

ORDINANCE NO. 20-027

AN ORDINANCE AUTHORIZING AND DIRECTING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH THE ERIE COUNTY ECONOMIC DEVELOPMENT CORPORATION (ECEDC) FOR CERTAIN ECONOMIC DEVELOPMENT AND MARKETING SERVICES FOR CALENDAR YEAR 2020; AND DECLARING THAT THIS ORDINANCE SHALL TAKE IMMEDIATE EFFECT IN ACCORDANCE WITH SECTION 14 OF THE CITY CHARTER.

WHEREAS, ECEDC is a regional economic development non-profit organization whose mission is to facilitate both the creation and retention of jobs within Erie County and is committed to increasing economic opportunities for individuals and businesses through comprehensive economic development programs; and

WHEREAS, ECEDC has partnered with the City of Sandusky for many years on economic development initiatives within the City including helping potential new businesses locate sites and secure redevelopment resources for building acquisition, equipment and working capital and linking new and existing businesses to the local workforce and has also been integral in spurring local entrepreneurship through their Regional Incubator for Sustainability and Entrepreneurship; and

WHEREAS, ECEDC will again be engaged to continue the promotion of existing programs within the City of Sandusky while enhancing efforts around: (1) the promotion of the City as a regional destination for business expansion and creation based on local attractions, development incentives, availability of sites and proximity to a skilled workforce, and (2) small business development and entrepreneurship training; and

WHEREAS, the City will expend \$30,000.00 to ECEDC from the General Fund in 2020 for services rendered and programs offered in calendar year 2020; and

WHEREAS, this Ordinance should be passed as an emergency measure under suspension of the rules in accordance with Section 14 of the City Charter in order to compensate ECEDC for services provided thus far and programs offered in 2020 and to permit the continuation of services through the balance of the calendar year; and

WHEREAS, in that it is deemed necessary in order to provide for the immediate preservation of the public peace, property, health, and safety of the City of Sandusky, Ohio, and its citizens, and to provide for the efficient daily operation of the Municipal Departments, including the Department of Community Development, of the City of Sandusky, Ohio, the City Commission of the City of Sandusky, Ohio finds that an emergency exists regarding the aforesaid, and that it is advisable that this **Ordinance** be declared an emergency measure which will take immediate effect in accordance with Section 14 of the City Charter upon its adoption; and **NOW, THEREFORE**,

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF SANDUSKY, OHIO, THAT:

Section 1. This City Commission authorizes and directs the City Manager to enter into an Agreement with the Erie County Economic Development Corporation

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(ECEDC) for certain economic development and marketing services in calendar year 2020, substantially in the same form as Exhibit "1", a copy of which is attached to this Ordinance and is specifically incorporated as if fully rewritten herein, together with such revisions or additions as are approved by the Law Director as not being adverse to the City and as being consistent with carrying out the terms of this Ordinance.

Section 2. This City Commission authorizes and approves the funding contribution to the Erie County Economic Development Corporation (ECEDC) for services rendered and to be rendered in CY 2020 and the City Manager and/or Finance Director are authorized and directed to make payments in an amount **not to exceed** Thirty Thousand and 00/100 Dollars (\$30,000.00) pursuant to and in accordance with the agreement.


Section 3. If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any Court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 4. This Commission finds and determines that all formal actions of this City Commission concerning and relating to the passage of this Ordinance were taken in an open meeting of this City Commission and that all deliberations of this City Commission and of any of its committees that resulted in those formal actions were in meetings open to the public in compliance with the law.

Section 5. That for reasons set forth in the preamble hereto, this Ordinance is hereby declared to be an emergency measure which shall take immediate effect in accordance with Section 14 of the City Charter upon its passage, and its due authentication by the President, and the Clerk of the City Commission of the City of Sandusky, Ohio.



RICHARD R. BRADY
PRESIDENT OF THE CITY COMMISSION

ATTEST: 

KELLY L. KRESSER
CLERK OF THE CITY COMMISSION

Passed: February 10, 2020

Sandusky Service Level Agreement – 2020

City of Sandusky & Erie County Economic Development Corporation (ECEDC)

ECEDC's Mission: To grow economic opportunities for individuals and businesses and facilitate the creation and retention of jobs through collaborative and comprehensive economic development programs.

In order to advance its mission, Erie County Economic Development Corporation will focus on the following areas that provide benefit to the City of Sandusky – administration, residents and business community:

ECEDC Focus Areas

Commitment to City of Sandusky

- Conduct regular business retention visits through the Business Expansion and Retention (BEAR) program to ensure existing businesses receive the assistance necessary to stay and grow in Sandusky. This program works to create an environment conducive to growth by identifying issues and early warning signs of threats or opportunities. Once needs are ascertained, ECEDC coordinates efforts with resource providers to ensure that businesses are receiving the best assistance available. Sandusky's economic development programs, incentives, and support systems will be marketed through ECEDC's BEAR program. Large employers and businesses operated in traded sectors will be first priority.
- Business attraction, retention, and expansion, including small business development and entrepreneur support
Link eligible new or existing businesses to regional, state and federal resources to facilitate business development and the construction or expansion of facilities and/or technologies. ECEDC will provide City of Sandusky staff with notices of funding availability when aware and relevant information with regard to changes to federal, state, regional policies that may impact the economic development arena within the City of Sandusky.
- Serve as Erie County's JobsOhio network partner to receive leads and vet and develop prospect proposal and responses. ECEDC will make every effort to connect to the City of Sandusky early in the prospect development phase when eligible to maximize Sandusky's chances of successfully securing new business commitments. Upon receipt, eligible leads will be distributed via email to Sandusky's economic development staff and their input will be incorporated into Requests for Information (RFI) submitted to JobsOhio. In addition to regular communications, ECEDC will meet with Sandusky economic development staff bi-annually to share the results of these leads and to discuss regional trends in business attraction and needs for Erie County's physical and technical infrastructure.

EXHIBIT
"1"



- Inventory available development sites and buildings in order to market them to potential new businesses. An individual from the Sandusky economic development staff will also be set up as a contributor to ECEDC's system in order to jointly review and update property listings regularly.
- Support entrepreneurs through the operation of the Regional Incubator for Sustainability and Entrepreneurship (RISE) program. RISE is a partnership with the Great Lakes Innovation and Development Enterprise (GLIDE) and Bowling Green State University (BGSU) Firelands campus and provides business development assistance to both startups and existing businesses.
- Offer Rise services including, but not limited to viability analysis, business plan development, sales and marketing support, employee training and development, and access to capital, and one-on-one milestone mentoring.
- Be available to the City of Sandusky to vet proposals received through its economic development programs.
- Activate downtown spaces with entrepreneurial activities and events such as monthly networking and educational events targeting critical areas for entrepreneurs and small business owners.
- Assist the City of Sandusky economic development staff in attracting unique retail offerings to the downtown business district, possibly as part of a cohesive strategy involving landlords, developers, and other local partners.
- In partnership with the City, attract upper floor commercial office tenants in the downtown business district.
- Support regional workforce development needs both proactively and in project specific applications for City of Sandusky businesses such as demographic or labor market analysis.
- Work with area education and workforce partners, specifically the Firelands Partnership, to assess regional labor force availability and ever-changing needs for workplace skills and strategies to drive align between the two.
- Assist in facilitation of the launch of Firelands Forward – the City-supported workforce development strategic plan – to foster a skilled workforce attractive to businesses in all sectors of the economy through a cohesive agenda, employer-focus, and measurable outcomes.
- Provide entrepreneurial educational activities, programs, and curriculums to Sandusky's schools to convey entrepreneurship as a viable pathway after graduation, develop transferrable skills to be applied in any pathway, and retain youth with widespread support.
- Serve as a lead of the Erie County K-16 Business Advisory Council (includes Sandusky City Schools and Sandusky Central Catholic) whose mission is to cultivate relationships and enhance connections between the business and education communities to understand ongoing opportunities and implement support strategies.
- Host, plan, implement, and provide scholarships to a Teacher Business Bootcamp to introduce area educators to businesses in the City of Sandusky, the jobs available within the businesses, and their impact to the economy, with requirements that teachers incorporate their learnings into student curriculum.

Workforce attraction and development

- Share information about regional and State of Ohio development programs and activities to local constituents, local governments, chambers of commerce, and other organizations that support local economic development initiatives. This information will be shared through in-person meetings, ECEDC's website, email, social media, and other appropriate channels. ECEDC will proactively assess program availability and updates on a monthly basis with our JobsOhio partners and on a quarterly basis with the Ohio Economic Development Association. Programs or significant changes will be shared with Sandusky economic development staff as information becomes available.
- Monitor and examine State of Ohio legislation considered to have an impact on area economic development opportunities.
- Contribute with subject matter expertise in Sandusky's economic development committees (on a City and private level) such as the economic development incentive committee, the energy special improvement district, the enterprise zone review board, etc.
- Partner with Lake Erie Shores and Islands to promote Sandusky as a destination to do business and work.
- Regularly feature Sandusky based businesses and City of Sandusky vision and economic development incentives in marketing campaigns promoting our region as a pro-growth location (such as 2019 campaigns like the Erie County FutureMakers or 12 Days of Development series which consistently reached thousands of business readers).

Regional economic development and brand awareness

Start.
Stay.
Grow.