

Wyandot County Office of Economic Development Action Plan

Mission Statement

The Wyandot County Office of Economic Development has been established to assist existing local businesses in economic development projects enabling them to remain profitable and competitive. In addition, we strategically research existing supply chains and regional industries to target and recruit new businesses development into the community. Ultimately, it is our intent to help improve the overall economic viability and quality of life in Wyandot County and the various municipalities located therein.

County Fundamentals

1. Existing business is the greatest concern – Existing businesses produce roughly 60 - 80% of new jobs. Providing funding, workforce development, incentive and growth options for these businesses are the key to building a strong economy in the county.
2. Aligning all organizations will provide the greatest growth potential – All organizations and bodies operating within the County and capable of economic development guidance should work together towards these goals.
3. Predictability and quality of life is a cornerstone for the County – Residents of the county enjoy a relatively low cost of living coupled with many public provided facilities that improve the quality of life.
4. Lack of industry diversity may create an unbalanced economy – Heavy reliance on the manufacturing industry in the County may lead to problems that have been seen in the past. A balanced development and industry attraction effort can combat this underlying concern.

Guiding Principles & Goals

1. Support retention and expansion of existing businesses.

- Develop a computerized database of business resources in Wyandot County that will serve as a link between businesses within and outside the community. The database will serve numerous purposes and is considered to the framework for maintaining a successful economic development program to:
 - o Administer an annual BR&E program to track local trends, issues, and needs
 - o Expand local supplier network by matching local buyers and suppliers
 - o Develop an outreach program through economic development newsletters and events
- Administer the Wyandot County BR&E program which focuses on the retention and expansion of existing businesses in a community or region. The program will continue to define the strengths and weaknesses of the local economy through survey data, communication, and partnership efforts with existing businesses. Furthermore this will allow the WCOED to effectively analyze and monitor our regional and local economies, and use this information as a basis for future economic development action and planning.

- Continue to use the BR&E program as a mode of communicating available business assistance programs from various sources to local leaders and businesses in an effort to increase the overall competitiveness of the local economy and help foster possible expansion projects.

2. Promote the attraction of new business and industry.

- Administer a marketing plan to increase the awareness of Wyandot County to site selection consultants, targeted industries, and individual businesses. The marketing plan will include:
 - o WCOED Website
 - o Promotional Print Material
 - o Online Videos
 - o WCOED Bi-monthly Newsletter
- Maintain a property database with all available land and buildings including commercial and industrial, for consideration by prospective new or relocating businesses.
- Develop a network of relationships with local municipalities, townships, county officials, business leaders, economic development organizations in the region, JobsOhio and the Regional Growth Partnership, Ohio Development Services Agency, site selection consultants, and business developers.
- Assess current infrastructure, (gas, electric, water, sewer, fiber optic, and transportation lines) connection points and capacities, and recommended course of action in order to insure a sustained source of utility and technology services necessary to support and expand the county's local economy.
- Ensure area zoning requirements and permitting processes do not create barriers to business expansion, while still offering a benefit to public safety, health, and/or wellbeing.

3. Coordinate efforts in Wyandot County, promoting a progressive public attitude toward economic development.

- Focus on community education and outreach through all WCOED efforts and available media sources including newsletters, press releases, and radio.
- Garner support through ongoing collaboration with all Wyandot County municipalities and other local political subdivisions.

4. Implement educational programs and work with nearby educational institutions to focus on the continued development of a local quality workforce.

- Encourage the use of the BR&E program to develop communication among existing businesses to insure the educational programs meet the needs of local industry.

- Coordinate workforce training efforts with regional educational institutions and collaborate with county school districts to establish workforce development and educational programs which focus on meeting the needs identified by local businesses as well as enhancing information technology capabilities.

2016 Yearly Objectives:

- i. BR&E - Visit the top 15 businesses (in terms of employment) annually, and in addition at least 15 other businesses determined by the WCOED Executive Director or WCOED members, which will lead to an accurate assessment of the local economy.
- ii. Continue to increase the reach, effectiveness, and sustainability of the WCOED by building its membership.
- iii. Submit a press release to the local newspapers after each WCOED board meeting to increase public awareness of the organization's efforts and member offerings.
- iv. Work to fill the remainder of Arrowhead Commerce Park by assisting with further expansion of Hanon Systems USA and marketing to other potential users.
- v. Secure a purchase option agreement for the large potential development site on the north side of Upper Sandusky.
 - a. Develop the site as the community's next large industrial park area that can compete for national site selection projects considering Ohio locations.
 - b. Explore ways to extend water and sewer service to the site boundary.
 - c. Include this new acreage as Phase II of the existing industrial park, and develop marketing materials that rebrand the entire park with a globally recognizable name.
 - d. Explore and begin conducting a professional industrial park site certification process that includes site due diligence, master planning, and marketing.