



Regional Growth Partnership  
BUILDING A HIGH-TECH, HIGH-PERFORMANCE ECONOMY

# NEWS

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## **Regional Growth Partnership Receives State Grant To Promote Northwest Ohio**

TOLEDO, Ohio – With a goal of attracting new jobs, business and capital investment to Ohio, the Regional Growth Partnership (RGP) has received grant approval to help in promoting a statewide marketing campaign.

Through the Ohio Business Development Coalition's (OBDC) state matching grant program, the RGP was awarded \$253,000 to support regional business development and marketing initiatives. Some specific programs under the grant include outreach to site consultants, national editorial marketing, Web site enhancement, trade advertising, new collateral and direct mail.

“The RGP has implemented an aggressive marketing campaign designed to promote the successes, resources and assets of our region as an ideal location for new business,” said Steve Weathers, president and CEO of the RGP. “The OBDC has done an outstanding job creating and selling the Ohio brand, and we are eager to continue our efforts on behalf of northwest Ohio to complement that state message.”

(More)

In September 2006, OBDC unveiled a new Ohio brand, summed up for the business community in the brandline, “Build Your Business. Love Your Life.” The new brandline communicates that Ohio offers balance without compromise; everything businesses need to thrive and provides ample opportunity for executives and employees to achieve their personal aspirations as well. As part of its proposal, the RGP will promote how the Toledo region uniquely delivers the Ohio promise.

The RGP proposal focuses on marketing efforts of three primary cluster industries: solar/alternative energy, bioscience and transportation/logistics. These industries will drive the marketing campaign as our region seeks to establish northwest Ohio as a leader in these technology-oriented and traditional sectors. In developing the specific tactics of the campaign, the RGP laid out a collaborative approach with both the private sector and regional economic development entities in order to effectively implement, manage and execute the program.

The Ohio Business Development Coalition (OBDC) is a nonprofit organization that is responsible for creating and sustaining a strong Ohio brand capable of attracting, retaining or expanding capital investment. The work of the OBDC supports the Ohio Department of Development, Ohio economic development community and Team Ohio. For more information on the Ohio Business Development Coalition visit [www.ohiomeansbusiness.com](http://www.ohiomeansbusiness.com).

The Regional Growth Partnership is a private nonprofit development corporation dedicated to fostering local, national and international economic growth opportunities for Northwest Ohio.

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