

Grow **company revenue, capital investment and jobs** in Greater Akron by leading **targeted business attraction, retention and expansion** efforts for high potential opportunities

Catalytic Research and Advocacy

- Establish 160 target company portfolio for BRE, develop profiles and initiate visits
 - Complete polymers research and other industry cluster feasibility work
 - Develop data “quick-sets” to support business retention and expansion efforts for ‘top 20’ requests
 - Initiate top 20 employer engagement program with Chamber, City and County
 - Develop, monitor and report on the metrics and milestones for Elevate Greater Akron
-

Storytelling

- Produce 300 stories about companies and resources in Greater Akron over 3 years
 - Develop a business digital asset library for Greater Akron
 - Launch the Greater Akron Business Media Center
-

Convene and Facilitate

- Convene industry sector roundtables to identify trends, needs, opportunities, and share best practices
 - Engage CAK on strategies, viability and impact of the airport as an asset for the Greater Akron Canton Region
 - Serve as the project manager for the Elevate Greater Akron initiatives
-

Distinctive Member Resources

- Provide ecosystem navigation support to help companies access resources and assistance