

**2010 NEIGHBORHOOD SUMMIT
GOAL COMMENT SHEETS
ECONOMIC DEVELOPMENT & BUSINESS RETENTION**

Goal #1: Cincinnati is a city of thriving and connected Neighborhood Business Districts.

- True (3)
- This is of critical import. NBDs need city support to be successful (5)
- Each neighborhood has its own culture & identity. They fit like puzzle pieces to create Cincinnati (6)
- Suggests HBDs are destinations vs. serving the neighborhood. Not a bad thing (like linking the parks) (7)
- We need quality, frequent, and reliable transit service to connect our NBD. Loosen up and simplify NBD zoning (8)
- Not every neighborhood needs everything (9)
- Some are, some aren't throwing NBDs they aren't as connected as they should be. Greater inter-community promotion (10)
- NBDs are important but are they economically feasible in every neighborhood? People need access to NBDs for success (13)
- Somewhat important. Focus on NBDs. Not in every neighborhood. Eliminate NBDs that no longer serve residents retail needs (14)
- No, if once was and can be again (16)
- NBDs are an outcome of the market, not an economic development strategy (17)
- NBDs are what make Cincinnati unique. Their distinct small town character makes Cincinnati a big city with a small town feel (community oriented) (19)
- Question/choices misleading. Competition process should be retained for large projects (20)
- Restricting big box development would bolster this. NBD development efforts should, as a primary goal, encourage the establishment of businesses in NBDs which cater to the residents of that community rather than businesses which cater to people who come to that (22)
- Some NBDs warrant more money than others but none should be sacrificed because they are key to walkable thriving communities (26)

Goal #2: Business Retention is important for Cincinnati.

- True (3)
- We need to not give "good deals" which end up hurting the citizens just to benefits large corporations (4)
- It seems like the city only focuses on this when businesses threaten to leave. It needs to be an "all the time" goal (5)
- Retain business in the Cincinnati area not just downtown should be included (6)
- & attraction (7)
- Not only retention, but also attracting new. Also making it easy for businesses to expand. Must be able to compete w/ other cities' incentives (8)
- Only if these business employ Cincinnati region residents (9)

- This is esp. true in low economic neighborhoods (11)
- People need jobs and we have to build off what we have (13)
- Somewhat important. But not at taxpayer expense (14)
- Provide support to Cincinnati artists and arts and cultural organizations and the development of arts and cultural facilities. Cincinnati's arts and cultural assets and ---- are key to attracting and retaining businesses, employees and residents (15)
- Must build on what we have – plus attract more (16)
- According to Eureka Ranch, its more important for a business to attract new customers than to focus on keeping its existing customers (17)
- Split focus: CBD / NBDs (20)
- We know that small business generates more. Stop subsidizing large businesses. Go back and look at what corporate welfare recipients have done with City money. Many still moved operations out of the City after getting “paid to stay” (26)

Goal #3: Downtown Cincinnati is the economic center of the region.

- Sort of (3)
- Diversity is better (4)
- Uptown/Downtown → Queensgate has huge untapped potential (7)
- Absolutely! Where else would it be? But we must not take this for granted. We must proactively work to attract and retain businesses *in the City* (8)
- This is a narrow core of vision. Think broader for new potential in the city for industry and business (niche) development (10)
- This cannot be a true statement when businesses downtown close for the most part at 6 pm and have limited hours on Saturdays and Sundays (11)
- It is the visible center of the region. You can't be a suburb of nothing (13)
- Neutral. Focus on NBDs (14)
- Yes, for that type of “business,” not all businesses need a “world headquarters” (16)
- Very important, but it doesn't have to be. It can be on of several diverse economic centers (17)
- Downtown Cincinnati should be a hub of all uses not solely commercial (19)
- This is the appropriate location for national chain/outlet and national retail stores. It should be densified so as to reduce the number of strip malls and big box stores (22)
- Transit/streetcar (23)
- As is every major city. We need a major mall, more night life, events that bring people from other cities, film (24)
- Downtown is very important but is it a draw for small business? Large business should take care of themselves or downsize. Focus should be on fostering competition (26)

Goal #4: Cincinnati's existing commercial corridors and centers are competitive regional draws.

- Not really but need to focus (3)
- Stability is important (4)
- I strongly disagree. You can find commercial corridors anywhere and they are largely similar. I suppose these are handy for residents but draws... no way! (5)

- Somewhat (10)
- Long stretches of traffic jams & over development land are turn-offs & need to be avoided. Green space is more than just visually appealing (6)
- Not really destinations. Corridors suggest movement from one point to another, not stopping & staying. Crossroads are better (7)
- Some of the existing centers have been robbed of their growth engine (transit and rail corridors) and should be converted to other uses (8)
- Again, we have to build off of what we already have (13)
- Not important. Question badly worded – needs should determine location – maybe be new or maybe existing – times change – question does not consider that (14)
- God no – waste of time, talent, money, energy etc. (16)
- Regional commercial centers are important to provide necessary services to the community (19)
- Most of City's / Region's commercial corridors are ugly (26)

Goal #5: Cincinnati has a world-wide reputation as being business-friendly.

- Not true (3)
- It seems like the city is more concerned about the business environment than the human/living ---- environment. Economy should be for the people, not the people for the economy (4)
- The reputation is not as important as the reality. If we become business friendly, the reputation will follow (5)
- So many of our current companies compete globally, if we want to retain & encourage development we must match a world market & stand-out (6)
- Esp. to leverage import/export through FT2 & intermodal *plus* life sciences / pharma / healthcare
- Yes, but we are currently very far away from this goal. Streamline permitting and regulation. Create a *real* one-stop center with DOTE, GCWW and MSD. Nix the environmental justice ordinance. Partner R+D with institutions. Land banking and shovel-ready sites are key! (8)
- Need to focus on attracting employers who offer decent quality jobs. And esp. jobs for folk with less education gives our poverty and education rates (9)
- True. Known as friendly to Fortune 500s. Needs to be friendly to smaller, local business (10)
- This reputation relies heavily on the state of Ohio as well. We need to make business easy in Cincinnati by cutting red tape. There is hope for green industry. The City doesn't have the money to be buying and holding property (13)
- City should promote itself as friendly to environmentally responsible businesses (14)
- Yes and No – Allowing too great a latitude for commercial attraction and development to be political and left to council keeps “Twains” perception of our city alive and well (16)
- Should be to priority. Perception is as important as reality (17)
- Jobs are what keep people in a region and being business friendly keeps in a city/region. Industrial jobs should be longer term positions than a commercial or small business (18)
- This needs to be a major component of this plan. Extensive marketing and publicity should be done nationally and internationally to draw outside interest (19)

- Lets keep bringing businesses to stimulate the economy. Especially film industry (24)
- Not at expense of doing best for long term community interests (26)

Goal #6: Cincinnati’s workforce is prepared and workers are linked with jobs.

- Biggest problem is that the requirements to get the jobs are too high and complicated, ex – online applications & criminal background checks disqualify a lot of the workforce. Resources needed to help applicants we overlooked & under funded. Additionally there are legalities to assisting someone with a job application (2)
- Needs improvement (3)
- The economy should be for the people, not the people for the economy. What is needed should come first & then how to do it follows naturally (4)
- This will only become more important as jobs shift to clean energy and such (5)
- College is important but so is a job out of high school for people who choose to enter the workforce. We need followers as much as leaders (6)
- Prepared for what jobs? How does the Comprehensive Plan drive this other than creating a city prepared workers want to live in? (7)
- Don’t focus on specific skill sets. Create well-rounded thinkers because you never know what the next hot industry will be. Cincinnati has great higher ed. institutions, but we need a lively city that can retain college graduates. Also improve public K-12 schools *for all* (8)
- Soft skills most important. No one knows how to teach that. Many employers jobs do not support cost of childcare and transport to work – need supports as much as skills (9)
- Increase workforce-readiness preparation (10)
- Define “prepared.” Everyone in the city cannot have white collar positions, is there a way to also prepare people for essential jobs like trash, mail, etc. and also creating better pay for those jobs (11)
- We need more partnerships between UC and other universities with businesses to tailor programs similar to Louisville partnership with UPS (13)
- Local education should prepare residents for workforce preparedness (14)
- Hell no (16)
- As or more important than real estate options (17)
- Penalty/tax for developers on local projects who do *not* hire local workers (25)
- “Cincinnati’s workforce is prepared” – Yes. “and workers are linked with jobs” – Industry role vs. city however there are areas of assistance City can fill (26)

Goal #7: The Cincinnati river transportation system is preserved and the efficiency is improved.

- Not really (3)
- Going upstream in heavy flow conditions is not efficient. Downstream should use the river & the rails should go upstream. Only empty barges – or light cargo should go upstream (4)
- This is one of our competitive differentiators (5)
- More efficient connections are needed between CVG, river freight, rail & trucks to keep cost down & traffic & economic impact at a minimum (6)
- Which is not a reason to put Queensgate Terminals in Lower Price Hill (7)

- River transport is not where the future is. This is the past. It should not be a focus. If it's economically viable it should not require public funding (8)
- River is a competitive advantage. Balance natural/recreation and industrial/commercial/transport use (9)
- Completely agree (10)
- Freight on the river can be vastly expanded and it can start with the Queensgate Terminals. We have the opportunity for great intermodal freight industry (13)
- Exigency important. Reduces highway pollution (14)
- Certainly (16)
- Cincinnati is here because of the river. I'm not sure exactly how big its impact is today, but I would guess it's big... Ha-YUGE!! (17)

Goal #8: Cincinnati uses the latest technology to ensure that our infrastructure is sustainable.

- Very poor monitoring & especially with housing (3)
- Rainwater should replenish the ---- ground water table as much as possible & not be sent down river (4)
- Technology is not so important as results (5)
- Consulting other citizens, being open & embracing new technology & materials is key to being environmentally & financially responsible for our future (6)
- A ridiculous question. "Latest Technology" 100 years ago was thought to be sustainable. 150 14201 discourages use of "sustainable" as a vague & unsupportable with data (7)
- Yes, but concentrate on attracting new residents and businesses to expand the tax base to fund infrastructure maintenance and improvements. CSO's must be dealt with because need for sewer credits inhibits development (8)
- Critical to Cincy remaining on the regional and possibly global edge (10)
- Our infrastructure can reduce the cost of doing business and make the city attractive to new business. We have to improve what we have and make new (13)
- Extremely important. MSD must be environmentally sustainable. Repair the sewers – all users should fairly pay (14)
- Please do (16)
- I think this should read "best" technology, not "latest" (17)
- Creative solutions like communities for life are a great way to renew a community (18)
- Sustainable utility and transportation infrastructure will inherently save money in the long run. It would be great to use these investments as catalysts of change in declining urban communities (19)
- We need affordable living for families (24)

General Comments

- The experience seem to be somewhat bias, ranging from the way the questions were written to lack of professionalism in some of the question presenters who add an unwritten word or two to the question (1)
- I thought the way this presentation was done in connection with the questions was very helpful (4)

- Small businesses bring diversity & creativity. Many small companies become large companies & bring greater stability. Accessibility is key (6)
- Most questions seem designed to justify additional spending and taxation. I disagree with that premise (7)
- I disagree with the public about NBDs vs. CBD. CBD should be the focus. Of course it shouldn't be all one or the other. Sewer repairs are vital to economic development, so just repair the sewers. If the theme is competitiveness, you should not mandate additional cost to projects (8)
- We need free classes for those who want to start a business on how to start and sustain their business. We also need free classes/consultation for businesses who will close their businesses without help (11)
- More than any other session, these questions are "leading." In each case there are several viable legitimate answers. These questions really annoyed me. Note: Sam McKinley's questions were better, at least more honestly conceived (12)
- People will come to our city if there are jobs. We need to focus on what we can do and afford. Build on what we have and expand from there. Offer incentives not mandates for sustainable development (13)
- Almost too vague to focus on direction. It's like asking me if I want you to kill a cat – well no of course I don't!! (16)
- MSD questions all seemed to confirm the same opinions (17)
- Critical Question re/ Industrial land shouldn't be a one-size-fits-all but industrial land if lost is very hard to replace (26)
- Business restrictions enforced. Zoning protection. Maintenance. Projecting our image and unified grant writing. Build an endowment (27)