

GO Cincinnati:

*Growth & Opportunities Study
for the City of Cincinnati*

What is GO Cincinnati?

- Yearlong strategic planning effort conducted by City of Cincinnati & Cincinnati USA Regional Chamber completed in January 2008
- **Goal:** Increase City of Cincinnati tax revenues through targeted economic development strategies

Why GO Cincinnati?

- In the 5 year period leading up to the study, the City of Cincinnati lost nearly 8,000 jobs (net)
- According to a 2006 study, 65% of City's workforce lived outside of Cincinnati

Who is GO Cincinnati?

- **Co-Chairs:**
 - Ellen van der Horst, President/CEO, Cincinnati USA Regional Chamber
 - Councilmember Chris Bortz
- **Steering Committee & 4 Focus Groups:**
 - Workforce Development
 - Transportation
 - Neighborhood Economic Activity Centers
 - Jobs
- Consulting team of leading national economic development advisors and market analysts

GO Cincinnati

Key Findings & Recommendations

9 Targeted Business Sectors

- Life Sciences
- Chemical Manufacturing
- Professional/ Technical Services
- Aerospace
- Management of Companies
- Advanced Manufacturing
- Insurance & Banking
- Hospitals
- Educational Services

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Key Findings & Recommendations (cont.)

- **Economic Development Delivery System Improvements**
 - Create new Catalytic Development Corp's
- **Work Force Development**
 - Align resources to support identified business & industry sectors

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Key Findings & Recommendations (cont.)

- **Transportation & Infrastructure**
 - Develop walkable, transit-oriented, mixed-use neighborhoods
- **Residential Development**
 - Young Professionals, Entry-level Professionals and Empty Nesters/Never Nesters

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Key Findings & Recommendations (cont.)

Place-based development strategy focuses on three existing and three new Growth Opportunity Areas (GOAs) with the most opportunity to attract & grow these business sectors

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Growth Opportunity Areas

Existing GOAs:

- Downtown (CBD)
- Over-The-Rhine
- Uptown

New GOAs:

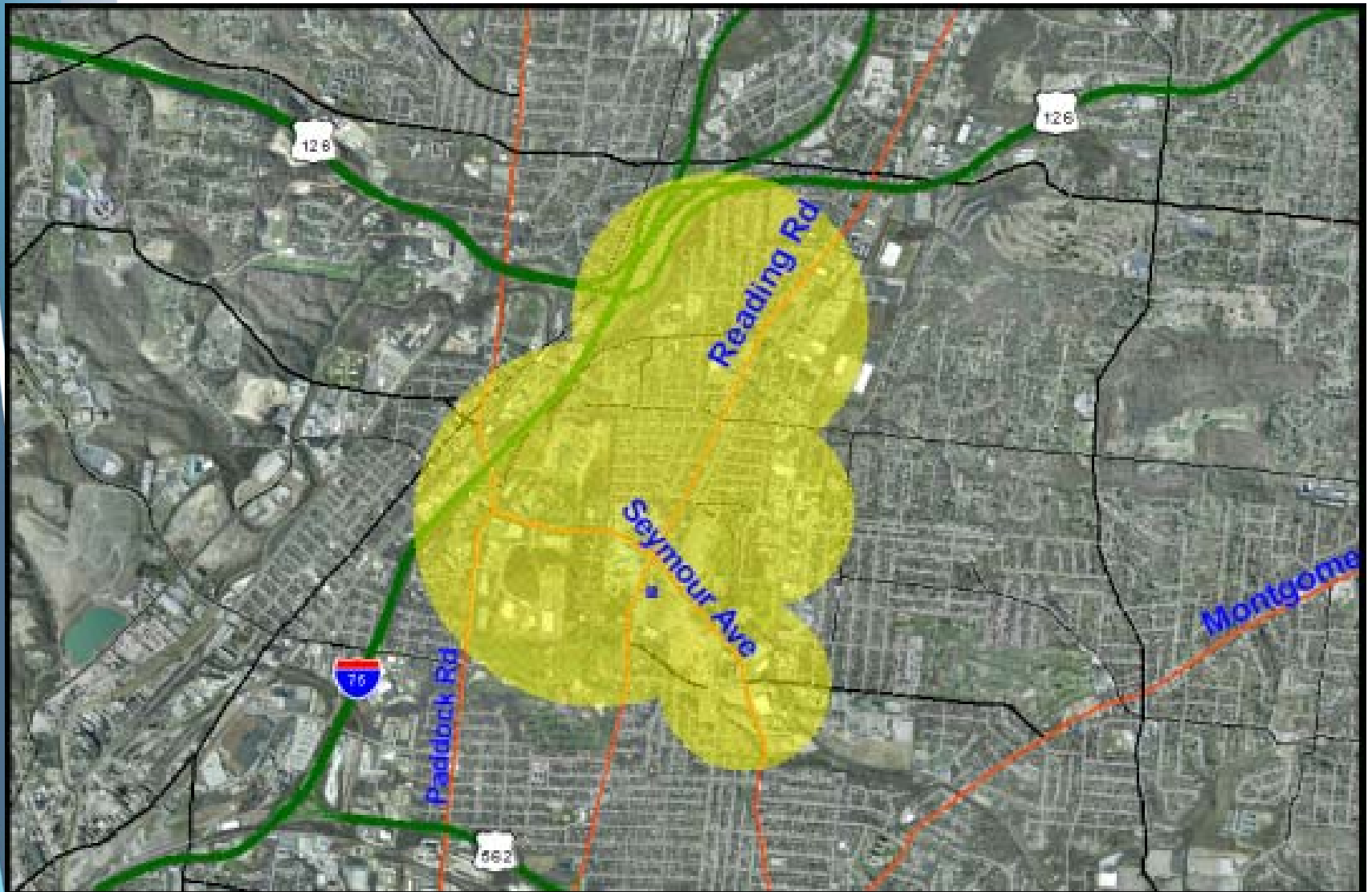
- Seymour/Reading Road Corridor
- Queensgate/Mill Creek South Corridor
- Madison Road Corridor

New Growth Opportunity Areas

Major Objectives

- **Identify & market existing redevelopment opportunities**
- **Develop a land use plan for the corridor**
- **Encourage redevelopment as recommended by GO Cincinnati study**

Seymour/Reading Road Corridor



Seymour/Reading Road Corridor



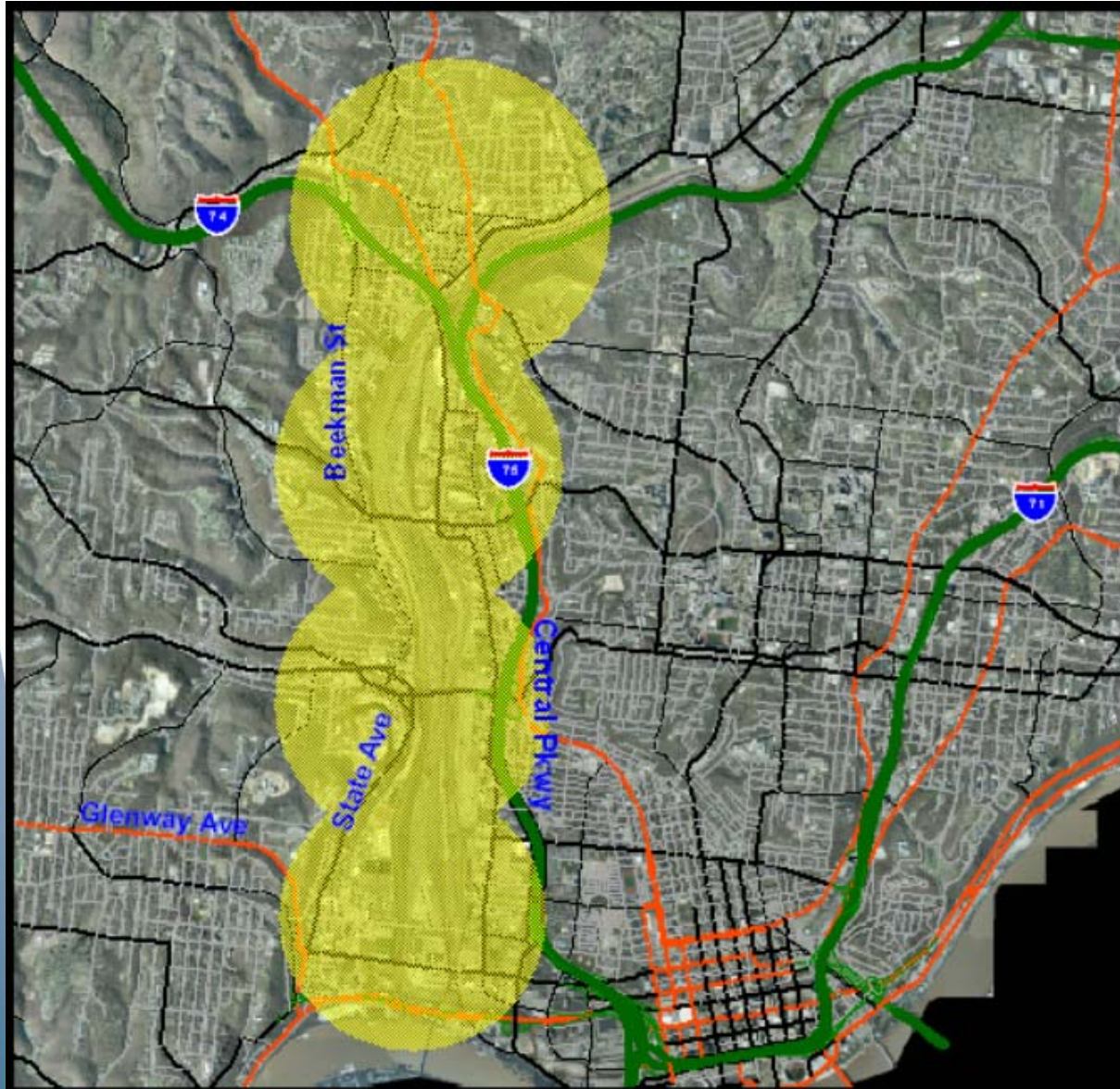
TechSolve Business Park

Seymour/Reading Road Corridor

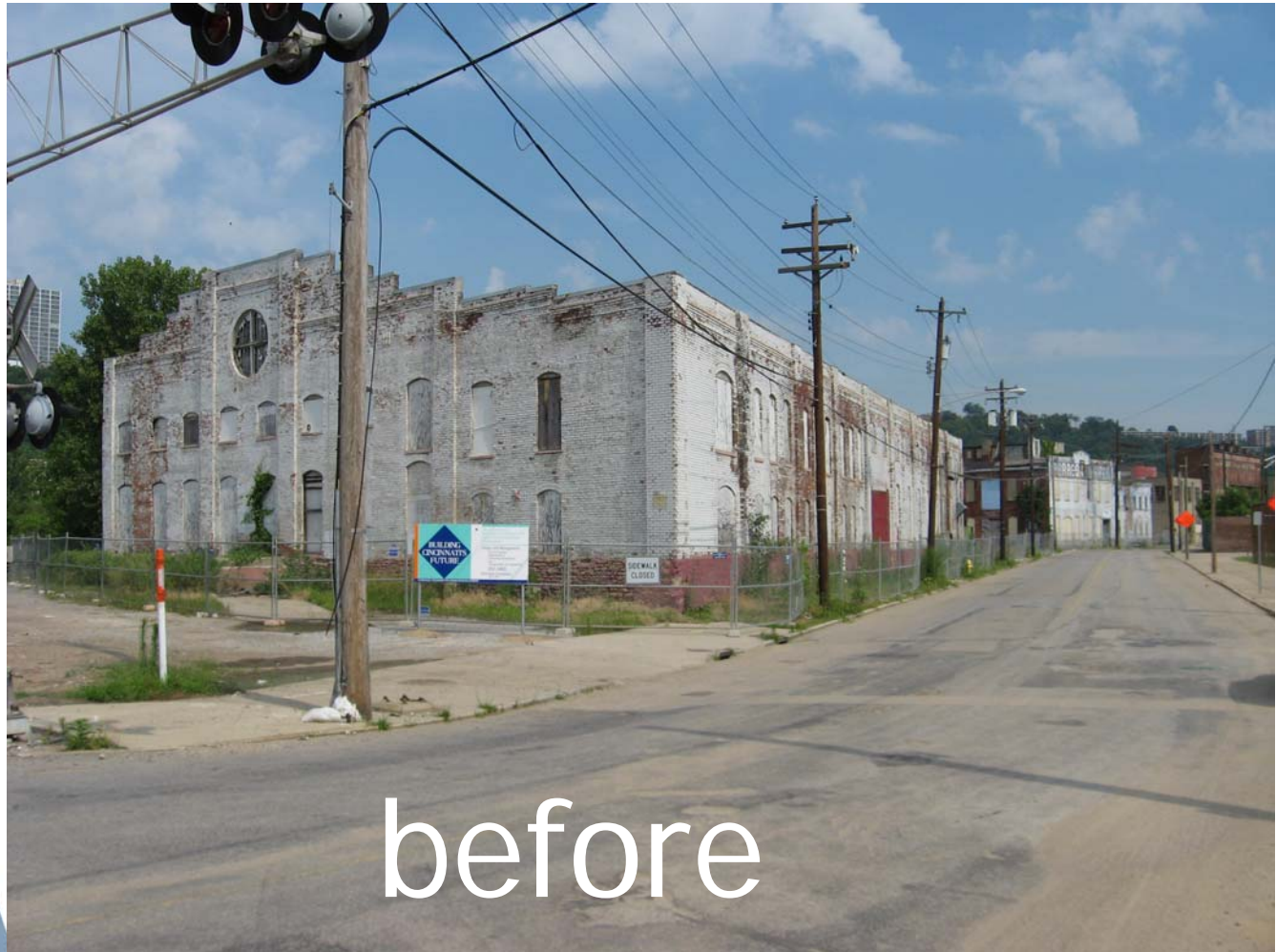


6606 Paddock Road –
Former Mill Creek Psychiatric Center

Queensgate/Mill Creek South Corridor



Queensgate/Mill Creek South Corridor



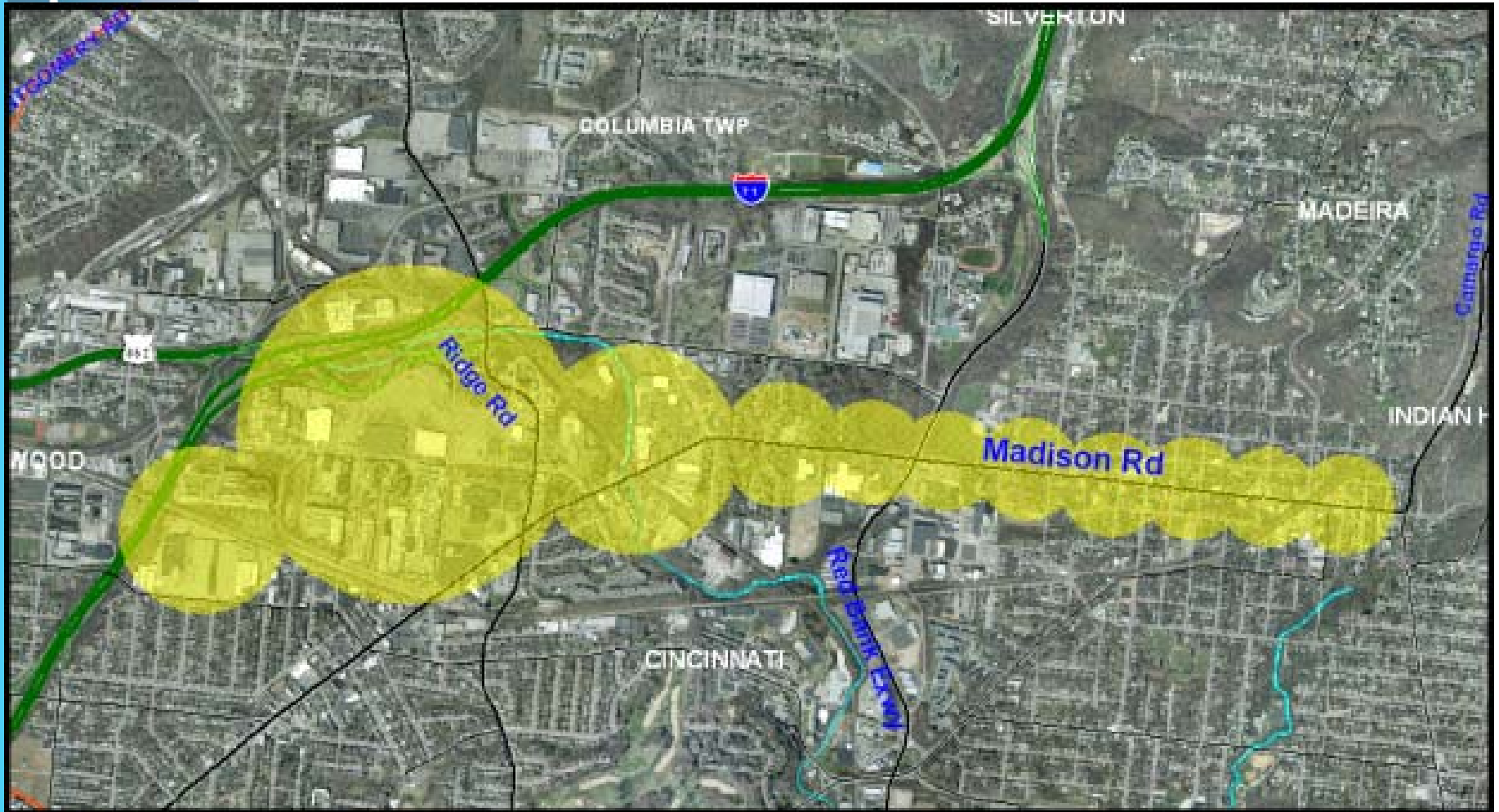
MetroWest Commerce Park – July 2008

Queensgate/Mill Creek South Corridor



MetroWest Commerce Park – May 2009

Madison Road Corridor



Madison Road Corridor



Madison Circle

Madison Road Corridor



Former NuTone Site

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Success Metrics

IN 5 YEARS.....

- Identify \$202.07 million in catalytic investment to leverage \$1 billion to build 4.45 million sf office/ industrial/commercial space and 2 million sf of residential
- To create 5,000 jobs and \$6.4 million in new tax revenue



More Questions?

Downtown / CBD



Downtown / CBD



Fountain Square

Downtown / CBD



after

Fountain Square

Over-The-Rhine

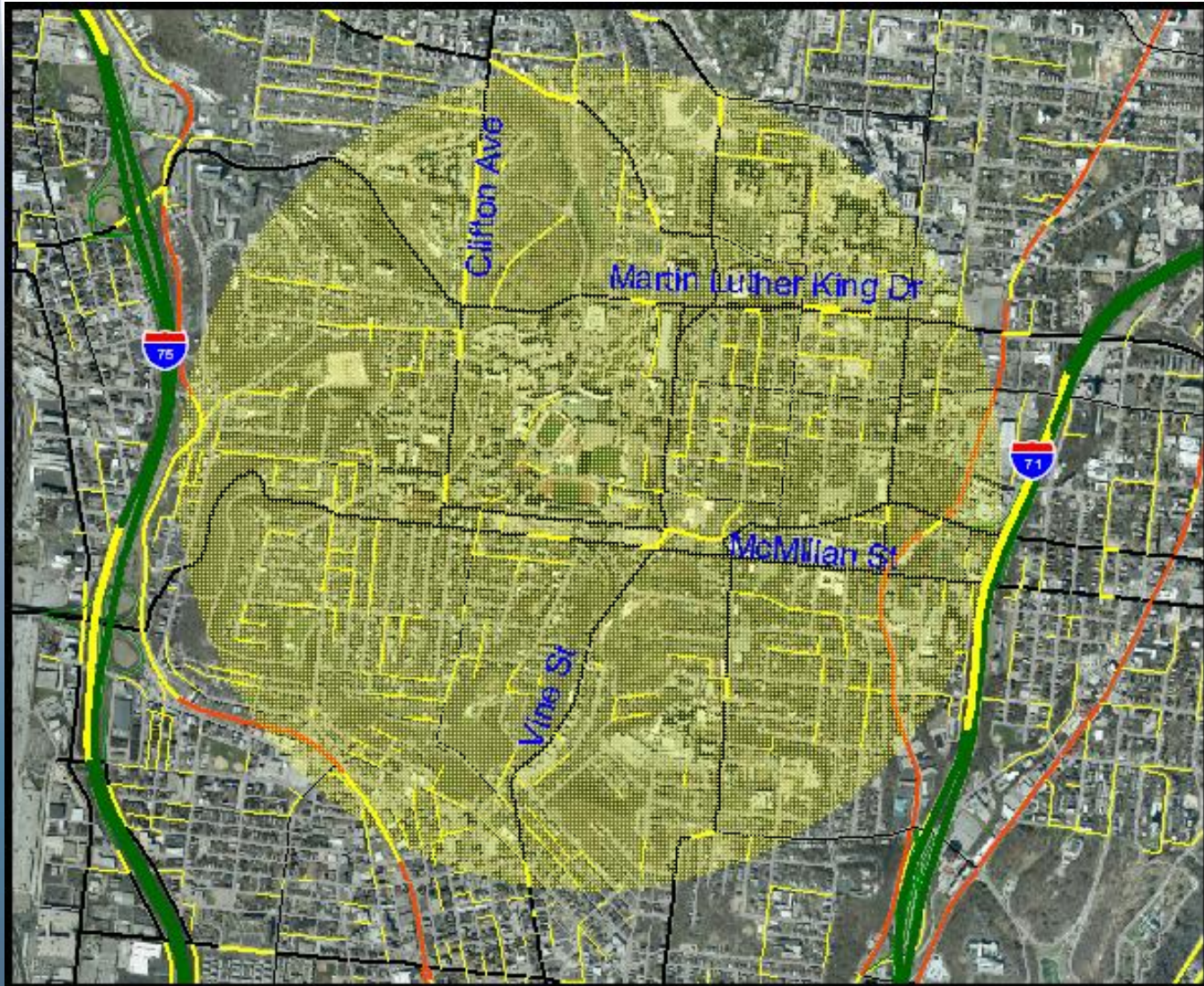


Over-The-Rhine



Gateway Quarter

Uptown



Uptown



Corryville Crossings