

OSU Community Economics and Business Programs

A partnership between the Departments of Extension and Agriculture,
Environmental, and Development Economics

<http://localecon.osu.edu>



Economic development requires broad community involvement led by local officials. It also requires coherent development strategies based upon a thorough understanding of the local economy. OSU's Local Economic Analysis Programs enable communities to gauge local and regional economic conditions in order to develop a coherent economic development plan.

Our Mission: To serve as a resource for education, training, and research assistance to help communities identify and address opportunities and issues that directly or indirectly impact their regional and local economies.

Since 1986, we have worked with over 135 communities in Ohio and surrounding states to better understand local issues and take steps necessary to improve the economy, with Business Retention and Expansion and Retail Market Analyses programs.

The Ohio Business Retention & Expansion (BR&E) Initiative provides the resources, training and tools that streamline and automate the BR&E process so local communities can focus on planning, action and results.

Communities that actively implement an on-going BR&E program focusing on the retention and expansion of local businesses will:

- Improve the community's business climate
- Help local businesses remain competitive
- Increase employment
- Stabilize the local economy

OSU's Retail Market Analysis program describes the relative supply of and demand for retail goods within a locally-defined market area. The program helps rural or semi-rural communities understand the extent to which consumers are spending their money locally.

Retail Market Analysis products include:

- Economic and demographic trend analysis
- Retail sales by sector including maps of the local market area and competing areas
- Retail surplus and leakage by economic sector
- Neighborhood retail analysis
- Economic development strategies

To estimate the effects of new or existing investment to a community's economy, an Economic Impact Analysis program is currently under development and will be released soon.

For more information on any of these programs, contact:

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