



**The Athens County Economic
Development Council**

www.BusinessRemixed.com

Athens County EDC

- *The Athens County Economic Development Council is the champion of business in Southeast Ohio. We are a public-private partnership committed to increasing economic opportunity in Athens County by encouraging entrepreneurship, recruiting new businesses, and helping existing businesses grow and expand.*

Athens County EDC

- ***Our Vision:*** *To be the most respected and prominent agent for positive change in Athens County.*
- ***Our Mission:*** *To be a catalyst for quality jobs and progress in Athens County and throughout the region by creating a seamless network of economic development resources through partnerships with government, business and nonprofit organizations.*

How Does the EDC Help Businesses?

Some of what we do.....

- Marketing efforts on behalf of the County to promote Athens as a premiere business location.
- Help in navigating state and federal business assistance programs.
- Providing businesses and entrepreneurs access to the knowledge and resources of our partner organizations.

Partner Organizations

- Ohio University
- Hocking College
- The City of Athens
- Athens County
- The City of Nelsonville
- The Athens Community Improvement Corporation
- The Athens County Port Authority****

The Athens County Port Authority

Why does Athens Co. Have a Port Authority when they have no Port?

- A “port” is an entry point for economic opportunity.....as such, a Port Authority has unique tools that can enable certain economic opportunities.

Tools

- Acquire property from private landowners, county, city or townships.
- Sell property on behalf of a county/city/township.
- Sell property at a below market value, given the sale is within the Port Authority's development role.
- Lease property.
- Levy taxes in a voted levy not in excess of one million annually for a period of up to 5 years, unless the levy is for the payment of debt service on bonds, in which case the levy shall extend for the life of the bond issue.

Tools

- Incur debt:
 1. May borrow in anticipation of a voted levy.
 2. May issue voted securities not in excess of 2% of its assessed valuation.
 3. Issue un-voted revenue bonds secured by a pledge and of a lien on the revenues generated by a property or project, and the revenue bonds need not comply with any other Ohio law applicable to issuing bonds or note.

Tools

- Loan money
- Issue tax-exempt securities provided there is a governmental purpose for the securities
- Appropriate/condemn property

Land Banking

Land owned by the Port Authority can be incentivized as a creative way to attract businesses.

We do this by:

- Using unique Port Authority tools to offer flexible lease and sale terms.
- Making land as attractive as possible and “shovel ready”.
- Environmentally “clean”.

Our Successful Brownfield Project

- Created Land Bank - *Bill Theisen Industrial Park, previously:*
 - Columbus Southern/ AEP property
 - Phase I and Phase II Assessments completed with Brownfield Grant Funding
- Success Stories within the Park
 - Specialty Books
 - Purely American
 - Gem Coatings
 - Global Cooling , committed to creating 70 jobs over the next 3 years manufacturing ultra low-temp freezers

Athens County Perspective

The County's location (Appalachia), centers of learning, and diversity of industries make for an interesting economic environment:

- University and College presence
- Emerging Artisan sectors; specialty foods/arts/
- Long-standing Industry
- Emerging technologies and Entrepreneurship

Our Economic Driver - *INNOVATION*

- Strong Entrepreneurial Spirit
- Innovative Systems of Support for Start - Ups
- Ecosystem is here supporting entrepreneurial activities:
 1. *Resources to turn an idea into a business; Voinovich School, SBDC, Tech GROWTH, Angel Investors, ED Professionals, Revolving Loan Funds.*
 2. *Incubation available for the process.*
 3. *Graduation – want ideas formed & incubated here to stay here.*
 4. *Need choice locations for company graduation to keep the emerging businesses in the County.*

Challenges for Athens County

Expect the Unexpected.....

- Storm of 2010.
- 250-270 Tons of debris on property that was recently assessed with grant funds.
- Removal process more complicated than expected.
- Seeking cost effective methods of removal that will maintain the integrity of the Brownfield assessment results.
- Options.....

Challenge: After the Storm

Readiness for the next steps of redevelopment at the Bill Theisen Industrial Park.

- Applied for U.S. EPA assessment grant (\$400,000.00)
- What will the grant pay for?

Brownfield Inventory

Site Eligibility Analysis

Phase I Site Assessments

Site Specific Sampling Plans

Remedial Planning & Design

Public Outreach

Programmatic Expenses

Phase II Site Assessments

Challenge: Debunking the Myths

- Athens County/ Appalachia – long held inaccuracies or inflated stories about the region.
 - “Party Town”
 - Halloween
 - Spring “Fests”
 - Haunted Athens
 - Not Business Friendly

Start It Up Athens!

The Goal: *Modify the perception by changing what is out there.*

The Strategy: *Flood the internet with positive stories about the true spirit of Athens through social media, and other interactive mediums. Let the people who live, work and play here tell that story.*

The Contest: Two Components

\$10,000 Business Grant: new or existing companies have the opportunity to present a business idea via a You Tube Video linked back to StartitupAthens.com for the chance to win. Must spend the awarded funds in Athens County in 2013.

The logo for Start It Up Athens features the words "START", "IT", and "UP" stacked vertically in a grey, sans-serif font. A green upward-pointing arrow is positioned between "IT" and "UP". A thin horizontal line is located below "UP", and the word "ATHENS" is written in a green, sans-serif font below the line.

START
IT↑UP
ATHENS

The Contest: Continued

\$5,000 Story Telling and Spirit Competition: Past, present, and future Athens area residents and students are challenged to tell the best Athens County story. “Stories” may be told through blog post, video, and/or photos. They must be published online and linked back up to the Startitupathens.com web-site.

Both components will be judged on engagement (likes, shares, clicks), and by a panel of professionals.

The Outcome

It is our hope that this competition will:

1. Result in one new business choosing to locate or expand in Athens County in 2013.
2. Spur the creation of hundreds of new pieces of online content about Athens County, giving the viewer a more accurate vision of what we are really about.
3. Provide original content for our web-site.

Planning & Partnering for the Future:

because partnerships make effective economic development happen

- County
- City of Athens
- Ohio University
- Athens Co. Port Authority
- City of Nelsonville
- Local Business Incubators
- SBDC
- Hocking College
- TechGROWTH Ohio
- JobsOhio
- Local Realtors
- Private Investors
- Regional Partners
- Voinovich School
- Community Improvement Corporation

Want To Learn More?

- www.BusinessRemixed.com
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