

OUR VISION — MODE will be a catalyst for regional growth, in partnership with community and business leaders.



WHO IS MODE?

Established in 1995, MODE is the regional economic development organization for mid-Ohio. MODE was founded to work with existing businesses on retention and expansion needs, to improve the education and training of development professionals and to address issues that affect the development and business community. It provides opportunities for collaboration in the areas of education and marketing, and provides networking opportunities for economic development.

The membership includes municipalities, counties, and other public sector communities and organizations throughout this region. Additionally, private sector businesses and utility providers make up the associate membership of this group.

The concept of regional cooperation in economic development is strong in central Ohio. Communities and organizations involved in development work together to attract new businesses, retain and expand existing businesses, and create jobs within our region. We work together to become more educated about development tools, regulations affecting development, and policies of competitors for our region.

2009 MODE BOARD OF DIRECTORS

MODE is governed by an elected board volunteering its time and efforts in furthering regional economic development.

President —

Eric Phillips, Union Co./City of Marysville

Vice President —

Matthew Shad, City of Upper Arlington

Treasurer/Secretary —

Joy Davis, Violet Township

Immediate Past President —

Jeff Green, Village of Groveport

Vice Presidents-at-Large —

Jean Carter Ryan, Columbus-Franklin

County Finance Authority

Julie Colley, City of Westerville

Gus Comstock, City of Delaware

Jim Schimmer, Franklin County

Robyn Stewart, City of Worthington



INVOLVEMENT, NETWORKING AND RESOURCES

MODE membership offers the opportunity to create partnerships with regional organizations and creates an environment for networking. MODE conducts monthly meetings to discuss issues relating to development. The organization tracks legislation affecting regional development, and offers local government officials' briefings. Through relationships MODE links its membership with peer advice and service referrals throughout the region.

THE VALUE OF MEMBERSHIP

The services offered to full MODE members through the Columbus Chamber include:

Business Attraction Services

The Chamber oversees a marketing program in conjunction with public sector and other investors. It establishes business contacts seeking relocation/expansion, and communicates benefits and opportunities of the region; coordinates marketing activities with economic development agencies; and advances a regional image to increase awareness nationally and internationally. The marketing program is implemented in selected areas with the highest concentration of target opportunities, including major domestic markets, Europe and Asia.

The marketing strategy for the region includes market research surveys across the U.S.; a focused, regional brand framework and positioning, and the development of a regional marketing strategy with tactical plans for implementation.

MODE members benefit from the Chamber's website, which provides regional demographics, real estate and community information; serves as a portal to a lead management system; and establishes a platform to implement a regional business retention and expansion program. Through leads, the Chamber also contacts targeted companies to present business opportunities.

The proactive marketing tactics include up to two industry-related tradeshow and/or conferences and up to one international business development mission; up to four corporate calling missions; and a relationship marketing campaign focused on site selection consultants and corporate real estate executives. Public sector MODE member designees have opportunities to participate in some missions with fees covered by dues. The determination of participants will be at



the discretion of MODE and the Chamber, with consideration given to members that most significantly contribute to the mission.

Prospect Management Services

The Chamber is the contact point for regional inquiries from site selection consultants and companies considering locations, and coordinates site selection programs and services that avoid duplication, and assigns roles and tasks to be performed in a mutually supportive manner. The site location services include a leads/prospects management system (SalesLogix), which distributes leads to public sector MODE members and Chamber investors. The system, administered by the Chamber, also allows for creation and management of self-generated leads.

Business Retention Services

The Chamber, with MODE support, leads the implementation of a regional Business Retention and Expansion program (Executive Pulse). The engagement of local economic development professionals provides a mechanism for communication and collaboration to foster continued regional growth. The program (1) establishes a regional business survey to provide local and aggregate data; (2) trains eligible partners to use the business survey system, and; (3) creates tools and engagement systems for local economic development organizations to provide up-to-date, time sensitive information that will service retention and expansion efforts.

MEMBERSHIP DUES STRUCTURE

MODE projects and programs have been funded through a budget solely from membership dues and sponsorships. MODE depends on dues, sponsorships and donations to continue its activities.

For full benefits, public sector membership dues are based on location, county investment, and/or a community's percentage of commercial/industrial land and population.

Full benefits include MODE programming, Chamber cooperative marketing, up to 4 attendees to monthly MODE meetings, ExecutivePulse retention software, prospect leads and SalesLogix software.

Franklin County \$5000

City of Columbus \$5000

Franklin County jurisdictions with:

0% - 7.49% commercial land \$2,500

7.5%+ zoned commercial land \$5,000

Delaware, Fairfield, Licking, Madison, Pickaway and Union Counties \$7500

All jurisdictions within (villages, municipalities, townships) are included in these counties' dues. This membership level includes access to Executive Pulse, SalesLogix or prospect leads.

Jurisdictions outside Franklin County whose home county is not a full member as stated above \$2500

This level allows for full benefits

Affiliate Member and Private Sector Membership fee \$500

This level entitles the entity to have 2 attendees participate in monthly MODE meetings.



MODE COMMITTEE STRUCTURE

Communications — Communicates organizational events and announcements; responsible for maintaining web content; and serves as a resource for other committees.

Legislation — Monitors and reports on legislative issues pertinent to economic development.

Membership — Coordinates member recruitment and retention efforts; serves as a resource for those needing assistance through the membership process.

Programming — Provides professional development opportunities, focusing on issues appealing to the interests of members.



**150 South Front Street, Suite 200
Columbus, OH 43215
614.225.6932
www.mid-ohio.org**



ECONOMIC DEVELOPMENT PROFESSIONALS

WORKING TOGETHER

TO PROMOTE QUALITY DEVELOPMENT

IN THE MID-OHIO REGION