

SPECIAL JOBS REPORT

Winburn builds Job Creation Committee on Agenda 360 Priority Focus *Creates a plan to put Cincinnati to work and back to work*

Mayor Mark Mallory appointed Councilmember Charlie Winburn in December 2009 as Chair of the Job Creation Committee with a view toward addressing a number of the city's economic issues such as job creation, business retention and recruitment, small business development, streamlining of residential and commercial construction, small business enterprise compliance, and workforce development. Winburn added one additional responsibility to his committee that was developed while studying at the University of Cincinnati called Dream Neighborhoods.

In one of the most challenging economies the region and nation had seen in decades, Winburn rolled up his sleeves and went to work by first creating five economic roundtables representing over 150 volunteers comprised of some of the best and brightest minds in the community.

The five roundtables and their goals are as follows:

1. Small Business Development

Goal: Streamlining residential and commercial development in order to make it easier for small businesses to do work in the city.

2. Small Business Enterprise Compliance

Goal: Finding and implementing best practices and models in urban cities that encourage growth and participation of small, women, and minority owned business on city projects.

3. Cincinnati Dream Neighborhoods

Goal: A broad based neighborhood development initiative to turn around and strengthen the local economy in each of Cincinnati's 52 neighborhoods.

4. Workforce Development

Goal: Identifying and evaluating the effectiveness of workforce development and job training programs for adults and youth in order to find opportunities in which City Council can leverage existing plans, priorities, policies and programs.

5. Business Retention and Recruitment

Goal: Creating a favorable economic climate to retain current businesses and recruit new ones to the City of Cincinnati.

To obtain more information about the Roundtables of the Job Creation Committee, please call (513) 352-5354.

In January of 2010, Chairman Winburn met with key staff at that Cincinnati USA Regional Chamber and received valuable suggestions, advice and input regarding how to approach the awesome responsibility of utilizing and tracking the five economic roundtables that he established.

First and foremost, he did not want the city attempting to reinvent the wheel for any of these five major issues. Chairman Winburn began with aligning each of the roundtable's goals with *Agenda 360*, a regional action plan developed by the Chamber. This comprehensive plan would serve as the appropriate guideline and strategy in operating the five economic roundtables.

AGENDA 360 PRIORITIES

“Agenda 360 has identified six areas essential for driving our success as a region over the next decade and beyond.

Success is defined by how we make progress on the elements of our rallying cry: creating talent, jobs and economic opportunities for all who call this region home. Those elements and the resulting civic pride they bring, are at the center of the Agenda 360 work.”

Cincinnati USA Regional Chamber
Agenda 360

The six areas of Agenda 360 priorities focus are as follows:

1. **Business Growth** – A diverse, vibrant business community is the foundation for a healthy region. It creates jobs, which attract talented people, and it brings economic opportunity to everyone who lives here. Strong businesses also increase our tax base and contribute to our community through their products, services, and philanthropy. We must use our strengths as a region to retain, attract and create businesses and jobs. This part of the initiative will leverage our strengths as a region to retain, attract, and create businesses and jobs. Attractive jobs bring talented people and economic opportunity, which support a vibrant and diverse region.
2. **Qualified Workforce** – Beginning in school, we must prepare our current and future workers with the skills necessary to find good jobs. Education is the key to providing economic opportunity for everyone who lives in our region. Far too many of our residents have insufficient skills and are unprepared to enter into, advance in, and succeed in a career. We must prepare young people for the jobs of the future in Southwest Ohio as well as retain workers in industries that are shrinking to take the jobs in industries that are growing. Businesses move and grow where there are qualified, educated workers; we need to provide them with a strong workforce. Here, we will work to prepare our current and future workers with the skills necessary to find good jobs. We will focus on education for all, from young children to those already in the workforce.
3. **Transportation** – Transportation is the system that moves people and products around and through our region. It is important for attracting and retaining businesses as well as our overall economic development, and quality of life. Maintaining and expanding roads, supporting public transportation and moving freight efficiently are important for attracting and retaining businesses and for overall economic development as well as good quality of life.
4. **Inclusion** – We must create a welcoming community in which all people are embraced and have an equal opportunity for success, because their differences are the foundation for the community's successes. Agenda 360 defines “inclusion” as the intentional involvement of every citizen in the process of transforming the region, through actions

which include people regardless of their human differences. We will endeavor to welcome, consider, engage and benefit all members of society. An inclusive Greater Cincinnati community is one that provides opportunity for the optimal development of *all* residents. Regions cannot be successful in attracting talent or new jobs if there are great disparities in tolerance and economic condition. Right now, Southwest Ohio has too big a gap between the 'haves' and the 'have nots'.

5. **Government Collaboration** – At the root of everything we do to move the region forward economically – grow businesses, create a quality place to live, prepare workers for the future, and improve public transportation – is the need for the region's cities, counties and townships to work together. Our public officials have two main objectives:

1. **Speak in a unified voice.** We are more likely to be heard in Columbus, in Washington, D.C., and around the world if we all have the same message. Also, as a region that can articulate its strengths, we can market our assets more effectively around the world.
2. **Share resources.** Government expenses are skyrocketing even as property tax and sales tax revenues decline. In order to continue to provide high-quality services to their citizens, local governments can reduce costs by working together.

We will urge public officials throughout the region to work together keeping these objectives in mind.

6. **Quality Place** – The term "quality place" refers to the physical structures where we live, work, journey and play, and how they enhance our lives. We know some places have more to offer than others. Why? They are attractive and convenient for buying goods and services, socializing and being entertained. They are safe and easy to get to. They offer a mixture of housing types as well as recreation, office, retail and service.

These things give them character, which makes being in and around them a unique experience. Quality places attract businesses and people. When our natural beauty, cultural institutions and our neighborhoods make us feel proud of where we live, we project a distinctive image of our region. Quality places don't just happen. We create them.

That's why, while Cincinnati has so many attributes that give it a sense of quality place, we still need to be more intentional about how we build and preserve neighborhoods, public places, industrial areas and every corner of our physical environment. The structures where we live, work, journey and play should enhance our lives - attractive, convenient, safe and easy to get to places offer much to our citizens. Our neighborhoods, cultural institutions, and areas of natural beauty are important and we will work to improve them as well as create more of them to project a distinctive image of our region.

Chairman Winburn embraces *Agenda 360* and uses it as his declared vision which is a compass and road map in formatting his five economic roundtables through the City of Cincinnati's Job Creation Committee.