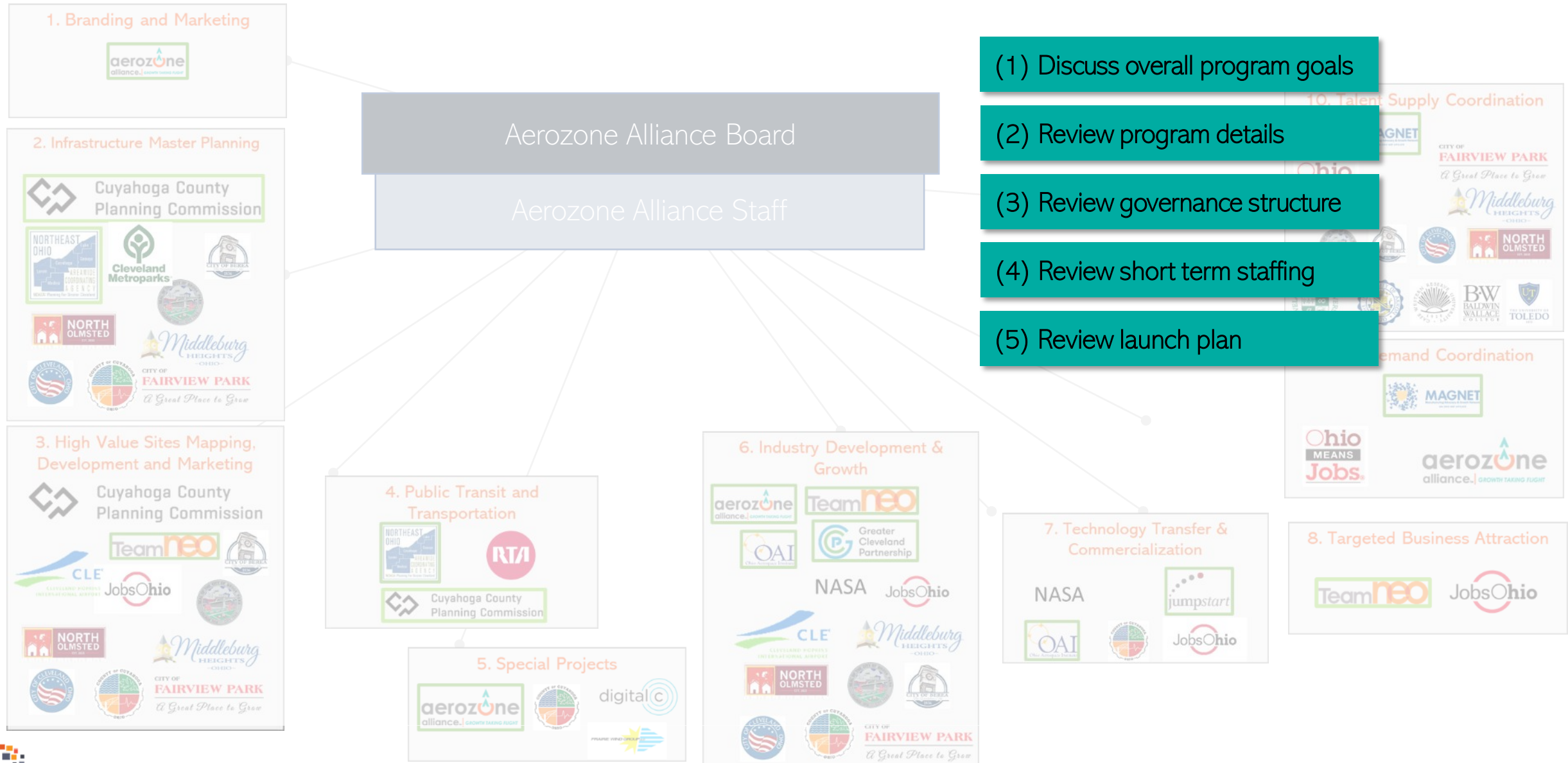


# Aerozone Strategic Planning Executive Summary April 2021



# Meeting Agenda.



- (1) Discuss overall program goals
- (2) Review program details
- (3) Review governance structure
- (4) Review short term staffing
- (5) Review launch plan



Legend: Potential Lead Program Partner

# Aerozone Economic Goals.

WORK IN PROGRESS / DRAFT:  
Collaborating with TeamNEO to refine/validate the metrics.

Based on the data gathered about the industry and occupation clusters in the Aerozone District, the following are the priority areas that should be considered for focused Economic Development efforts.

| Priority Industries                             | Jobs Totals (Block level) | Job Share (%) Block Level | Number of Establishments (Int.Zips/7MileZip) | 5 Year Goal 2026 Goals (10% Growth over baseline)   | 10 Year Goal 2031 Goals (50% Growth over baseline) | 10 Year Minority Advancement Goals (*10-20% Jobs and business ownership)  |
|---|---------------------------|---------------------------|--|---|--|---|
| Transportation & Logistics                      | 7,584                     | 27%                       | 24/106                                       | +800 jobs<br>+3 businesses  | +4,000 jobs<br>+15 businesses                      | Job Allocations:<br>600-1200 Jobs<br><br>Business ownership goals:<br>4-8 |
| Manufacturing                                   | 3,620                     | 13.3%                     | 27/115 (Advanced Manufacturing)              | +350 jobs<br>+3 businesses  | +1,750 jobs<br>+15 businesses                      |   |
| Professional, Scientific, and Technical Service | 2,026                     | 7.5%                      | 22/73 (IT & Aerospace)                       | + 200 jobs<br>+2 businesses   | +1,000 jobs<br>+10 businesses                      |   |
| Healthcare and Social Assistance                | 3,686                     | 13.6%                     | 21/70  | Currently not a priority because this is a population serving not a traded sector job (not bringing extrarenal dollars into the community). |  |   |

















Across the above 3 priority industries:

Drive 10% growth in number of establishments and jobs in the next 5 years (1,350 Jobs; 8 Businesses).  
Drive 50% increase in jobs and establishments in the next 10 years (6,750 Jobs; 40 Businesses).



\*based on minority business ownership rates in the region

# Aerozone Alliance Priority Programs.

| PRIORITY PROGRAMS                               | OVERVIEW  | POTENTIAL LEAD PROGRAM PARTNERS   |
|---|---|---|
| 1. Branding and Marketing                       | Create brand awareness and drive a marketing campaign that articulates a compelling value of the Aerozone District to various key stakeholders.                           |    |
| 2. Connected & Enabling Physical Infrastructure | Develop an integrated masterplan for the Aerozone District, which helps connect and catalyze the infrastructure assets in the district.                                   |     |
| 3. High Value Sites Preparation                 | Establish a cohesive strategy to identify, develop and market priority sites in the Aerozone.   |    |
| 4. Public Transit and Transportation            | Create and evaluate strategies to enable better public transit connectivity to and within the Aerozone.   |     |
| 5. Special Projects                             | Evaluate an array of potential projects that can be refined and developed to serve the district and regional priorities (e.g. micro-grid, drones, technical school, etc.) |    |
| 6. Industry Development and Growth              | Gain insights on the Voice of the Customer by developing trusted relationships with local businesses. Use insights to support business growth strategies.                 |     |
| 7. Technology Transfer & Commercialization      | A regional program that will leverage the key assets of NASA GRC (facilities, IP, and expertise) and support the economic growth of NEO.                                  |    |
| 8. Targeted Business Attraction                 | Coordinated effort that focusses on identifying and attracting companies that would want to take advantage of business opportunities with GRC and/or the airport.         |     |
| 9. Job Demand Coordination                      | Evaluate macro northeast Ohio workforce demand data. Access precise data on the local priority industry/business talent needs and develop a talent demand view.           |      |
| 10. Talent Supply Coordination                  | Work with regional partners to develop an integrated talent pipeline that helps fill the talent needs for key Aerozone industries/employers.                              | <p>Workforce Sector Partnerships (3)</p>  |



# Priority Next Steps: Establish Formal Commitment.

| PRIORITY PROGRAMS                               | POTENTIAL LEAD PROGRAM PARTNERS   |
|---|---|
| 1. Branding and Marketing                       |   |
| 2. Connected & Enabling Physical Infrastructure |  Cuyahoga County Planning Commission    |
| 3. High Value Sites Preparation                 |   |
| 4. Public Transit and Transportation            |  Cuyahoga County Planning Commission    |
| 5. Special Projects                             |   |
| 6. Industry Development and Growth              |  Greater Cleveland Partnership   Ohio Aerospace Institute  |
| 7. Technology Transfer & Commercialization      |   Ohio Aerospace Institute  |
| 8. Targeted Business Attraction                 |   Ohio Aerospace Institute   |
| 9. Job Demand Coordination                      |  MAGNET     |
| 10. Talent Supply Coordination                  | Workforce Sector Partnerships (3)   |

In order to successfully enable the decentralized organizational structure, each Lead Program Partner will need to execute an MOU that clarifies the following details:

1. Formally validate if the organization is willing to take the **lead** in this program.
2. Help refine and improve the **scope and definition** of this program to better support the overall economic goals.
3. Clarify: Are there areas within this program where you would need **support**? Who are the **critical organization(s)** that should also be involved? What could/should be the role of the Aerozone Alliance in supporting this program?
4. What **outcomes and value** could this effort develop in the span of next 1 to 5 years?
5. Your organization's **funding** and resource capacity: What efforts outlined above can be achieved given your organization's current capacity? What incremental resources would you require to achieve the comprehensive list of goals?



# Governance Board Structure.

## Who are the ideal board members:

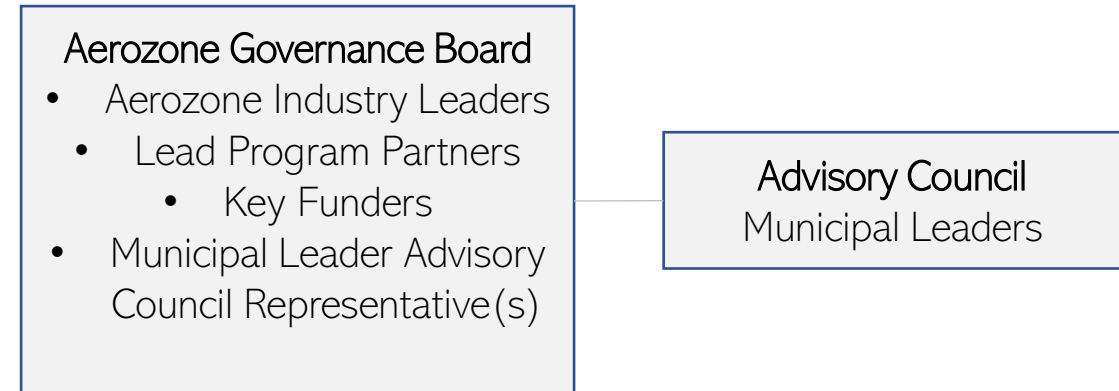
- Organizations who can lead a priority program.
- Organizations that can offer resources to support the effort.
- People with strong commitment and/or reasons to have the Aerozone be successful.
- **An advisory council:** Will be created to bring together the voices of the local municipal leaders. 1 or 2 representatives from this Advisory Council will serve on the Governance Board on a rotating basis.

## The value that these members would create for the Aerozone:

- Industry expertise
- Organizational capacity
- Influence and/or access to resources

## The value that the Alliance can create for the members:

- Help the members achieve their goals in a more efficient and effective manner.
- Create a collaborative and an accountable framework that enable efficiency in execution.



# Governance Board: Participants.

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|   | 1. Branding and Marketing | 2. Connected & Enabling Physical Infrastructure | 3. High Value Sites Preparation | 4. Public Transit and Transportation | 5. Special Projects | 6. Core Sector Partnership Development | 7. Business Retention, Expansion, & Attraction | 8. Technology Transfer & Commercialization | 9. Job Demand Coordination | 10. Talent Supply Coordination |
|---|---------------------------|---|---------------------------------|--------------------------------------|---------------------|--|--|--|----------------------------|--------------------------------|
| <b>Core Industry Leaders</b>                    |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • Carlos Grondsinsky, Zin Technologies          |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • NASA: Marla Perez-Davis                       |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • Airport: John Hogan                           |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • FORD  |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • Parker Hannifin                               |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • MOEN (Potential)                              |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • MCPC (Potential)                              |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • Dupont (Potential)                            |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • Paran (Potential)                             |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| <b>Lead Program Partners</b>                    |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • TeamNEO: Bill Koehler                         |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • GCP: Marty McGann or Howard Thompson          |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • NOACA: Grace Gallucci                         |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • County Planning Commission: Mary Cierebiej    |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • OAI: Dr. John Sankovic                        |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • JumpStart: Ray Leach                          |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • MAGNET: Ethan Karp                            |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • Baldwin-Wallace University: TBD               |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • The Cleveland Metroparks: Debbie Berry        |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| <b>Funders and Philanthropy</b>                 |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • Fund for our Economic Future: Bill Seelbach   |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • Cuyahoga County: TBD                          |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| <b>Public Sector Representative</b>             |                           |   |                                 |                                      |                     |  |  |  |                            |                                |
| • 1-2 representatives from the advisory council |                           |   |                                 |                                      |                     |  |  |  |                            |                                |



There will be a separate municipal leader advisory council created to help provide a cogent voice of the public sector to the Aerozone Alliance. 1 or 2 of these members will serve on a rotating basis on the Aerozone Governance Board.

## Municipal Leader Advisory Council

### Elected Officials

- City of Berea
- City of Brook Park
- City of Cleveland
- City of Fairview Park
- City of North Olmsted
- City of Middleburgh Heights
- City of Rocky River
- County Councilman
- City of Cleveland Councilman

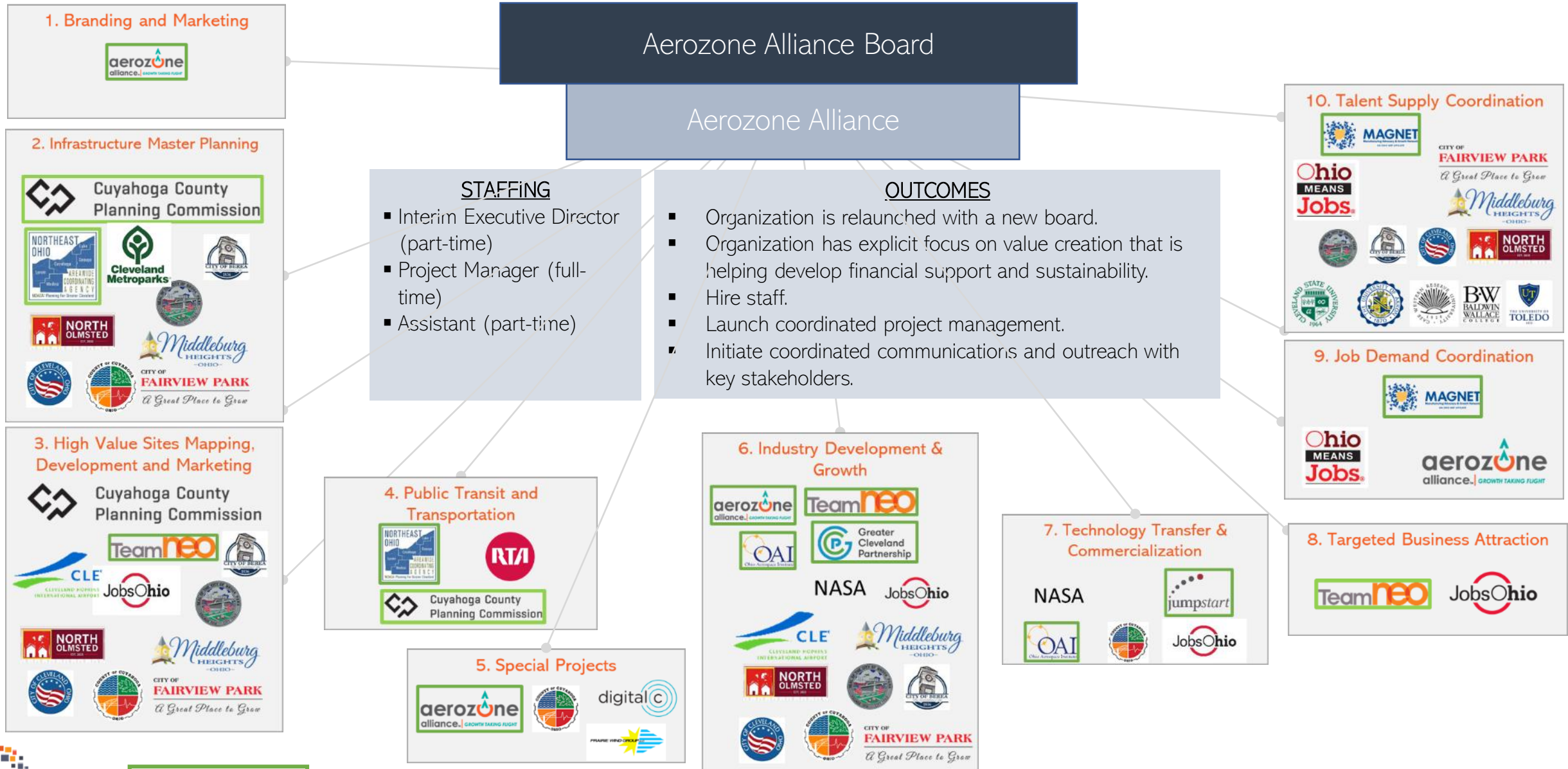
### Community/Economic Development Heads

- City of Berea
- City of Brook Park
- City of Cleveland
- City of Fairview Park
- City of North Olmsted
- City of Middleburgh Heights
- City of Rocky River
- Bellaire-Puritas Development Corporation





# Year 1 Staffing and Outcomes.



Legend: Potential Lead Program Partner

# Immediate Next Steps.

1. Lead program partners to continue refining their organizational commitments.
2. Formalize the Governance Structure
  - Finalize Governance Board structure and members
  - Send invitations to the proposed Board members
  - Conduct Governance Board kick off meeting (targeting Mid-May)
3. Draft and disseminate the final Aerozone Strategic Plan.

