

News Release

For Immediate Release



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Agenda 360 Unveils Report, Recommendations

Long-Term Goals Focus on Talent, Jobs, Economic Opportunity

CINCINNATI—February 13, 2009— At a news conference this morning at the Cincinnati Museum Center, Agenda 360, the regional action plan, announced its goals, priorities and strategies for the Cincinnati USA region. The event drew more than 150 volunteers, government officials, and business and civic leaders.

At the heart of Agenda 360 is the rallying cry: to transform the region, by the year 2020, into a leading metropolitan region for talent, jobs and economic opportunity for all who call the region home.

At the core of this plan are three transformational, long-range goals. By the year 2020, the goal of Agenda 360 is to:

- Add 150,000 additional 20 to 34 year-olds in the region's workforce, an increase of 50 percent.
- Add 200,000 net new jobs in the region, representing an estimated 50 percent increase in the historical job growth rate in the region.
- Create economic self-sufficiency for all, incorporating the United Way goal of income at a minimum of 250 percent above the federal poverty level for all households.

Agenda 360 is positioned as a new way to identify an aligned set of regional priorities so the community is collectively on the same page. The focus of Agenda 360 is not creating new content—in fact; much of the content of the Agenda 360 is not new. But by creating the roadmap to transform our region, Agenda 360 will, in turn, enable Cincinnati USA to better compete in the increasingly global economy.

The short list of priorities within the Agenda 360 report is the culmination of the work of a team of nearly 1,000 volunteers who have endeavored to understand the strengths and challenges of Southwest Ohio. Additionally, more than 7,000 people throughout the region have contributed their voices to the planning

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process, including the community survey. Through this comprehensive process, a desire for change and consensus for action emerged. Six priorities were identified to achieve the stated long-term goals:

- Creating a quality place to live
- Growing businesses
- Developing a qualified workforce
- Expanding our transportation options
- Being inclusive and welcoming
- And encouraging our local governments to work together.

Going forward, accountability will be critical. This is evidenced by the community survey, where 95 percent of respondents said tracking progress and be accountable for the results is the single most important concern to our community.

The Office of Agenda 360, to be housed within the Cincinnati USA Regional Chamber, will be charged with driving the goals, priorities and strategies within the report. The Office of Agenda 360 will be led by Myrita Craig, the newly named executive director. Council 360, the leadership team advising the Office of Agenda 360, will be led by co-chairs Kevin Ghassomian and Mary Stagaman. Additionally, two co-chairs, one from the business and one from the civic arena, will be named to each priority focus, adding an additional layer of accountability.

Agenda 360 was first announced in December of 2006 at the United Way's State of the Community Address.

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Agenda 360 News Conference List of Speakers
Friday, February 13, 2009

Jim Sluzewski

Agenda 360 Communications Team Co-Chair
Vice President, Corporate Communications & External Affairs, Macy's

Douglass McDonald

President & CEO, Cincinnati Museum Center

Kevin Ghassomian

Council 360 Co-Chair; Agenda 360 Co-Chair
Attorney, Greenebaum Doll & McDonald

Dr. Myrtis Powell

Agenda 360 Co-Chair
Vice President Emerita, Miami University

Ellen G. van der Horst

Agenda 360 Co-Chair
President, Cincinnati USA Regional Chamber

Mary Stagaman

Council 360 Co-Chair; Agenda 360 Livable Communities Team Co-Chair
Associate Vice President, University of Cincinnati

Kimm Coyner

Agenda 360 Competitive Economy Team Co-Chair
Economic Development Director, Warren County

Jeff Edmondson

Agenda 360 Educational Excellence Team Co-Chair
Program Director, STRIVE

Christine Matacic

Agenda 360 Advocacy Team
Immediate Past Chair- OKI Board
Liberty Township Trustee

Donna Jones Baker

Agenda 360 Leadership Team
President/CEO, Urban League of Greater Cincinnati

Greg Jolivette

Agenda 360 Advocacy Team
President, Butler County Commission

A.J. Schaeffer

Vision 2015 Co-Chair
DECA USA

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