

Outcome Activity Report November 2009

2009 YTD Outcomes

The Partnership works both directly on projects and indirectly to help foster a more favorable business environment. This work results in successfully closed projects the Partnership has touched and not directly touched.

2009 Partnership Project Closings

The Partnership played a significant role in closing 13 projects throughout the region YTD. These 13 projects represent an anticipated 245 new jobs and approximately \$30M in new capital investment.

A list of the closed projects is attached.

Regional Business Expansion

Each year the Cincinnati USA Partnership works with the University of Cincinnati Economics Center for Education and Research to analyze the aggregate growth in our region, as well as the amount and number of capital investments by industry, by state and by county.

While the data for 2009 is not complete and has not yet been analyzed, we can provide a brief comparison of projects results for Cincinnati USA Growth Businesses.

These are businesses that added jobs, added investment or added square footage.

<u>2008 – 2009 Comparison</u>	<u>2008</u>	<u>2009</u>
Number of Growth Businesses	245	231
New Jobs	7,639	6,965
Square footage	11.57M	5.78M
Direct Capital Investment	\$1.7B	\$1.9B

Current Project Pipeline

The current project pipeline stands at 55 projects. This is a narrow pipeline – about half of where the pipeline usually stands. A copy of the project pipeline is attached.

2009 Recent Foundational Work

In addition to working directly on projects, the Partnership markets the region domestically and internationally while also building relationships with site location consultants and ‘multipliers’ to generate future interest in the region and project leads.

Chicago Site Location Consultants

In conjunction with Western and Southern, the Partnership hosted 5 Chicago-based site location consultants in Cincinnati during the weekend of October 24th. The session was part of our ongoing work to keep Cincinnati USA positioned foremost in the minds of site location consultants as the economy begins to recover. For three of the consultants, this was their first visit to the region. We focused on Chicago-based consultants because most domestic site locations searching the Midwest are managed out of Chicago.

New York Site Location Calls

Over a recent two-day period local economic development professionals attended 11 meetings with a variety of multipliers in New York. The most notable meeting was a luncheon hosted at the Indian Consulate with about 25 Indian companies from New Jersey and New York. The Partnership presented the compelling *Reasons to Invest in Cincinnati USA* and then Tata Consultancy Services spoke regarding their experience locating within the region.

Meetings with location consultants, media, and trade commissioners were also held.

Overall Feedback

Based on the meetings with consultants from Chicago and New York, it appears that 2010 will see less greenfield development and more consolidations. Consultants did note that Cincinnati USA is a very diverse region economically and that is very attractive to their clients at times like these.