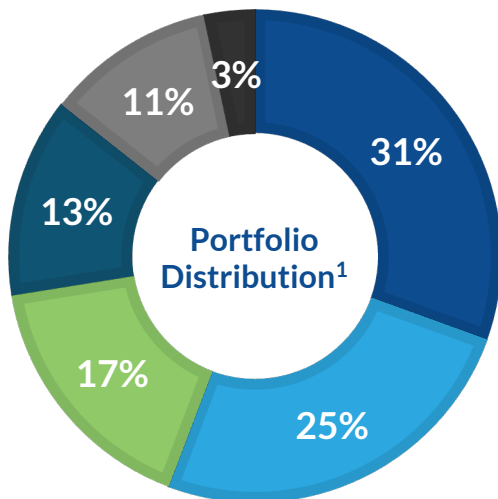


### Supporting Business Growth Across Greater Akron

The **Elevate Greater Akron Business Retention and Expansion (BRE)** working group is a cornerstone of a regional **New Fundamentals** strategy. It is a collaborative network of local economic development, workforce, and business partners dedicated to helping companies across Akron and Summit County **retain jobs, expand operations, and connect to resources that fuel growth.**

In 2024, the BRE team conducted **315 in-depth BRE visits**, helping companies retain jobs, expand operations, and connect to growth resources. This collaboration among Elevate Greater Akron partners demonstrates what shared vision can achieve: a more connected, inclusive, and resilient Greater Akron.



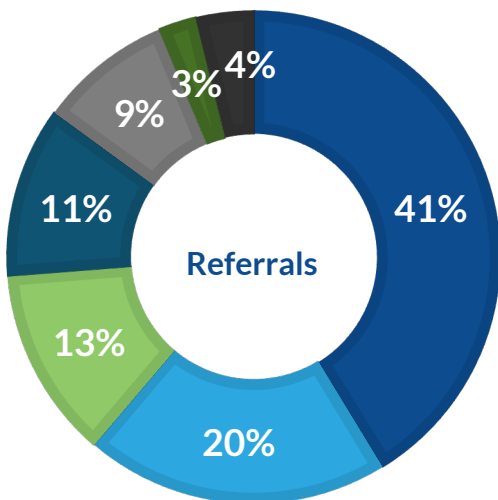
### Who We Serve

EGA's 2024 portfolio demonstrates **intentional inclusivity** and a strong commitment to the region's diverse business ecosystem.

- MBE/WBE<sup>2</sup>
- Mid-Market (\$20-\$75M, 30-250 employees)
- Major Firms (\$75M+, 250+ employees)
- Downtown
- Polymer/Rubber/Plastics
- Scale-Up (under \$20M)

<sup>1</sup> The portfolio model assigns each business to a single portfolio, even if it could qualify for multiple categories.

<sup>2</sup> MBE/WBE - Minority/Women Owned Business Enterprise



### Referrals

- Workforce
- Financing
- Business Services
- Local Partner
- Ohio MEP<sup>3</sup>
- Education
- Other<sup>4</sup>

<sup>3</sup> Ohio MEP - Manufacturing Extension Partnership

<sup>4</sup> Other includes Utility/Infrastructure (1.25%) and Team NEO referrals (1.25%).

### 2024 By the Numbers

**315**

BRE Visits Conducted

**80**

Businesses Ecosystem Referrals<sup>5</sup>



of Businesses Planning to Expand<sup>6</sup> (Next 2 Years)



of Businesses Stable Workforce Levels



Elevate BRE Team Net Promoter Score<sup>7</sup>

<sup>5</sup> The definition of referral can include direct & indirect connections & supports.

<sup>6</sup> Includes possible/planned expansion of facilities, additional hiring, investment in M&E, reinvestment in growth)

<sup>7</sup> NPS measures satisfaction and loyalty on a scale from -100 to +100. A score above 70 is considered excellent across most industries.



### Key Insights from 2024



#### Strong Growth Momentum

Businesses with expansion plans cited **new market opportunities, industry growth, and customer proximity** as key drivers. Growth was particularly strong among **polymer and mid-market company portfolios**, where expansion activity and investment readiness are consistent themes.



#### Workforce as the Cornerstone

Workforce availability continues to be both a **driver of growth** and a **challenge**. Most companies reported steady employment, while referrals to workforce partners such as **ConxusNEO and OhioMeansJobs** helped bridge hiring gaps and advance upskilling efforts.



#### Inclusive Economic Development

Nearly one-third of all visits were with **minority- or women-owned businesses**, reflecting the BRE team's commitment to equity and inclusion across all industry sectors.



#### Collaborative Service Delivery

The Elevate BRE team connects companies directly with trusted partners — including **DFA for financing, MAGNET for manufacturing innovation, Akron Urban League for certification, and Team NEO** for statewide support.

### How BRE Supports Regional Business Growth

Insights from Elevate Greater Akron's BRE visits directly inform how we support businesses—helping partners align services, address challenges, and connect companies to the right resources at the right time. Whether you're looking to grow, hire, or navigate a challenge, our team is here to help.

#### Connect with us:

- **Alyssa Carpenter**, Greater Akron Chamber - [acarpenter@greaterakronchamber.org](mailto:acarpenter@greaterakronchamber.org)
- **Jason Dodson**, Roetzel & Andress - [jdodson@ralaw.com](mailto:jdodson@ralaw.com)
- **Suzanne Graham Moore**, City of Akron - [sgrahammoore@akronohio.gov](mailto:sgrahammoore@akronohio.gov)
- **Diane Miller-Dawson**, Summit County - [dmiller@summitoh.net](mailto:dmiller@summitoh.net)

*Together, we're building a stronger, more connected, and more inclusive economy for all who live and do business in Greater Akron.*

