

# **LESSONS FROM BEYOND**

**BUSINESS RETENTION AND EXPANSION**



# WHO ARE YOUR “MAJOR IMPACTORS?”

- WHO ARE YOUR MAJOR EMPLOYERS?
- WHO WOULD SIGNIFICANTLY HURT YOUR ECONOMY IF THEY LEFT?
- WHO WOULD SIGNIFICANTLY HURT YOUR QUALITY OF LIFE IF THEY LEFT?

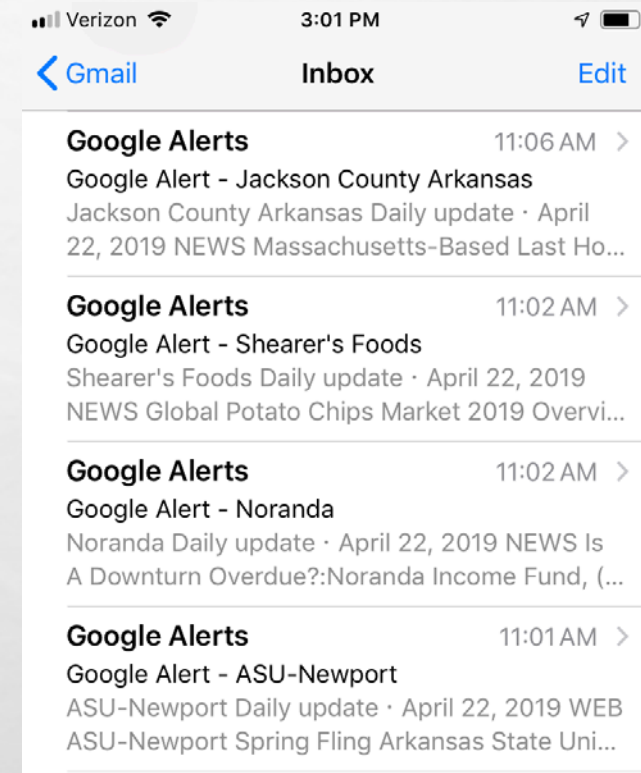
# WHAT ARE THEIR ISSUES?

- WHO IS THE LOCAL DECISION MAKER FOR EACH OF YOUR “MAJOR IMPACTORS?”
- WHO IS THE REGIONAL OR NATIONAL DECISION MAKER FOR YOUR “MAJOR IMPACTORS?”
- WHAT IS ONE THING THAT COULD MAKE ONE OF YOUR “MAJOR IMPACTORS” LEAVE?



# A "MAJOR IMPACTORS" HACK

- GOOGLE CUSTOM SEARCH



# WHO IMPACTS THE “MAJOR IMPACTORS?”

- HOME OFFICE VISITS
  - PARK OHIO STORY

# MAYOR ON SPEED DIAL

- MAKE SURE ELECTED OFFICIALS KNOW THE “MAJOR IMPACTORS” AND EVEN SOME OF THE NOT SO MAJOR
  - BOTTOMLAND NATURALS

# LEARNING WHO THEY ARE

- MAKE SURE THE PEOPLE WHO VOTE ON INCENTIVES AND INFRASTRUCTURE KNOW WHO ARE THE “MAJOR IMPACTORS”
  - NEDC MEETINGS ROTATING



# BE FLEXIBLE TO MEET NEEDS

- FIND WORKABLE AND CONVENIENT SOLUTIONS
  - TAYLOR MADE AMBULANCE STORY 1
  - TAYLOR MADE AMBULANCE STORY 2



# PROACTIVELY ADDRESS ISSUES

- PLAN AHEAD TO KNOW WHAT YOU ARE WILLING TO DO
  - DELTA MEDICAL CANNABIS COMPANY
  - NATURAL STATE WELLNESS

# REMEMBER THE LITTLE GUYS

- MOM AND POP'S ARE YOUR NEIGHBORS
  - RENEWPORT GRANTS

# COMPANIES TALK

- NEW PROSPECTS TALK TO YOUR EXISTING INDUSTRIES
  - PROSPECT STORY

# DON'T STOP THE SURVEY

- BRE SURVEY'S ARE GOOD
  - BUT THEY NEED TO SEE YOUR FACE AND SHAKE YOUR HAND



# ENTHUSIASM PAYS DIVIDENDS

- CELEBRATE EXPANSIONS LIKE NEW LOCATIONS
  - SOUTHWEST STEEL PROCESSING

# RECRUIT INVESTMENT AS WELL AS JOBS

- INVESTMENT CREATES LONGEVITY
  - SHEARER'S SNACKS

# INDUSTRIAL APPRECIATION EVENTS

- THESE ARE GREAT WAYS TO SHOW YOU CARE
  - INDUSTRY/PARTNERS GOLF TOURNAMENTS
  - ANNUAL AWARDS AT BANQUETS
  - APPRECIATION DINNERS

# QUESTIONS AND ANSWERS