Ohio IS OPEN for Business

Date: January 7, 2013

Project Summary
For businesses that are looking to relocate or expand their businesses to the State of Ohio, there is an overwhelming list of agencies and regulations that may impact their decision. In past years, several businesses have chosen to locate to other States adjacent to Ohio. Even though the State of Ohio could provide similar if not better services, the business’s decisions were based upon less complicated access to information. At the present time there is no one source that can provide businesses with State, County or Municipal contacts required for permits or inspections for building sites. At the same time it is not clear who has jurisdiction due to the amount of limited information that is available.

Project Goals
The purpose of this project is to provide the Ohio Development Services Agency a GIS website with enhanced visualization of regulatory and jurisdictional contact information based on the site locations of prospective businesses. This list will include all State, County contacts required for permits or inspections for building sites for new or expanding businesses in the State of Ohio.

The goal is to provide the Ohio Development Services Agency with the resources necessary to make the State of Ohio more competitive, marketable and attractive to prospective businesses utilizing this “Concierge” service. Easy access to all agency contacts will streamline the businesses due diligence and the overall regulatory process.

The outcome will result in providing competitive advantages for the State of Ohio to establish new businesses and employment opportunities.
Project Methodology
The project was initiated with the identification of the problem. In brainstorming, the team narrowed the scope of the project to focus on the contacts needed for most potential business locations. The planning and execution included identifying the data and sources needed to provide a solution of one source of data containing contacts and a software tool. Tasks identified and assigned to team members included obtaining the data and formatting appropriately. Research was conducted to identify software tools available and narrowing the options based on what features each had to offer. The data was gathered and input into a compatible format to work with the software tool chosen. Configuration settings within the software tool were optimized to present the data in a user friendly display. The project team met and communicated on a regular basis throughout the project. As a result of coordinated efforts with the Ohio Development Services Agency the project team was able to identify the specific needs and to develop a tool which could be easily implemented and maintained.

Project Team
For more information about this project, contact team members:

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Ohio IS OPEN for Business

Date Submitted 1/7/2013

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Section 1. Project Overview

For businesses looking to relocate or expand their businesses to the State of Ohio, there is an overwhelming list of agencies and regulations that may impact their decision. In past years, several businesses chose to locate in adjoining states rather than in Ohio. Even though the State of Ohio could provide similar, if not better services, the business’s decisions were based upon less complicated access to information. At the present time there is no one source that can provide businesses with State, County contacts required for permits or inspections for building sites. At the same time it is not clear who has jurisdiction due to the amount of limited information that is available.

The end result of this project will provide the Ohio Development Services Agency with a GIS website with enhanced visualization of regulatory and jurisdictional contact information on a county level. This allows them to act as the “Concierge” for prospective businesses interested in coming to Ohio. The Ohio Development Services Agency will be able to provide businesses with a site specific list of agency contacts. When businesses are able to easily obtain the appropriate agency information, Ohio will become more competitive and marketable.
Section 2. Expected Purpose & Goal

The purpose of this project is to provide the Ohio Development Services Agency with the appropriate regulatory agency contact information to aid in site selection for prospective businesses. This information includes site specific State, County contacts required for permits or inspections for building sites for new or expanding businesses in the State of Ohio.

The goal is to provide the Ohio Development Services Agency with the resources necessary to make the State of Ohio more competitive, marketable and attractive to prospective businesses utilizing this “Concierge” service. Easy access to all agency contacts will streamline the businesses due diligence and the overall regulatory process. The outcome will result in providing competitive advantages for the State of Ohio to establish new businesses and employment opportunities.
Section 3. Action Plan & Execution

3.1 Action Plan

Determine the overall scope of the project as negotiated with sponsor.

Analyze the data available to determine the data elements to be included.

Research GIS mapping software which would best display the data geographically.

Provide a proof of concept using GIS mapping software.

Select the GIS mapping Software that has the best attributes in which to display the data geographically.

Determine the appropriate data format needed to work with selected tool.

Format the data gathered so that it is compatible with the software chosen.

Create a Marketing plan to introduce the new resource tools and concierge service available.
3.2 Execution

Depending on the nature of the business, as well as the proposed site location, the Ohio Development Services Agency will have the ability to point businesses to the respective agencies based on site locations. These agencies can provide businesses with information pertaining to the scope of their regulatory requirements specific to the business operation.

Responsibilities were assigned for the different data sources to be provided.

The scope of the project was determined to include the permits and contacts needed for a specific site location based on the County. The data related to construction, site infrastructure and environmental requirements were included based on the nature of the business along with the source from which the data was obtained.

Analyzed the data available and determined the data elements to include State and local contact information based on a query by County name.

Researched GIS mapping software that best displays the data geographically; i.e., SmartDraw, Batchgeo, and GeoCommons.

Selected GeoCommons based on the layered display capabilities, ease of use and maintenance.

Formatted the data gathered into comma delimited format which is compatible with the software chosen.
Section 4. Information Gathering

Utilizing the Department of Commerce frequently asked questions from prospective businesses it was determined that the areas of interest included building code regulations, environmental concerns, and transportation infrastructures. Due to their impact on industry, the agency data to be included in this project were identified as; the Ohio Department of Natural Resources (ODNR), Ohio Environmental Protection Agency (OEPA) and the Ohio Department of Transportation (ODOT).

In addition to the agencies identified above the Ohio Department of Commerce provided the Ohio Building Code Appendix “Z” which lists of all certified County building departments in Ohio.

The district or regional contact data for Ohio Department of Transportation, Ohio Environmental Protection Agency, Ohio Department of Natural Resources, and JobsOhio was obtained from their agency websites.

In coordination with the Ohio Development Services Agency the team identified the specific needs and to develop a tool which could be easily implemented and maintained.
Section 5. Information Analysis

Due to volume of information contained in the Appendix Z, the team narrowed the scope of the information to the Certified County Department and Department of Commerce contact information. There are approximately 600 Municipal and Township certified building departments in the state of Ohio. Incorporating this amount of additional information and detail in the project could potentially be overwhelming to both the end user and the GeoCommons software tool.

In the development of the GeoCommons process, data was displayed using the layered feature based on entity type; i.e. ODOT, OEPA and ODNR.

The sponsor will be able to obtain information instantaneously by utilizing the interactive map tool.
Section 6. Project Results

This project provided the Ohio Development Services Agency with an interactive mapping tool with the regulatory agency contact information specific to site locations based on the county. The initial implementation will be an internal pilot process within the Development Services Agency. They (DSA) will determine any future expansion or access by other entities.

Ultimately this will result in providing competitive advantages for the State of Ohio in establishing new businesses and employment opportunities. The Development Services Agency was impressed with the display of the data in tabular format and could see greater potential use going forward.
Section 7. Benefits to Agency, Organization or work Unit

This project will be beneficial for the Ohio Development Services Agency by allowing them to provide better customer service to prospective businesses. Providing businesses with accurate jurisdiction information will reduce the bureaucracy of businesses trying to make contact with respective agencies.

The concept of the “Concierge” service will allow for the Ohio Development Services Agency to provide a “One-stop” service to prospective businesses. Business owners and design professionals currently have the responsibility for determining who has jurisdiction and what regulations may or may not be applicable. By reducing the amount of “red tape” that prospective businesses may encounter, businesses would be more confident in their decisions to locate or remain in Ohio. The end result will be an increase in employment opportunities.

The mapping capability that this project produced has the potential for expanded use by other State and local agencies.

The Ohio Development Services Agency, in coordination with JobsOhio, manages several site development programs focused on attracting businesses into Ohio. Programs range from pre-site development through the creation of a new entity or business location. Programs include the recently established “SiteOhio”, the “Ohio Vacant Facilities Fund”, as well as several long-standing development tools. The Ohio Development Services Agency, program participants and private entities will benefit from the centralized source of information that is provided by this project. Detail what information has been centralized, perhaps in an Appendix.
Those involved with early stages of development through the completed project will benefit from this tool. Site developers as well as Architects and Engineers can coordinate the scope of their building design with the Ohio Development Services Agency to obtain agency contact numbers to inquire about Ohio rules and regulations.

Section 8. Team Dynamics:

Based on the nature of the project, the initial planning stages were led by Geoff and Thom due to their familiarity with the subject matter, relations with other State agencies, and the involvement these agencies have with businesses. As part of this initial stage, specific information on other State agencies, certified building departments and the State’s building department’s jurisdictional responsibilities were identified.

Vance played an integral role in identifying the resources related to the data for the project. Vance, Thom and Geoff were mainly responsible for obtaining the data. Once obtained, Kristen made it painfully clear that the format in which the data was obtained was not compatible with versions of the mapping software that were being analyzed. At this point, Kristen’s role developed as the project manager in coordinating the project deliverables.

In order to stay on task, Kristen assigned duties and timelines for the team members. The data that was originally collected had to be re-formatted to Kristen’s specifications. Vance, Thom and Geoff modified the format of the information after a brief training session with Kristen. Once the revised information was returned to Kristen, she consolidated it into a format to be compatible with the mapping program.
Periodic meetings were held with our sponsors. The sponsors played an important role in providing the vision and guidance for the development of this project. The sponsors were familiar with the technical aspects of several mapping programs, which helped the team determine what program was the most compatible and user friendly.

The team consisted of a balance of two judging and two perceiving personality types, as well as two thinking and two feeling personalities. This was conducive to a high level of trust and communication amongst the team members.
Section 9. OCPM Workshop Knowledge, Theories, Models, Principles, or Techniques:

Organizational Problem Solving & Decision Making:

Currently there is no one source that can provide businesses with agency contacts required for permits or inspections for building sites. From the applicant’s perspective, it is not clear who has jurisdiction due to the amount of limited information that is available. In analyzing this problem, it was determined that it would be beneficial to have a mechanism that could provide a comprehensive list of contacts based on specific locations in Ohio, as well as specific needs of the businesses. The team developed solutions that would provide contact information in the most consolidated, accurate and user-friendly format. The team worked with the project sponsor to choose the mapping program that best fit their needs. This program has the capabilities to be updated as jurisdictional areas change, so that the sponsor can maintain accurate information for prospective businesses. By reducing the amount of “red tape” that prospective businesses may encounter, businesses would be more confident in their decisions to locate or remain in Ohio. The end result will be an increased level of trust in Ohio, as well as an increase in employment opportunities and time savings for the customer and State agencies.
Project Management:

The project management methodology was followed; initiating the project, working with the team, developing the project plan, executing the project and closing out the project. During the initiation of the project a charter was created defining the problem, outlining the objectives, identifying the customer requirements/expectations, final deliverables and major milestones. Team work evolved in a manner in which all team members were engaged and contributing based on the strengths they each brought to the team. Together they developed the project plan defining the scope and boundaries of the project, identifying the tasks needed and providing the deliverables of the project. Tasks were assigned and carried out by the team member assigned in a timely manner. While there may have been delays in completing a few of the tasks they did not hinder or delay the execution of the project. Communication within the team was consistent as all were responsive as were the sponsors. The project sponsors were active participants in this project adding to the value and ensuring their needs were met. The project concluded with review of the deliverables and a discussion of the project experience.
**Breakthrough Thinking - Innovative problem solving:**

We envisioned the outcome as providing a “Concierge” service that would function as a One-stop shop for obtaining agency contact information related to the construction or relocation of new businesses in Ohio. End users, such as the Ohio Development Services Agency, Architects, Engineers, business owners and other State Agencies will be able to gather regulatory information quickly. From a customer’s standpoint, this will reduce the number of phone calls, red tape and overall frustration. Once this procedure is in place, it will increase the level of trust that businesses have in Ohio. Ohio’s previous reputation as being difficult to work with will change to one that is “Open for business”.
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Project Sponsors

Ohio Development Services Agency

• Thea Walsh - Deputy Chief, Office of Redevelopment

• Valerie Montoya – Brownfield Specialist, Urban Development Division
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Our Team!

• Kristen Bosley – Rehabilitation Services Commission
• Vance Garner – Adjutant General’s Department
• Thom Androsac & Geoff Eaton – Department of Commerce
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Agenda

• Introduction & Project overview – Thom
• Why this Project - Geoff
• Before Scenario - Geoff
• Developing the Plan - Kristen
• Executing the Project – Kristen
• Demo - Kristen
• After Scenario - Vance
• Marketing Plan - Vance
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Overview

• Ohio competing with other States for business
• Past practices – Agencies involved not part of marketing strategy
• Dept. of Commerce Driven for customer service
• Loss to adjoining States – We do it better
• Work with Dept. of Development to “Sell Ohio”
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Why this Project?
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Why this Project?

• Our experiences - getting involved early in building planning stages is crucial:
  - Preliminary design – start off on right foot
  - Phased approvals – Early construction
  - Provide info on other Agency requirements
  - Cut through the “red tape”
• All of the above – good sales pitch to Businesses
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Why this Project?

- Currently, Businesses obtaining information one of two ways:
  - Contact Development Services Agency
  - Contact Department of Commerce
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Why this Project?

Contacting Development Services Agency

- DSA may or may not know the agencies to involve based on nature of the business operation. Responses depend on information provided by the customer - may not be complete

- DSA may not have all the tools to market Ohio, who may be in competition with other states

- Burden then falls upon the customer to find the appropriate contacts within the state or local jurisdictions
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Contacting Department of Commerce:

• Who try to obtain the information such as location, intended use, needs of the business
• Discover the location may or may not be within State jurisdiction – inefficient process
• If not within jurisdiction – provide local contact information
• Over 600 Certified Building Departments in Ohio
• Appendix Z updates
• Local departments may not provide all of the information needed such as OEPA, ODNR, ODOT, JOBSOHIO
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Project Purpose & Objective

• For businesses looking to relocate or expand their businesses to Ohio - overwhelming list of agencies and regulations impacting their decision
• Ohio has lost businesses to other states due to less complicated processes and red tape
• Currently there is no one source to provide State, County or Municipal contacts for permit and jurisdiction information.
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Video before
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Project Purpose & Objective

• Provide Development Services Agency (DSA) a tool to act as the “Concierge” for prospective businesses

• Provide DSA with the resources necessary to make the State of Ohio more competitive:
  • Easy access to all state agency contacts
  • Streamline the businesses due diligence and overall regulatory process
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Project Purpose & Objective

- Provide businesses with the appropriate regulatory agency contact information
- Resulting in competitive advantages for the State of Ohio in establishing new businesses and employment opportunities
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Project Purpose & Objective

• DSA will have the ability to point businesses to the respective agencies based on site locations
• Agencies can provide businesses with specific regulatory information
• Businesses obtaining information they need more timely
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Project Teamwork
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Project Plan Development & Execution
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Project Plan Development

• Identify the data to be included

• Identify the source of the data based on the brainstorming

Project Execution

• Brainstorm the type of permits, issues on a site requiring regulatory oversight i.e. construction, site infrastructure, environmental, etc.

• Identified data sources as – OEPA, ODOT, ODNR, JOBS OHIO, Department of Commerce
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**Project Plan Development**
- Tasked team members with obtaining the data from the sources identified
- Determine the data elements to be included based on the data available

**Project Execution**
- Department of Commerce had an ‘Appendix Z’ which provided the contact data
- The data from the other sources was obtained from their websites
- Included contact position, names, address, phone numbers and counties
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Project Plan Development

• Research Potential GIS Tools

• Select Tool

Project Execution

• SmartDraw, BatchGeo, GeoCommons

• Proof of Concept using SmartDraw

• Selection of GeoCommons as the tool primarily based on the presentation of the data
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Project Plan Development

- Select a data format that is compatible with the selected tool

Project Execution

- Selected the a comma delimited file format (commonly referred to as .csv)
- Data clean-up was required and tasked to team members.
- Formatted the data gathered into the above format
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Project Plan Development & Execution

• Uploaded the data into the software (online)
• Configured /set up the layers to be displayed
• Configured the map and other attributes based on sponsor preferences, such as base map (showing roads) and colors

Note: Our Sponsors Thea Walsh & Valerie Montoya with the Development Services Agency were involved and provided important input and feedback ensuring this tool would meet their needs.
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- Project demo
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Marketing Plan

Executive Summary

The purpose of the Ohio Open for business website is to streamline the regulatory process with a comprehensive list of agencies at the state and local level, for permits or inspections in the State of Ohio. Providing a one-stop concierge service for guidance through the mirage of permits and inspections needed to place your business or organization in Ohio.

The website is an enhanced visual database using (GeoCommons software) which incorporates data from key agencies in the states such as Ohio Environmental Protection Agency, Ohio Department of Transportation, Ohio Department of Natural Resources and JobsOhio. This website will initially be used by the Development Services Agency and expanded after trial use internally.

The bottom line is to increase business opportunities and jobs in Ohio
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Market Analysis

Economic Focus: A trend that is expected to continue as a slow growth economy forces companies to focus more on Value.
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Market Analysis

Competition with the other 49 and the World
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Market Analysis
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Political Forces

- Transcends political agendas
- Utilization could change depending on the climate and business attraction priorities
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Technological Forces

• The challenge is to stay current with the ever changing technology
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SWOT Analysis

Strengths

• One stop service for guidance
• Ease of use
• Well known brand name: State of Ohio
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SWOT Analysis

Weakness

• Lack of awareness: The Site

• Visibility: New process

• Unknown future utilization
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SWOT Analysis

Opportunities

- Enhance Customer Experience
- Fast Tracking
- Utilization of Technology
- Expand data layers and increase depth of information
- Market Growth and Job Creation
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SWOT Analysis

Threats

• Lack of Cooperation from other Agencies and local jurisdictions
• Change in Technology
• Keeping Data Current
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Drive Business to Ohio by building on Strengths and Minimize Obstacles
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Marketing Objectives

• Introduce the Site
• Create Awareness
• Reduction of misguided inquiries
• Expand the use of the site across public entities
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Marketing Strategies

Target Market

- New Business or Organization
- Established or Existing Business
- Public Entities
- Architect, Engineers and Business Consultants
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Marketing Blitz

• E-Newsletter introducing the Site/Service

• Contact with all Chambers of Commerce in Ohio

• Social Media Campaign
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JobsOhio Network

- Central Region
- Northeast Region
- Northwest Region
- Southeast Region
- Southwest Region
- Western Region
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Regional Growth Partnership
BUILDING A HIGH-TECH, HIGH-PERFORMANCE ECONOMY

dayton development coalition
GROWING THE DAYTON REGION

Columbus 2020
Regional economic growth strategy

Proud partner of
Cincinnati USA Partnership

APEG
Appalachian Partnership For Economic Growth

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Marketing Blitz

• Small Business Development Centers
• Minority Business Development Centers
• International Trade Assistance Centers
• Links off of all State of Ohio business related site
• Financial outlets
• Press Release
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Meet and Greet
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Video after
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Our USP

Unique Selling Position
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Not to be Shy About Our POSITION
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NOW!

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NOW!
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• Q&A