



## **Clark County's Site Readiness Program Starting in 2014**

Clark County is beginning a site readiness program that will result in an inventory of available, developable employment sites. The inventory will be a tool for business and industry interested in expanding and locating in the county.

The county will begin with a focus on portions of the St Johns\Barberton area, and the Discovery Corridor. These two areas were identified as co-priorities for county investment in 2013.

What makes site readiness different from other programs?

1. It links marketing with knowledge.
2. It Identifies constraints and opportunities.
3. It aligns transportation, land use and economic development on a site specific basis.
4. It identifies opportunities for strategic public investment.
5. It increases private sector confidence and development opportunities and reduces uncertainty

Why do it now?

1. Clark county has a rising market – businesses are expanding and looking for sites
2. More knowledge benefits the labor force in a time of unemployment by increasing employment opportunities.
3. Helps County remain competitive in a regional market.

What results come from knowing the readiness of sites to develop?

1. Sites move to readiness more quickly and problems are resolved.
2. Development occurs.
3. Induces greater focus and discipline on making sites ready to develop.
4. Improves marketing and communication at the region, state, and local levels

When will sites be identified?

Inventoried sites will appear in late 2014.