

2020

PERFORMANCE &  
IMPACT REPORT

Resilience and Recovery: The  
Northeast Ohio Region Progresses  
Despite the Pandemic



JobsOhio Network  
Partner





20,000

Ohioans were able to safely return to work



Team NEO helped 100 Northeast Ohio manufacturing companies, including Vitamix, keep the supply chain going following the initial pandemic shutdowns. Team NEO and JobsOhio quickly connected companies with the governor’s office to discuss the safe restart of operations. Because of this swift action, 20,000 Ohioans were able to safely return to work — minimizing negative economic impacts on businesses and individuals.”

- Jodi Berg, President and CEO, Vitamix

A MESSAGE FROM OUR LEADERSHIP

The COVID-19 crisis stunned our country and our communities. As many struggled to deal with the pandemic’s early ramifications, Team NEO took action: we engaged with business leaders to identify pain points and immediate challenges, we developed solutions and strategies to continue moving forward — both in cases of extreme loss and unprecedented growth — and, as the JobsOhio Network Partner for the Northeast Ohio Region, we leveraged our partnership to communicate local and regional needs to the state.

This early and ongoing intervention was critical. Despite significant challenges, the Northeast Ohio Region finished 2020 with the highest number of new jobs created in a single year since we started tracking regional economic indicators. This was due to continuous collaboration between Team NEO, JobsOhio, local partners and businesses.

In addition to job creation, new payroll and new capital investment, we achieved success in each of our five strategies, which focus on improving our regional competitiveness and encouraging more business investment in the Northeast Ohio Region:

- Strengthen a Better Coordinated Regional Network
- Advance Technology Adoption
- Address the Talent Supply/ Demand Gap
- Grow a Pipeline of Competitive Sites
- Promote the Region and Network Performance

There will be opportunity as we emerge from today’s crises. We look forward to collaborating with our partners — and to what we will collectively achieve — in 2021 and beyond. Together, we will make our region more talented, equitable, competitive, innovative, resilient and prosperous. Together, we will build a vibrant economy.

Sincerely,

*William R Koehler*

Bill Koehler  
CEO, Team NEO



*Jodi Berg*

Dr. Jodi Berg  
President and CEO,  
Vitamix  
Board Chairwoman,  
Team NEO





## We Strengthen a Better Coordinated Regional Network to make new business happen

Team NEO's ongoing engagement with our economic development partners, government agencies, businesses and communities is critical in the face of pandemic-related challenges. As one of only six network partners for JobsOhio, we connect companies across the 18 counties of the Northeast Ohio Region to state resources for job creation and retention, regional investments, and business growth.



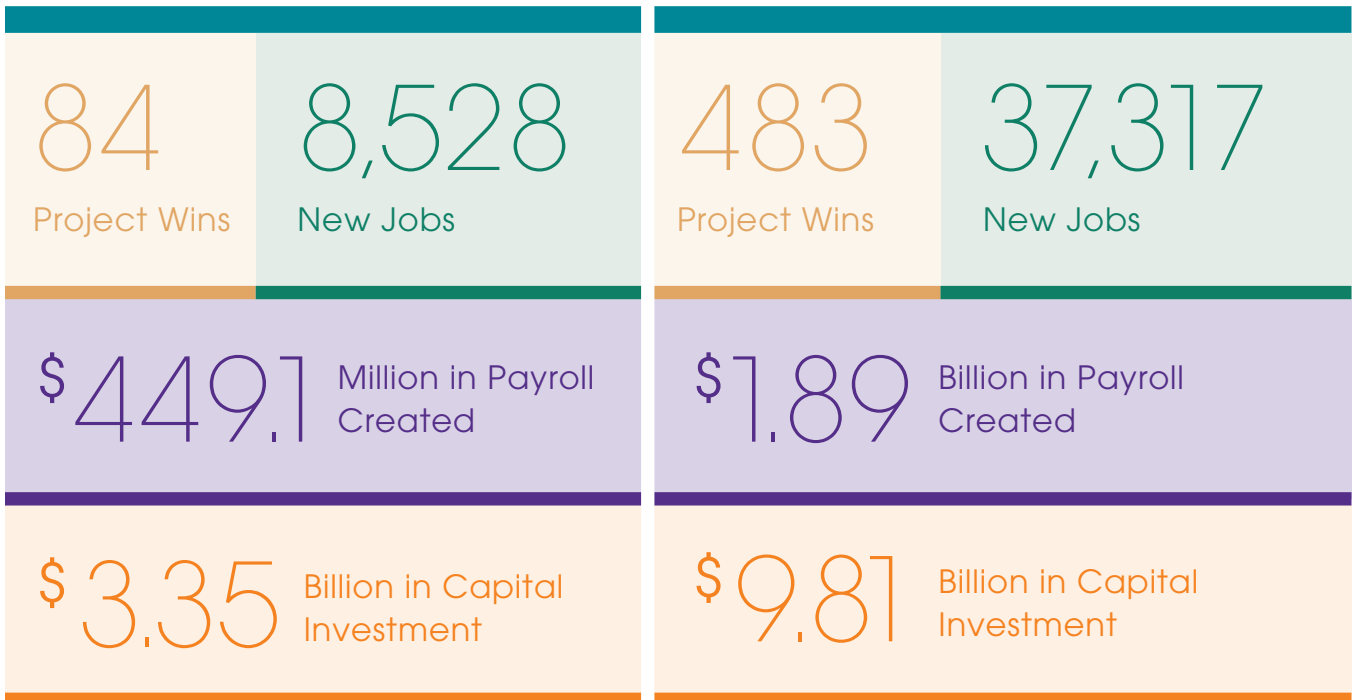
The Northeast Ohio Region led the state in 2020 for new jobs committed in a single year, thanks to the collaborative efforts of Team NEO, JobsOhio, the Northeast Ohio Economic Development Network and companies."

- J.P. Nauseef, JobsOhio President and CEO

### 2020 BY THE NUMBERS

### SINCE 2015 BY THE NUMBERS

(through December 31, 2020)



## CASE STUDIES

### Growing Companies Call Northeast Ohio Home

#### The Sherwin-Williams Company and Lordstown Motors Corp. Make Commitments to Expand

In 2020, through collaborative efforts with economic development partners, companies headquartered in the Northeast Ohio Region continued to grow and thrive here. They represent companies of all sizes, both new and established, across a wide range of industries.



**SHERWIN-WILLIAMS.**

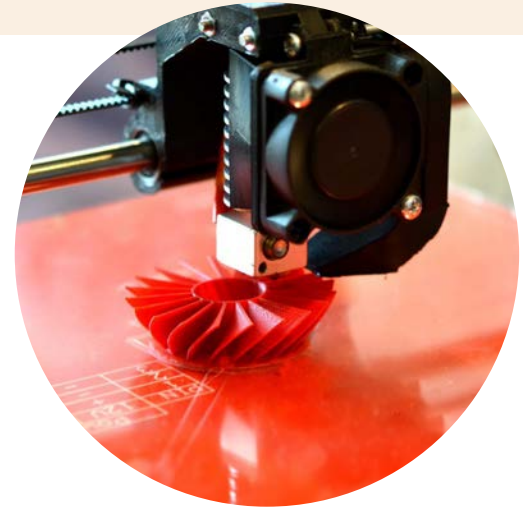
**The Sherwin-Williams Company**, the iconic brand that has been part of Northeast Ohio for 155 years, reaffirmed its commitment to the region, announcing that its world headquarters will remain in Cleveland, with plans to build a new global headquarters in downtown Cleveland and a new global R&D center in Brecksville. Combined, the two facilities will house more than 3,500 employees with room to accommodate significant future growth. The company plans to add a minimum of 400 jobs at the facilities over time. In addition, the project will spur thousands of additional construction jobs.



**Lordstown Motors Corp. (LMC)** committed to produce the Lordstown Endurance, the world's first full-size, all-electric pickup truck in the Mahoning Valley. In 2020, LMC received Ohio Tax Credit Authority approval to support the hub motor and battery line. This line alone is expected to bring 1,570 high-tech jobs to the Mahoning Valley and surrounding communities. A cross-organizational team including the Ohio Development Services Agency, JobsOhio, Team NEO, the Youngstown/Warren Regional Chamber, the village of Lordstown and Youngstown State University, plus state and regional representatives, worked with LMC to help bring the project to fruition.

We Advance Technology Adoption to make our economy more productive, resilient and globally competitive

The advantages of building regional innovation clusters and accelerating technology adoption were evident as manufacturers faced challenges brought on by the pandemic. Team NEO leveraged relationships with key decision-makers and influencers — plus our region’s assets in additive manufacturing, supply chain, health care and more — to address critical needs. Companies of all sizes stepped up to design, manufacture and donate personal protective equipment (PPE).



## CASE STUDIES



### Eaton and Thogus Collaborate to Produce 350,000 Face Shields

In times of need, people and businesses come together in meaningful and inspiring ways. When COVID-19 hit the U.S., there was an immediate acceleration in demand for personal protective equipment (PPE). Eaton and Thogus joined forces to produce 350,000 face shields for Ohio’s frontline workers. Working side-by-side with the Manufacturing Advocacy and Growth Network (MAGNET) and United Healthcare, Eaton designed a face shield providing comfortable extended wear and maximum facial protection. Then Team NEO helped connect Eaton with Thogus to collaborate on production efforts, and with JobsOhio, which ultimately purchased the entire supply of face shields to benefit Ohio health care workers.



### Nottingham Spirk

To further enhance the Northeast Ohio Region’s industrial legacy and commitment to advanced manufacturing transformation, Nottingham Spirk, in partnership with Ernst & Young, announced it will create a 60,000-square-foot EY-Nottingham Spirk innovation center at its current facility in Cleveland’s University Circle area. The project is being assisted by a \$1.5 million JobsOhio Research and Development Center Grant.

The Innovation Hub will guide manufacturing leaders along the journey to the next generation of technology through hands-on physical and virtual experiences utilizing Industry 4.0, which employs the Industrial Internet of Things (IIoT) connected technology.

Nottingham Spirk and Ernst & Young worked closely with JobsOhio and Team NEO to bring the project and \$3.9 million investment to the University Circle area.

The partnership that will establish the EY-Nottingham Spirk Innovation Hub combines Nottingham Spirk’s Vertical Innovation™ disciplines with EY business model, digital, manufacturing and EY wavespace™ offerings. Opening of the facility is planned for spring 2021.



Ohio will now be a destination for global manufacturers seeking the latest advanced techniques and possible plant relocations."

- John Spirk, Co-President and Co-Founder of Nottingham Spirk



## We Address the Talent Supply/Demand Gap by focusing on talent availability to attract new business investment

Success in attracting new business investment is directly related to our region's talent availability — and Team NEO is working to ensure our region's talent pool is ready to take on the opportunities of tomorrow.

In 2020, Team NEO released the fourth edition of *Aligning Opportunities*, in partnership with Delta Dental and with the generous support of The Sherwin-Williams Company and Alliance Solutions Group. The report, which explores the talent supply/demand gap for entry-level jobs in Northeast Ohio, was released in September and is now being utilized by job training programs and higher education institutions like Baldwin Wallace University, the University of Akron, College Now Greater Cleveland, Cuyahoga Community College and Lorain County Community College to develop, enhance or modify their offerings — and plan for the future.

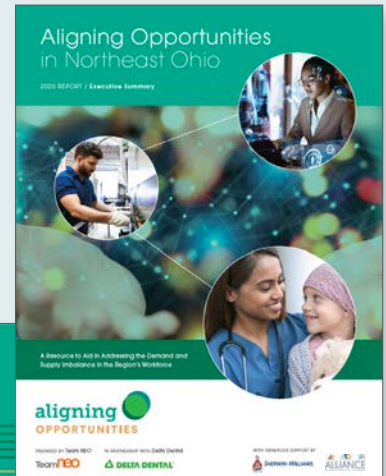
Team NEO introduced *Misaligned Opportunities*, a report that examines racial equity as it relates to labor force opportunities, to inform conversations and influence solutions that we as a region can implement to effect positive change. While it is early to realize the full impact of this data, new communication lines are open and we're exploring opportunities with organizations such as Urban League of Greater Cleveland.

For strategic solutions to better prepare the emerging workforce for the Northeast Ohio Region's in-demand jobs, Team NEO formed the Talent Development Council (TDC), comprised of educational and industry-leading professionals. This collaboration is bringing new programs — such as the Youngstown State University/IBM IT Workforce Accelerator apprentice training program — to life.

In 2021, the Talent Development Council will continue to focus on regional talent alignment opportunities through the development of a shared data framework to better understand regional talent pipelines. This shared data framework will allow us to better understand both the current pipeline of talent related to in-demand jobs, as well as the capacity for regional institutions and sector partnership to build deeper pipelines. It is our hope that a broader collective dashboard, representative of what each partner is committed to moving forward related to talent, can be a starting point for addressing a more comprehensive view of the need for in-demand jobs.



In January, Team NEO, in partnership with Delta Dental, supported MentorInCLE Connect, College Now Greater Cleveland's annual program that brings together college students and their mentors. Team NEO's Jacob Duritsky, Vice President of Strategy and Research, gave the keynote address, sharing some of his college experiences. He encouraged students to think about in-demand career opportunities and, above all, to keep going.



## CASE STUDY

### Focus on Emerging Talent to Build the Talent Pool Pipeline

In 2020, Team NEO, in partnership with Delta Dental, made significant efforts to connect with the emerging talent audience of 6th grade through undecided college students. We communicated content from Aligning Opportunities through entities such as College Now of Greater Cleveland, Junior Achievement of Greater Cleveland, Inc., Lorain County Community College, Mahoning County Educational Services Center, Greater Cleveland Partnership, RITE, the Cleveland IT sector partnership and Rhodes High School.

To reach this audience in the midst of social distancing constraints, we launched an emerging talent web page with videos featuring the Northeast Ohio Region's young professionals talking about in-demand jobs. The Sherwin-Williams Company, GE Lighting, Cleveland Clinic, MCPc, The Technology House, Vitamix, Swagelok, Metro Health, IBM, and more, showcased employees for this effort.



CONNECT YOUR PASSIONS  
TO CAREER OPPORTUNITIES

In partnership with Rhodes High School, Team NEO also produced **“Connect Your Passions to Career Opportunities,”** a video demonstrating how your passions can lead to an in-demand career.

This online content allows educators and career counselors working in a virtual environment to utilize Team NEO’s talent supply/demand data to inform conversations with students.



Team NEO collaborated with stakeholder teams in Stark County and Summit County to develop and shape strategies in job hubs.



## We Grow A Pipeline of Competitive Sites to win more projects

A dynamic inventory of readily available sites is necessary to attract new business to the region. In collaboration with Team NEO's RightSites Council, we identified and reviewed 43 of the most competitive sites in the Northeast Ohio Region and launched [a landing page](#).

To inform the marketplace about how sites can be efficiently developed, we partnered with a local engineering firm to develop conceptual site plans for 10 sites.

In partnership with community stakeholders, Team NEO leveraged JobsOhio programs as part of our coordinated strategy to improve the Northeast Ohio Region's site inventory:

- The Vibrant Community and Pre-Project Planning Programs support catalytic real estate development projects and provide technical assistance to prepare for future development. Team NEO supported and helped generate 18 Vibrant Community applications across 13 counties, and eight Pre-Project Planning applications across five counties.

- The Ohio Site Inventory Program (OSIP) offers grants and low-interest loans for speculative site and building development projects to fill gaps in Ohio's real estate inventory. Team NEO facilitated three sites in the region that were awarded OSIP support. These sites represent more than 650,000 square feet of new industrial space, with more than 95 acres available for future development.

18  
Vibrant  
Community  
Applications

13  
Counties

8  
Pre-Project  
Planning  
Applications

650,000  
Square Feet of New  
Industrial Space

95  
Acres  
Available

- The Revitalization Program leveraged \$1.1 billion in private sector investment. A total of 16 projects received \$11.3 million in JobsOhio Revitalization program funds in 2020, resulting in 2,922 jobs created, and \$179 million payroll created.

2,922  
Jobs Created

\$179  
Million Payroll  
Created



# We Promote the Region and Network Performance to create more opportunity

To accelerate the pace of job growth, Team NEO markets the entire 18-county Northeast Ohio Region, drawing on its collective might. Team NEO quickly pivoted its marketing strategy at the onset of the pandemic to focus on businesses' changing needs, as well as anticipated opportunities in the wake of the pandemic.

Team NEO also formed a Marketing Advisory Council (MAC) to guide the development and implementation of important initiatives. In 2021, the MAC will refresh Northeast Ohio's economic development brand, rally regional stakeholders and influencers to support our collective promotional strategies, and drive performance, equity and accountability in this region's marketing outcomes.



## CASE STUDY

In 2020, as Ohio's economy began to restart, Team NEO launched a multifaceted media campaign to demonstrate how our creative and informed solutions, based on research insights, talent and site expertise, as well as regional and state-level connections, can support organizations to meet the needs of our region's "Next Normal."

The Next Normal campaign leveraged local television, print, digital and social advertising with a clear message: There will be opportunities in the wake of COVID-19, and Team NEO will be there to ensure we're working together to maximize the region's — and each individual company's — potential.

**Resilience.**  
The Key to our Next Normal.

Let us help you pivot.  
Navigating tomorrow together.

TeamNEO | JACOBS  
Talent • Economic Insights • Innovation • Financial Tools • Sites

**Equity.**  
The Key to our Next Normal.

Let us help you pivot.  
Navigating tomorrow together.

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**Innovation.**  
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**Competitive.**  
The Key to our Next Normal.

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**Prosperous.**  
The Key to our Next Normal.

Let us help you pivot.  
Navigating tomorrow together.

TeamNEO | JACOBS  
Talent • Economic Insights • Innovation • Financial Tools • Sites

6 THINGS YOU NEED TO KNOW

### How Northeast Ohio is working to build tomorrow's economy

**By JAMES ZAKARI**  
Despite COVID-19's impact on the regional economy, Northeast Ohio is working to build a resilient and thriving future. Team NEO is leading the charge in this effort, working with regional partners to create a strong and sustainable economic future for the region.

**1. A resilient and thriving future.** Team NEO is working to build a resilient and thriving future for the region. This involves working with regional partners to create a strong and sustainable economic future for the region.

**2. A strong and sustainable economic future.** Team NEO is working to build a strong and sustainable economic future for the region. This involves working with regional partners to create a strong and sustainable economic future for the region.

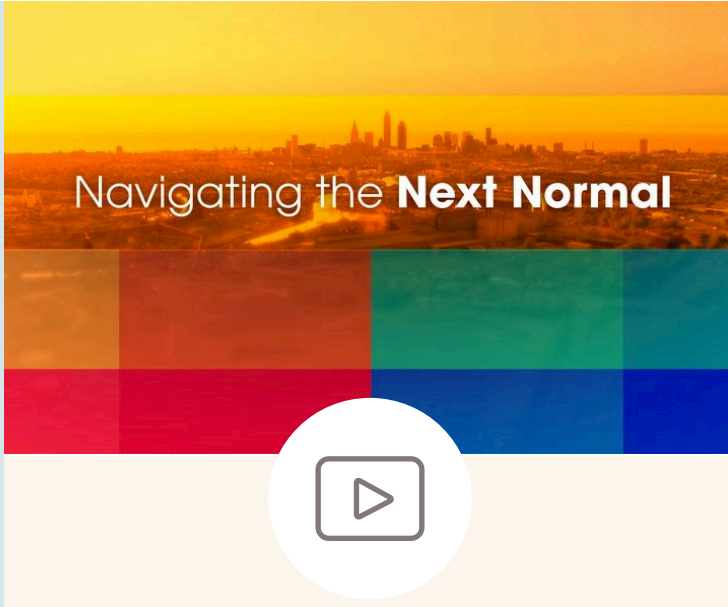
**3. Working with regional partners.** Team NEO is working to build a strong and sustainable economic future for the region. This involves working with regional partners to create a strong and sustainable economic future for the region.

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teamneo.org/next



## Navigating the Next Normal

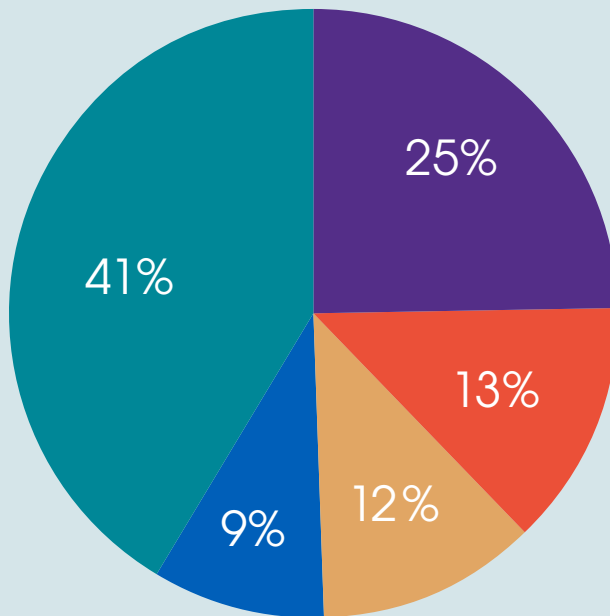
teamneo.org/next

## ABOUT TEAM NEO

Team NEO is a private, nonprofit economic development organization accelerating business growth and job creation throughout the 18 counties of the Northeast Ohio Region. As the designated JobsOhio Network Partner, we align and amplify local economic development efforts in the region's 18-counties; we conduct research and data analysis to inform local conversations and influence solutions; we market the Northeast Ohio Region; and we work to increase access to jobs, education and training for the region's 4.3 million people. We do this to build a more vibrant regional economy — one that is more talented, equitable, competitive, innovative, resilient and prosperous. For more information, visit [teamneo.org](http://teamneo.org).



## USES OF INVESTMENTS



Network coordination & business development transactions

Promoting the Northeast Ohio Region, Team NEO & the economic development system

Talent alignment & research

Emerging technology clusters

Priority sites & job hubs

*Percentages represent programmatic as well as general and administrative costs.*

# We're here for you.

Whether you have questions or concerns about your business, or would like to be connected with helpful resources, Team NEO can help. Visit [teamneo.org](http://teamneo.org) or talk to us at **216-363-5400**.

## Special thanks from Team NEO to our investors

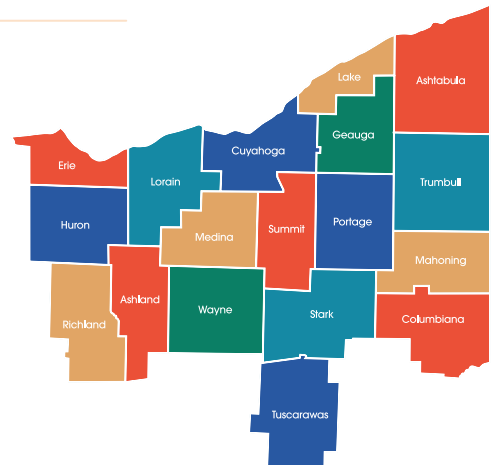


For a complete list of funders, visit [teamneo.org/investors](http://teamneo.org/investors). To join Team NEO as an investor partner and help drive the next wave of economic growth in our region, connect with **Dawn Southard**, Vice President, Investor Relations, at **440.476.0476** or [dsouthard@teamneo.org](mailto:dsouthard@teamneo.org).

## Economic development partners across 18 counties of the Northeast Ohio Region

Ashland Area Economic Development  
 Columbiana County Port Authority  
 Erie County Economic Development Corporation  
 Geauga Growth Partnership, Inc.  
 Greater Akron Chamber  
 Greater Cleveland Partnership  
 Growth Partnership for Ashtabula County  
 Huron County Development Council  
 Lake County Ohio Port & Economic Development Authority

Medina County Economic Development Corporation  
 Portage Development Board  
 Richland Area Chamber & Economic Development  
 Stark Economic Development Board, Inc.  
 Tuscarawas Economic Development Corporation  
 Youngstown/Warren Regional Chamber  
 Wayne Economic Development Council



Connect with us:  
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