August** - Project Ocean back for second tour

Number of Retention Surveys Completed (goal 230)

YTD - 195

