

If good things come to those who wait,
better things come to those who stand
up and plug into The Power of A, the
Power of Akron. That is what we'd like
you to do by supporting the initiative:

Advance Akron. Our Region. Our Future.

*"The Greater Akron Chamber
has the opportunity to unite the
business community and partner
organizations around this plan.
I support it not only because
I think it is important for
businesses to give back
to the community, but also
because I think it will help
my company's bottom line."*

~ Donzell S. Taylor
President & CEO
Welty Building Co., Ltd.

*"Advance Akron. Our Region.
Our Future. is a visionary
strategy designed to attract and
retain business, investment, and
talent in our region. But we can't
do it alone. We need all hands
on deck to successfully
implement what will become a
critical component of our region's
aggressive, action-oriented plan
to enhance our economic
competitiveness."*

~ Dr. Luis M. Proenza
President
The University of Akron

ABOUT THE CHAMBER

The chamber is the leading non-profit private sector voice for economic development in the Greater Akron area and is comprised of 1,350 member companies, a board of directors composed of Akron's private sector leaders, and 20 full-time staff members dedicated to growing the Greater Akron economic base.

2007 ACCOMPLISHMENTS

Key accomplishments for the 2007 year included our assisting 25 companies with location and expansion investments totaling \$135,000,000, creating 5,112 jobs, and 885,000 sq. feet of commercial space.

HELP POWER THE POWER OF 6

With the support and vision of community and business leaders like you, we made considerable gains in 2007. But to make 2008 even better, we need your leadership and your investment in the Greater Akron area.



Top Ten Award-Winning Economic Development Group in the Country
-Site Selection Magazine, 2008

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330 376 5550

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the **A** factor

Advance Akron.
Our Region. Our Future.

THE POWER OF INVESTING



ADVANCE AKRON. OUR REGION. OUR FUTURE.



This is the name given to our five-year strategic plan for economic growth in the Greater Akron area, a plan that took shape after an intense, year-long examination of the strengths and weaknesses of Akron's business and economic climate. Based on our research, we identified six priorities that will help transform the Greater Akron area into a premier business destination which will lead to a stronger economy and quality of life in Greater Akron.



The six priorities, called The Power of 6, will guide Akron's economic growth for the next five years and provide the roadmap for how the Greater Akron Chamber will work with the City of Akron; Summit, Portage, and Medina counties; the business community; and affiliated organizations to transform the Greater Akron area.



This initiative is distinguished by, among other strengths, its transparency and commitment to evaluating its progress by established benchmarks. In this way, we will know which goals are succeeding and which need more attention, but we need your leadership to make it happen. Together, we need to invest in being great. We need to set our own agenda and make our own rules as active collaborators in the larger region.



Akron Continues to Top the Country's Top Lists

- Top 7 Intelligent Communities
- 100 Best Cities for Jobs
- Second in the Nation for Business Location and Expansion
- Top States for Health Care Costs



THE POWER OF 6 NEEDS THE POWER OF YOU.

With Akron's reputation and resources gaining more recognition nationally, and the list of accolades growing, it is clear we're heading in the right direction.

However, there is still more to be done to promote our region, to raise the bar even higher. The tremendous potential and resources our area has to offer are largely unknown by business leaders outside the area. Collectively, we can change this. Together, we need to speak with one voice and tell our story.

P1 PRIORITY ONE:
Grow Greater Akron by broadening and strengthening innovative economic development efforts to sustain job growth and increase local wealth in the short and long-term, with emphasis on technology-based business sectors.

Objectives:

- Retention
- Expansion
- Emerging Business
- Attraction
- Regionalism
- Advocacy

2013 Goals:

- Generate \$1 billion in capital investment.
- Create and/or retain 10,000 jobs.
- Create a regional partnership with our legislative delegation.

P2 PRIORITY TWO:
Invest in Human Capital. Develop the workforce's ability to meet the needs of businesses by enhancing the education, training, and workforce development programs of the public school systems, higher education institutions, and other available resources.

Objectives:

- Education Connectivity
- Demand-Side Training
- Advocacy

2013 Goals:

- Build a Math, Science & Technology Community Learning Center for middle and high school grades.
- Create 500 apprenticeships over five years.
- Increase research and development funding for universities and health care by 10%.

P3 PRIORITY THREE:
Improve Perceptions. Enhance Greater Akron's internal and external image.

Objectives:

- Global Branding
- Self Image
- Talent Marketing
- Regionalism
- Our Front Door

2013 Goals:

- Create and market a stronger brand identity for Greater Akron.
- Increase in the number of 24 to 45 year-olds in Greater Akron.
- Increase in the number of business leads generated.
- Increase in the number of young professionals engaged in the Chamber.

P4 PRIORITY FOUR:
Revitalize our Physical Assets. Support the revitalization of downtown and other key areas by enhancing the quality of place.

Objectives:

- Downtown Vitality
- Innovation Centers
- Regional Places of Opportunity

2013 Goals:

- Increase annual spending to \$250 million with regionally based minority-owned enterprises.
- Increase in public funding by \$300 million toward Innovation Centers.
- Incubate 100 new innovation companies.
- Increase in city revenues by \$50 million.

P5 PRIORITY FIVE:
Enhance Value for Small Businesses. Provide membership benefits and services that give small businesses an operational and financial competitive advantage.

Objectives:

- Benefit Programs
- Service Partnerships
- Advocacy

2013 Goals:

- Grow and sustain membership to 3,000.
- Grow and sustain investors to 350.

P6 PRIORITY SIX:
Create the Capacity to Succeed. Build a culture of leadership and implementation by strengthening stakeholder relationships and obtaining the resources necessary for success.

Objectives:

- Partner with Akron Tomorrow
- Engage Next Generation Leadership
- Realign Governance
- Develop Funding for the Future
- Communicate Wins

2013 Goals:

- Invest \$20 million in economic development.
- Invest \$7.5 million in business services.

\$1,000/\$2,500 INVESTOR BENEFITS		
PRODUCTS	SERVICES	EVENTS
<p>\$1,000 Investment:</p> <ul style="list-style-type: none"> ■ MemberChoice Benefits Plan: <ul style="list-style-type: none"> > SummaCare Healthcare Discount > Advantica Eyecare > Anthem Dental Blue > HumanaDental > Anthem Life & Disability Insurance > Workers' Compensation Discount > Office Supply Discount > Shipping Discount > Language Translation > Merchant Services ■ Arts & Sports Package ■ Quarterly Newsletter ■ Monthly E-Newsletter ■ E-Blasts ■ 6 Months Web Site Advertising ■ Web Site Directory Listing with Hotlink ■ Membership Plaque ■ Legislative Action Center (Online Advocacy Tool) ■ Discounted Research Publications ■ Bi-Annual Economic Development Progress Reports ■ Chamber Member Database Excel File on CD/Disk E-Mailed or Printed on Labels ■ Legislative Briefings ■ Targeted Industry Mailing Lists/Labels Disk 	<ul style="list-style-type: none"> ■ Event Sponsorship Opportunities ■ Economic Development Assistance ■ MAGNET (Manufacturing Advocacy & Growth Network) ■ Ribbon Cuttings ■ New Member Listing in E-Newsletter ■ Use of Chamber Conference Room Facilities ■ Discounted Certificates of Origin ■ Invitation to Chamber Board Golf Outing at Firestone Country Club ■ Committee Involvement: <ul style="list-style-type: none"> > Government Affairs Committee > Marketing Committee ■ Recognition on the Chamber Web Site as a New Member ■ Recognition in Chamber Office <p>plus+</p> <p>\$2,500 Investment:</p> <ul style="list-style-type: none"> ■ Recognition on Prominently Displayed Plaque in Chamber Office ■ Recognition on Chamber Web Site as an Investor ■ Quarterly Investor Briefings ■ President's Weekly Update <p><small>■ denotes additional Vision Builder Investor Benefits (\$2,500 Membership)</small></p>	<ul style="list-style-type: none"> ■ Three VIP Passes Annually May be Used at the Following Events: <ul style="list-style-type: none"> > Morning Buzz > KNOW > Economic Outlook > SBC Awards Luncheon ■ Membership Fee to KNOW Waived for One Contact ■ Invitation to Akron Roundtable Luncheons <p>plus+</p> <p>\$2,500 Investment:</p> <ul style="list-style-type: none"> ■ Priority Seating at Annual Meeting ■ VIP Reception at Annual Meeting

The economic future of Greater Akron depends upon our commitment to work together as a region to achieve critical goals.

We agree to invest in this important economic development initiative and hereby commit \$_____ annually to Advance Akron. Our Region. Our Future. We agree to continue this yearly investment each year through the conclusion of the five-year program.

Subject to our annual review of the program's progress, payment of this annual investment will begin _____.

NAME: _____ TITLE: _____

COMPANY/ORGANIZATION: _____ E-MAIL ADDRESS: _____

ADDRESS: _____ DATE: _____

CITY/STATE/ZIP: _____ SIGNATURE: _____

PHONE: _____ SPECIAL PROVISIONS: _____

FAX: _____

Please make checks payable to: The Greater Akron Chamber. This investment is not deductible as a charitable contribution. It is a business expense for most taxpayers. If you are interested in making a charitable donation to the Akron Regional Development Board Education Fund, please contact us.