



Aerozone: 2022 Year in Review

**Uniting to Drive Regional
Economic Development**



Dear Aerozone Alliance Community:

The Aerozone Alliance has made important strides in 2022, and as we enter our next chapter in 2023, we are excited for the future we all share — building upon a strong foundation to expand our impact, to increase our reach, and to drive united economic development in our region.

The Aerozone Alliance represents an unprecedented partnership between private sector businesses, local and federal governments, philanthropy, municipalities, entrepreneurs and innovators, nonprofits, and community developers, who are working collaboratively to tackle what none can accomplish alone: creating a world-class innovation district.

As we reflect on our milestones from 2022, we would love to explore how you can play a part in our emerging success story in the coming year. Contact us today to learn more about how we can better support you in your ongoing growth and success.

Hrishue Mahalaha
Executive Director
Aerozone Alliance



Looking Forward, Looking Back

2022 Priority Areas & Accomplishments

Attracting, retaining, and developing innovation and talent in our region starts with establishing a collaborative culture of purpose. We have always considered the Aerozone Alliance's purpose in the context of our larger contributions to our partners and our community. Over the past year, our determination to be a regional champion for inclusive economic growth has been of particular focus.

To this end, we turned our sights toward examining our organizational strengths and refining our capacity to create a vibrant hub of collaboration for a more prosperous region, focusing on four priority areas of investment:

1

Organization Development

Establish a Strong and Sustainable Organization and District

2

Infrastructure Development and Placemaking

Help Develop Powerful and Differentiating Physical Assets at the Aerozone District

3

Business Development and Growth

Help Attract and Grow Businesses in the Aerozone District

4

Talent Alignment

Develop Pathways to Connect Local Talent to the Employment Opportunities at the Aerozone District

Priority 1: Organization Development

We recognize that our ability to serve our partners and municipalities is strengthened by establishing Aerozone Alliance as a strong and sustainable organization and district. Over the past year, we have explored new ways to leverage our assets and brand, expand our relationships with regional partners and philanthropic supporters, and secure sustainable revenue streams.

Aerozone Alliance has successfully tapped into our region's talent pool to implement governance structures that drive our productivity, expanding our board of directors, while developing an elected official advisory committee, leadership councils and working groups, and organizational staffing.

Aerozone Alliance is also actively engaged with partners to implement a master plan and a strategic marketing plan beginning in 2023. These initiatives will support our efforts to identify additional opportunities to continue to enhance the effectiveness and efficiency of our organization, and enable us to invest into new growth areas for our partners.

PRIORITY 1 MILESTONES - 2022

- ✓ Conducted a strategic planning effort and adopted a new strategic plan.
- ✓ Established a new Governance Board and a new Economic Development Leadership Forum.
- ✓ Established an Elected Officials Advisory Committee.
- ✓ Hired a Director of Business Engagement.
- ✓ Expanded support funding from private sector.

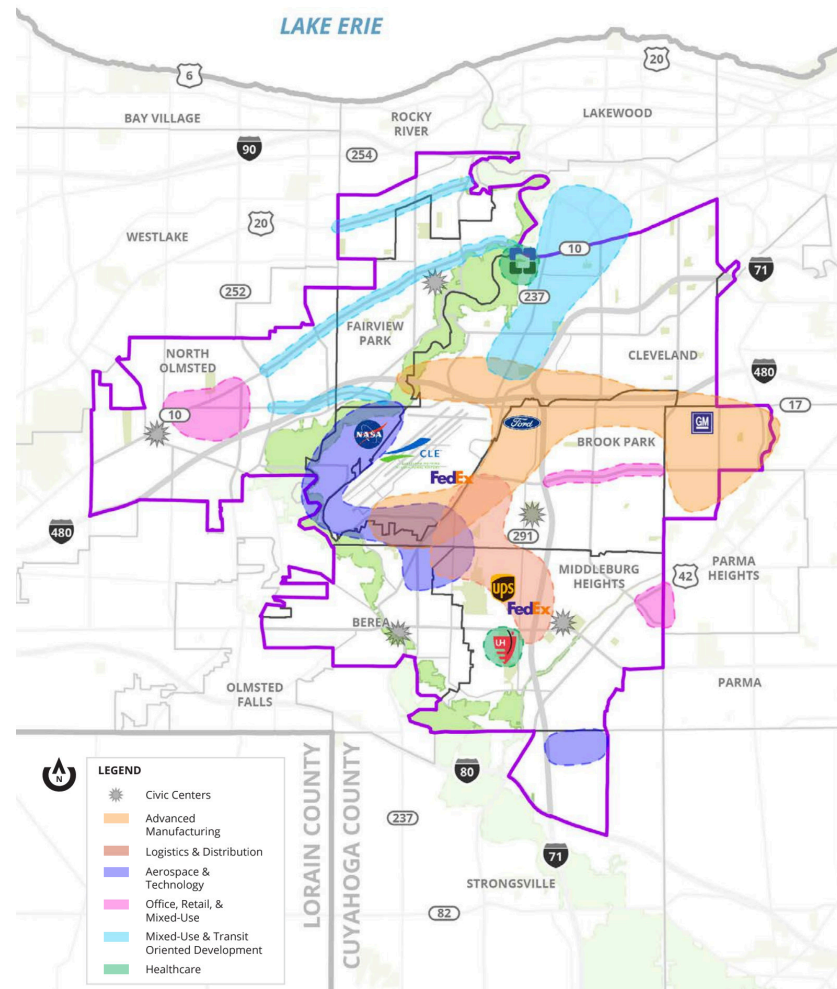
Priority 2: Infrastructure Development and Placemaking

A key driver of our success is our ability to develop powerful and differentiated physical assets at the Aerozone District. Since the beginning of 2022, Aerozone leadership and alliance members have worked to develop a current state assessment of the Aerozone District, in preparation for a full-scale master planning effort in 2023.

Meanwhile, in recognizing that the Aerozone District currently lacks a comprehensive list of available industrial and commercial site, we have partnered with **JobsOhio** to develop a site inventory tool to identify and catalog potential business attraction opportunities.

Our partner, the **Northeast Ohio Flight Information Exchange Program (NEOFIX)**, has received preliminary approval and funding from **Cuyahoga County** to establish an “advanced air mobility control tower” at the Aerozone District, which will help support drone operations in Northeast Ohio.

Aerozone partner, **Great Lakes Biomimicry**, has also received preliminary approval and funding from **Cuyahoga County** to develop an Innovative Aerozone Sustainability Lab. This asset will help us advance biomimicry research and development to local businesses and support business growth. We expect both projects to launch this 2023.



Aerozone District has been selected as a priority site for the development of the Microgrid. Aerozone leadership is working with partners to finalize the study which will determine how the Microgrid will be established within the Aerozone District, and to select a developer that will lead the effort moving forward.

Aerozone leadership is working closely with the **City of Cleveland** and **Cleveland Hopkins International Airport** to evaluating the feasibility of developing a solar field within the District.

The Aerozone District has been designated as one of the priority job and transportation hubs for Northeast Ohio. Our partner **NOACA** is evaluating how to translate this designation to tangible local projects.

The **2022 Aerozone Current Conditions Assessment**, developed by the **Cuyahoga County Planning Commission**, includes a deep analysis of data across multiple topics to provide a clear picture of the status of the Aerozone, lays the groundwork for future planning efforts, and identifies assets, issues, and opportunities for the district.

Aerozone Alliance is especially grateful to those who provided funding and support to advance these infrastructure and placemaking developments, including the **Cuyahoga County Planning Commission**, the **Cuyahoga County Department of Sustainability**, **County Councilman Dale Miller**, and the **Office of Senator Sherrod Brown**.

PRIORITY 2 MILESTONES - 2022

			
<p>Conducted Phase 1 of Master Plan: Current State Assessment</p>	<p>Received a Green Canopy Grant to Beautify the District</p>	<p>Secured \$500k in State Funding for Facility Improvements</p>	<p>Secured \$22.5 m in Funding to Support District Transportation Infrastructure</p>
<p>Cuyahoga County Planning Commission</p>	<p>Cuyahoga County, City of Brook Park</p>	<p>Ohio Aerospace Institute</p>	<p>NOACA, ODOT</p>



Priority 3: Business Development and Growth

Our leadership in aligning partners and resources enabled us to attract and grow businesses in the Aerozone District in 2022.

Aerozone Alliance is working with the **Greater Cleveland Partnership** to support their efforts in advocating for program expansion at the **NASA Glenn Research Center** in areas such as Lunar Surface Integration Lab, Advanced Hypersonic, and Nuclear Materials Development.

Aerozone Alliance has also been working with **Team NEO** and the **Ohio Aerospace Institute** in their collaborative efforts to drive business attraction efforts to Northeast Ohio, and has partnered with **Team NEO** and others to support anchor initiatives, such as expanding air cargo opportunities **Cleveland Hopkins Airport**. Aerozone leadership will also continue to explore ways to support technology transfer and commercialization initiatives in 2023.

Business Retention & Expansion (BR&E)

One of the major objectives of the Aerozone Alliance is to support the existing businesses through ongoing engagement and offering value added solutions to help them remain and grow in the region. Our data driven business retention and expansion (BR&E) process has been piloted successfully, having created an integrated methodology driven by data, technology, and people.

- **Data Driven** – Identify technology, supply chain and manufacturing businesses in the Aerozone District and do the proper due-diligence to learn about each company before each BR&E visit. Determine issues such as workforce, supply chain, inflation pressures, and competition that companies may be facing.
- **Technology** – In order to stay organized and follow through with meeting preparation and follow ups, HubSpot CRM system has been implemented.
- **People** – For each BR&E visit, an efficient and value-added team is put together that consists of Local Economic Development Organization (LEDO), and Regional Partners such as **Team NEO**, **Manufacturing Works**, **Greater Cleveland Partnership**, **Ohio Aerospace Institute**, and more.

By leveraging the collective capacity of our various economic development partners, our goal is 100 business site visits in 2023!

PRIORITY 3 MILESTONES - 2022



Created 125 Jobs & \$160 m in Aerospace Investment

Zin Technologies, JobsOhio



Submitted Build Back Better Project in Support of NASA GRC Advanced Materials Commercialization

Ohio Aerospace Institute



Launched a Data Driven BR&E Process Focused on our Priority Industries

Team NEO, Partner Municipalities



Coordinated Washington DC Advocacy Visit to Advance NASA GRC

Greater Cleveland Partnership





PRIORITY 4 MILESTONE:
 Enabled a STEM internship program in the aviation industry
Constant Aviation

Priority 4: Talent Alignment

Aerozone Alliance partners have joined forces to create an area in tune with the cadences of the global economy. Together we are fostering a pipeline of talented and dedicated workforce passionate about building upward economic mobility for our partners and communities, and developing pathways to connect local talent to the employment opportunities at the Aerozone District.

Building a diverse, world-class workforce is necessary as we move into our next phase of growth. In 2022, we dedicated resources toward expanding our NEO STEM Connect program, working with **CMSD** middle schools and high schools to connect students – especially students of color – to STEM exposure opportunities. In 2023, we look toward working with NASA scientists and school administrators to develop a broader and more comprehensive strategy to drive our efforts in connecting students to STEM career resources, including summer internship opportunities with the **NASA Glenn Research Center**.

Aerozone Alliance is grateful to all our Aerozone District partners for helping us coordinate this STEM student speaker series:

- **Cleveland Metropolitan School District (CMSD)**
- **Greater Cleveland Career Consortium**
- **NASA Glenn Research Center, Office of STEM Education**
- **Great Lakes Science Center**



November 17, 2022

An inspiring evening. **Cleveland Browns Quarterback R. Joshua Dobbs** shared his journey of what it took to become a National Football League (NFL) player and pursue an aerospace engineering degree.

Some wisdom that he offered:

- How did you manage the pressure? Focus on the moment and **ONLY** what is in front of you.
- Develop conviction towards what you want to accomplish. Nothing can stop those who hold a deep personal conviction.
- Tap into your deepest passions. This is the fuel that will get you through the darkest hours.
- Everything you want to accomplish is on the other side of hard work.
- Challenge yourself and live to the highest standards.



Guided by Purpose

Our partners provide the energy, enthusiasm, and ingenuity that drives our success. In 2022, we fostered and expanded partnerships with some of our region's premier companies, and in 2023 we will continue to work hand in hand with partners to construct a dynamic economic platform for Northeast Ohio's next generation of regional job growth and economic success.

We are so grateful to you, our community partners and stakeholders, for your trust in the Aerozone Alliance. We are committed to living up to that trust as we work to fulfill our purpose and create value for you. We are also grateful to our Board of Directors. Their dedication, industry knowledge, and expert perspectives has been immensely beneficial to our organization and our district.

In 2023 we will continue to articulate our strategy to increase financial sustainability and drive further efficiencies through a restructured organization, making a difference for more partners in our community and laying the groundwork for our future.

While our updated strategy will likely introduce new opportunities for us to pursue, we believe driving on the four key priority areas noted above will continue to build our foundation for the future, and we expect to stay highly focused on them in 2023. We believe all this puts us on a great footing to begin building the next chapter in our Alliance's future.

At Aerozone Alliance, our culture is anchored in the core values of partnership and innovation, and a unifying purpose to drive regional economic growth for our stakeholders and our community. We expect to share our new approach with you upon the culmination of our master planning and strategic marketing and branding processes in the coming months. In the meantime, we encourage you to contact us at any time, to explore how you can play a part in our emerging success story.

Acknowledgements

- Baldwin Wallace University
- City of Berea
- City of Brook Park
- City of Cleveland
- City of Fairview Park
- City of Middleburg Heights
- City of North Olmsted
- City of Rocky River
- City of Strongsville
- Cleveland Hopkins Airport
- Cleveland Metroparks
- Comsat Architects
- Cuyahoga County Council
- Cuyahoga County EDC
- Cuyahoga County Planning Commission
- Fund for our Economic Future
- Great Lakes Biomimicry
- Greater Cleveland Partnership
- GCRTA
- IRG Realty Advisors
- JumpStart, Inc.
- Manufacturing Works
- McDonald Hopkins
- NASA Glenn Research Center
- NOACA
- Ohio Aerospace Institute
- Paran Management Company
- Prairie Wind Group
- Riverside Company
- Team NEO
- Tech Park
- Weston
- Zin Technologies

Leadership Team

Hrishue Mahalaha
Executive Director
hmaalaha@aerozonealliance.org


Mary J. Schmidt
Director of Business Engagement
mschmidt@aerozonealliance.org

Contact Us

Aerozone Alliance
22800 Cedar Point Road
Cleveland, Ohio 44142

(440) 533.5732
www.aerozonealliance.org

 Follow us on LinkedIn

A space shuttle is shown launching, with a large plume of white smoke and fire trailing behind it. The scene is set against a teal background with a faint, repeating pattern of clouds.

The Aerozone District will be a national hub of innovation in the arena of aerospace, logistics and distribution, and smart manufacturing.

We will achieve this goal by catalyzing the unique assets of the Aerozone District and the exceptional capabilities of our public, private, philanthropic, and nonprofit sector partners.

We will work with a collective focus and a sense of urgency to help cultivate economic opportunities for all our citizens.

www.aerozonealliance.org

A city skyline is shown at sunset, with the sky in shades of orange and red. The buildings are silhouetted against the bright sky. The Aerozone Alliance logo is overlaid on the bottom right of the image.

aerozone
alliance™ | GROWTH TAKING FLIGHT