



Mayor Mark Mallory

City of Cincinnati

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Mayor Mark Mallory Announces Public-Private Commission to Head City's Economic Growth Strategy

'GO CINCINNATI' to Focus on Strategic Areas of Jobs, Workforce Development, and Neighborhoods

Cincinnati – Mayor Mark Mallory today announced the formation of a multi-talented and diverse public-private team to lead a comprehensive economic growth strategy for the city with a primary focus on creating jobs, developing our workforce, and revitalizing city neighborhoods.

In a news conference today at the American Can building – the future site of a \$22 million mixed use development in the heart of Northside – Mayor Mallory announced that the steering committee will be co-chaired by Councilmember Chris Bortz and Ellen van der Horst, president and CEO of the Cincinnati USA Regional Chamber.

The initiative is titled GO Cincinnati, with GO an acronym for “Growth” and “Opportunity.”

“The formation of this private-public committee signals a new day for the City of Cincinnati in how we approach economic development,” Mayor Mallory said. “Go Cincinnati assembles a talented team of leaders with the goal of better aligning our resources and our abilities to compete. This effort is going capitalize on our recent momentum by growing opportunities for people, and when you do that you grow the city.”

Members of the steering committee are:

- City Councilmember Jeff Berding
- Nancy Zimpher, president of the University of Cincinnati
- Ron Wright, president of Cincinnati State Technical and Community College
- Kathy Merchant, president of the Greater Cincinnati Foundation
- Ed Owens III, vice president, Fifth Third Bank
- John Hurley, vice president, Federated Department Stores
- Byron White, executive director, Community Building Institute

The steering committee will facilitate committees addressing job attraction and retention, workforce development, and neighborhood revitalization. Those committees will be finalized over the coming weeks, officials said.

Councilmember Bortz said it was important to note that the initiative is in an early formative stage. One of the first steps will be a thorough analysis of existing plans designed to bolster the city's economic development efforts. “Excellent work has already been done,” Bortz said.

“There’s no need to reinvent the wheel. We are looking for the very best out of those previous efforts with a focus on results.”

“Our goal is to develop an actionable plan that will grow our population, our tax base and our neighborhoods. We will create a vision for growth and prosperity along with a blueprint to reach those goals and a commitment to accountability and progress.” said Bortz “In order to be an effective partner in regional growth, we have to clarify our priorities.”

Van der Horst noted supporting the City of Cincinnati’s economic development initiative was in keeping with the Chamber’s regional focus. “We can’t have a healthy region without a healthy heart,” van der Horst said. “Cincinnati’s revitalization is key to the region’s overall success. The Chamber’s work in this area also will help ensure resources and thinking across the region and many disciplines are properly aligned to make us globally competitive.”

Next week the Chamber and the Northern Kentucky Chamber will lead a delegation of 60 community and business leaders to Boston to study economic development strategies that have propelled that city. The vast majority of GO Cincinnati leaders have committed to spending three days in Boston studying its success.

“As part of this effort we will benchmark the best practices of other successful U.S. cities to make Cincinnati the very best it can be,” van der Horst said. “The timing of our Boston Leadership Exchange is ideal to jumpstart the energy and vision of GO Cincinnati.”

Strategic advisors for the steering committee include: Jim Zimmerman, retired chairman, Federated Department Stores Inc.; Fernando Aguirre, chairman, president and CEO of Chiquita Brand International Inc.; Charlotte Otto, global external relations officer for Procter & Gamble; Nick Vehr, chief strategic officer; Jack Rouse Associates; Laura Long, executive director of the Cincinnati Business Committee; and Carla Walker, Mayor Mallory’s chief of staff.

Officials at the news conference today said the goal is to deliver a set of recommendations for an overall comprehensive strategy by May 1, 2007.

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