

NextGeneration

News about Northeast Ohio's Emerging Economy from The Generation Foundation

OneCleveland to Expand Ultra Broadband Network in NEO

With a \$50,000 initial grant from The Generation Foundation, OneCleveland will extend its "Community Computing" program throughout Greater Cleveland and eventually throughout Northeast Ohio.

"This innovative project will establish our region as a national leader in providing free public access to computing and Internet facilities through OneCleveland's subscribers like schools, airports and libraries," said Generation Foundation president Glenn R. Brown. "It will be the world's first program to bring large numbers of underserved individuals into the information age, giving the region a distinct competitive advantage."

As a nonprofit, OneCleveland operates an ultra broadband community network that reaches area libraries, schools, healthcare facilities, local government and other nonprofit offices throughout the region.

Ultra broadband is a fiber optic-based communications network more than 1,000 times faster than conventional broadband. Northeast Ohio is fortunate to have an abundance of existing and unutilized fiber under much of its streets—a resource OneCleveland has used to connect public sector entities to each other, enabling them to enhance the quality of community services, reduce costs, prompt new collaborations, develop new delivery mechanisms, and to address broader markets.

The Generation Foundation grant will help OneCleveland and its technology partner, Sun Microsystems, to establish Community Computing centers throughout Greater Cleveland and Northeast Ohio that will be available to the public.

With extensive in-kind donations from leading global IT companies, the program will provide huge cost savings for nonprofit organizations beyond just affordable hardware and software applications. For organizations deploying these Community

**"We will connect,
enable and transform
Northeast Ohio"**

Computers, everything is managed for these disparate locations across different organizations at one central location which does all security, virus protection, backups and software upgrades, to produce huge cost savings for all parties. The public will be able to access the network to receive educational services and communicate with social service agencies. Indigent citizens could check job listings and communicate via email. Disadvantaged residents could learn about predatory lending practices, nutrition, access government services available on the Internet, enhance their job skills and search for employment.

"It's hard to overstate the social impact — not to mention the economic development importance — of Community Computing," said Lev Gonick, Ph. D., Chief Information Officer of Case Western Reserve University and Chairman of OneCleveland.

All of the schools in the Cleveland Municipal School District



Lev Gonick, OneCleveland chairman, demonstrates hardware that allows people to go to schools, libraries and other public places and connect to the OneCleveland network for free Internet access to e-mail, job searches, training, software applications and community services.

will be connected to the OneCleveland network with the assistance of the Cleveland Clinic Foundation. And OneCleveland has received \$500,000 from the state of Ohio Capital Budget to expand the size of its network and it has proposals before other foundations in Northeast Ohio that will help it extend its reach. The City of Cleveland, which has already connected numerous administrative buildings, plans to connect various community and recreational centers throughout the city to the OneCleveland network as well to help make the Community Computing applications available to more residents served by these centers.

In addition to the City of Cleveland and Case Western Reserve University, other subscribers to the network include the Cuyahoga County Public Libraries, MetroHealth Systems, The Cleveland Orchestra and the Cleveland Museum of Art, among others. By the middle of 2005, OneCleveland expects to connect more than two dozen subscribers to its network, including Cleveland State University, ideastream and Cuyahoga Community College to this high-speed data communications network. The OneCleveland network allows its subscribers to share resources and collaborate on digital media projects like streaming high-resolution video, video-conferencing, supercomputing such as bioinformatics and other data intensive programs in ways that are not possible with traditional broadband connections.

"Community Computing fits perfectly with the Public Library's role of increasing access to information and bridging the digital divide," said Sari Feldman, Executive Director of Cuyahoga County Public Library. "Through the efforts of OneCleveland, we can offer every library user high speed access to the resources of all our community assets right from their local library." □

Fund for Our Economic Future Marks Second Year Progress

Heading into its second full year of operations, The Fund for Our Economic Future unveiled an ambitious regional economic development agenda to over 300 funders gathered on February 28 for its annual meeting at Akron's National Inventors Hall of Fame.

The Fund announced an 18-month, \$3 million public engagement project entitled Voices & Choices, a large-scale citizen engagement initiative. America Speaks, a Washington nonprofit, will manage the project. The organization will work in partnership with the Fund and the Universities Collaborative, composed of the University of Akron, Case Western Reserve University, Cleveland State University, Kent State University, Lorain Community College, and Youngstown State University.



Chairman Briggs

Voices & Choices has three major components. The first is public education, which will highlight regional issues and opportunities. The second is public deliberation for generating ideas and fostering dialogue in an effort to establish regional priorities. And the third is convening leadership networks to carry forward the mantle of thoughtful, deliberate regional economic decisions. Hundreds of thousands in Northeast Ohio will be invited to participate in engagement initiative through citizen interviews, group



Vice chair Ranney

Generation Foundation Passes \$1 Million Mark in Grants Made

Since its first grant in 1999 — one of three that funded the research and wrote the business plan for what has become BioEnterprise — The Generation Foundation has distributed over \$1 million to area nonprofit organizations.

"Our focus is on funding innovative start-up projects which have the capacity to create decent new jobs and help restore the region's economic competitiveness," said Board president Glenn R. Brown.

As a Northeast Ohio grant-making public charity focused exclusively on economic development, The Generation Foundation works in cooperation with other funders to make grants to nonprofit technology-based projects.

This collaboration has meant that total funds mobilized for a project often achieve substantial size. Grants to projects for which it was the initial funder have been highly leveraged by grants from 40 other foundations and donors.

"Since only a robust economy can produce the wealth that supports education, museums, hospitals, the arts and social services, more foundations are recognizing the importance of supporting economic development," Brown said. "We are happy to work with any funder who has an interest in our goal of encouraging entrepreneurship, forming high-tech clusters, encouraging technology transfer, and promoting workforce development so that the quality of life in Northeast Ohio is enhanced."

forums, large-scale town meetings, and other venues. Citizens will be pooled from each of counties that make up Northeast Ohio to capture the diversity of the region. Others in the community will be reached through different forms of media programming and editorial news coverage.

The Fund's chairman, Robert Briggs, believes public engagement is critical to building a strong regional economy. "Most of the pieces needed to make Northeast Ohio a global economic powerhouse are in place," explained Briggs. "One of the missing pieces, however, is a shared vision and understanding that the residents in Ashland and Summit, Wayne and Portage, and all the other counties in Northeast Ohio are interconnected in a regional economy. By breaking down jurisdictional boundaries created by cities and counties and thinking regionally, we will create economic transformation to stimulate exponential growth."

The Fund also presented preliminary findings from a Gallup Barometer Study conducted on perceptions of residents living in Northeast Ohio. Questions posed to the more than 2,000 participants of the study focused on the economics of the region. When asked how they would rate economic conditions in the region, the answers, not surprisingly, were overwhelmingly negative. The same was true with regard to the residents' outlook for the local economy and on the region's ability to keep jobs, create new jobs, and help existing businesses grow. The good news revealed from the study was that there is a favorable view of building a regional economy, and an acknowledgement of Northeast Ohio's many assets that contribute to the quality of life.



Ronn Richard

Conference speakers included Lieutenant Governor Bruce Johnson, who discussed his vision for the Northeast Ohio region; nationally recognized economist and author Manuel Pastor, who answered the question "Why regionalism?"; and client representatives from organizations supported by the Fund's four grantees: BioEnterprise, JumpStart, NorTech and Team NEO. Mayors from Ashland, Cleveland, Elyria, and Fairlawn also participated in a panel discussion on balancing the reality of regionalism with jurisdictionally based demands. □



Foundation executives, public sector officials, corporate leaders and college presidents applauded plans announced at the Fund for Our Economic Future's annual meeting to create a regional action agenda based on a shared vision of Northeastern Ohio's future.

Polymer Industry Targets NEO Job Expansion

Ohio polymer industry leaders are planning specific steps to strengthen the industry, create 3,450 new high-wage jobs in Northeast Ohio and support more than 140,000 existing jobs in the nation's top polymer state. The Battelle Polymer Strategic Opportunity Roadmap says that industry, universities and government should invest \$232 million over the next ten years to achieve these goals and capitalize on the industry's lucrative economic development and wealth opportunities.

Polymer companies in Ohio face fierce global competition but can increase their growth rate over the next ten years if they shift their focus to more profitable markets with emerging technologies, according to the report.

The Roadmap recommends specific action steps for the polymer industry, state and federal governments and universities over the next decade. It also includes advice for small polymer companies threatened by lower-cost foreign competitors.

"Northeast Ohio is the world's premier location for the polymer industry, but thousands of jobs are at risk because we are not leveraging the resources that earned us this distinction," said Dorothy Baunach, executive director of NorTech, one of the organizations that supported the Battelle report. "It is time to take full advantage of the assets that are unique to our region – the incredible research capabilities of our universities, the huge number of polymer companies operating here and our capacity for commercializing new products and processes."

The Roadmap project was funded by The Cleveland Foundation and the GAR Foundation on behalf of the Greater Akron Chamber, NorTech and The University of Akron. Assistance was provided by the Ohio Polymer Strategy Council and PolymerOhio, Inc., two public-private partnerships that promote and support the polymer industry.

The number of polymer companies here is higher than anywhere else, the report says. If Northeast Ohio were a state, its 43,562 polymer jobs would make it the tenth largest polymer state.

Polymer companies need to shift toward higher-value products and processes that generate more profit and are less vulnerable to foreign rivals. To facilitate that shift, the Roadmap recommends more business-university initiatives that give companies access to research taking shape at Akron, Kent State and Case Western Reserve universities, among others.

The Roadmap says six industries represent a big opportunity to become significant global polymer markets: automotive; biomedical; building, construction, and utilities; consumer goods; instruments, controls and electronics; and packaging.

"This is a very specific report," added Marty Grueber, program manager for the Technology Partnership Practice at Battelle. "It is industry-driven, not government-driven. We have a professional, credible document that polymer companies, universities and government agencies can all feel good about following."

"If we do not take action, we will put thousands of jobs at risk and miss an opportunity for significant economic growth and wealth creation," said Tom Waltermire, president and chief executive officer, PolyOne Corporation and co-chair of the Project Steering Committee.

"That would be irresponsible. The time to act is now."

The Executive Summary from this report is available on www.polymerohio.com by clicking on the link "Polymer Strategic Opportunity Roadmap." □



Polymer science graduate students at University of Akron, a leader in the field, create thin optical film in a clean room located within a Goodyear Polymer Center laboratory.

CWRU 4th, University of Akron 7th in National Internet Access Rankings

Being able to hop on the internet with their PCs from almost anywhere they might be on campus is vital for many college students.

In their study, The Most Unwired College Campuses, Intel Corp., the world's largest manufacturer of computer chips, found that two Northeast Ohio universities — Case Western Reserve and University of Akron — were near the top of the list for "laptop-friendly colleges."

Intel based its study on the percentage of each campus covered by wireless technology, the ratio of computers-to-students, and the number of undergraduates and computers.

Here are the top ten from the Intel list:

1. **Indiana University (Bloomington)**
2. **Purdue University (West Lafayette, Indiana)**
3. **University of Texas (Austin)**
4. **Case Western Reserve University (Cleveland)**
5. **Dartmouth College (Hanover, New Hampshire)**
6. **Carnegie Mellon University (Pittsburgh)**
7. **University of Akron (Akron)**
8. **Western Michigan University (Kalamazoo)**
9. **American University (Washington)**
10. **St. John's University (New York)**

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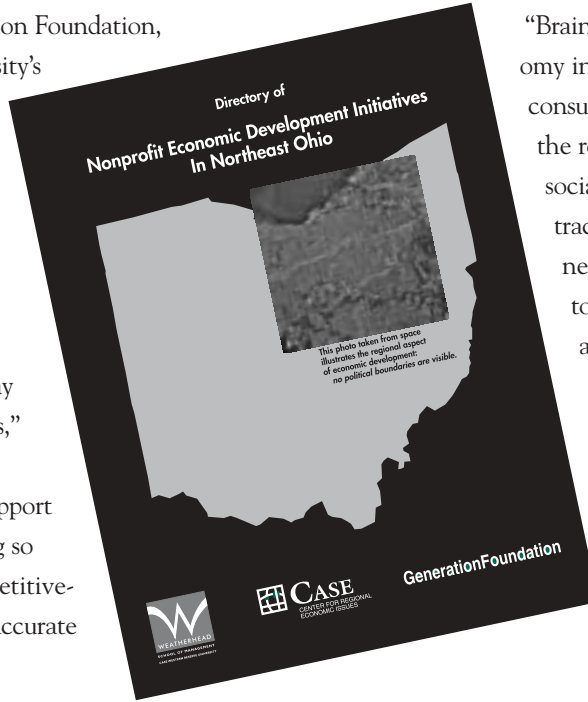
THE CLEVELAND CLINIC
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Foundation Offers Directory of Economic Development Nonprofits

With a grant from The Generation Foundation, Case Western Reserve University's Center for Regional Economic Issues (REI), has expanded its Economic Landscape Database to create the Directory of Nonprofit Economic Development Initiatives in Northeast Ohio.

"The directory is a 'Yellow Pages' for the region's 1,531 foundations that may make grants to these 653 organizations," said Generation Foundation president Glenn R. Brown. "As more funders support these vital organizations that are doing so much to restore our economy to competitiveness, it is important to have as much accurate information about them as possible."

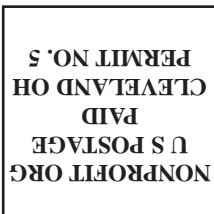


"Brain power and social capital will drive the economy into the future," said Matt Kozink, a Case/REI consultant. "We wanted to provide a resource to the region that would assist people in aligning social and intellectual capital while allowing us to track resources for REI. Nonprofits and entrepreneurs can also use directory to work with others to create social capital by sharing knowledge, assets and access for mutual benefit and gain."

The directory can be downloaded free at www.generationfoundation.org and will be updated every few months. A limited number of printed copies of the 83-page book can be obtained by sending \$10 to The Generation Foundation, 3375 Hollister Rd., Cleveland, OH 44118. □

The Generation Foundation is a grantmaking public charity working cooperatively to strengthen the regional economy. P.O. Box 18190, Cleveland, OH 44118; (216) 371-0289; Fax (216) 321-1431; www.generationfoundation.org. Glenn R. Brown, President; Timothy J. Callahan, Nancy McCann, Katherine T. O'Neill and Peter K. Ranney, Vice Presidents; Phillip A. Ranney, Secretary; and James D. Ireland III, Treasurer. Robert Miller, Executive Director.

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