



August and September 2007 Activity Report

(New and significant initiatives in bold)

Business Attraction

Note: The following report activity is the result of a collaborative effort involving all members of the Lead Economic Development Team to attract and capture new business. The Erie Regional Chamber serves as the leader/coordinator of the Lead ED Team. The other members of the Lead ED Team are: Economic Development Corporation/GEIDC, Erie County Redevelopment Authority, Governor's Action Team, City of Erie, County of Erie, Gannon SBDC, Northwest PA Industrial Resource Center and Ben Franklin Center of eBusiness & Information Technology.

- ▶ **Participated in an 8-day trade mission to China (Zibo & Beijing) and have surfaced two very strong potential investment opportunities (one manufacturing and one warehouse/distribution center).**
- ▶ **Received briefing regarding Lublin, Poland (another Erie Sister City) investment opportunities from consultant Joe Kushinakov.**
- ▶ **Continue to be in the consideration set for a Canadian firm that visited Erie in August and is strongly considering building a new plant that will create 75 jobs in eastern Erie County. Site visit went very well and they have a strategic partner already located in the Erie market.**
- ▶ **Construction underway on a database of developers, site selection consultants and "ex-pats" of Erie interested in helping Erie grow. Database will be paired with a simple electronic postcard strategy to advise those in the database of new developments, assets and successes so that we can elevate Erie closer to "top-of-mind" for this audience.**
- ▶ **Working with NY-based company to consolidate and expand their operations in Erie County to service their top customer. Looking at up to 150,000 square feet.**
- ▶ **East Cleveland company consolidating three (3) companies into one and will house all in same location requiring 125,000 sq. ft. with acreage for expansion. Total investment of \$17-\$20 million. Total employment estimated at 150 when this first phase is completed. Presently working on visit to corporate offices to discuss options in Pennsylvania in more detail. Has already received offers from Ohio and Michigan.**
- ▶ **Small Internet Company based in North Carolina interested in moving back to Erie to run their business.**
- ▶ **Assembling and distributing marketing information for the Erie region on 20 prospects generated through Penelec/First Energy's trade show activity over the past 4 months.**

Business Retention and Expansion

- ▶ **Brep Coordinators have devised a report and strategic plan for the Economic Development Division that includes: performance history of the BREP Program, strategies for calling of companies using various internal and external resources and a tracking and reporting system. This was presented to Jake Rouch and Amy Price as a means of accountability for the BREP team that will be adhered to for the coming year.**
- ▶ **Mike Frost, intern for the Economic Development Division, completed the map of the Economic Development Network Map that illustrates how the economic development system operates at the city and county level. The purpose of the map is to show how the ERCGP is the entry point into the economic development system and how the BREP coordinators manage the system and the importance of their role. This tool will be used in the public and private sector to market the value of a cohesive economic development system and demonstrate that services and programs are not being duplicated throughout the system.**
- ▶ **BREP Coordinators completed 38 CEO visits in August and September as of 9/25/07.**
- ▶ For a complete list of companies visited in 2006-2007, contact the Erie Regional Chamber.
- ▶ BREP Coordinators are reviewing procedures for communicating company information and Economic Development news. Mike Frost is devising a template in an e-newsletter format to be distributed throughout the network of economic development service providers that will be used for communicating company activity and to introduce and highlight services and programs.
- ▶ BREP Coordinators are currently coordinating with the Marketing Division to have companies provide testimonials on video that will be presented at the ERCGP Annual Meeting in November. The BREP coordinators have identified companies who have had positive outcomes through services or programs as a direct result of a BREP visit.
- ▶ BREP Coordinators were involved in the following key meetings:
 - 8/2/2007 – Meeting with Janet Anderson, Senator Jane Earll's office
 - 8/7/2007 – Representative Phil English Business Development Seminar
 - 8/9/2007 – Lead Team Meeting/Meeting with Alice Winkleman, PSB office of CCCE
Business After Hours- National City Bank
 - 8/14/2007 – Penn State Behrend – ERIE Conference on Economic Development
 - 8/15/2007 – Quarterly Service Provider Meeting - NWIRC
 - 8/20/2007 – County Level Workforce Development Meeting
 - 8/23/2007 – Lead Team Meeting/ Business After Hours- Shiners Hospital
 - 8/24/2007 – Economic Development Division meeting with Executive Pulse/Meeting with
Chuck Knight, Citizens Bank
 - 8/27/2007 – ERCGP & MANP Convention Center Open House for Members
 - 8/31/2007 – Meeting with eBIZIT PA Technology Apprenticeship/Career Advancement Program
 - 9/11/2007 – County level Workforce Development Meeting
 - 9/18/2007 – Career Link/Erie Times News Career Fair
 - 9/20/2007 – Athena Powerlink Luncheon/BAH – Medical Associates of Erie
 - 9/21/2007 – RCWE Annual Dinner
 - 9/26/2007 – Heatron Employee Appreciation Luncheon/ERCGP Fall Member Fest
 - 9/27/2007 – Lead Team Meeting/ERCGP Growth Partnership Member Meeting
 - 9/28/2007 – Annual Regional BREP Meeting- Oil City

► Workforce Development Key Meetings

- 8/02/2007 – Great Lakes Building and Construction Trades Industry Partnership
- 8/07/2007 – Phil English International Business Trades Seminar
- 8/08/2007 – Employment Advisory Committee Meeting (CareerLink)
- 8/08/2007 – Erie School to Career Partnership Meeting
- 8/09/2007 – Business After Hours National City Bank
- 8/10/2007 – Food Processing Industry Partnership Meeting
- 8/10/2007 – J L Nick Meeting
- 8/14/2007 – Penn State Behrend ERIE Economic Development Conference
- 8/15/2007 – Service Provider Meeting Industrial Resource Center
- 8/17/2007 – Electronics Industry Partnership Meeting
- 8/17/2007 – Workforce Investment Board – Board Meeting
- 8/20/2007 – County Level Workforce Development Team Meeting
- 8/23/2007 – Metals Industry Partnership
- 8/22/2007 – Mike Hanlin Sky Bank Meeting
- 8/23/2007 – Business After Hours Shriners Hospital
- 8/24/2007 – Chuck Knight Citizens Bank Meeting
- 8/28/2007 – Regional Level Workforce Development Team Meeting
- 8/29/2007 – Healthcare Industry Partnership Meeting
- 8/30/2007 – American Gutter Systems Meeting
- 8/31/2007 – Electronics Industry Partnership Meeting
- 8/31/2007 – Apprenticeship Program Meeting Ron May eBizIT.
- 9/04/2007 – Growth Partnership Mentor/Mentee Program Meeting
- 9/06/2007 – Strategy Solutions Meeting
- 9/07/2007 – GECAC Annual Dinner
- 9/11/2007 – County Level Workforce Development Group Meeting
- 9/14/2007 – Workforce Investment Board BSU/Staff Meeting
- 9/18/2007 – CareerLink/Erie Times Career Fair
- 9/20/2007 – Athena Awards Luncheon
- 9/20/2007 – Plastics Industry Partnership Meeting
- 9/20/2007 – Business After Hours Medical Associates of Erie
- 9/21/2007 – Workforce Investment Board Awards
- 9/25/2007 – Regional Level Workforce Development Meeting
- 9/26/2007 – Healthcare Industry Partnership Meeting
- 9/27/2007 – Metals and Metal Fabrication Industry Partnership Meeting
- 9/27/2007 – Growth Partnership Meeting
- 9/28/2007 – Electronics Industry Partnership Meeting

*Meetings occur weekly on Thursday with Erie CareerLink Business Service Unit.

Membership

- New Members as of September 24, 2007: **Gold**; Dr. Gertrude A. Barber National Institute. **Silver**; Little Caesars, **Trustee** ; Erie Institute of Technology, H & R Block, Burnside Enterprises LLC, Jiffy Lube, Snap Fitness, Caflisch Trucking, IP Logic Inc., C B & C Innovations Tours, Erie Advertising Club, Springhill Suites, Erie Life Magazine, Harley-Davidson of Erie, Hydro-Physics Pipe Inspection, Nautilus Fitness . Represents \$11,000 in new dues. **Upgrade: Trustee to Silver**; Erie Federal Credit Union; Quinn Law Firm; MacDonald, Illig, Jones & Britton
- Renewal Opportunities sent to members who dropped during 2006. Nearly one hundred sent representing approximately \$22,000. Three have rejoined representing \$764. Goal is 5 percent return rate which is in line with last year's numbers.

Programs and Services

- ▶ **Website: Internet advertising.** Website scheduled to be updated with new format and advertising by mid-October. Additional targeted marketing to begin after site goes live.
- ▶ **Community Profile / Membership Directory on schedule for November distribution. Membership mailed update forms for contact information.**

Events

- ▶ Business After Hours: June 27, **Penn State Behrend RED C** 75 in attendance, August 9, **National City Bank** 56 in attendance, August 23, **Shriners Hospital** 47 in attendance, **Medical Associates of Erie** 68 in attendance.
- ▶ Scheduled Business After Hours: October 24, **Manneachor Club**, November 8, **Weber Murphy Fox**, December 13, **Erie GE Federal Credit Union**.
- ▶ **Fall Member Fest**, scheduled, September 26th Shades Beach 250 tickets sold.

Press Releases & Media Advisories

- ▶ Ribbon Cutting: Presque Isle Downs Racetrack
- ▶ WJET (Radio) – ERCGP General/Rouch
- ▶ WJET (Radio) – Economic Development Division/Rouch

Speaking Engagements & Special Events

- ▶ **Jake Rouch and Mary Bula (Rotary – Chamber & Growth Partnership overview)**
- ▶ **Jake Rouch and Mary Bula (Highmark Lunch & Learn – Chamber & GP overview)**

Community Relations

- ▶ **Jake Rouch (NW Commission Board Meeting)**
- ▶ **Jake Rouch (Contemporary Motor Car Event @ Bayfront Convention Center)**
- ▶ **Jake Rouch (Erie Renewable Energy Information Session @ The Erie Club)**
- ▶ **Jake Rouch, Doug Massey, Melanie Johnson & Julie Graff (ED Qrtly Service Provider)**
- ▶ **Jake Rouch (Renew PA Report & Discussion Session)**
- ▶ **Jake Rouch (Presentation to Irish Delegation from Dungarvan)**
- ▶ **Jake Rouch (State Transportation Committee Hearing in Hermitage, PA)**
- ▶ **Jake Rouch (Athena Founder Reception)**
- ▶ **Staff (Athena Award Luncheon)**
- ▶ **Jake Rouch (Erie Shipbuilding Ribbon Cutting)**

- ▶ Jake Rouch (GEIDC Board Meeting)
- ▶ Jake Rouch & Mary Bula (w/Tyrone Clark & Paul Spence, Airport Authority)
- ▶ Jake Rouch (tour of Safenet's new shelter)
- ▶ Mary Bula (seven Erie County Gaming Committee meetings)
- ▶ Mary Bula (Erie Area Convention and Visitors Bureau Strategic Planning session)
- ▶ Mary Bula (two Erie Area Convention and Visitors Bureau Board Meetings)
- ▶ Mary Bula (United Way Campaign Kick-Off)
- ▶ Mary Bula (three Community College meetings)
- ▶ Mary Bula (conference call with Sidney Hacker – community college)
- ▶ Mary Bula (Tim Hunter, Dave Tullio, Jim Martin & John Elliot re: neighborhood revitalization, 12th Street Corridor, joint comprehensive land use & development planning)
- ▶ Mary Bula (meeting with John Elliott re: additional detail on aforementioned opportunities)
- ▶ Mary Bula (one Erie Area Council of Governments meeting)
- ▶ Mary Bula (one meeting – Perry Square Pink for Breast Cancer Awareness)
- ▶ Mary Bula (conference call – Julie Lalo, 10,000 Friends of PA – re: December summit)
- ▶ Mary Bula (meeting with Don Moore, BJ Lechner, Jim Walczak and Erie County Council and staff re: gaming revenue distribution)
- ▶ Mary Bula (meeting with Paul Kenny and Diane Chido re: Mayoral Advisory Group report)
- ▶ Mary Bula and Claudia Thornburg (Hamot Women and Children's Hospital ribbon cutting)
- ▶ Mary Bula (Mayoral Advisory Group meeting)
- ▶ Mary Bula (Mayoral Advisory Group Revenue Enhancement subcommittee meeting)
- ▶ Mary Bula (meeting with Jim Martin and Harry Leslie re: Presque Isle State Park issues)
- ▶ Mary Bula (meeting with Senator Earll, Janet Anderson, Paul Spence & Tyrone Clark re: airport runway extension project)
- ▶ Mary Bula (meeting with R.J. Zonna & Brenda Sanford, Stairways, United Way campaign)

Investor Relations

- ▶ Jake Rouch, Melanie Johnson & Doug Massey (w/ John Dineen, GE)
- ▶ Jake Rouch (w/Pat Black & John Brigham, Erie Management Group)
- ▶ Jake Rouch (w/Marlene Mosco, PNC)
- ▶ Jake Rouch (w/Jim Schaffner, Schaffner Knight & Minnaugh)
- ▶ Jake Rouch (w/Laith Wardi & Del Birch, Executive Pulse)
- ▶ Jake Rouch & Amy Price (w/Jim Dible, Terry Cascioli & Mike MaLoon, Times Publishing Company)
- ▶ Jake Rouch (w/Dave Tofel, Ameriprise)
- ▶ Jake Rouch (w/Nancy O'Neill, Engel & O'Neill)
- ▶ Jake Rouch (BAH – Shriners)

- ▶ Jake Rouch (BAH – Medical Associates of Erie)
- ▶ Jake Rouch (Fall Member Fest)
- ▶ Jake Rouch (Erie Growth Partnership)
- ▶ Jake Rouch (dialogue session with Dan Bensur & Carl Carlotti)
- ▶ Jake Rouch (dialogue session w/Craig Schwegman & Jim Martin/Northwest)
- ▶ Jake Rouch (dialogue session w/Tom Gamble & Jim Martin/Highmark)
- ▶ Jake Rouch (dialogue session w/Tom Hoffman, Jim McKibben, Marianne McDaniel, & Mike Hanlin)
- ▶ Jake Rouch (dialogue w/Chip Day, Jeff Beech & John Dombrowski)
- ▶ Jake Rouch (dialogue w/Owen McCormick & Jonathon Evans)
- ▶ Jake Rouch & Mary Bula (dialogue session w/Nick Konzal, Pat Lichtinger & Gary Clark)
- ▶ Jake Rouch & Mary Bula (dialogue session w/Dave Zimmer, Jim Barker & John Nick)
- ▶ Jake Rouch & Mary Bula (dialogue session w/John Bloomstine, Mark DiVecchio & Nick Scott, Jr.)
- ▶ Jake Rouch & Mary Bula (dialogue session with Corry members – Rick Novotny, Terry Peterson, Hoop Roche, Kelly Goodsel, Ron Hall, Steve Bishop, Brad Allen)
- ▶ Mary Bula (w/Jim Martin and Doris Conley, Highmark)
- ▶ Mary Bula (w/Beth Zimmer, J.L. Nick & Associates)
- ▶ Mary Bula (w/Dr. Tom Gamble, United Way Campaign and GP issues)
- ▶ Mary Bula & Claudia Thornburg (Dale McBrier, Little Caesar's Pizza)

Special Initiatives

- ▶ Erie Ambassadors: new classes began August 14 with 28 participants. The Convention Center hosted Erie Ambassadors on August 1. Erie Ambassadors provided tours to the public during Celebrate Erie and helped with tours during 4 VIP grand opening events. Erie Ambassadors hosted a Family Picnic for recent transplants on Tuesday, August 14 on Presque Isle. And also hosted a tour of the Brig Niagara and Maritime Museum for newcomers on September 6th.

Divisions and Associations

- ▶ Edinboro division working to revamp Edinboro community website with a link from the ERC & GP website.

Growth Partnership

- ▶ Continued participation on and staffing of Community College Gaps Analysis initiative. Provided analysis of PA Business Retention and Expansion data reflecting employment needs expressed by 342 Erie County companies for FY 2006-07. Additionally, through the assistance of Highmark volunteers, provided detailed information illustrating existing training capacity in the region.
- ▶ Attended initial meeting of GP Community Service Mentoring Committee whose charge is to define measures for the mentoring program's evaluation, evaluate results of five existing pilot relationships, recommend program improvements and prepare the program for expansion.

- ▶ Continued to participate on the County Gaming Revenue Committee chaired by Erie County Councilman Joseph Giles. Assisted in preparation of the Committee's recommendations, and provided substantial feedback relevant to the Committee's report. With Don Moore, B.J. Lechner and Jim Walczak, met with County Council and others to offer GP continued assistance as they make decisions regarding the distribution of gaming revenue.
- ▶ Continued to provide staff assistance to the Mayoral Advisory Group's revenue enhancement subcommittee.
- ▶ Continued to work with stakeholders and Erie Municipal Airport Authority officials to gain a better understanding of costs, benefits, funding plans and timelines for the proposed airport runway extension project.
- ▶ Held two GP Committee meetings. On August 8, 6 of 11 members were in attendance; on September 12, 7 of 11 were in attendance.
- ▶ Attended several due diligence meetings regarding potential GP initiatives for focus.
- ▶ Convened nearly 35 business and government leaders for a briefing on the health of PA communities sponsored by the Campaign to RenewPA (an initiative sponsored by 10,000 Friends of PA). Continue to serve on statewide planning committee for a related public policy reform summit slated for December 3.

Operations

- ▶ Cathy Noble joined the ERCGP staff as a part-time Event Coordinator on September 4. Cathy will be responsible for the coordination of all signature events, Business After Hours and the Erie Ambassadors training sessions.
- ▶ Matthew Cummings will join the ERCGP staff on October 23 as Director of Marketing and Communications.